

Binaya Paudel

WEBSITE AS A MARKETING TOOL IN TOURISM

Website Design for Svanen Camping Site

Thesis

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ABSTRACT

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Name of thesis WEBSITE AS A MARKETING TOOL IN TOURISM Website Design for Svanen Camping Site		
Supervisor Jennie Elfving		Pages 31+19
Instructor Katarina Broman		
<p>The aim of this thesis was to give a little introduction into modern marketing tools in tourism, such as, websites, Facebook, YouTube, Twitter and Google Plus, and to modify the existing website of Svanen camping, Pietarsaari/ Jakobstad attractively. The Svanen camping is run during the summer by Central Ostrobothnia University of Applied Sciences (COU) since 2004. It is owned by the town of Pietarsaari. The camping is managed by Centria – Research and Development. Jennie Elfving, who is a research and development manager of Centria, commissioned this thesis.</p> <p>The main objective of this thesis was to build an informative and attractive website for the Svanen camping and update the existing website. This thesis is a practice-based thesis; a web site was designed in three languages, Finnish, Swedish and English. The website was designed in such a way that visitors can get all the information and the overview of Svanen Camping. Visual looks of the website has been focused on and animations and video are inserted to make the website better. The theoretical part of this thesis consists of social media and how the social media marketing is important in the field of tourism, for example, Google Plus, Facebook, YouTube, the uses of websites, planning and designing websites, and the steps taken to the designing of the website.</p> <p>The website was designed in between three months after collecting all the information needed for the website. The website was developed by using web designing programming such as Dreamweaver, JavaScript, Photoshop, gif animator and Windows Movie Maker. Later the website will be published on the web by Svanen Camping.</p>		

Key words

Marketing, modern marketing tools, social media, social media marketing, web design, Svanen Camping

LIST OF ABBREVIATIONS

CSS	Cascading Style Sheets
HTML	Hyper Text Markup Language
SMS	Short Message Service
TV	Television
MSN	Messenger
COU	Central Ostrobothnia University
VIS	Virtual Information Space
VCS	Virtual Communication Space
VDS	Virtual Transaction Space
VTS	Virtual Distribution Space

ABSTRACT
LIST OF ABBREVIATIONS
TABLE OF CONTENTS

1 INTRODUCTION	1
2 MODERN TOOLS FOR MARKETING	3
2.1 Social media	3
2.2 Social media marketing	4
2.3 Social networking	5
2.3.1 Facebook	6
2.3.2 Twitter	6
2.3.3 YouTube	7
2.3.4 Google Plus	8
2.4 Tourism marketing	10
3 MARKETING A WEBSITE	12
3.1 The use of a website	12
3.1.1 Virtual Information Space	13
3.1.2 Virtual Communication Space	13
3.1.3 Virtual Transaction Space	13
3.1.4 Virtual Distribution space	14
3.2 Promoting a website	14
4 PLANNING AND DESIGNING A WEBSITE	16
4.1 Planning	16
4.2 Designing	17
5 SVANEN CAMPING SITE	18
6 DESIGNING A WEBSITE FOR SVANEN CAMPING	20
6.1 Implementation of website	20
6.1.1 Layout	21
6.1.2 Visual look of the website	22
6.2 Organizing	27
7 CONCLUSIONS	28
REFERENCES	30
APPENDICES	

GRAPHS

- GRAPH 1. Terms of Google Plus (adapted from plus.google.com)
- GRAPH 2. Four uses of website for marketing
- GRAPH 3. Layout of Svanen Camping website
- GRAPH 4. Top header of the website
- GRAPH 5. Banner of the website
- GRAPH 6. Menu and navigation bar and language option icons
- GRAPH 7. Contents of the website
- GRAPH 8. Footer of the website
- GRAPH 9. About us page of the website
- GRAPH 10. Cottages and prices page of the website
- GRAPH 11. Caravan and tent prices page of the website
- GRAPH 12. Public premises page of the website
- GRAPH 13. Contact page of the website

TABLE

- TABLE 1. Important social networks according to monthly visitors

1 INTRODUCTION

Svanen camping is a two star camping site in Pietarsaari, Finland and it is the only camping site in Pietarsaari. During working in Svanen Camping, one gets acquainted with the environment. When looking at the existing website of Svanen Camping, it was clear that the website needed to be modified. The existing website of Svanen was good but it did not have effective materials in it to attract visitors, for example, images, color, layout and detail information about the camping site, which the customers wish to see when they enter the website. The idea for writing this thesis came from the need of a new website for Svanen Camping. The first concept was to consult Jennie Elfving, Research and Development Manager of Centria. When proposing to her about the modification of the existing website, she was glad to hear about the idea because she was also thinking about modifying the website. Finally it was decided that the website would be changed and designed as the project of this thesis and also for the future benefit of Svanen Camping.

The aim of the project is to give a brief introduction about modern marketing tools as well as what kind of new marketing tools tourism companies are using, for example companies' own websites and blogs or other social networks such as Facebook and YouTube. Only making the website is not enough, promotion of the website is also needed. On the other hand, the aim of the project is to design a website for Svanen camping site. The main work is to design the website and later on the website will be published by the commissioner. The website designing is focusing on layout and visual looks of the pages as well as presenting the information of the camping site completely by using web designing programs. The website can be published later and the camping site can add more features if they want.

This is a practice-based thesis which is focused on creating a product as a website. The practice-based thesis is a thesis whose mission is not only to give the writer practical experience and knowledge but to also to provide the commissioner with high-quality work. This type of thesis provides the writer with both theoretical and practical knowledge about the specific area he or she is writing about. A practice-based thesis aims at giving practical advice, guidance, organizing and rationalizing. Depending on sector, the practical part can be, for example, a guide for preserving the nature in a certain area, or a security guide for a

company. It can also be setting up an event or creating a book, a cd or a web page. (Vilkka & Airaksinen 2004, 9-10.)

The thesis is presented in two parts. They are a theoretical part and an empirical part. The theoretical part is made to support the empirical part of the website designing. The theoretical part consists of tourism marketing and how tourism industries are promoting their business, moderns' tools of marketing such as websites or social networks, the uses of websites and planning and designing websites continuously. In the empirical part, the building process of a website is described. Firstly the implementation of a website is introduced and then the layout and the websites' visual looks, and finally the organization of the website is presented.

2 MODERN TOOLS FOR MARKETING

The marketing industry is developing fast nowadays since new ways of marketing are being developed constantly. The marketing companies need to develop new and fresh techniques to survive and possibly even grow. In the field of marketing, new and unique techniques are necessary to make it easier to attract visitors. Today, social media is playing a vital role in the modern marketing practices and also makes it easier for marketers to have their products or services noticed. The main outcome of social media is public relations so that marketers can easily communicate their message to the public. In the near future it will be the best marketing tool in every sector according to the rapid speed it has been growing recently. The tourism industry will get more benefit from it and explore their products and planning. On the other hand, people will easily get a chance to know every part of the world and get offers from different tourism industries of the world.

2.1 Social Media

Online tools and utilities are those which permit communication of information online and participation and collaboration. Under social media there are many segments and they are blogs, professional and social networking sites, wikis, podcasting and video casting, virtual worlds and social bookmarking. There is always competition among service providers for new users so they are forced to give different social media services under one umbrella brand, whereas in some cases they combine their services. In other words, social media is an online media with photos, videos, news and audio programming, which are transferred to public websites after submission. There are lots of social media applications, for example, Google, Wikipedia, Facebook, Last.fm, YouTube, Second life and Flickr. Among them Google, Wikipedia, Facebook, and YouTube are the most well-known and growing social medias. Google application is for references and social networking, Wikipedia is for references, Facebook is for social networking and YouTube for social networking and video sharing. Besides them, Flickr is for photo sharing, and Last.fm for personal music. (Evans 2008, 33.)

Most business people maximize their opportunities by using different kinds of social media services as one professional networking service, one consumer-oriented media service, and depending on their target audience. Whether business is going well due to social media or not in networking and marketing, some kind of determinants should be defined, which help to know how it is going. For example, feedback from social media users and visitors could be collected and analyzed to develop the services.

2.2 Social media marketing

Nowadays the social media is acting as a marketing tool. Tourism companies are promoting themselves through the social media and attracting visitors in different ways. People are using social media for promotion because it costs less than if they use television, newspapers, radio, and magazines for promotion and it also takes lots of time. Promotion can be done by sitting on a chair and just one click is enough to market. So social media marketing is a new web marketing process where organizations promote their activities to low costs and rapidly. (Zarrella 2009, 1-2.)

Marketing through social media is the best media because if customers have been satisfied or dissatisfied with products or services they can give feedback as soon as possible, or they can write reviews on products or services so that the producer or service provider can easily get feedback on what the customers think of the product. When using social media, the service provider or producer can acquire feedback faster compared to using traditional media. With traditional media they have to wait for a long time, so it can be said that social media marketing is good for the customers as well as for the producers or service providers. Social media marketing is a phenomenon that allows individuals or organizations to promote their websites, products, or services through online social channels and to get in touch with and handle much larger amounts of people which may not have been available by traditional advertising channels. (Weinberg 2009, 3-4.)

Social media marketing refers to the process of elevating business or websites through social media channels that is the basic concept. It is a dominant marketing medium that is defining the way people are communicating. It is one of the significantly low-cost promotional methods that provide businesses with large numbers of links and huge

amounts of traffic. Companies manage to get massive attention and that really works in favor of the business. Social media marketing is a potent method applied by progressive companies for selling their products/services or for just publishing content for ad revenue.

2.3 Social networking

A social network can be defined as a group of people, on community, where they have the possibility to share their interests, perspectives or background. Facebook is one popular online service where people can talk, share, and post-different kinds of things. People share their information either in the form of text or picture or may be in the form of music. Marketing is done through social networks so that people can see their services and products quickly. There are many social networks that are famous today and each network is best in their own key demographic. All kinds of networks are changing rapidly so there is no possibility that there is always one network that is the most popular or best.

TABLE 1. Important social networks according to monthly visitors (eBizMBA 2011.)

Rank	Social Networking Sites	Estimated Monthly visitors in million
1	Facebook	700.00
2	Twitter	200.00
3	Linkedin	100.00
4	Myspace	80.50
5	Ning	60.00
6	Google Plus	32.00
7	Tagged	25.00
8	Orkut	15.50
9	Hi5	11.50
10	Myyearbook	7.45
11	Meetup	7.20
12	Badoo	7.10
13	Bebo	7.00
14	Mylife	5.40
15	Friendster	4.90

Table 1 above shows the top fifteen social network sites according to 1st of December 2011 statistics. It shows that most people use Facebook as their social network and it is quite interesting that it is three times bigger than Twitter, which is also a leading and growing social network site. (eBizMBA, 2011.)

2.3.1 Facebook

Facebook is a social network, which is made up of core site functions and applications. It consists of a home page and profile. On the home page news feed, a personalized feed of friends' updates can be seen, whereas in the profile, information about the individual can be seen such as shares, interests, education and work background and contact information. It also includes applications, such as, photos, events, videos, groups, and pages where people connect and share. People can also chat, send personal message and post something on others' wall such as posting 'Happy birthday 😊' and also send gift as well as post songs and play games. (Facebook 2011.)

Facebook is the dominant social networking site, which is useful to the social media marketer. At first it got popular among college students and it grew faster and soon it got popular worldwide. It allows businesses to create public profiles as an individual or user's profiles. Users can connect to businesses and become fan and they also can see all the information and write review on businesses' profiles. Users can also go to the original website through it and get detailed information. (Zarrella 2009, 67.)

Facebook is doing effective marketing to different kinds of organizations and it is becoming more widely used and almost all organizations are involved in it. Users can easily get to a desired company through Facebook. Every time they are changing the structure of the software to attract the visitors. Change is the best policy to get in touch with existing users.

2.3.2 Twitter

Twitter is an important and growing social network, which gives information and connects people with the latest information about the most interesting events. It is easy to find friends or interesting information where you can follow such conversations. Twitter consist of small bursts of information called Tweets which always ask "what's happening?" and people can write anything of the length up to 140 characters. Each tweet can be consisting of additional information, deeper context and embedded media such as YouTube videos. A story can be written within a tweet and also other kinds of information, such as photos,

videos and other media. It is based in San Francisco, but has millions of users all around the world. Twitter can be used in different languages, such as, English, French, German, Italian, Japanese, and Spanish. The languages can be changed with one simple click. It can be used in mobiles with free Twitter application for iPhone, iPad, Blackberry, Windows 7 and Android. (Twitter 2011.)

Twitter is used to share quick information that focuses on peoples' interests. Twitter can be used so that producers can tell about their products and services to the customer and send information about their products to customers quickly and also receive feedback from them easily. This is one way of doing marketing and selling your products and services. The links to organizations or individuals can be tweeted easily so that the customers can easily get to their pages and learn more about them. Twitter individuals, business and social causes can use SMS. Fast Follow program can be used to connect anyone with a mobile phone. It is made in such a way that SMS can be sent easily without any difficulties, and communication can be done whenever one wants. (Twitter 2011.)

It is believed that the open exchange of information will be good for society and the community, and that it will have a positive global impact on the world. Everyday different people from different backgrounds and countries connect with each other all over the world with everyday Tweets. The tourism sector is also benefiting through Twitter's ability to spread feedback quickly, and also tourism industries have started to Tweet in Twitter for advertisement purposes because of the quick information distribution.

2.3.3 YouTube

YouTube provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creator and advertisers large and small. (YouTube 2011.)

One of the most famous video sharing social networks is YouTube. It was founded in February 2005, and billions of people watch and share originally created videos. It is famous because anyone can upload videos to the Internet when ever they want. YouTube servers help users to upload files when they are online. It permits the user to post and tag videos that were made or modified by users, and also to comment on posted videos or like

or dislike the video. Sharing can be done through other media, for example, Facebook or Twitter. It contains a search box where keyword can be written to get a desired video. YouTube also provides profile pages where users can easily view profiles of others who have posted and view their favorite videos as well as contact addresses. (YouTube 2011.)

Being a free video sharing site, people use YouTube to share videos and also to comment on watched posts. One important thing is that to do anything in YouTube, user should have registered by creating a profile, which does not cost. Videos can be either public or restricted, not allowing everyone to watch. In some cases, they have age restriction and in other cases, only specified contact lists can view videos. Videos can be seen by sorting and shared through email, and favorite videos can be added to favorite lists, and users can post comments and read the comments of others. Subscription can be done of another user's posting so that users quickly can view their favorite channels' new posts. YouTube videos are easy to share on other web pages also. Usually the size of videos is large, so YouTube has lots of storage capacity where videos can be stored without any trouble. Playing software is required in order to play YouTube videos so the Flash player is required and it is easy to download and it is also free. (Educase 2006.)

Thus, YouTube is one kind of video sharing social network where people can put videos to show the world and viewers can write their view on the posted videos. People can do marketing with the help of YouTube by showing their products. Tourism marketing will be easy if tourism companies share their videos through it. People are quite interested in seeing new innovations and if new inventions can be shown through video then people will visit them whenever they want, for example, tourism attractions shown through videos of a particular area.

2.3.4 Google Plus

New social networks are being developed all the time with new features and functions. Recently, Google Plus has been launched and is gaining popularity by the day. It has also been called Google's Facebook.

Among the most basic of human needs is the need to connect with other. Yet the subtlety and substance of real-world interactions are lost in the rigidity

of our online tools. In this basic, human way, online sharing is awkward. Even broken. And we aim to fix it. We'd like to bring the nuance and richness of real-life sharing to software. (Newlands & James 2010, 2-4.)

The above statement states that one of the most basic needs of human beings is to connect with each other through communication. Due to online tools the real feelings of life are lost and destroyed, and there is a need of online sharing in a human way. Now the main target of Google Plus is to fix this and they would like to come up with richness of real life sharing to software. Their slogan also tells about what Google is, "Google Plus real life sharing, rethought for the web". Google Plus is the new creation of Google as a social network that inspires people to share and communicate with each other, either online or offline in real life. This is the project of Google and also called Google Plus Project. According to Google Plus, what they have come up with now is just the beginning and there will be more to see in the future. (Newlands & James 2010, 2-4.)



GRAPH 1. Terms of Google Plus (adapted from plus.google.com)

Google Plus is different from other social networks. There are different terms to make it distinctive. Such as Circle, Hangouts, Instant Mobile, Software Integration, Circle term denotes as organization of connections in Google Plus. These have been done after the complaint of people in other social networks such as Facebook or Twitter, and if you share then it is shared to everyone. Google Plus, on their hand, share with one or more of a particular circle connections or with individuals inside those circles. So sharing is not a problem in Google Plus and one can share anything with whomever one wants. Hangouts term is used as a group video chat where a maximum of 10 people can chat and even watch YouTube videos together. In Google Plus, people can chat by sending video chat invitations. There is an automatic feature which helps to direct people is attention where it is needed. Since it does not allow to share screens or documents, it is not the right video chatting program for businesses yet. Another main important function is that photos which are taken with a phone can be transferred easily to Google Plus. People are using Google's web software such as Gmail, YouTube, Adwords, search engine and Google account and

they are planning to integrate these software and purify Google Plus. (Newlands & James 2010, 2-4.)

A social media is important for an organization. The social media is a good way of telling about the organization's product and services to the customers either by promoting their websites in the social media, or by creating pages in the social media, for example, making a page of the organization with the products and information in Facebook or Google Plus. A video of the organization's product and services can be developed and advertised through the social media, for example, YouTube. The short information of the organization's services and products can also be shared through the social media to the customers, with for example through Twitters. The social media is an easy and fast marketing tool for the organizations in order to promote their products and services.

2.4 Tourism marketing

People travel from one place to another to get a break from their usual life. They want to find a place where they can get entertainment without any difficulties. There are many tourism companies that provide different services and activities for the tourists. The act of movement of people from one place to another from their usual environment for leisure, business or other purpose is known as tourism. So, it is a competitive industry that needs the skills to continuously adjust to the change of needs and desires of customers, and also to focus on their satisfaction, safety and entertainment. (Mathur 2007, 1.)

The tourism industry is growing rapidly and it is widely recognized as the world's largest industry. It is creating fast, social, economic and environmental changes and needs to be studied thoroughly to be understood and measured accurately. The competition among tourism companies is constantly growing. Companies seek to attract tourists so they involve many services such as, accommodation, transportation and catering for the tourists. Marketing plays a big role in the tourism industry. It should be done dynamically because it is the base where people come to choose from an enormous variety of choices in an industry. (Raju 2009, 1-3.)

According to Philips and Duncan, “marketing includes all the activities necessary to place goods and services in the hands of consumers and industrial users, excluding only such activities as involve a significant change in the form of goods”. Marketing is mainly customer-oriented, supported by integrated marketing pointed at customer satisfaction. Marketing focuses mainly on the customer. The need of the customers and the methods reaching for the desired level of satisfaction among them more effectively and efficiently should be determined in order to get the desired goal from the organization. So it can be stated that in order to achieve their wished goals, organizations have to use a series of marketing functions. Organizations should understand their vital marketing task and marketing functions. An interaction between an organization and a customer can be stated as a marketing function. The marketing functions and the tasks are market research, product formulation and development, analysis and selection of target markets or segmentation, distribution networks and product promotion. (Singh 2008, 2-6.)

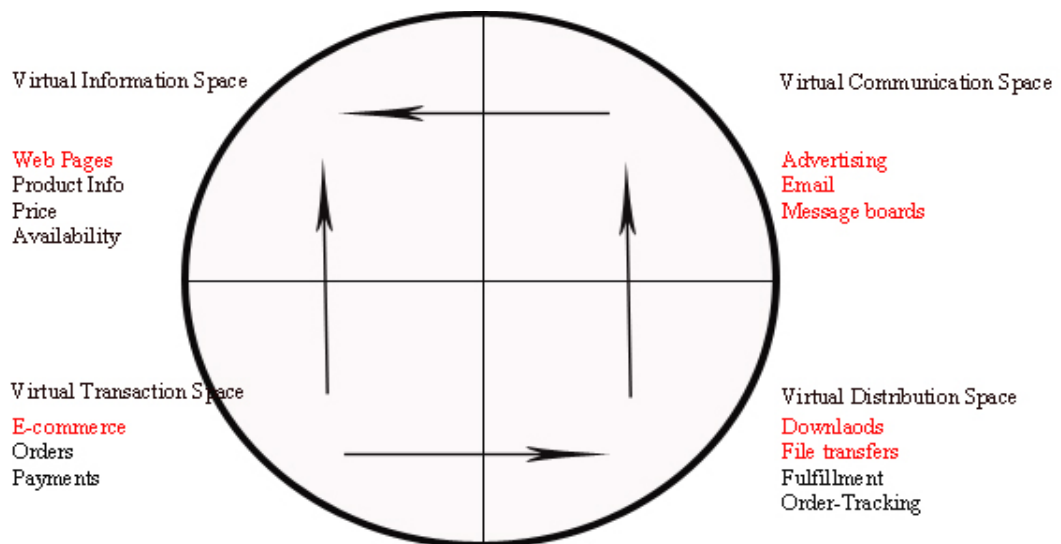
At a glance, the main purpose of marketing is to make people aware of products and services in a positive way. All the marketing activities are based on customer satisfaction. Different marketing aspects should be considered such as, customer needs, their behavior, motivation to using the product and service, and their comments.

3 MARKETING A WEBSITE

Organizations should think first what kind of website is needed and how they can prepare so that they will easily achieve their desired goals. There are many kinds of websites, with different purposes such as, selling more products and services, attracting people to their destination or places, making profit by selling goods online and sharing information. Nowadays most of the websites are money-oriented and built to get more benefits by either attracting people to their company or through online services.

3.1 The uses of a website

According to Angehrn's model (1997), the uses of a website in marketing has four stages and they are: information, transaction, distribution and communication. (Middleton, Fyall, Morgan & Ranchhod 2009, 262.)



GRAPH 2. Four uses of website for marketing (adapted from Middleton et al. 2009, 262)

3.1.1 Virtual Information Space

The basic use of a website is to give general information about a company to the visitor or customer in the form of online advertisements or brochures and also to focus on their product or services, prices and availability. It also shows who is who, what is available, and how much it costs. This virtual information space is an one-way communication channel, which allows visitors to choose their own paths. The virtual space has attracted the attention of potential customers or business partners because it offers instant global access. On creating a website, it increases the interests of the visitors towards a company's services and products. But if the company wants the visitors to return to the site, and to continue their relationship, then the website's contents should be updated regularly. (Insead 2008.)

3.1.2 Virtual Communication Space

Virtual Communication Space is the interaction between the customers or visitors and organizations or web developer. It provides space for continuous relationship among the visitors and organization to share opinions or ideas and give feedback or compliments. These ideas and information can be shared via e-mail, in online forum discussions, or more advanced 3D and virtual reality interaction spaces. Visitors discuss about their experiences with their product and ideas among that might be useful for the company. Communication channels must be considered in webpages in order to increase people's interest and their response regarding the website. Email and message board can be created so that they can easily get in contact with the company. It helps the company to keep in touch with their existing customers and to encourage continued communication. (Insead 2008.)

3.1.3 Virtual Transaction Space

Virtual Transaction Space is trading where goods and services are not transferred in this space but only orders, commitments, invoices or transfers of payment are transferred. The transaction space is beneficial for business-to-business transactions whereas businesses to

consumer transactions are not yet getting the same kind of security or reliability. Through this on-line form, the visitors can purchase the products from the company. If the customer is able to make a transaction of the products and services from the webpage as well as is willing to get products and services, it shows that the marketing effectiveness of the site is significantly increasing. People can also make an order and payment through a website, for example, by using credit card or bankcard and PayPal. (Insead 2008.)

3.1.4 Virtual Distribution space

Virtual Distribution Space means delivering products and services which are purchased by customers. Distribution of the products and services is done with the help of the postal service. VDS' main aim is to cut costs and lead times, for example, when purchasing an iPhone from an Apple online store where one does not have to go and spend money on transportation as well as it also saves time. Software and publishing companies use Internet services more and more to distribute their services to the customer directly, for example, if a customer purchase CoffeeCup Software then this company will distribute this via their own website where the customers can easily download it to their computer and use it. Thus, the purchased products and services can be sent to the consumers either electronically or via the postal service. (Insead 2008.)

Organizations should consider different terms so that their websites will be informative, easily available and convenient. Websites should have information, make it easy to do transactions, communication and distribution so that people will feel good about using the website. Today, people want attractive websites so while building it, it also has to be well designed.

3.2 Promoting a website

Building the website is not the biggest issue. It should be advertised so that people will know about the website. If people do not know the website's address then it is difficult to get information about the organization. Different kinds of traditional media advertising can

be done such as brochure, Television or radio so that they can get web addresses so they can find their way to the Internet pages. On the other hand it can be done by displaying advertisements on other well-known websites in the form of banners or pop-ups. It should be attractive and colorful so that it is easy for the viewer to notice it. It is also known as affiliate marketing. It is the process of making money online by a publisher by displaying other products or services on their own websites. One effective way of marketing is search engine marketing where people can easily find a company website just by typing in keywords. There are a number of websites and it is difficult to come on the top place while searching through search engines such as Google. So a company should pay the search engine company to rank their website on the first page. There are many search engine companies such as Google, Yahoo, Messenger (MSN), Bing and Ask. (Middleton et al. 2009, 263-254.)

Attracting people to the website is a necessity in order to achieve goals set by the organizations. It is done by different means, like traditional advertisement, affiliate marketing and search engine marketing. The web address is the most important for marketing and it will be beneficial if the web address is easily memorable. Organizations should think about web addresses before publishing on the Internet.

4 PLANNING AND DESIGNING A WEBSITE

A Web site is a collection of Web files on a particular subject that includes a beginning file called a home page. The home page tells everything about an organization or an individual and through it users can get to all the other pages. A Web site may have several purposes. In that case it is necessary to determine which is the primary purpose, secondary, and so on. A site that is intended to be strictly informative, such as a news site, is likely to look much more different than a site that is designed to sell a product or services. (Lipera 2011.)

4.1 Planning

A website must be well planned involving the needs of a business, market research, web-based technology, optimization, gathering and organizing content, construction of the site in Hyper Text Markup Language (HTML), Cascade Style Sheets (CSS), Dreamweaver, Flash, and other programming software. While planning, organizational expectations such as goals and missions for the Web site, should be considered. Goals, consider and focus, the three aspects of an organization must be defined so that customers find the website unique and beneficial. On the other hand visitors' expectations should be taken into account while creating the website. Some visitors' expectations are: who are they, their web browsing habits, visitor's bandwidth capabilities since all visitors do not have high speed Internet, so fast-loading web pages must be considered, Internet browsing equipment such as mobile and laptop, and the preference of using services or products online. (Jenkins & Wagner 2010, 35-45.)

After focusing on organization and customers' expectations, a review of old website as well as other related websites on the Internet should be done so it will be easier to get new ideas. While making a website there are some issues which might affect the designing such as cost, time, marketing, target audience, accessibility issues, content and browser optimization. These issues must be taken seriously so that it will not affect the organization's goals or missions.

4.2 Designing

A website must be designed precisely so that it will market effectively. All pages on the website are important, but the home page is the most important page where the customer gets their first impression. The homepage must be a good one so that when visitors visit it they do not feel bored or get negative impressions. For example, if the business involves a camping site, then the homepage should give real picture and not romanticize the reality. The homepage should start with an introduction of the organization, make people want to stay and explore and motivate to visit other pages linked to it and it should provide an enough amount of information to make them believe that they are on the right site. (Addison 2004, 52-57.)

When a website is observed the focus is immediately on its visual elements so the design should be clean and simple so that anyone can easily see the clear picture of the website. An eye-catching design must be done to grab the attention long enough to take a look around. Website will be functional if there is a user interface. It helps to get the visitor review and applying those views while planning out the design. The most important thing is that there should be a possibility to navigate in a proper way and with links to the right pages. Navigations should be kept in such places so that the visitor can easily find them and access them. In the website, about page is important because people are eager to know more information about either the company or a person. So it would be good to put background and about business, and expertise. It also helps to communicate with different people. Contact information should be written properly so that visitors can contact easily at anytime. If it is possible all kinds of contact information should be written on the website. For example, email address, Post Office Box number, and phone number. It is important to provide helpful, knowledgeable information about the company, its products and services, on the website. (FreelanceFolder 2011.)

The process of planning and designing a website should be done precisely to provide a unique and beneficial website. Various designing programming can be used for designing graphics and optimizing, such as, Adobe Photoshop and Adobe Fireworks, but it should be designed in such a way that customers can easily navigate and understand. Accessible content must be considered so that people can easily access the website instead of having to use complicated softwares or applications.

5 SVANEN CAMPING SITE

Svanen camping site is a peaceful 2 star camping site in Pietarsaari, Finland. Svanen camping is located in Western Finland on the Gulf of Bothnia, i.e. Pietarsaari in the banks of the lake Larmsosjö. Svanen camping is about 3.5-kilometer from the city-center of Pietarsaari. As an article made by Guy Björklund, the director of museum in 2005, stated that Svanen camping started to operate on the 23rd of June, 1954. In the beginning there were three cottages to accommodate visitors and a cottage was used as a small café and also as a room for the caretaker, and also 26 beds were available for the visitors. During the 60s and 70s the number of cottages was increased, and in 1970 shower facilities and toilets for both men and women were added. In 1983, a new café and five new cottages were built, and the old café was changed into two cottages. The majority of international tourists in camping Svanen came from Sweden and Norway because of the ongoing boat traffic between Finland and Sweden. Sadly, the number of visitors decreased due to the ending of the boat traffic and camping Svanen could not run as before. (Laxåback 2005, 5-6.)

Nowadays Svanen is a two star camping site, where there are currently 99 bed places provided by 28 cottages in the year 2011. There are seven cottages with kitchen and five cottages have both kitchen and toilet, whereas other remaining cottages have only beds and may include a stove and fridge. Altogether, 24 caravan places are available with electricity, as well as a few without electricity and a bigger place for tents. There is a public kitchen, toilet and shower available for all guests, and also a public sauna nearby a lake. There is also grilling places, playground for the children, volleyball fields and mini-golf. Swimming and canoeing are popular activities during the summertime. Svanen rents canoes via Botnia Canoe. Runeberg cottage, the birthplace of national poet of Finland, is nearby the camping site.

The students from Central Ostrobothnia University of Applied Sciences (COU), Pietarsaari Unit run the Svanen camping every summer. CENTRIA supervises the camping site since 2004. CENTRIA is the unit of research, development and further education of the COU of Applied Sciences. The CENTRIA function is to create possibilities for the development of the region's companies and communities. (Centria 2011.)

Pietarsaari/Jakobstad is a town and municipality, located in Western Finland, on the Gulf of Bothnia. It is a bilingual region and consists of five municipalities with 48,600 inhabitants. Swedish speaking people are dominant in this region. About 56.4% are Swedish speaking, 39.8% are Finnish speaking and others are 3.7% language-speaking people. (Jakobstad.fi.) The population of this town was altogether 19, 627 in 2010. In 1652, Jakobstad was founded by Ebba Brahe and the name Jakobstad was given in the memory of Jacob de la Gardie. Ships were built in Jakobstad and sailed around the world. Finland's national poet, Johan Ludvig Runeberg was born in Jakobstad the cultural life can be noticed in Jakobstad, for example, from Jakobstad City Hall, and Skata. Jakobstad is popular as a town of parks and gardens, for example, the Vicar Aspegren's or the popular School park botanical gardens. There are famous museums where an educational tour can be done for the students as well as visitors too, for example, the Arctic Museum Nanoq and the Chicory Museum. The famous festival of Jakobstad is Jakob's Festival (Jakob's dagar) in July, where thousands of visitors come to visit. Jakob's Dagar is celebrated for a week and everyday there are music and dance performances either single or in a group, children's programs, sports, and city tours with old and antique vehicles around the city area. (7 Bridges Archipelago 2011.)

6 DESIGNING A WEBSITE FOR SVANEN CAMPING

In this chapter the process of designing a website for Svanen Camping is presented. Website building is not an easy task. One should have basic knowledge of softwares which are made for building and designing the websites, for example, HTML, C Programming, Coffee cup, CSS, JavaScript, Visual Basic Script, Dreamweaver, Microsoft FrontPage, Adobe Flash, Photoshop and Gif animator. To design the web page Dreamweaver, Photoshop, Gif animator, CSS, Favicon creator and video to Gif converter were used and also with the help from free online sources such as Dyanamic Drive, GRsite and Google Maps.

6.1 Implementation of the website

I worked in Svanen Camping during the summers 2010 and 2011 and I got a chance to take materials which were needed for a website, especially pictures and videos. My main work is to modify the existing website and I took some important information from the old website which cannot be modified, for example, prices, number of cottages, activities and offers. I planned to modify the layout of the website and added more information, for example, welcome speech, about Svanen, map of Svanen, putting advertisement in websites which was uploaded in YouTube, canoeing video, extra pictures, pictures of cottages according to prices and facilities, picture of caravan area and tent area, images of the public premises and contact information with Google Maps.

After collecting all the materials and planning, I am able to construct the website as I planned by using Dreamweaver. Before starting, I made a root folder with, for example, images, CSS, cottages so that it would be easy to put all the files in respective folder and also it would not look messy after finishing the website. When developing the website I first designed the layout for the website and inserted the required data and information of the camping site in an attractive way so that the visitor would not get bored or discouraged to visit regularly.

6.1.1 Layout

I designed the layout in a simple structure. It consists of top header, banner, navigation bar, three columns contents and footer. First I did not think about a top header but later I added it due to the fact that I wanted to add links to social networks such as Facebook, Twitter and more. I also thought about marquee, moving text at the top which would attract visitors' attention.

and wish a nice autumn to all! If You have any requests or questions concerning next summer, please contact the Jakobstad Tourist Office

SVANEN CAMPING

HOME ABOUT US COTTAGES AND PRICES CARAVAN AND TENT PRICES PUBLIC PREMISES CONTACT

WELCOME

Svanen camping is peace and environmental 2 star camping area in Pietarsaari, Finland. It is about 3.5 kilometer far from the city-center.

Lake is beautiful part of camping where swimming and canoeing can be done. Runeberg, the birth place of the national poet of Finland, historical and beautiful place to visit and it is next to camping.

and click here for more information

Notice!

The campsite is closing today the 14th of August at 18:00. We want to thank all of our customers and wish a nice autumn to all!

If You have any requests or questions concerning next summer, please contact the Jakobstad Tourist Office. (info@jakobstad.fi or call us at tel: +358(0)9-7231796)

SVANEN CAMPING

- 99 bedplaces
- 27 cottages, 7 with kitchen
- 5 with kitchen and toilet
- 24 caravan pitches with electricity
- cooking and washing facilities
- service building with showers, toilets, laundry and childcare facilities
- toilet and shower for disabled
- sauna
- grilling places
- children's playground

WE OFFER

- Cottages
- Caravan pitches
- Spaces for tents
- Cafe with terrace. Cafe open daily. Breakfast served upon request (5€ / person). We offer self-made pastries, sandwiches and warm snacks. There is also a TV and computers with internet connection in the cafe.

Breakfast (click to see breakfast menu)

FREE TIME ACTIVITIES

- Minigolf
- Canoe rentals via Botnia Canoe
- Beach volleyball
- Football
- Badminton
- Nordic walking
- Fishing
- Mölkky
- Darts
- Croquet

Map of Svanen (click to view and print it)

Warmly welcome to Svanen Camping

Central Ostrobothnia University of Applied Sciences
Centria (Research and Development)
Botnia Canoe
7 Bridges Archipelago

Pietarsaari/Jakobstad Tourist office
tripadvisor
Read unbiased opinions about hotels and vacations at TripAdvisor.

Dynamic Drive
ORIGINAL
GRSites
CSSDrive

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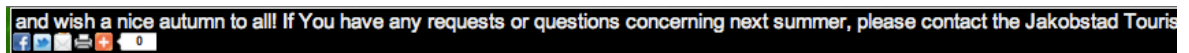
GRAPH 3. Layout of Svanen Camping website

Graph 3 above shows the layout of the website and it was designed by using Dreamweaver, Html, and CSS. Five divisions were made horizontally and a fourth division was divided into three columns. Each division has its own name and they are: first, second, third, fourth, and fifth which are named as the top header, banner, menu bar, contents and footer

continuously. The sizes of divisions are vary from each other. I filled these divisions after creating all the elements needed for the website.

6.1.2 Visual look of the website

I used a background image for the website which is in a green color with leaves and it represents the nature around Svanen Camping. Other main colors are grey, black, pink and white. I used black, white and red color for the fonts according to their background. The font size is normally twelve, and the font style is Arial.



GRAPH 4. Top header of the website

In the top header, I put moving texts because I felt that it would attract people to notice and read the texts better, and also social network icons so that people could share this website to Facebook, Twitter and other media. It has printing icons with social networks so that the visitors can easily print out the web pages with one click and also an e-mail icon for mailing which was provided by Addthis website.





GRAPH 5. Banner of the website

The banner contains the logo of Svanen Camping which was designed earlier, and I added a picture of two stars because it is a two star camping site. On the right side of the logo there are moving pictures of the camping site. It was designed from Quickgifmaker software. It took a little bit time because I had to use Photoshop to resize and upload in Quickgifmaker software.



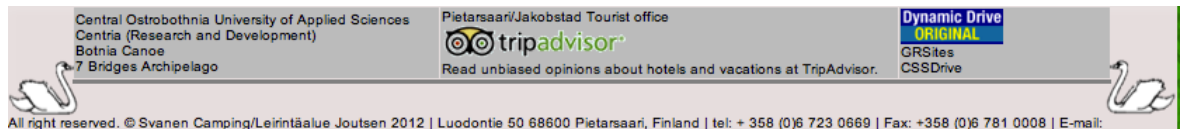
GRAPH 6. Menu and navigation bar and language option icons

I put a CSS based bar in the menu bar just below the banner and there are links to different pages of the website such as Home, About us, Cottages and Prices, Caravan and Tent prices, Public Premises and Contact. On the right side of menu bar, I put flags of Finland, Sweden and the United Kingdom to represent different languages used on the website belong Finnish, Swedish and English respectively. When a user clicks on the flags, it will go to the respective language.

<p>WELCOME</p> <p>Svanen camping is peace and environmental 2 star camping area in Pietarsaari, Finland. It is about 3.5 kilometer far from the city-center.</p> <p>Lake is beautiful part of camping where swimming and canoeing can be done. Runeberg, the birth place of the national poet of Finland, historical and beautiful place to visit and it is next to camping.</p> <p>and click here for more information</p> <p>Notice!</p> <p>The campsite is closing today the 14th of August at 18:00. We want to thank all of our customers and wish a nice autumn to all! If you have any requests or questions concerning next summer, please contact the Jakobstad Tourist Office. (info@jakobstad.fi or call us at tel: +358(0)6-7231796)</p> <p>SVANEN CAMPING</p> <ul style="list-style-type: none"> 99 bedplaces 27 cottages, 7 with kitchen 5 with kitchen and toilet 24 caravan pitches with electricity cooking and washing facilities service building with showers, toilets, laundry and childcare facilities toilet and shower for disabled sauna grilling places children's playground 	<p>WE OFFER</p> <ul style="list-style-type: none"> Cottages Caravan pitches Spaces for tents Cafe with terrace. Cafe open daily. Breakfast served upon request (5€ / person). We offer self-made pastries, sandwiches and warm snacks. There is also a TV and computers with internet connection in the cafe. Breakfast (click to see breakfast menu) <p>FREE TIME ACTIVITIES</p> <ul style="list-style-type: none"> Minigolf Canoe rentals via Botnia Canoe Beach volleyball Football Badminton Nordic walking Fishing Mölkky Darts Croquet 	<p>Map of Svanen (click to view and print it)</p>  <p>Warmly welcome to Svanen Camping</p> 
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GRAPH 7. Contents of the website

On the right hand side of contents, there is a map of Svanen and it can be viewed in a bigger size after clicking. Users can easily get a real picture of the camping site and they can choose the best cottage for them. If user want they can print out the map of Svanen. I put a video advertisement of Svanen Camping which was uploaded to Youtube on 22 December 2009 by VisitKvarken. The length of the video is 57 seconds. The left hand side of the content is the most important part of the website where all the information about Svanen Camping can be found, and it is a changeable part of layout. This part is changed in every page of the website.



GRAPH 8. Footer of the website

On the footer, I put a background designed with Photoshop. The background is in light pink color with a picture of swans, and they are designed in such a way that they are looking at each other. There are three columns where different links can be found. It was kept so that visitors might get interested in other websites which are linked with Svanen camping. On the bottom part of the footer, there are copyright statements and the complete contact address of Svanen Camping.

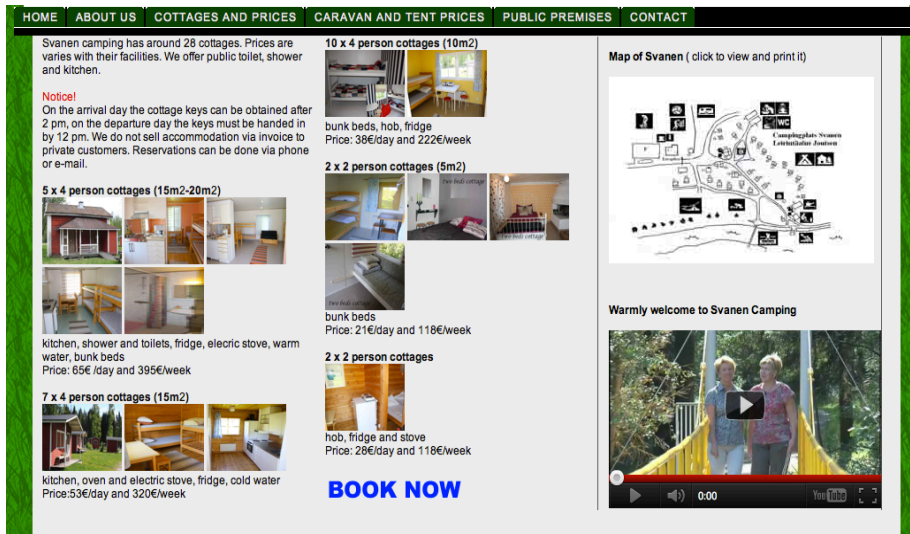
As I mentioned above, only the left hand side of the contents will be changed in every page of the website. Other pages of the website are shown below.



GRAPH 9. About us page of the website

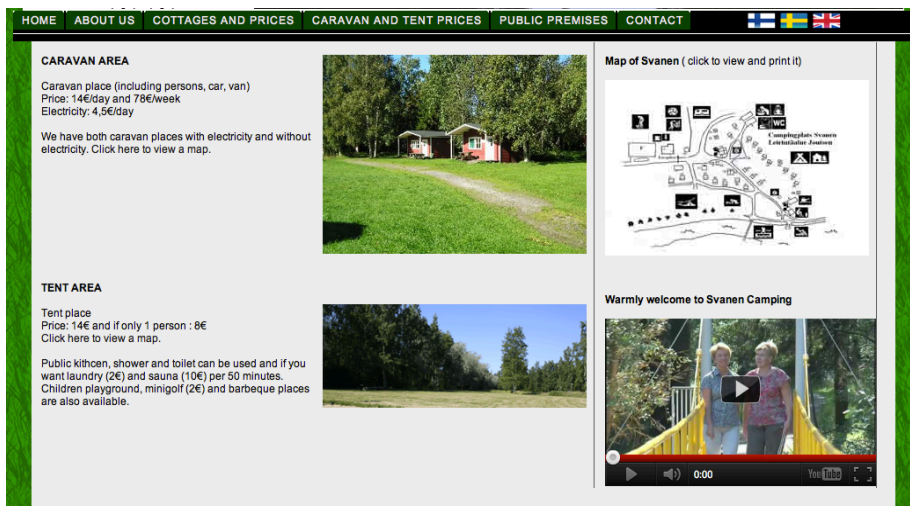
In this page, I added a short description about Svanen camping and also added pictures of the camping site as well as a historical place, the Runeberg cottage. Pictures can be maximized by clicking on them. I put a video of canoeing which features Leif Lunabba as the one canoeing. I recorded this video during the summer of 2011 while working on this

camping and I edited it by using Windows movie maker and Video to Gif converter software's.



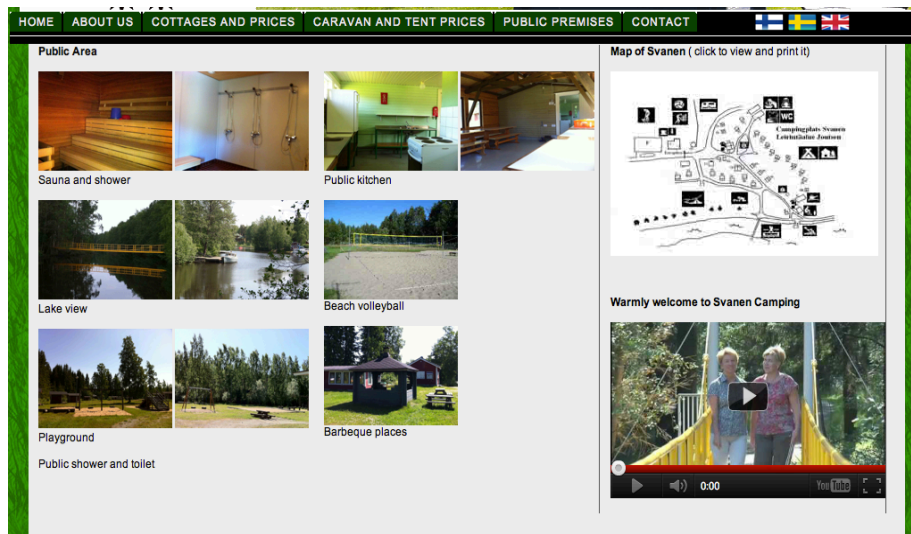
GRAPH 10. Cottages and prices page of the website

This page contains all descriptions of different cottages with different pictures. The prices were put according to the cottages. I put book now gif animation which is visible to an users and they can easily book on one click by opening outlook Microsoft Outlook Web Access.



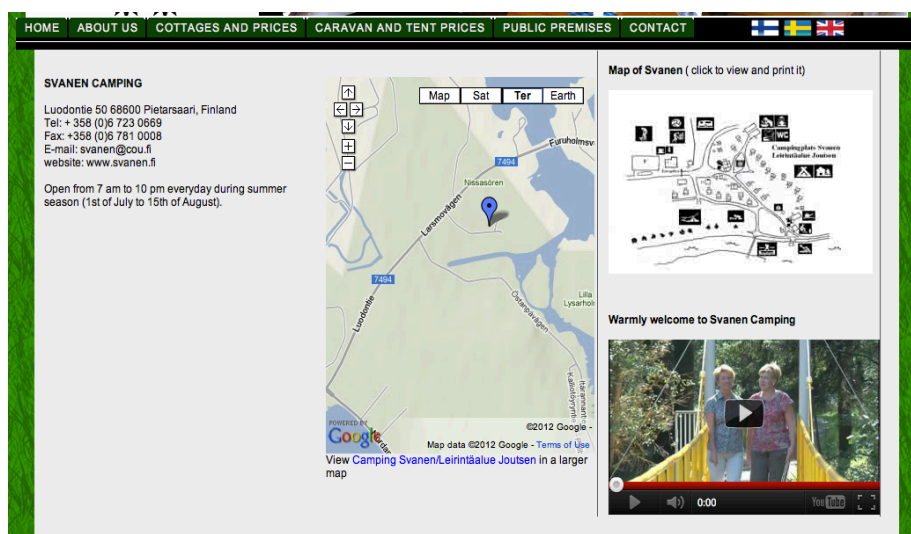
GRAPH 11. Caravan and tent prices page of the website

This page contains all the description of caravan and tent areas individually with their prices per day and week. I put the pictures of caravan and tent area.



GRAPH 12. Public premises page of the website

This page contains all the pictures of public premises which the customers can view without any difficulties. Pictures can be viewed in larger size by clicking on the pictures separately. Different public areas are; sauna, kitchen, and lake for swimming and canoeing, volleyball field, playground and barbeque places. The sauna has open hours every day but can also be individually booked if desired.



GRAPH 13. Contact page of the website

This page contains complete contact information with telephone and fax numbers, email address and opening hours. I put a Google map so that visitors can find directions easily without any difficulties.

6.2 Organizing

Files, pictures, pages, video and animations have been used on the website. These need to be managed properly so that they can be found easily to change or edit. Since I had made root a folder such as CSS, images, before building the website, I can put these files and others in respective folders. I put web pages in CSS folder with CSS file, picture in images folder, video in videos folder and gif animations in gif folder. I checked that each of the links works because I moved the files in to their respective folders. It worked fine but some pictures do not link. I checked the path destination and fixed it. I also put the link of Svanen blog, as a blog menu, so that the visitor can check out the blog and leave comments.

7 CONCLUSIONS

A website is an important marketing media in the field of tourism. The website tells about a company's products and services to customers, and they find all the information that they are searching for on the site. In the field of tourism, a website is playing a vital role to promote tourism industries individually. Since this is a modern technology world, many people know about information technology and they know how to use and get information through the Internet. Internet is everywhere and this is an advantage for companies in that they do not have to use more traditional marketing methods such as brochures, word-of-mouth, posters or banner. If they have to use such traditional marketing methods, they will use it only in a limited way to promote their web address.

Beside websites, nowadays people are using social networks, such as, YouTube, Google Plus, Facebook, Twitter and other. Most of the companies use social networks and link their website to it. They also make web pages in social networks such as Facebook and Google Plus with company information. The companies are using social networks as their advertisement media either in text format or video format.

When an organization plans to make a website, they should know how to design it so that it attracts customers to their products and services. The website should have general information about the company and their services and products. It should be made in such a way that the users can easily do the transactions of the products and services provided by the organization easily. The website should consist of distribution media so that products or services can be delivered to customers after they have been purchased. Finally, there should be a communication channel so that the visitors can share their feedback comments regarding their purchased services and products.

The main theme of the thesis was to make a website for Svanen camping site and it will be published later on the web. Creating a simple, informative and functional website was the main goal. Since I am modifying the existing website, it was quite challenging for me. I changed the layout of the website and visual looks except for the main information and logo of the website. It looked totally different than the previous one. It has good graphics and materials.

On developing the website, the hardest part was to create a layout for the website. I designed four layouts and out of those I chose one. At one point I had difficulties due to simple coding mistakes but somehow I found the mistake and managed it. If it would have not been solved then I would have had to make it again from the beginning. After constructing the layout it was easy to put graphics and colors, which represent the Svanen camping. I used the old logo of the camping so that people would recognize it easily. Images were resized and cropped to fit in the layout and if users want to see those in bigger size then they have to click on small images. Images and texts are kept in a clean and clear way so that it is more pleasurable to look at. It would have been great if I could have put a booking system on the website so that the customers could have reserved cottages by using that. Due to lack of knowledge about programming, I felt that it would take too much time to make the booking system. After that I decided to put booking text animation in the cottage and price page which directly linked to the Microsoft Outlook Web Access and the users can easily book via e-mail.

When creating the website I have learned more about CSS, DreamWeaver, and Javascript softwares than previously. I got a chance to learn about new softwares such as gif animator and video to gif converter. While making the website I faced many problems but I managed it by studying materials and was able to design and finish the site.

Finally, only creating a website is not enough in the current situation. There are many websites, which have similar information and data. Optimization of the website must be considered by the organization so that the visitors can easily get the web address of the organization in between millions of websites. Search engine optimization process must be used.

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A Project plan

In July, 2011

Collecting the information's and data's of Svanen camping site .

Taking the images of camping site.

Capturing the videos of canoeing and surrounding of camping site.

In October, 2011

Meeting with a supervisor and making final decision to start building a website.

In November

Designing the layouts of the website with the divisions.

Making home page and putting the information's, images and data's of camping site.

Presenting home page of camping site to the supervisor and collecting feedback.

In December

Making home page on creative way and giving a concrete shape so that it can be used in sub pages of the website.

In January

Making the sub pages for example About us page, cottages and prices page, caravan and tent page, public premises page and contact page.

In February

Final editing of the website and showing the web pages to supervisors and friends to collect their feedbacks to make final version of the website.

Adding Finnish and Swedish language in the website with the help of the friends

The website of Svanen camping in English language

Home page

[HOME](#)
[ABOUT US](#)
[CABINS AND RATES](#)
[CARAVAN AND TENT RATES](#)
[THE PUBLIC AREAS](#)
[CONTACT](#)
[BLOG](#)

WELCOME
 Welcome! The Swan is a peaceful two-star camping site in Pietarsaari. The area is located about 4 kilometers from the city center.
 The lake is a beautiful part of the campsite, where you can swim and canoe. Runeberg, our national, hunting lodge is located next to our area and we recommend to visit there.
Data!
 Camping is closed today 14.8. at 18:00. We would like to thank all our customers in the summer and wish you a nice autumn!
 The summer's accommodation bookings for otattehan please contact the James City City Tourist Office. (Info@jakobstad.fi - 06-7231796)

SWAN CAMPING
 99 beds in
 27 cabins, 7 of which were in their own kitchens as
 5 cottages with kitchen, shower and with toilet
 24 karavaanipaikkaa electrical connection
 Cooking and washing facilities
 Service building with showers, toilets, washing machine and a childcare room
 toilet and shower facilities are disabled
 Sauna (free public sauna times for our customers)
 Grillauskatos
 Children's Playground

WE OFFER YOU
 Cottages
 Karavaanipaikkoja
 camping spots
 café's terrace (open every day),
 breakfast, which must be reserved in advance (5 € / person)
 Self-made pastry and eväsleipiä
 Computers with internet access as well as TV's café

Leisure activities in our region
 Mini Golf
 Canoe rental Bothnia Canoe via
 Beach Volleyball
 Football
 Badminton
 Fishing
 Darts
 Croquet
 Mäikkä

You can find us also

SWAN MAP
 WARMLY WELCOME TO THE SWAN CAMPING
 Suosittele tätä Googlella

Central Ostrobothnia University of Applied Sciences
 Centria (R & D)
 Bothnia Canoe
 7 Bridges Archipelago

Pietarsaari Tourist Office

Dynamic Drive
 GRSites
 CSSDrive

Camping Swan © 2012 | Luodontie 50 68600, Finland | Tel: + 358 (0) 6 723 0669 | Fax: +358 (0) 6 781 0008 | E-mail: svanen@cou.fi | www.svanen.fi

About us page

The campingsite



SVANEN CAMPING



[HOME](#)
[ABOUT US](#)
[COTTAGES AND PRICES](#)
[CARAVAN AND TENT PRICES](#)
[PUBLIC PREMISES](#)
[CONTACT](#)
[BLOG](#)



Briefly about Svanen Camping

Svanen started to operate on the 23rd of June, 1954. In the beginning there were three cottages to accommodate visitors and a cottage was used as a small cafe and also as a room for the caretaker. During 60s and 70s the number of cottages was increased and in 1970, shower facilities and toilets for both men and women were added. In 1983, a new cafe was built and five new cottages. Most of the international tourists have been from Sweden and Norway.

Nowadays Svanen is a two star camping site, where there are currently 99 bed places provided by 28 cottages, out of which seven cottages have kitchen and five cottages are with kitchen and toilet. Altogether 24 caravan places are available with electricity as well as few without electricity and a bigger ground for tents. There's a public kitchen available for all the guests and also a public sauna near by a lake. Swimming and canoeing are popular activities during the summertime. Svanen rents canoes via Botnia Canoe. Runeberg cottage, the birth place of national poet of Finland, is nearby the camping site.

Svanen is located in Western Finland and on the Gulf of Bothnia, i.e. Pietarsaari, Finland in the banks of the lake Larsmosjö.





Map of Svanen (click to view and print it)



Svanen Camping



Recommend this on Google

Central Ostrobothnia University of Applied Sciences
Centria (Research and Development)
Botnia Canoe
7 Bridges Archipelago

Pietarsaari/Jakobstad Tourist office



Read unbiased opinions about hotels and vacations at TripAdvisor.

Dynamic Drive
DHTML Scripts
GRSites
CSSDrive




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Cottages and prices page

sing today the 14th of August at 18:00. We want to thank all of our customers and wish a nice autumn to all! If You have any requ



SVANEN CAMPING




HOME ABOUT US COTTAGES AND PRICES CARAVAN AND TENT PRICES PUBLIC PREMISES CONTACT BLOG

COTTAGES AND PRICES

Svanen camping has around 28 cottages. The cottage price depends on the type of the cottage. We offer public toilets, shower facilities and a kitchen which can be used by the visitors.


Notice!
On the arrival day the cottage keys can be obtained after 2 pm, on the departure day the keys must be handed in by 12 pm. We do not sell accommodation via invoice to private customers. Reservations can be done via phone or e-mail. You can do your reservation also in the camping site not only by phone and email.

5 x 4 person cottages (15m2-20m2)




kitchen, shower rooms and toilets, fridge, electric stove, warm water, bunk beds
Price: 65€/day and 395€/week

7 x 4 person cottages (15m2)




kitchen, oven and electric stove, fridge, cold water
Price: 53€/day and 320€/week

10 x 4 person cottages (10m2)




bunk beds, hob, fridge
Price: 39€/day and 222€/week

2 x 2 person cottages (5m2)



bunk beds
Price: 21€/day and 118€/week


2 x 2 person cottages




hob, fridge and stove
Price: 26€/day and 118€/week

BOOK NOW

Map of Svanen (click to view and print it)

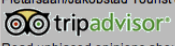


Svanen Camping



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Botnia Canoe
7 Bridges Archipelago

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Caravan and tent page



The campsite is cl




HOME
ABOUT US
COTTAGES AND PRICES
CARAVAN AND TENT PRICES
PUBLIC PREMISES
CONTACT
BLOG

CARAVAN AREA

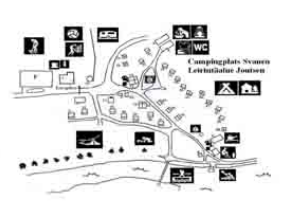
Caravan place
(including persons, car, van)
Price: 14€/day and 78€/week
Electricity: 4,5€/day

The number of persons staying in the place does not affect the price


We have caravan places both with and without electricity. [Click here to view a map.](#)



Map of Svanen ([click to view and print it](#))



Svanen Camping




[+1](#) Recommend this on Google

TENT AREA


Tent place
Price: 14€ and if only 1 person : 8€
[Click here to view a map.](#)

Public kitchen, shower facilities and toilets are available for use. We offer also a possibility for doing laundry (2€) and going to sauna (10€) per 50 minutes. A possibility for playing minigolf a place for having barbeques are also provided. There's a children's playground nearby the tent area.




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Public premises page

The screenshot shows the website for Svanen Camping. At the top right, it says "The camping". The main header features the Svanen Camping logo (a swan) and a large photograph of a green field with trees. Below the header is a navigation menu with links: HOME, ABOUT US, COTTAGES AND PRICES, CARAVAN AND TENT PRICES, PUBLIC PREMISES, CONTACT, and BLOG. There are also flags for Finland, Sweden, and Denmark.

The "Public Area" section contains several images and captions:

- Sauna and shower
- Public kitchen
- Lake view
- Beach volleyball
- Playground
- Barbeque places
- Public shower and toilet



On the right side, there is a "Map of Svanen (click to view and print it)" and a "Svanen Camping" section with a black placeholder image. Below the map is a "Recommend this on Google" button.

The footer contains contact information and logos for Central Ostrobothnia University of Applied Sciences, Pietarsaari/Jakobstad Tourist office, and Dynamic Drive. It also includes a TripAdvisor logo and a swan logo.

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Contact page

The campsite is closing today the 14th of August at 18:00. We want to thank all of our customers and wish a nice autumn

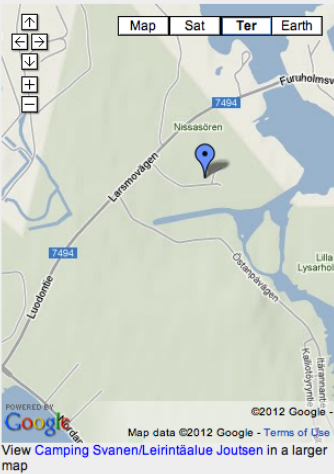
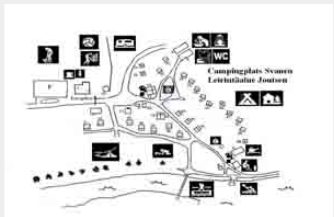



HOME ABOUT US COTTAGES AND PRICES CARAVAN AND TENT PRICES PUBLIC PREMISES CONTACT BLOG

SVANEN CAMPING
 Luodontie 50 68600 Pietarsaari, Finland
 Tel: + 358 (0)6 723 0669
 Fax: +358 (0)6 781 0008
 E-mail: svanen@cou.fi
 website: www.svanen.fi

Open daily from 8 am to 10 pm during the summer season (from the 1st of July to the 15th of August).

Map of Svanen (click to view and print it)





Svanen Camping

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 View Camping Svanen/Leirintäalue Joutsen in a larger map

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The website of Svanen camping in Finnish language

Etusivu

Leirintäalue suljetaan tänään 14

ETUSIVU
MEISTÄ
MÖKIT JA HINNAT
KARAVAANI JA TELTTA HINNAT
YLEISET TILAT
YHTEYSTIEDOT
BLOGI


TERVETULOA

Tervetuloa! Joutsen on rauhallinen kahden tähden leirintäalue Pietarsaaressa. Alue sijaitsee noin 4 kilometrin päässä kaupungin keskustasta.

Järvi on kaunis osa leirintäaluetta, jossa voi uida ja meloa kanoilla. Runebergin, kansallisrunoilijamme, metsästysmaja sijaitsee alueemme vieressä ja suosittelemme vierailemaan sieltä.

Tieto!

Leirintäalue suljetaan tänään 14.8. klo 18:00. Haluamme kiittää kaikkia kesän asiakkaitamme ja toivottaa mukavaa syksyn jatkoa!

Ensi kesän majoitusvarauksia koskien ottehan ystävällisesti yhteyttä Pietarsaaren kaupungin Matkailutoimistoon. (info@jakobstad.fi - 06-7231796)

JOUTSENEN LEIRINTÄALUE

99 vuodepaikkaa
27 mökkiä, joista 7 omalla keittiöllä
5 mökkiä keittiöllä, suihkulla ja vessalla
24 karavaanipaikkaa sähköliitäntällä
Ruuanlaitto ja pesutilat
Huolto rakennus varustettuna suihkulla, vessoilla, pesukoneella ja lastenhoituhuoneella
Vessa- ja suihkutilat invalidiaille
Sauna (ilmaiset yleiset saunavuorot asiakkaillemme)
Grillauskatos
Lasten leikkikenttä

TARJOAMME TEILLE


Mökkejä
Karavaanipaikkoja
Teltpaikkoja
Kahvilan terassilla (auki joka päivä)
Aamupalan, joka tulee olla etukäteen varattu (5 €/henkilö)
Itse tehtyjä leivonnaisia ja eväsiä
Tietokoneita Internet-yhteydellä sekä TV:n kahvilassamme

VAPAA-AJAN AKTIVITEETTEJÄ ALUEELLAMME

Minigolf
Kanoottivuokraus Botnia Canoe välityksellä
Rantalentopallo
Jalkapallo
Sulkapallo
Kalastus
Tikanheitto
Kroketti
Mökki

Löydät meidät myös  

JOUTSENEN KARTTA




LÄMPIMÄSTI TERVETULOA JOUTSENEN LEIRINTÄALUEELLE




 Suosittele tätä Googleissa

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Centria (tutkimus ja kehitys)
Botnia Canoe
7 Siltan Saaristo



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Meistä

Leirintäalue suljetaan tä




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Lyhyesti Joutsenen Leirintäalueesta

Leirintäalustoiminta aloitettiin 23. 1954 päivä kesäkuuta kolmella mökillä, joista yksi toimi pienellä kahvilana ja kunnossapitäjän huoneena. 1960 ja 1970 lukujen aikana, mökkien lukumäärä kasvoi ja 1970 yleiset suihkut ja vessat rakennettiin miehille ja naisille. 1983 uusi kahvila ja viisi mökkiä rakennettiin alueelle. Joutsenesta kerätyn tiedon mukaan suurin osa kansainvälisistä yöpyjistä alueella oli ruotsalaisia ja norjalaisia.

Tänä päivänä leirintäalueen ulkonäkö on muuttunut ja alue on luokiteltu kahdella tähdellä. Tarjoamme 27 mökkiä, joissa on yhteensä 99 peltipaikkaa, joista seitsemässä on oma keittiö ja viidessä on keittiön lisäksi myös vessa ja suihku. Alueellamme on 24 karavaanareille suunnattua paikkaa, joissa on sähkötpalat. Telttailijoitakaan ei ole unohdettu, vaan heidän käytettävissään on iso viheralue rauhallisella paikalla. Yleinen keittiö on tarkoitettu kaikille alueella asuville vieraille, kuten myös järven rannalla sijaitseva saunamme.

Järvi sopii hyvin uimiseen sekä myös kanoottien melomiseen. Bothnia Canoen omistamien kanoottien vuokraus tapahtuu helposti kauttamme. Runebergin, kansainlinunollijamme, metsästysmaja sijaitsee leirintäalueemme vieressä lyhyen kävelymatkan päässä.

Joutsenen leirintäalue sijaitsee Länsi-Suomen läänin, Pohjanmaan maakuntaan, Pietarsaaren. Alue sijaitsee noin neljän kilometrin päässä kaupungin keskustasta, Luodonien varrella, kauniin Luodonjärven rannalla.

JOUTSENEN KARTTA



LÄMPIMÄSTI TERVETULOA JOUTSENEN LEIRINTÄALUEELLE



[Suosittele tätä Googlella](#)

Keski-Pohjanmaan ammattikorkeakoulu
Centria (tutkimus ja kehitys)
Bothnia Canoe
7 Siltan Saari

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Mökit ja hinnat

Leirintäalue suljetaan tänään



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MÖKIT JA HINNAT

Joutunen leirintäalueella on 28 mökkiä. Hintamme vaihtelevat mökin mukavuuksien mukaan. Alueellamme on yleinen keittiö sekä yleiset suihkut ja vessat miehille ja naisille.

Huomaa!
Saapumispäivänä mökin avaimen voi lunastaa vastaanotostamme kello 14 alkaen. Lähtemispäivänä avain tulee luovuttaa vastaanottoomme viimeistään kello 12. Emme myy majoittumista laskulle yksityisasiakkaille. Varsuokat voi tehdä joko puhelimitse, sähköpostitse tai paikan päällä.

5 x 4 hengen mökit (15m2-20m2)








Keittiö, suihku, vessa, jääkaappi, keittolevyt, lämmin vesi, kerrossängyt (osassa myös normaalit sängyt)
Hinta: 65 € / yö ja 395 € / viikko.

10 x 4 hengen mökit (10m2)



Kerrossängyt, keittolevyt, jääkaappi
Hinta: 38 € / yö ja 222 € / viikko

2 x 2 hengen mökit (5m2)






Kerrossängyt
Hinta: 21 € / yö ja 118 € / viikko

2 x 2 hengen mökit



Keittolevyt, jääkaappi, normaalit sängyt
Hinta: 28 € / yö ja 130 € / viikko

7 x 4 hengen mökit (15m2)








Keittiö, uuni ja keittolevyt, jääkaappi, kylmä vesi, kerrossängyt. Hinta: 53 € / yö ja 320 € / viikko.

JOUTUSEN KARTTA



LÄMPIMÄSTI TERVETULOA JOUTUSEN LEIRINTÄALUEELLE



[Suosittelemme tätä Googlella](#)

Keski-Pohjanmaan ammattikorkeakoulu
Centria (tutkimus ja kehitys)
Botnia Canoe
7 Siltan Saaristo

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Karavaani ja telttä hinnat

Leirintäalue suljetaan tänään




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[BLOGI](#)

KARAVAANARIALUE

Asuntoauto ja -vaunualue
 Hinta: 14 € / yö, 78 € / viikko
 Sähkötoipan käyttömaksu: 4,5 € / yö
 Ei erillistä henkilömaksua.
 Mahdollisuus yöpyä myös ilman sähköpaikkaa.
 Kiikkaa tästä kartta leirintäalueestamme




JOUTSENIEN KARTTA




TELTTAILUALUE

Hinta: 14 € / yö, yhdeltä henkilöltä 8 € / yö
 Kiikkaa tästä kartta leirintäalueestamme

Telttailijoiden käytettävissä ovat yleiset vessa-, pesu- ja keittötilamme. Tarjoamme mahdollisuuden myös pyykkipesuun (2 €) ja saunomiseen (10 € / 50 min).
 Alueellamme on myös grillikota ja mahdollisuus minigolfin pelaamiseen. Telttapaikan läheisyydessä on lasten leikkikenttä.



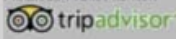
LÄMPIMÄSTI TERTVETULOA JOUTSENIEN LEIRINTÄALUEELLE




Suosittele tätä Googleissa

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Yleiset tilat

Leirintäalue suljetaa




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YLEISET TILAT




Saunarakennus suihkuineen




Yleinen keittiö




Järvinäkymä




Lentopallokenttä



Leikkikenttä




Yleiset suihkut ja vessat



Grillikota

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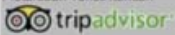


LÄMPIMÄSTI TERVETULOA JOUTSENEN LEIRINTÄALUEELLE


Suostele tätä Googlessa

Keski-Pohjanmaan ammattikorkeakoulu
Centria (tutkimus ja kehitys)
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Yhteystiedot

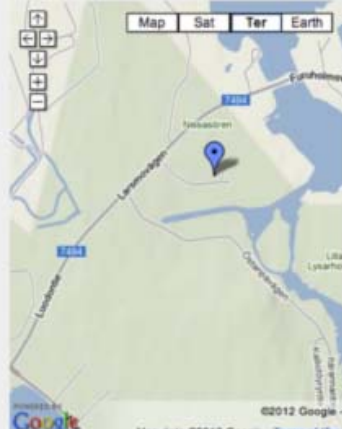
Leirintäalue suljetaan tänään 14.8. klo 18:00. Haluamme kiittää kaikkia kesän asiakkaita.

ETUSIVU MEISTÄ MÖKIT JA HINNAT KARAVAANI JA TELTTA HINNAT YLEISET TILAT YHTEYSTIEDOT BLOGI

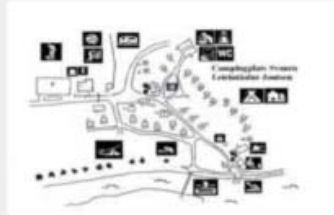
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Olemme avoinna 1.6-15.8 välisen ajan, joka päivä klo 8-22.




Map Sat Ter Earth
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 View Camping Svanen/Leirintäalue Joutsen in a larger map

JOUTSENEN KARTTA

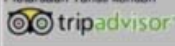


LÄMPIMÄSTI TERTVETULOA JOUTSENEN LEIRINTÄALUEELLE



Suosittele tätä Googleissa

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 Centria (tutkimus ja kehitys)
 Botnia Canoe
 7 Sillan Saaristo

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The website of Svanen camping in Swedish language

Startsida

Campingområdet stänger för säsongen idag den 14.8 kl. 18:00. Vi tackar våra kunder för den gångna sommaren och önskar er a





STARTSIDA **OM OSS** **STUGOR OCH PRISER** **CARAVAN OCH TÅLT PRISER** **PUBLIK PREMISS** **KONTAKT** **BLOGG**

VÄLKOMMEN

Larsmosjön är en vacker del av campingområdet som passar bra för både bad och kajakpaddling. Även Johan Ludvig Runberg, Finlands nationalskald, har sin sommarstuga på gångavstånd från campingområdet.

Notice!

Campingområdet stänger för säsongen idag den 14.8 kl. 18:00. Vi tackar våra kunder för den gångna sommaren och önskar er alla en fortsatt god höst!

Angående nästa sommarens bokningar ber vi er vänligen kontakta Jakobstads Turistbyrå. (info@jakobstad.fi - 06-7231796)

SVANEN CAMPING

99 bäddplatser
27 stugor (varav 7 med eget kök)
24 Elplatser för husbil/husvagn
Allmänt kök
Allmänna duschar
Bastu
Grillplatser
Lekpark för barn

VI ERBJUDER

Slugor
Caravanplatser
Tältplatser
Café med A-rättigheter
Handgjorda bakelser och smörgåsar
Datorer med internetförbindelse i Caféet
Frukost vid förtäran (Klicka här för mer information)

AKTIVITETER

Mini golf
Kajakuthyrning (via Botnia Canoe)
Beach volley
Fotboll
Badminton
Fiske
Darts
Osv.

Hitta oss på  

Map of Svanen (click to view and print it)



Svanen Camping



 Rekommendera detta på Google

Mellersta Österbottens Yrkehögskola
Centria (forskning och utveckling)
Botnia Canoe
7 Broars Skärgård



Jakobstad Turist kontor


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Om oss

Campingområdet stänger för säsongen idag den 14.8 kl. 18:00. Vi tackar våra kunder för den g







STARTSIDA OM OSS STUGOR OCH PRISER CARAVAN OCH TÄLT PRISER PUBLIK PREMISS KONTAKT BLOGG


Svanen Campingområde

Campingverksamheten påbörjades den 23:e Juni 1954. I början var verksamheten småskalig med endast tre stugor för uthyrning samt en sluga som fungerade som café och inkvartering för gårdskarlen. Under 1960 och 1970 utökades verksamheten med flera stugor för uthyrning samt med allmänna duschar och toaletter för både män och kvinnor. 1983 utökades verksamheten ytterligare med ett nytt café och fem nya stugor. Majoriteten av de utländska turisterna har kommit från Sverige och Norge.


Idag är Svanen ett tvåstjärnigt campingområde som erbjuder 99 bäddplatser i 26 olika stugor. Av dessa har sju stugor eget kök och fem stugor har både kök och toalett. 24 caravanplatser med elektricitet finns till förfogande, men även caravanplatser utan elektricitet finns tillgängligt. Vi erbjuder alla våra campinggäster tillgång till det allmänna köket och bastun som är beläget nära Larsmosjön. Bad och kajakpaddling är populära aktiviteter under sommaren. Kajakuthyrning sker via Botnia Canoe som har sina kajaker på campingområdet. Runebergstugan är beläget nära campingområdet och är givetvis en sevärdhet i sig.

Map of Svanen (click to view and print it)



Svanen Camping



Rekommendera detta på Google

Mellersta Österbottnens Yrkehögskola
Centria (forskning och utveckling)
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7 Broars Skärgård

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© Svanen Camping 2012 | Larsmovägen 50 66600 Jakobstad, Finland | tel: + 358 (0)6 723 0669 | Fax: +358 (0)6 781 0008 | E-post: svanen@cou.fi

Stugor och priser

Campingområdet stänger för säsongen idag




STARTSIDA OM OSS STUGOR OCH PRISER CARAVAN OCH TÄLT PRISER PUBLIK PREMISS KONTAKT BLOGG

Svanen camping erbjuder 28 stugor för utrymning i varierande prisklasser. Alla gäster har tillgång till allmänt kök, allmänna toaletter samt allmänna duschar.

Obs!
Vid ankomstdagen kan stugnycklarna fås tidigast klockan 14.00. På avresedagen skall stugnycklarna lämnas in senast klockan 12.00. Vi fakturerar ej privatpersoner. Bokningar kan göras via telefon eller e-post.

5 x 4 personers stuga (15m2-20m2)



Kök, dusch, toalett, kylskåp, elspis, varmt vatten, våningssängar.
Pris: 65 €/natt eller 395 €/vecka

7 x 4 personers stuga (15m2)



Kök, ugn, elspis, kylskåp, kallt vatten, våningssängar.
Pris: 53 €/natt eller 320 €/vecka

10 x 4 personers stuga (10m2)



Våningssängar, kokplatta, kylskåp.
Pris: 38 €/natt eller 222 €/vecka

2 x 2 personers stuga (5m2)



Våningssäng
Pris: 21 €/natt eller 118 €/vecka

2 x 2 personers stuga



Kokplatta, kylskåp, våningssäng.
Pris: 28 €/natt eller 118 €/vecka

BOK NU

Map of Svanen (click to view and print it)



Svanen Camping



Rekommendera detta på Google

Mellersta Österbottnens Yrkehögskola
Centria (forskning och utveckling)
Botnia Canoe
7 Broars Skärgård


Jakobstad Turist kontor
tripadvisor

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Caravan och Tält priser

The campsite is cl



SVANEN CAMPING




HOME
ABOUT US
COTTAGES AND PRICES
CARAVAN AND TENT PRICES
PUBLIC PREMISES
CONTACT
BLOG

CARAVAN AREA

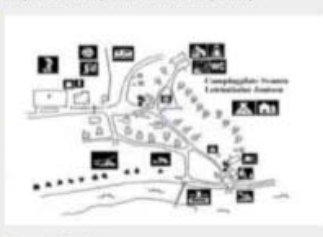
Caravan place
(including persons, car, van)
Price: 14€/day and 78€/week
Electricity: 4,5€/day

The number of persons staying in the place does not affect the price

We have caravan places both with and without electricity. Click here to view a map.



Map of Svanen (click to view and print it)



Svanen Camping



+1 Recommend this on Google

TENT AREA

Tent place
Price: 14€ and if only 1 person : 8€
Click here to view a map.

Public kitchen, shower facilities and toilets are available for use. We offer also a possibility for doing laundry (2€) and going to sauna (10€) per 50 minutes. A possibility for playing minigolf a place for having barbeques are also provided. There's a children's playground nearby the tent area.



Central Ostrobothnia University of Applied Sciences
Centria (Research and Development)
Botnia Canoe
7 Bridges Archipelago




Pietarsaari/Jakobstad Tourist office
Read unbiased opinions about hotels and vacations at TripAdvisor.

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Publik premiss

The screenshot displays the website for Svanen Camping. At the top right, it says "Campingområdet st". The main header features the Svanen Camping logo (a swan) and a large photograph of the interior of a wooden building, likely a public premiss. Below the header is a navigation menu with the following items: [STARTSIDA](#), [OM OSS](#), [STUGOR OCH PRISER](#), [CARAVAN OCH TÅLT PRISER](#), [PUBLIK PREMISS](#), [KONTAKT](#), and [BLOGG](#). There are also flags for Sweden, Finland, and Denmark.

The main content area is divided into several sections:

- Bastu och Dusch**: Two images showing wooden stairs and a shower area.
- Publik kök**: Two images showing a kitchen area with a sink and counter.
- Vatten bild**: Two images showing a lake with a wooden bridge.
- Strandvolleyboll**: One image showing a sandy beach area with a net.
- Skolgränd**: Two images showing a grassy area with trees.
- Publik dush och toalett**: One image showing a public shower and toilet facility.
- Grillkäta**: One image showing a grill stand.

On the right side, there is a **Map of Svanen** (click to view and print it) showing the layout of the campsite. Below the map is a "Svanen Camping" section with a large black image placeholder and a "Rekommendera detta på Google" button.



The footer contains contact information and logos:

- Mellersta Österbottnens Yrkehögskola
Centria (forskning och utveckling)
Botnia Canoe
7 Broars Skärgård
- Jakobstad Turist kontor
tripadvisor
- Dynamic Drive
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Kontakt

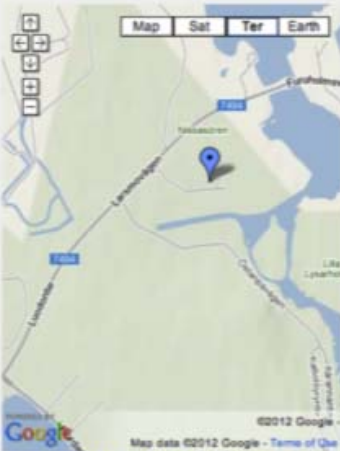
Isongen idag den 14.8 kl. 18:00. Vi tackar våra kunder för den gångna sommaren och önskar er alla en fortsatt god höst! Angåen

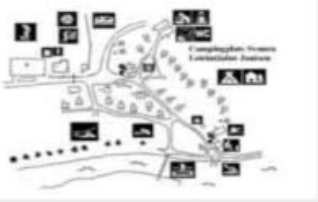




[STARTSIDA](#) | [OM OSS](#) | [STUGOR OCH PRISER](#) | [CARAVAN OCH TÄLT PRISER](#) | [PUBLIK PREMISS](#) | [KONTAKT](#) | [BLOGG](#)

SVANEN CAMPING
 Larsmovägen 50
 SF - 68600 Jakobstad, Finland
 Tel: + 358 (0)6 723 0669
 Fax: +358 (0)6 781 0008
 E-post: svanen@cou.fi
 webbsajt: www.svanen.fi

Öppet från 8 am to 10 pm vardaglig under hela sommar
 (1st av juli till 15th august).

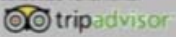


Map of Svanen (click to view and print it)




Svanen Camping


[Rakommendera detta på Google](#)

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