

## **Helsinki as a tourist destination for Chinese visitors**

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Bachelor's thesis

Degree Programme in Tourism

10. 2011



Degree Programme in Tourism

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<p><b>Title of report</b> Helsinki as a tourist destination for Chinese visitors</p>	<p><b>Number of pages and appendices</b> 49+ 4</p>
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<p>The objective of this thesis was to find out Chinese visitors' expectation and the level of satisfaction about visiting Helsinki. Since Chinese visitors have been one of the main target groups of Helsinki, even Finland, image and feedback of the city seem important for future improvement in order to gain success in the international market and in today's increasingly tough global competition.</p> <p>The theoretical framework was based on defining the concept of tourism; forms of tourism, tourist attraction, tourism products, and city as a product. Consumer behavior in tourism was also studied in this thesis. Chinese outbound tourism and factors affecting decision of Chinese travelers in choosing destination was the main focus of the study.</p> <p>Data collection of this study focuses on quantitative research method. The survey was designed to include 14 questions both close-end and open-end questions. Face to face surveys were done in Beijing International Airport. The total sample was 115, target group between 18 to 65 years old Chinese travelers.</p> <p>The main results showed that the overall satisfaction of Helsinki is quite good; however, it was lower than potential tourists' expectation. There are some low ratings in the satisfaction level in certain aspect of tourism service performance. There are capacities for improvement visitors' satisfaction, and the Helsinki Tourist &amp; Convention Bureau need to put more effort on promoting Helsinki as a tourist destination for Chinese travelers.</p>	
<p><b>Keywords</b> Helsinki tourism, chinese visitors, customers' expectation and satisfaction</p>	

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# 1 Introduction

Helsinki, the capital of the Republic of Finland, is a modern city with over half a million residents and is situated on the Baltic Sea. In 2000 Helsinki was an official European City of Culture while celebrating its 450th anniversary. (Visithelsinki 2010)

Helsinki is leading a bigger tourist market in Finland around the other cities. It is one of the most competitive city destinations in Scandinavia tourism market and processes.

The city of Helsinki is attracting global tourists coming for leisure and business travel.

Also it is a gateway between Asia and Europe. The neighboring cities include Stockholm, Tallinn, and St.Petersburg. It is easy to reach to these cities from Helsinki.

Competition with neighboring cities appears both challenging and rewarding.

China Tourism Academy estimates as many as 54 million tourists were planning to go abroad in 2010, up from 47 million in 2009 (Yu China Daily 2011). An increasing number of Chinese outbound tourists perceive Helsinki as an important city for tourism. Chinese tourists are mostly package tours and this is due to the fact that most of Chinese tourists prefer going around in groups. However, for business travelers they rely on own friends' and colleagues' feedback and on personal experiences. Most of Helsinki tourist services focus on tourist products offering and do not meticulously enough pay attention on target visitors' expectation and satisfaction.

To attract more Chinese visitors, the city of Helsinki could improve its tourist service by getting feedback on expectations from travelers. This thesis would provide findings as academic value as well as business value, and it will help the service providers to take into consideration potential Chinese visitors' particular needs.

## **1.1 Aims and objectives**

The primary objective of the thesis is to find out the level of awareness of Chinese outbound tourist about Helsinki. Helsinki is said to be one of the most competitive and safest cities in the world and among the best in terms of the quality of life (Helsinki City Special Interest 2010 Bureau). Yet many Chinese tourists have not come to explore that city. It is important to find out the expectations of Chinese tourists in general and the image they have about Helsinki.

With this research, it hoped that the service providers will find information to help them increase the competitiveness of Helsinki as a destination to attract more Chinese visitors. The thesis provides ideas to help Helsinki tourism service department to know more about their target consumers, and to adapt its products and services to Chinese travelers. The results of this research may facilitate the tourism organization's decision making regarding future marketing strategies to be used in China outbound market.

## 1.2 Research problem and research Questions

This study focuses on Chinese visitors' expectations and their satisfaction levels about Helsinki city as a destination. The main research problem is

- ✧ What is the Chinese travelers' feedback and expectation of Helsinki as a destination?

Since research of an entire country is a rather large and a complex task, from the main research problem, there are two sub-questions:

- ✧ What are the factors affecting decision of Chinese travelers in choosing their tourist destination?
- ✧ Which strategies could be put into place in order to attract more Chinese visitors?

This study does not distinguish between business and leisure tourism. This is due to the fact that the main motivation that triggers business and leisure tourism does not seem to differ considerably. The factors that create the demand for travelling to Helsinki seem to be similar. Therefore, this study takes focus on both leisure and business travel without giving any order of priority to none of the two.

## 2 Tourism destination

This chapter starts by defining basic concepts of tourism and its forms. The chapter defines tourism destination and attractions. In addition, it presents theories about consumer behavior in tourism and will be concluded with a description of key factors affecting decision of Chinese travelers in choosing destination.

### 2.1 Understanding of tourism and forms of tourism

The UNWTO has recommended that, tourism is social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/ professional purposes.

According to UNWTO, three basic forms of tourism are recognized: *domestic tourism*, *inbound tourism*, and *outbound tourism*. These can be combined in various ways to derive the following additional forms of tourism: *internal tourism*, *national tourism* and *international tourism*. (UNWTO 2008, 2)

Tourist attraction definitions have been included:

- ✧ An exploitable resources
- ✧ A marketable product and image
- ✧ A place attribute or feature

There are essential elements in tourism attraction:

1. A tourist
2. A sign or site in a non-home place
3. An interest or reason for the tourist to want to view the sight or experience the site

These three elements comprise a model of tourist attractions that were first suggested by MacCannell (1976) and later defined by Leiper (1990) as the tourist attraction system. (Lew, Hall & Timothy 2008, 37-38.)

## Types of formal attractions

### ***Nature-based Attractions***

- ✧ Panoramas: mountains, sea coast, plains and valleys, aid lands, island
- ✧ Ecosystems: climate, sanctuaries (national parks nature reserve)
- ✧ Landmarks: geological; biological ( flora and fauna), hydrological

### ***Mixed nature-based and human-based attractions***

- ✧ Observational nature: rural and agriculture landscapes, scientific gardens (animals zoos, arboretums rocks), and archeology
- ✧ Participatory nature: mountain activities ( summer and winter), water activities, other outdoor activities
- ✧ Leisure nature: parks (beach, urban, other), resorts

### ***Human-based attractions***

- ✧ Settlement infrastructure: utilities (e.g. dams), settlement activities and morphology (retaining finance, government, education and science, religion), people (way of life, ethnicity)
  - ✧ Tourist infrastructure: forms of access ( to and from a destination, tour routes), information and reception (welcome centers), basic needs (accommodations, ,meals)
  - ✧ Leisure infrastructure: recreation and entertainment (performance, sports related, amusements), culture, history and art (museums, monuments, performances, festivals, cuisine)
- (Lew et al. 2008, 39)

## **2.2 Tourism products**

Medlik and Middleton (1973) noted a quarter of a century ago that, “As far as the tourist is concerned, the product covers the complete experience from the time he leaves home to the time he return to it”. Thus “the tourist product is to be considered as an amalgam of three main components of attractions ...facilities at the destination and accessibility of the destination”. In other words, the tourists product is “not an airline seat or a hotel bed, or relax on sunny beach... but rather an amalgam of many



components, or a package”. The same article continued, “Airline seats and hotel beds... are merely elements or components of total tourist product which is composite product”. (Middleton, Fyall, Morgan & Ranchhod 2009, 120)

Tourism constitutes such a wide span of products that it has to be seen in terms of sectors rather than a single industry comprising:

- ✧ *The accommodation sector:* hotels, bed and breakfast, self-catering, camp sites, etc.;
- ✧ *The attraction sector:* museums, galleries, theme parks, festivals, etc.;
- ✧ *The transport sector:* railways, cruise lines, ferry companies, airlines, cars hire, etc.;
- ✧ *The travel organizes sector:* tour operators, travel agents, booking agencies, etc.;
- ✧ *The destination organization sector:* national tourist offices (NTOs), area tourist boards, chambers of commerce, local authorities, etc.;

(A.V. Seaton, M. M. Bennett 1996, 113)

### **2.3 The city as a product**

According to Bonita (2006, 10), a product can be a physical good (something tangible), a service, an idea, or an experience. Marketing a city is unique because it is a product composed of a physical good, a service, and an idea, which combine the visiting experience. A city contains a physical good, such as the buildings (with their architecture), the parks, the streets, the monuments, and even the transportation system. These physical features will be an important component in developing the city's image, whether as a historical, traditional, or modern city. Another feature of the physical product is the city's geographic setting. Being located by a river, ocean, or mountains adds to the value experiencing the city. The cultural facilities and religious buildings are also important component of the physical product. All of these together will be used to develop the city's image.

The services the city provides tourists are also part of the visit experience. These tourist services include the obviously needed hotel rooms and the dining establishments. However, tourist service can also include events such as theatrical productions, dance performances, concerts, festivals, parades, shopping, and even sports.

Combining the physical city and services/events creates the city's image. The image can be of beauty, excitement, charm, or artistic value. The image can also arise from the lifestyles and values of local residents, such as an ethnic culture, the friendly attitude of the residents, or an emphasis on family fun. This combination of the physical product, the services/events provided, and the image the city conveys is part of the experience of visiting the city. It is actually this entire experience that must be promoted when marketing a city as a tourist destination. Table 1 on the next page, summarizes the key components of a city as tourist destination.

Place	Services/Events	Image
Interesting architecture	Festivals	Exciting
	Parades	Historical
Historical buildings	Cultural events	Charming
Cultural facilities	Plays	Friendly
Churches, temples, mosques	Sports	Beautiful
Unique street patterns	Tours	Artistic
Public parks or squares	Cinema	Ethnic
Walking path, canals	Hotel rooms	Spiritual
Mountains, rivers oceans	Dining	Licentious
Monument	Entertainment	Family fun
Transportation system		

**Table1. Product component of the city** (Bonita M. Kolb 2006, 10)

To analyze the city as a tourist destination or as a product, it is important to focus on not only on the city's features and services but also on the benefits the experience of visiting can provide (see Table 2).

Tourist Product	Benefit Provided
Historic sites	Reinforcement of national values or identity
Entertainment venues	Excitement not found in everyday life
Cultural organization	Quality art experience not found elsewhere
Amusement park	Family togetherness

**Table2. Relationship between Product and Benefit** (Bonita M. Kolb 2006, 13)

For example, visiting historic sites provides visitors with the benefit of reinforcing their national value or identity. Visiting a city might also provide tourists with entertainment options that offer the benefit of excitement not found in their everyday lives. Tourist may also visit a city and attend a cultural performance to receive the benefit of a quality

art experience that not available to them at home. Likewise, a visit to an amusement park can provide the benefit to family togetherness. (Bonita M. Kolb 2006, 13)

## **2.4 Consumer behaviour in Tourism**

This section describes how consumers' motivation affects their behaviour and actions. The section concludes by presenting the push and pull factors to show why, where, and when individuals travel.

### **2.4.1 Pull and push factors for travelling**

Dann (1977) considered a range of socio-psychological motives that drive a person to take a holiday, such as the need for a break due to high levels of stress or to escape routine (boredom), referring to these as "push" factors. Dann identified a range of basic push motivation as being a reaction to anomie (a feeling of social alienation) or ego-enhancement (providing psychological boosts supported by a desire for fantasy). He then looked at the actual decision-making process of where to go, which tended to reside with the promotional activities of the tourism industry and destination, calling these "pull" factors. Pull motivations consisted of the appealing attributes of a destination that the individual is seeking, such as the weather, beaches, cleanliness, recreation facilities, cultural attractions, natural scenery or even shopping. (Sue Beeton 2006, 22)

The push-pull model is based on the distinction between factors which encourage individuals to move away from their home setting through tourism (push factors) and those attributes of a different place which attract or 'pull' them towards it.

Figure 1 as below, identify the key items from various travel motivation among travellers.

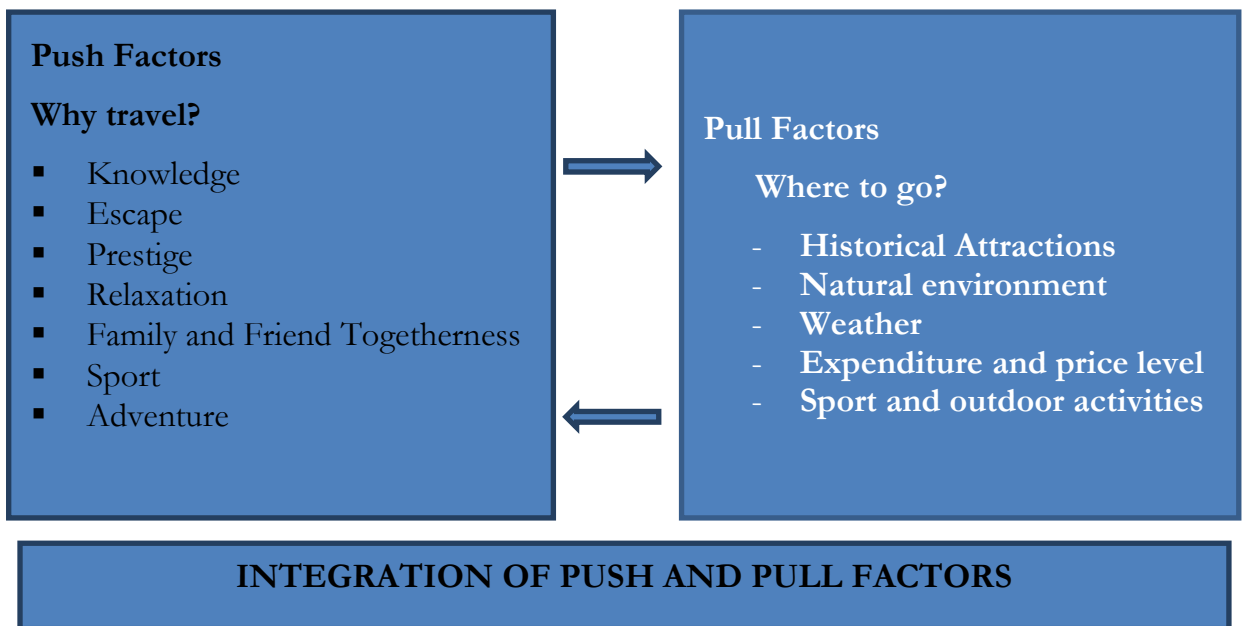


Figure 1: Tourists push and pull factors (Dann, G. 'Anomie, 1977 184 -194)

## 2.4.2 The tourist decision-making process

In the behavioral framework presented by Mathieson and Wall (1982), the decision-making process, as seen in Figure2, involves five principal phases:

1. Felt need or desire for travel
2. Information collection and evaluation
3. Travel decision
4. Travel preparations and travel experience
5. Travel satisfaction evaluation

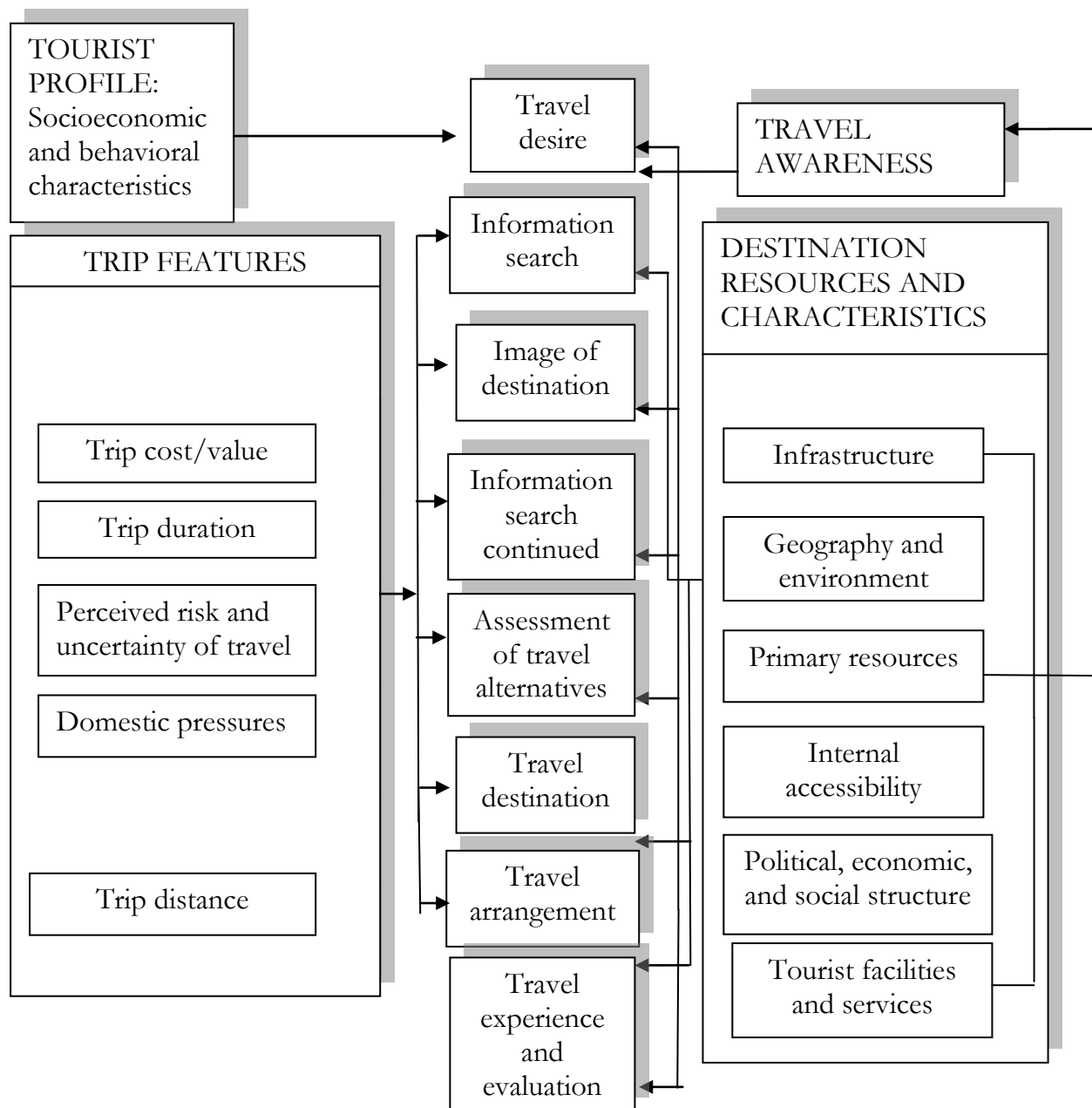


Figure 2 the tourist decision -making process

The components that are itemized in the framework, and their interrelationships, influence each of the five decision phases. In their book, mainly dedicated to the impact of tourism, the authors consider the framework under four major headings:

1. *The tourist profile*: This is viewed under the categories of the tourists' socioeconomic and behavioral characteristics
2. *Travel awareness*: Potential tourists may be motive to travel but, unless they are informed about available opportunities, they may be unaware of the means of meeting their requirements. A tourist image is conjured up from the information received, as interpreted through the personal and behavioral characteristics of the tourist.
3. *Trip features*: These include such factors as distance, duration of stay, time constraints, trip cost, party size, and perceived risk.
4. *Resources and characteristics of destinations*: These include types of attraction, the availability and quality of services, environmental conditions, the attributes of the host population, and their political organization. (Pizam & Mansfeld, 1999, 23)

### **2.4.3 Major influences on individual travel behavior**

According to Mayo and Jarvis (1981), understanding how individual travelers make decisions also requires an insight into the psychological and social factors that influence their choices. The decision-making is affected by both internal and social influences. The internal psychological factors that influence travel behavior are perception, learning, personality, motives, and attitudes. Perception is the process by which an individual selects, organizes, and interprets information to create a meaningful picture of the world. Learning refers to changes in an individual's behavior based on experiences. Personality is associated with the patterns of behavior and the mental structures that related behavior and experience in an orderly way. Motives are through of as internal energizing force that directs a person's behavior toward the achievement of personal goals. Attitudes consist of knowledge and positive or negative about an object, an event, or another person. (Pizam et al. 1999, 22)

## **2.5 China outbound tourism**

The top 10 ranking of international tourism spenders shows China climbing to third position. China was able to multiply expenditure four times since 2000, thus achieving by far the fastest growth in this category over the last decade.

In the 2010 rankings of the first ten destinations by international tourist arrivals and receipts, China has also reinforced its position. In arrivals, China has overtaken Spain and now ranks third after France and the USA, while in terms of receipts it ranks fourth, overtaking Italy. The only other change in the ranking by receipts came from Hong Kong (China), which climbed from the 12<sup>th</sup> to the 9<sup>th</sup> position. France continues to lead the ranking of the world's major tourism destinations in terms of arrivals and ranks third in receipts while the USA ranks first in receipts and second in arrivals. (UNWTO 2011)

The Annual Report of China Outbound Tourism Development 2009-2010, recently released by the China Tourism Academy (CTA), estimated that 54 million travelers would go abroad this year, up from 47 million in 2009.

Jiang Yiyi, director of the academy's international tourism development institute, said that the outbound travel market for the Chinese mainland would remain brisk this year, continuing to contribute to the recovery of the world economy and helping to offset China's trade surplus.

According to the United Nations World Tourism Organization, China will be the world's fourth-largest source of outbound tourists by 2020, with 100 million overseas visits. (Yu Tianyu, China Daily, 2010)

### **2.5.1 Characteristics of Chinese outbound tourists**

Chinese travelers prefer tours that will take them to multiple countries when considering price and time for their trip. They would like feel that they get the most in way experiences for their money. Chinese typically spend large amounts of money on shopping in the destinations they visit. In fact over half of all Chinese tourist state that shopping expenses make up their major part of their expenses while traveling. This is



partially due to the gift giving culture in China. Chinese that go out of the country often purchase gifts for their entire extended family and friends. It is seen as a status symbol to wear popular foreign brands from abroad and to give those gifts. (Guo, Kim & Timothy 2007, 8)

### **2.5.2 Factors affecting decision of Chinese travelers in choosing destination**

China outbound tourism to destinations outside Asia started with the easing of passport procedures, many impediments to travel are disappearing. Motivations of Chinese outbound travelers are choose their destinations based on politics, time, cost, cultural affinity, language, and food. The top desired destinations are based on status, novelty, culture, business needs, and shopping.

With limited knowledge about many overseas destinations, Chinese outbound travelers are more likely to visit famous landmarks and major tourist attractions than they are little known or niche regions.

Chinese people are influenced by good food; also security is another factor they are considering. There almost 57% taking safety into account when choosing a travel destination. Environment is growing importance when they select destination. Xola Consulting, in its report of Chinese travelers has found that, there are several factors effort host countries to attract and keep Chinese tourists satisfaction.

Language differences in greater China are causing difficulties within as well as outside of china.

- Lack of confidence in foreign languages
- Trust in local presences an important part in purchase decision
- Importance of Chinese language-based search engines, enabling Chinese travelers to feel comfortable doing their own research and using their own search tools
- High levels of customer service expected to feel comfortable in foreign areas.

To satisfy Chinese clients, the following aspects of services are important.

- Attention to personal details

- Understanding cultural sensitivities
- Knowing regional differences
- Being flexible and adaptable to change in plan
- Exceeding expectation

For outbound Chinese travelers, Europe is selected to become more fashionable. Types of activities will most interest to Chinese tourists; they are motivated by the perceived status of particular destination and activity. (Xola Consulting, 2008, 6.)

### **3 Helsinki as a tourist destination**

This chapter introduces Helsinki as a tourist destination. In the beginning, the chapter will show Helsinki city in a glance. Then the chapter describes Helsinki's tourist attractions sites, and main tourism products.

#### **3.1 About Helsinki**

Helsinki, the capital of the Republic of Finland, is a modern city with over half a million residents and is situated on the Baltic Sea. (Visithelsinki, 2010)

The city is located in a peninsula surrounded by 315 islands. Helsinki's Suomenlinna Fortress is one of the most popular destinations here, and is also part of the UNESCO heritage list. It likes a frontier city in many ways; some of these ways are related to Eastern culture, some are related to Scandinavian culture.

As Kari Halonen, Marketing Director of the Helsinki Tourist and Convention Bureau, said, the city of Helsinki is very relaxed and safe place. Helsinki Tourist and Convention Bureau are able to provide several Chinese-language tourism services, which include Chinese-speaking tour guides and several Chinese restaurants in the city's central area. The local people are very friendly and down-to-earth. They look shy and are somewhat quiet, but many of them can speak multiple languages and are happy to help foreign visitors. (Beijing review, 2011)

#### *How to get Helsinki*

Helsinki is easily reached by air, with a growing number of direct flights to Helsinki from Beijing, Shanghai and Hong Kong. Flights are operated by Finnair, Air China, or Scandinavian Airlines (SAS). Most flights to Finland land at Helsinki -Vantaa airport.

#### *Enter documents and visa*

Tourists wanting to enter Helsinki; Finland falls under the provisions of the Finnish Aliens Act and the Schengen Acquits. Chinese who wish to travel to Finland for a short period of time as tourists, in order to visit relatives and friends or to participate in a business or travel to a conference, need an entry visa.

The Embassy of Finland in China offers visa services for Chinese visitors. Customers could select visa application at Embassy of Finland in Beijing, consulate General in Shanghai, Guangzhou, and Hong Kong. Visa for tourists would follow the following steps for an application:

- ✧ Visas for tourism (ADS group) are for groups of at least 5 persons plus a tour leader
- ✧ ADS visas are applied for via an ADS-accredited travel agency
- ✧ A designated courier of the travel agency submits the applications to the Embassy or Consulate General
- ✧ ADS-accredited travel agencies have the list of requirements for an ADS visa
- ✧ List of travel agencies can be found on the webpage of China National Tourism Administration. (Embassy of Finland, 2010)

### *Accommodation in Helsinki*

Helsinki offers plenty of choices for accommodation, from inexpensive hostels to luxury hotels. Select the ideal accommodation according to your needs and budget. The easiest way to do this is by using the booking engine on the right side.

Finland does not use official hotel ratings, but still there are more than ten hotel chains provide various type hotels for tourists, from low budget to high standard rooms. Such as: Best Western Hotels Finland; Finlandia Hotels; Restel Hotels Group (Crown Plaza, Ramada, Holiday Inn and Cumulus-chains); Scandic Hotels Oy/ Hilton International Nordic Region ; Sokos Hotels. Many of them, located around city center, Helsinki international exhibition center, or nearby airport. (Visithelsinki, 2011)

## 3.2 Main attractions in Helsinki

Visitors in Helsinki could see and have experience of lots of things. In the following section will introduce a few examples of the main and most popular attractions.

### *Cathedral*

The Cathedral designed by C.L. Engel in splendid neoclassical style. The work began according to his designs in 1830, and was completed after Engel's death in 1852. In addition to serving its own congregation, it is the scene of major state and university events, while exhibitions and concerts are held in the crypt.

Cathedral's daily opening hour from 9 to 18 and on every Sunday service at 10. Entrance for tourists is prohibited during events. (Helsinki official tourism website, 2011)

### *Temppeliaukio Church*

Quarried out of the natural bedrock, Temppeliaukio Church is one of Helsinki's most popular tourist attractions. The interior walls are created naturally by the rock. The church was designed by architects Timo and Tuomo Suomalainen and opened in 1969. Due to its excellent acoustics the church is a popular venue for concerts. It is free of charge. (Helsinki official tourism website, 2011)

### *Sibelius Park*

This park was named after Finland's greatest composer Jean Sibelius on his 80th birthday in 1945. A favorite destination for tourists is the Sibelius Monument designed by Eila Hiltunen. (Helsinki official tourism website, 2011)

### *Ateneum Art Museum*

The Ateneum Art Museum is the basic part of the Finnish National Gallery. The largest art collections of the country contain Finnish art from the 1750s to the 1960s and Western art from the late 19th century to the 1950s, including many national treasures. Here one will find Finland's golden age and modern masters, from Albert Edelfelt to Akseli Gallen-Kallela and Helene Schjerfbeck. The museum complex includes the Ateneum Hall and hosts a range of events and activities. Ateneum is part of the Finnish National Gallery. (Helsinki official tourism website, 2011)

### *Helsinki Zoo*

It known as "Korkeasaari" among Finns is one of the oldest zoos in the world (founded in 1889). In Helsinki Zoo you'll meet animals from the arctic tundra to the tropical rainforest. Approximately 200 different animal species reside in the Zoo, and there are almost a 1000 different plant species. Protecting endangered species is a heartfelt matter for the zoo. The zoos in Europe form a network which works to preserve a number of species. Zoos are often the last refuge for many endangered species. The rhino sign will take you to the animals that belong to the zoos' shared protection programme. (Helsinki official tourism website, 2011)

### *City Hall*

The City Hall was designed by C.L. Engel as a hotel in 1833, the building has been the City Hall since the 1930s. The Helsinki coat-of-arms can be seen on the tympanum. With the exception of the facade, it was completely rebuilt in 1967-1970 under the architect Aarno Ruusuvuori. Opening hour from 8.15 to 16 every work days, and it is free to enter. (Helsinki official tourism website, 2011)

### 3.3 Tourism products

The city of capital of Finland, offers lots of tourism products for both individual and group visitors. With the coming paragraphs would show some of the most popular travel products in the city of Helsinki.

#### *A Guided Tour of the Nokia Flagship Store*

Nokia Flagship Stores are the only mobile telephone sales outlets owned by the world's leading mobile telephone manufacturer, Nokia Corp. Currently, there are 8 Flagship Stores in the world. Take a guided tour of the Nokia Flagship Store Helsinki and an introduction to the Flagship Store concept. The tour includes testing the newest Nokia mobile telephone models and guidance in using them. It supported by Nokia.

(Visithelsinki, 2011)

#### *Architecture Sightseeing*

The Neo-classical Senate Square in Helsinki is undoubtedly one of the most beautiful urban squares in the world. In the heart of Helsinki one can still feel the presence of both Russia and Sweden. Ruoholahti is one of the best, internationally recognized, examples of the new maritime city on the coastal line. It is a mix-use area based on an architectural competition on city planning realized during the past 10 years. Otaniemi campus is a major work by Alvar Aalto (1898-1976), the greatest master of modernism in Finland. The university is praised for its relation to the nature. The buildings and interiors have a human scale. During the tour visitors will get to know the different architectural time layers from Neo-classical to Art-Nouveau quarters and to present day glass cubes. Works by several prominent architects, such as Alvar Aalto, Eliel Saarinen, Carl Ludwig Engel, Steven Holl, Anttimatti Siikala, Sigurd Frosterus, Aarne Ervi and Theodor Höijer, will be seen during the tour. Languages are in English, Finnish, and Swedish, German, French, Italian, Russian, Spanish, Japanese and Hebrew on request. Archtours Ltd is the service provider of architecture sightseeing. (Visithelsinki, 2011)

### *Amazing Helsinki Race*

The Helsinki Game is a fun and adventurous way to get to know the streets of Helsinki, its public transportation and its people. During the race you will see some of the most famous landmarks of Helsinki, but also find places, which are not usually well known by visitors or even by many locals. The teams compete in a race that requires cleverness and creativity - by following clues the groups move from point to point. Once everybody has reached the final destination, the results are evaluated and the glorious winners of the race announced. In the end it is not the fastest team that wins, but the team that succeeds to follow the clues in the cleverest ways. Holder of this activity is by Eventgarden Ltd. (Visithelsinki, 2011)



## 4 Research approach and methods

This chapter will introduce the concrete research methods for each of the whole research process; therefore, these methods will be presented according to the research progression. After determined specific research methods to collect required information, as shown in chapter one, the key steps in designing questionnaire and carrying out the survey are discussed in the second part of the chapter. Data validity and objective will be given in the last part.

### 4.1 Data collection alternatives

Most methods of data collection can be used in both qualitative and quantitative research. According to Ranjit Kumar (2011), the classification of a method into quantitative or qualitative category depends upon your answers to the following questions:

- ✧ What philosophical epistemology is underpinning your approach to research enquiry?
- ✧ How was the information collected? Was it through a structure or unstructured/flexible format of data collection?
- ✧ Were the questions issues discussed during data collection predetermined or developed during data collection?
- ✧ How was the information you gathered recorded? Was it a descriptive, narrative, categorical, quantitative form or on a scale?
- ✧ How was the information analyzed? Was it descriptive, categorical or numerical analysis?
- ✧ How do you propose to communicate the findings? Do you want to write in a descriptive or analytical manner?

Especially, the commonly used design in quantitative studies can be classified by examining from three different perspectives:

1. The number of contacts with the study population;
2. The reference period of the study

### 3. The nature of the investigation

(Ranjit Kumar, 2011, 105-138)

In this research it is recorded on a scale, it classified as quantitative information. As above introduction of research methods, the researcher would chose quantitative approach as the main research method. This study is aiming at collecting data on Chinese tourists' expectations and satisfaction of Helsinki city as a tourist destination. For this purpose, a quantitative questionnaire is made for data collection.

Researcher adopts a face- to-face completion form, where respondents read out the questions from the questionnaire and records the answers. Researcher spends more time than respondent-completion, but it is more controllable and ensures the valuable of responses.

## 4.2 Questionnaire design

The quantitative survey aimed at studying of Helsinki as a tourist destination in the eyes of Chinese visitors and potential visitors. It also aimed at finding out the satisfaction level of Chinese tourists. Almost all questions in the survey were related to that issue. The questionnaire is structured into three sections:

### *Background information:*

This section includes several questions about respondent personal information, such as gender, age, and nationality. Besides that, respondents' background information about Helsinki is surveyed in this part. That involves their experience of visited to Helsinki, duration, purpose, and from which channels travelers get to know Helsinki city tourism. There also one question about near neighbors of Helsinki, do respondents have been arrived in Tallinn, Stockholm, or St. Petersburg? This question is preparing for question about competition.

### *Closed-ended questions:*

In this section, respondents were asked to indicate the importance of 14 items aspects of their Helsinki experience by scale from one to five. The objective of this section is to get a better understanding of when Chinese travelers are planning to go abroad what are the key push and pull- factors for them. This is gives information about the motives and expectations about a foreign destination.

The following section is on the levels of competitiveness and satisfaction of respondents' past traveling experience. Respondents would compare Helsinki with neighbor cities by several items; include accommodation, climate, tourism information service, food, culture, local people, price level, and entertainment, shopping facilities, city attractions, and tourism products. By this question, researcher could get data about Helsinki strengths and opportunities compared to neighbor cities.

### *Open-ended questions:*

There are four open ended questions in this section. Respondents' answers depend on their experience of Helsinki. In this section the researcher would like to know about the travelers' experiences while visiting Helsinki, and to get a feedback on what could be improved about Helsinki as a tourist destination. In this section, respondents were given freedom to give their opinions.

These four questions were only meant for travelers who have been in visited Helsinki already. It was crucial to include such questions, in order to get feedback on what could be done to enhance the opportunity of Helsinki as a tourist destination for Chinese travelers.

The research was conducted at Beijing international airport where many travelers take flights to Helsinki, or get back from there. The survey was also posted in Webropol as an on-line survey sent to Chinese friends that the researcher knew who have experience of trips in Helsinki. The questionnaire was translated into Chinese version, which was easier for local people to answer.

### 4.3 Validity and Reliability

#### Validity

According to William L. and Laura D. (1996), Validity is the extent of the accuracy of findings. Goetz and LeCompte (1984) separated validity into two types, *internal validity* and *external validity*. The first type is the extent to which “researchers actually observe or measure what they think they are observing or measuring,” and the second type pertains to generalizability of findings: “to what extent are abstract constructs and postulates generated, refined, or tested by scientific researchers applicable across groups?” (Ibid. 221)

By Vicki L. and John W, quantitative validity is validity in quantitative research addressed at two levels: the quality of the scores from the instruments used and the quality of the conclusions that can be drawn from the results of the quantitative analysis. (Clark and Creswell, 2011, 416)

In quantitative data validity might be improved through careful sampling, appropriate instrumentation and appropriate statistical treatments of the data. It is impossible for research to be 100 per cent valid; that is the optimism of perfection. Quantitative research possesses a measure of standard error which is inbuilt and which has to be acknowledged. (Cohen; Manion, & Morrison, 2007, 133)

In this research, there are some factors affect the result of survey. For example, the survey involve three sections and take 4 pages, some of respondents felt that would take much time, the airport is very noisy and they might in a hurry for their flight or bus, thus some respondents might not do the survey carefully or not completed.

However, advantage of doing research is that the questionnaire are translated in Chinese, the mother tongue of respondents, they could easily get the point of questions. Also on-line survey provides a Chinese version, which could ensure most respondents would understand means of questions.

## **Reliability**

Reliability in quantitative research is essentially a synonym for dependability, consistency and replicability overtime, over instruments and over groups of respondents. It is concerned with precision and accuracy; some features, e.g. height, can be measured precisely, while others, e.g. musical ability, cannot. For research to be reliable it must demonstrate that if it were to be carried out on a similar group of respondents in a similar context (however defined), then similar results would be found. There are three principal types of reliability: stability, equivalence and internal consistency. (Cohen et al. 2007, 146)

### *Reliability as stability*

In this form reliability is a measure of consistency over time and over similar samples. A reliable instrument for a piece of research will yield similar data from similar respondents over time. A leaking taps which each day leaks one liter some days and two liters on others are not. In the experimental and survey models of research this would mean that if a test and then a retest were undertaken within an appropriate time span, then similar results would be obtained. Then the research have to decided what an appropriate length of time is; too short a time and respondents may remember what they said or did in the first test situation, too long a time and there may be extraneous effects operating to distort the data. A researcher seeking to demonstrate this type of reliability will have to choose an appropriate time scale between the test and retest. Correlation coefficients can be calculated for the reliability of pretest and post-tests, using formulate which are readily available in books on statistics and test construction. (ibid. 2007, 146)

### *Reliability as equivalence:*

Within this type of reliability there are two main sorts. Reliability may be achieved first through using equivalence forms (also known alternative forms) of a test or data-gathering instrument is devised and yields similar results, and then the instrument can be said to demonstrate this form of reliability.

Second, reliability as equivalence may be achieved through inter-rater reliability. If more than one researcher taking part in a piece of research then, human judgment

being fallible, agreement between all researchers must be achieved, through ensuring that each researcher enter data in the same way. This would be particularly pertinent to a team of researchers gathering structured observational or semi-structured interview data where each member of the team would have to agree on which data would be entered in which categories. For observational data, reliability is addressed in the training sessions for researchers where they work on video material to ensure parity in how they enter the data. (ibid. 2007, 146)

*Reliability as internal consistency:*

Whereas the test/retest method and equivalent forms method of demonstrating reliability require the tests or instruments to be done twice, demonstrating internal consistency demands that the instrument or tests be run once only through the split-half method.

In future, same respondents might be asked of the similar questions, they may have different answers. That because the commission of this study of Helsinki city tourism by Helsinki City Tourist & Convention Bureau, still working forward improve strengths of Helsinki, in order to attract more Chinese visitors. And some tour operator companies who provide service of inbound/outbound tourism may adjust their service quality to gain more clients.

#### 4.4 Objectivity

According to Kerlinger (1986) that such an impersonal, disinterested, and external perspective is best captured in one word – objectivity. The ideal of objectivity coupled with rigorous and controlled empirical tests leads to dependable knowledge and promotes confidence in the outcomes. (Hoy 2010, 3)

Although it is true that all knowledge is affected and at times distorted by the prejudices and predispositions of observers, the goal is to find a method of knowledge that stand the test of independence from the research – in other words, one that is objective. Kerlinger (1979) defines objectivity as *agreement among knowledge judges of what is observed and what is done* and asserts that main condition of objectivity “is ideally, that any observers with minimum competence will agree on their observation”. (ibid. 3)

The researcher have lived near Helsinki for more than three years, she has her own experience of Helsinki city tourism. However, the researcher took precautions to avoid using much of her own opinion to interfere with the data and analysis of the results.



## **5 Data analysis and key results**

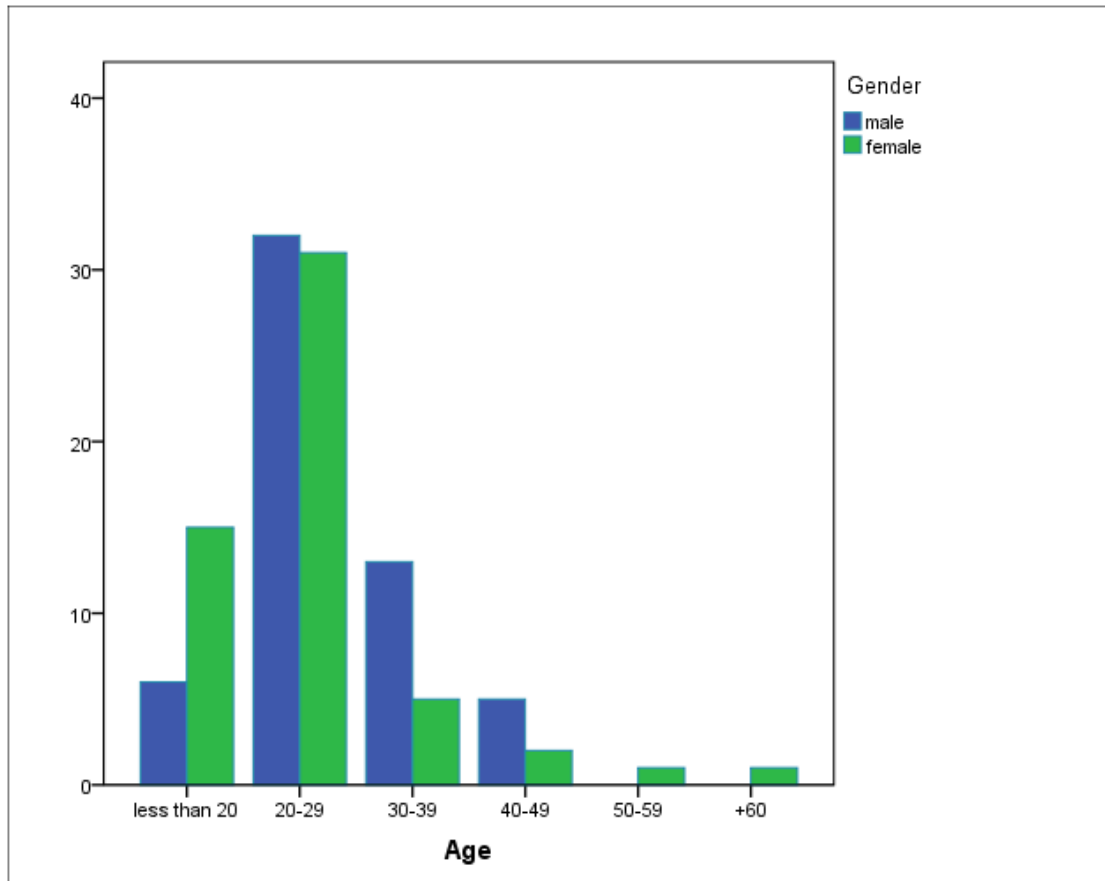
This chapter presents the results of study and analysis of main findings. The chapter begins with general results of survey; include background of respondents and their travel experiences of Helsinki. After that, researcher displays the answers of close-end and open-end questions.

### **5.1 Demographic factors**

This survey was done by printed paper copies and online survey. There is 5 people filled online form and 110 respondents filled in paper. Therefore, the total amount of survey collected is 115. 109 respondents are from China, 6 respondents are foreigners. That includes German, Indonesian, Ukrainian, and Korean.

There were eight questions on the background information of the respondents. The main focus of these questions was to get idea if the respondent has any travelling experience of Helsinki, or near neighbours of Helsinki, the purpose of the trip in Helsinki, and from which channel he or she heard about Helsinki tourism. The idea of background information is to be able to identify the sources of information from respondents, and categorise them by gender, age, and travel experience of Helsinki. The researcher would analyse each feedback based on these criteria.

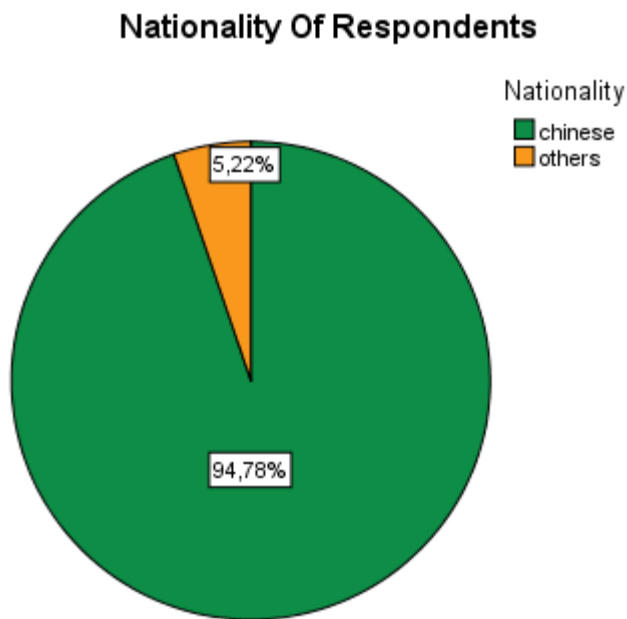
**Figure3. Age and gender of respondents, n=113**



There are 113 respondents answered these questions. As above figure, 58 respondents are male and 55 are female. They were segment by six age groups. It is clearly to describe that the numbers of male and female in each groups. According to figure 3, the largest percentage of respondent is the age group from 20-29 years old. 63 respondents occupy 55.8% of total amount. As 20-29 is still the average age of the whole target group, the responses give quite reliable information on the opinion of respondents. The group below 20 years old have 22 respondents take 19.5%; and age between 30-39 years old hold 16.8% by 19 respondents. There is only 1 respondent on each 50-59 group age and older than 60 years old group.

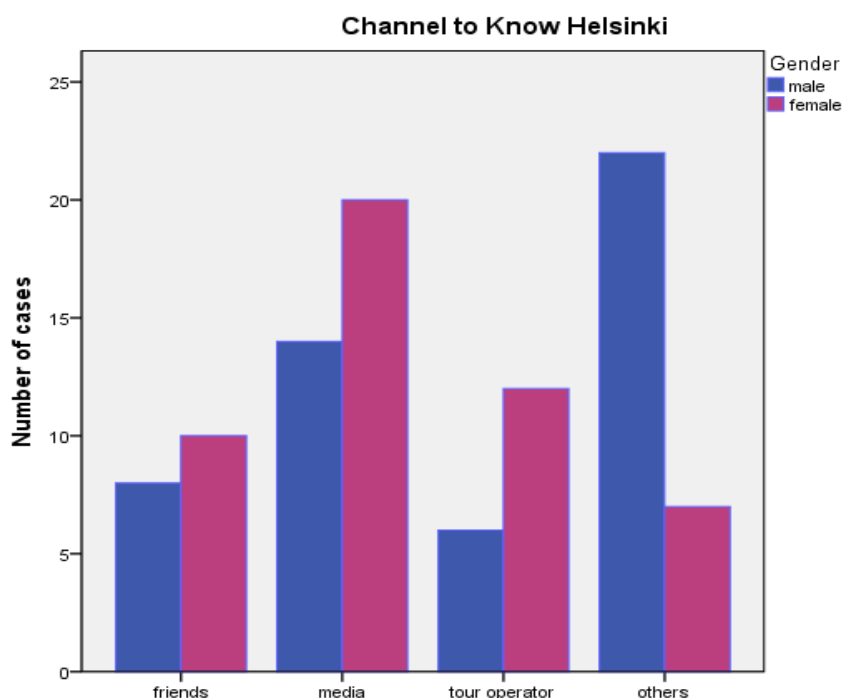
Most of the respondents were male (51.3%), but female respondents were not significant less than male (48.7%). It is possible that male are more positive to participate social activity, at least in China, is higher than female.

Figure4. Nationality of respondents, n=115



There are nationalities of citizens of the respondents as shown above, almost 95% respondents are Chinese. Although this survey is taken main focus on Chinese travellers, but still there are 6 other countries respondents have participated the research. The others respondents are from Germany, Indonesia, Korea, and Ukraine.

Figure5. Channels to know Helsinki, n=91

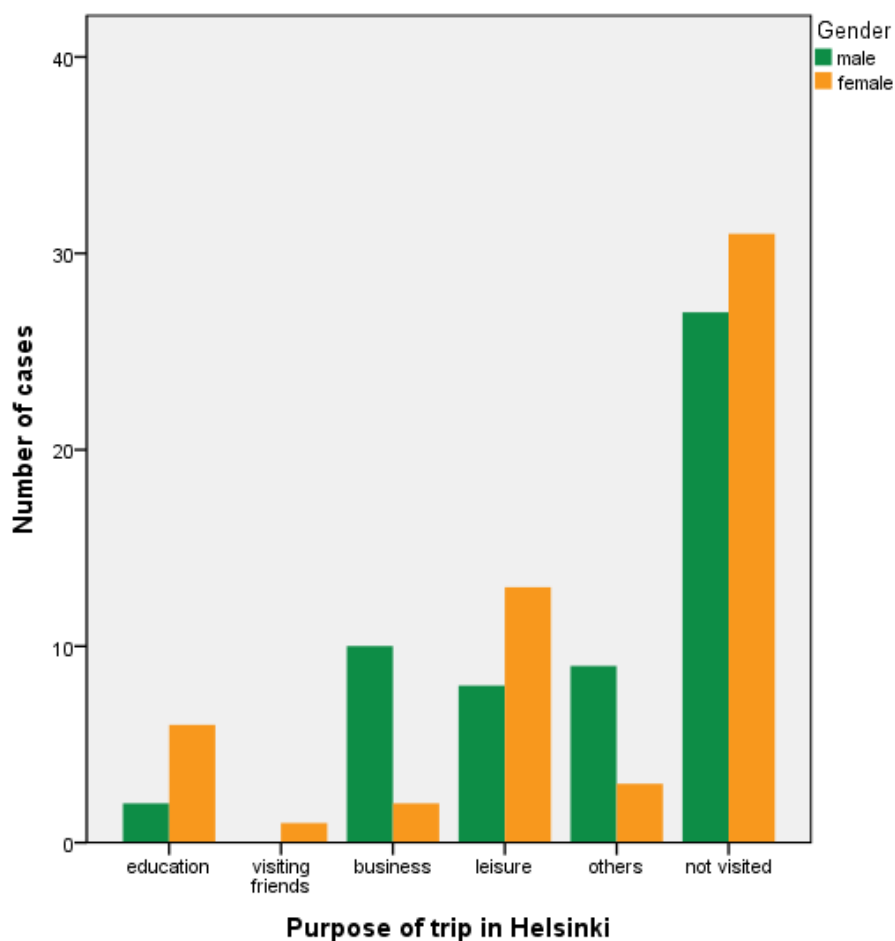


As presented in Figure5, general to see that social media was the main information source for channels to know about Helsinki. Even 37.4% of the total respondents chose social media as main information source. Then other channels to know Helsinki was taken 33%, the respondents who have mentioned somewhere else to get to know Helsinki include from conference, work, education, internet, and school. 2 of the respondents do not know Helsinki. Next important source was tour operator/ travel agency (20.9%). There were 17 persons (18.7%) get information by friends or relatives.

Between genders there was significant differences where they know about Helsinki is from somewhere else. Male respondents get information of Helsinki from other channels, such as business, education and internet. Most female respondents chose social media was the main information source.

All in all, most people get to know or update information about Helsinki from social media. But it not occupied a large percentage. There was few respondents do not know Helsinki at all.

**Figure6. Purposes of trip in Helsinki, n=107**



Although there were 59 respondents who have not visited Helsinki yet, that can be explained by the fact that they might all possible to take a trip to Helsinki, which is why they were interested in taking part to the survey. Of the respondents 19.6% were because of leisure purpose. Business trip in Helsinki was 11.2% of the amount; it is the same as people because of other purposes. It must be noted that the respondents who had mentioned other aims to Helsinki, 7 of them were taken flight transfer via Helsinki. They are the group most possibly to be potential visitors come back Helsinki. Respondents who come to Helsinki are aiming to education take 7.5%, 0.9% respondent travel for visiting friends or relatives.

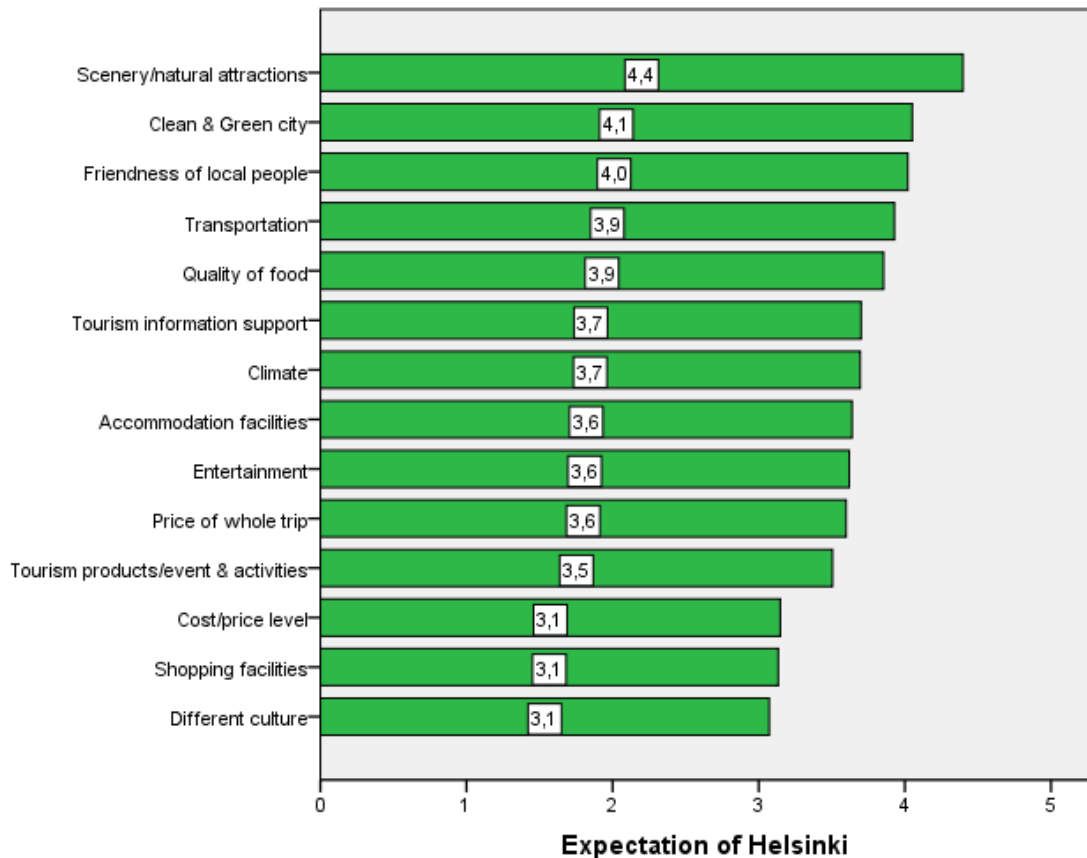
When comparing the purpose between genders, male respondents are more because of business order than females. There are more business men than women in China. But female respondents came to Helsinki for taken a leisure vacation was a little bit more

than male. Females are more likely to take part in a package tour than male, at least in China. During the survey, only female respondents travelled to Helsinki for visiting friends or relatives.

## 5.2 Importance and performance analysis of close-end questions

In all questionnaires, respondents were indicated to rate each of attributes of Helsinki on a five-point scale, in which 1= not important/very poor satisfaction; and 5=very important/ very good satisfaction.

**Figure7. Impacts of Helsinki as a tourist destination for respondents, 1= not important, 5=very important, n=100.**



In order to address the importance of each items effect of Helsinki as a tourist destination for travellers, the mean scores were calculated. The research results were presented according to the mean importance ratings shown as figure 7. It showed the 14 image attributes of Helsinki had average scores ranged from 3.1 to 4.4. The top three most important items were “scenery/natural attractions (avg. =4.4)”, “clean &green city (avg. =4.1)”, and “friendly of local people (avg. =4.0)”. As showed above, culture issue (avg. =3.1), price level (avg. =3.1) and shopping facilities (avg. =3.1) were not main impact factors. That might because of most respondents were male, they are less interesting in shopping than females. And they were not very sensitive of price.

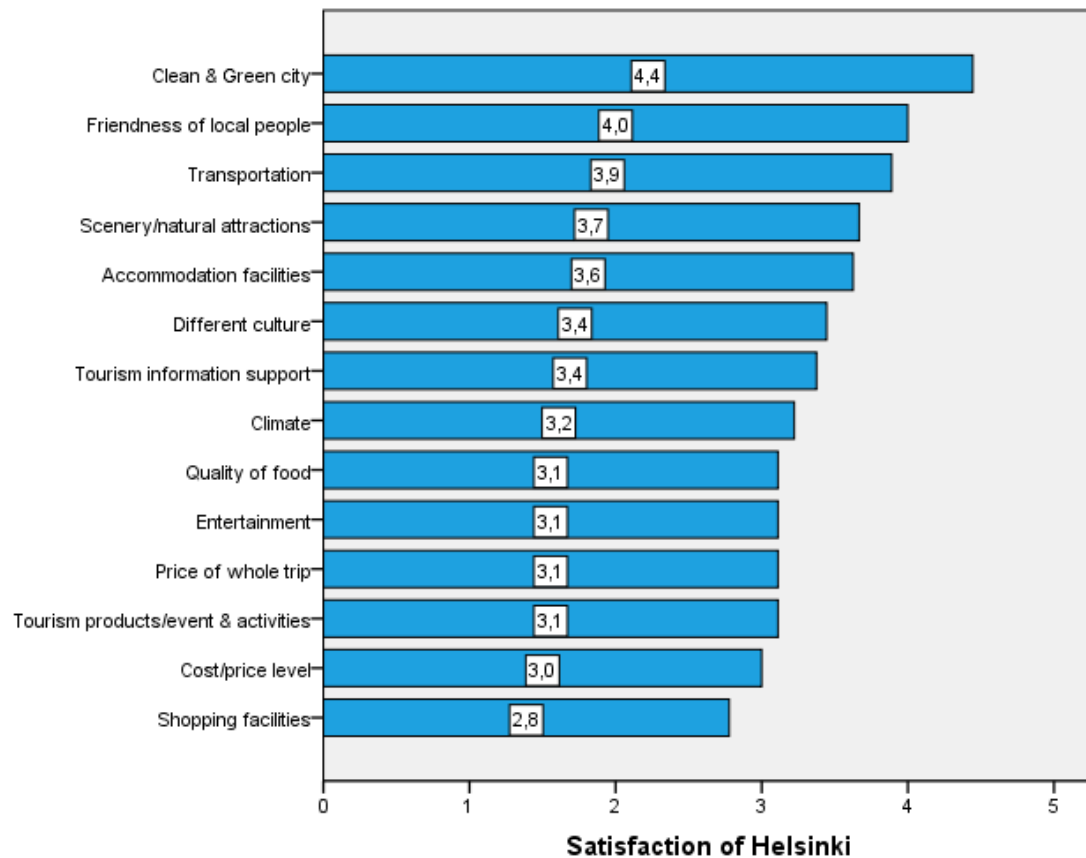
As author known, Chinese visitors are preferred taking part in package tour. Travel agency operate tourists package for a whole trip, visitors do not have many chance to feel local culture in deeply.

Moreover, respondents considered “transportation (avg. =3.9)” and “quality of food (avg. =3.9)” as important attributes for visiting Helsinki. “Tourism information” and “climate”, mean scores are separately got 3.7. It was a little bit higher than “accommodation facilities (avg. =3.6)”, “entertainment (avg. =3.6)”, and “price of whole trip (avg. =3.5)”.

During the survey, there was no respondent added safety issue as an effect factor. It could be explained, most of Chinese visitors are believe that Helsinki even Finland is a safety place.



**Figure8. Evaluate satisfaction of travelling experience in Helsinki, n=10.**



The visitors' satisfaction level of their travelling experience in Helsinki tested according to calculate the mean value of each attributes.

As presented in figure 8, that 14 attributes of Helsinki had mean scores ranged from 2.8 to 4.4, and it showed the least and most satisfaction attributes. "Clean & green city" (avg. =4.4) got the best score, almost all the respondents agree that Helsinki has very good environment; it is a clean and green city. As calculate the expectation of Helsinki (figure 7), "clean & green city" is one of the main impact factors affect visitors choose Helsinki as their tourist destination. "Friendliness of local people (avg. =4.0)" and "transportation (avg. =3.9)" was reached a high mean ratings. These attributes were similar as marketing addressed by Helsinki Tourism and Convention Bureau, which projected Helsinki image as modern, beauty of surrounding nature, with friendly people (visithelsinki, 2011). As mentioned in chapter 3, Helsinki is easily reached by airplane. There are direct flights to Helsinki from Beijing, Shanghai and Hong Kong. Flights are taking by Finnair, Air China, or Scandinavian Airlines (SAS). Moreover,

Helsinki is a gateway between Asia and Europe. Next “scenery/natural attractions” got 3.7 mean score; it was a little bit higher than “accommodation facilities (avg. =3.6)”. “Different culture (avg. =3.4)” and “tourism information support (avg. =3.4)” were separately in the same ratings. “Climate” is in the mid-term, got 3.2 mean score. Even some respondents mentioned climate or cold weather was the most impressive of Helsinki. Respondents’ satisfaction of climate it is depend on seasons they were come. “Quality of food (avg. =3.1)” was reached the same score as “entertainment”, “price of whole trip”, and “tourism product & activities”. “Cost/price level (avg. =3.0)” and “shopping facilities (avg. =2.8)” were the least satisfaction attribute by the experience travelers. The less satisfaction of shopping facilities in Helsinki could be understood that influenced by price level.

In general, the mean score of tourism performance of Helsinki was 3.42, almost respondents were satisfied.

There was an open-end question “would you recommend Helsinki as a destination to others” related to the evaluation of Helsinki. 19 open-end responses were given to this question. 4 of them do not recommended, because of nothing special in their minds. The respondents, who said “yes”, were given main reasons as below:

*“It is one that let you enjoy Finnish modern city.”*

*“It can be a start of Finland, natural attractions.”*

*“There could feel different culture and humanities.”*

As it can be noted from the open-end responses, many travellers would recommend Helsinki as tourist destination to others; they will be attracted by beauty surroundings and different culture.

**Figure9. Comparing mean ratings between Helsinki (H) and Stockholm (S), 1= very poor satisfaction; and 5= very good satisfaction.**

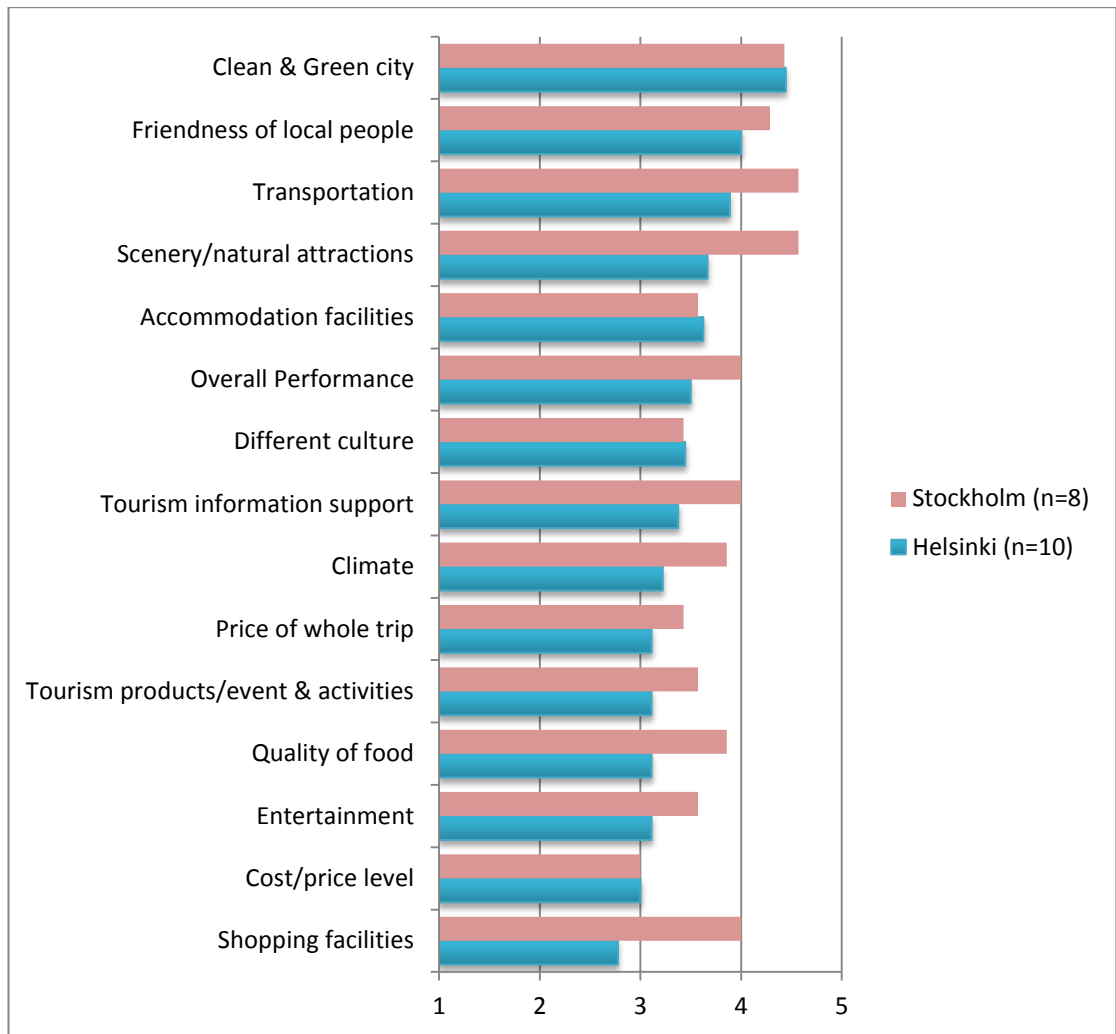


Figure 9 illustrate that the mean scores performance of Helsinki and Stockholm attributes evaluated by experience travellers. It was involved some respondents had been both of the two cities. In comparison between the two cities, the results showed rating scores for overall performance of Stockholm (avg. =4.00) was higher than Helsinki (avg. =3.50). From the mean ratings, the three biggest gap between two cities were “shopping facilities (H avg. =2.78; S avg. =4.00)”, “scenery/natural attractions (H avg. =3.67; S avg. =4.57)”, “quality of food (H avg. =3.1; S avg. =3.9). It was surprised that significant difference was also found in “climate (H avg. =3.11; S avg. =3.86)”, these two cities are located very near, they almost has same climate.

However, Helsinki had good performance in “accommodation facilities (H avg. =3.63; S avg. =3.57)”, and “different culture (H avg. =3.44; S avg. =3.43)”. Both of the two cities are known as “green and clean city (H avg. =4.44; S avg. =4.43)”.

As a conclusion, Stockholm and Helsinki were considered as the most clean and green cities among Chinese visitors. Scenery, friendliness local people and comfortable transportation helps to attract more tourists.

### 5.3 Analysis of open-end questions

There were many personal experiences explored in the survey. Chinese travellers had plenty of various personal comments and experiences of Helsinki.

Impressive attributes of Helsinki, numbers of responses in this question was 29. 7 (24%) respondents were impressed of natural sightseeing of Helsinki, 5 (17%) had mentioned about climate or cold weather. But there were many other comments; here are some examples of this open-end answers listed.

*"It is much modern than other cities in Finland, people willing to speak English and help foreigners."*

*"Helsinki is the capital of Finland; Helsinki world championships."*

*"Taking Finnair could be transfer in Helsinki".*

*"Quiet, there better social welfare, forest, beautiful".*

*"There are Different church styles".*

Furthermore, 13/115 respondents have provided suggestions or comments based on their travelling experience from Helsinki.

*"More advertisements in china, most Chinese do not know much about this country."*

*"Passengers in airport not feel uncomfortable, because of direction in a single line, it takes more time."*

*"Language service, e.g. Italia, France, provide Chinese service."*

*"The accommodation is too expensive, low range hostels are not that many to choose."*

*"More attractions with lower price, cheaper transportation cost."*

In addition to personal opinions (n=36), if the respondents would not choose Helsinki as their tourist destination, near neighbor cities would be the most possible choice. 44% (16/36) respondents would like to visit Stockholm; 42% (15/36) would choose St. Petersburg be their travel destination. But still there were 6 respondents demonstrated that Helsinki would be one of their destinations.

*"I would like to be there someday. Because of North Europe is quite beautiful. My favorite city is Stockholm."*

*"Stockholm, more attractions and more friendly local people and the most important issue is Stockholm is more international than Helsinki".*

*"St. Petersburg: seems better well-known".*

Those near neighbor cities could be competitors of Helsinki; they shared tourists and tourism resources. The aim of the survey was involve comparison advantage and disadvantage of Helsinki with competitors, it could be learn from successful experiences and adjust own services. As the comments showed, Chinese visitors were better known about Stockholm and St. Petersburg than Helsinki. Therefore, they were possibly preferred to visit Stockholm or St. Petersburg.

## 6 Conclusions and recommendations

The aim of this thesis was to investigate Chinese tourists' satisfaction and expectation level for Helsinki city tourism. A SWOT analysis is a very effective tool that can be used for this purpose. The approach of this study was by quantitative research method, and collected mean results. Based on 115 responses, conclusion of the study can be represented as followed.



## **Strengths**

Comfortable transportation is a very important feature of Helsinki, it is easily arrived from China; there is every day direct flight to Helsinki from Beijing, Shanghai, and Hong Kong. Helsinki is gateway between West and Asia. Around 120 international flights a day arrive at Helsinki Vantaa airport. Clean and green city surrounding by tidy natural with friendly local citizens are the most impressive image of Helsinki. The city of Helsinki offers quality and standard accommodation in around 80 locations ranging from first-class hotel to hostels, which are owned by international major hotel chains, such as Best Western hotels, Finlandia hotels, Restel hotels group, Scandic hotels/Hilton International Nordic Region, and Sokos hotels. The city's architecture is typified by Nordic minimalism and refinement, which is reflected Helsinki is identity has been formed by cultural influences from both the East and West. Those are all "pull factors" of Helsinki as a destination attracting Chinese tourists.

## **Weaknesses**

From results of survey, mean ratings of importance on "tourism information support" reached 3.7, but the experienced respondents evaluated performance of Helsinki "tourism information support" was 3.4. And on open-end questions, there was complain about that. Language service could be improved, for example provides more services in Chinese. Language problem is the main reasons for Chinese tourists take a part in package tour, but there are growing young and business travelers going abroad, they traveling by themselves, thus, language services are seems more effective on them to choose travel destination.

Competing with near neighbor cities, as well as Stockholm, St. Petersburg, and Tallinn, Helsinki is a little bit less of historic sites, which are well-known in the world. Shopping opportunities was complained not enough, especially on weekends. Shops close early on Saturday and are often closed on Sunday.



## **Opportunities**

Winter tourism and related recreation activities have a long history in Nordic region. The growth and modernization of tourism, and especially the rise of nature-based winter tourism, brought new types of travelers onto the tourism scene (Hall, Müller & Saarinen 2009, 224-225). In addition to summer activities the winter season could also be expanded. Helsinki could promote her winter tourism based on development transportation system. Long term operation experience and professional facilities are all attracting international tourists to come. Therefore, Helsinki Tourism and Convention Bureau have more opportunities to increase marketing winter tourism of the city. Snow business products such as snow castles, ice hotels, and adventure activities could be prepared for winter tourism.

The relationship between tourism and culture is plentiful and ‘... culture (s) is/are mobilized for tourists and read by tourists within particular settings’ (Robinson & Smith 2006, 1). This means that culture can serve as a tourist attraction, but also the tourist experience as such is culture. Cultural festivals are increasingly used in the competition for mobile people and capital. Festivals are clear defined in time and space and thus they are able to attract visitors rather easily since date content are often known to the visitors beforehand (Hall et al. 2009,197-213).

The local ethnic culture festival “Vappu” could be that kind of culture product, which is on the 1<sup>st</sup> of May in the best tourism season. It could be marketing as long tradition and big festival in Helsinki, students celebrate their graduation, thousands of people gather to dance on streets, lots of balloons and funny masks. Because of totally different culture, the interesting festival celebration would attract more Chinese tourists.

The target group of city card is business travelers and the tourist who travel by themselves. The city card package could involve city transportation for a period, and discount price at some theme park, museums, or restaurants. That is more easily for target group visitors stay in Helsinki for a few days.

Helsinki city tourist & Convention Bureau introduced a project to create a unique tourism brand for Helsinki was in 2005, and approved in 2007. It was 4 years ago, and three types of tourism brand are not easily to remember. The brand of Helsinki could be more clear and impressive. Just create a slogan and an image logo to express the city.

### **Threats**

General threats of Helsinki to the possibility of attracting Chinese tourists are price or cost levels that discourage people from travelling, including economic conditions that decrease the amount of Chinese tourists spend on a long haul distance, and an increase in the price of airline tickets. Helsinki city tourist & Convention Bureau could plan a marketing strategy that address this threat, for example, promote an availability of free attractions and reasonable priced lodgings.

Threats to developing a tourism sector may also be effected on seasons. As winter tourism could be a stage for attract more potential visitors, but still the winter season is a threat at the moment.

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## Appendix 1: Questionnaire

### *Background information:*

1. Gender:  Male  Female
  
2. Age:  >20  20-29  30-39  40-49  50-59  60+
  
3. Nationality:  Chinese  others \_\_\_\_\_
  
4. Have you ever visited Helsinki?  Yes, times of visit \_\_\_\_\_  Never
  
5. How long you stayed in Helsinki?  
 1-2days  3-7days  More than 7days  
 More than one month  have not visited yet
  
6. Purpose of trip in Helsinki:  
 Education  Visiting friends/relatives  
 Business Travel  Leisure vacation  
 Others \_\_\_\_\_  have not visited yet
  
7. From which channel you get to know Helsinki tourism?  
 Recommend from friends  Social media  
 Tour operator itinerary  Others \_\_\_\_\_
  
8. Have you ever visited near neighbours of Helsinki?  
 Stockholm  Tallinn  St. Petersburg  None of them

***Closed-ended questions:***

1. Please indicate the importance of the following aspects of your Helsinki visit by using the following scale of 1-5.

	Not important			Very important	
Accommodation facilities	1	2	3	4	5
Clean & Green city	1	2	3	4	5
Climate	1	2	3	4	5
Cost/price level	1	2	3	4	5
Different culture	1	2	3	4	5
Friendness of local people	1	2	3	4	5
Transportation	1	2	3	4	5
Entertainment	1	2	3	4	5
Quality of food	1	2	3	4	5
Scenery/natural attractions	1	2	3	4	5
Tourism products/event & activities	1	2	3	4	5
Shopping facilities	1	2	3	4	5
Tourism information support	1	2	3	4	5
Price	1	2	3	4	5

2. Please competitive the satisfaction of your past traveling experience by the following scale **1, 2, 3, 4, 5**.

**1=very poor satisfaction      5=very good satisfaction**

	<b>Helsinki</b>	<b>Stockholm</b>	<b>Tallinn</b>	<b>St. Petersburg</b>
Accommodation facilities				
Clean & Green city				
Climate				
Cost/price level				
Different culture				
Friendness of local people				
Transportation				
Entertainment				
Quality of food				
Scenery/natural attractions				
Tourism products/event & activities				
Shopping facilities				
Tourism information support				
Price				
Overall Performance				

*Open-ended questions:*

1. If mention about Helsinki, what are the most impressive in your mind?

2. Would you recommend Helsinki as a destination to others?

If yes, what will be your recommended?

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If no, what are your reasons?

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3. Is there something you would like to improve Helsinki as a tourist destination?

How?

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4. If you won't choose Helsinki as a destination, which near neighbor city would be you most possibly choice?

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-----End of Questionnaire-----

Thank you for your time and cooperation!

Su Weiqun

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<http://www.webropol.com/P.aspx?id=561256&cid=83870511>

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