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WELCOME TO HELSINKI AIRPORT

Passenger services and facilities at Helsinki –Vantaa airport

Thesis

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ABSTRACT

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<p>This thesis project mainly focused on the airport's facilities and services for travelers and outgoing tourists at Helsinki-Vantaa airport and how the authority and management team of this airport are taking plan for developing their existing or new services. In addition, the aim of this report was to bring up the importance and impact of the modern facilities that passengers truly need during their stay at the airport. The author has also analyzed the effect of air travel and the aviation system in world tourism.</p> <p>In many cases outstanding customer services and facilities at an airport shows the level of a country's in tourism sector. Helsinki-Vantaa airport is the largest and principal international airport of Finland with all modern technologies and facilities. It is one of the leading long-haul airports in Northern Europe and a popular transfer point chosen by passenger for several years. The airport has been providing boundless services to its passengers to make their stay at the airport memorable and attract them to visit Finland again.</p> <p>This thesis project has been done to identify the services and facilities for the passengers that Helsinki airport already has been providing to cope with other top ranked modern airports as well to introduce new technology or service that customers demand nowadays.</p> <p>A quantitative questionnaire survey was conducted during this project. The research was done during October 2014 with the Centria UAS students as target group and the language used in this survey was English. Mostly male students aged between 18 and 25 participated in this survey. The questionnaire survey was to determine the satisfaction level of the customers and passengers with the services and facilities that Helsinki-Vantaa airport provides. Suggestions and personal opinions were also asked in this survey to improve the service quality of the airport. The validity of this research was high, although the reliability was satisfactory.</p> <p>The overall results found in this research process are that most of the respondents were satisfied with the services and facilities that Helsinki-Vantaa airport provides. Only very few respondents stated dissatisfaction with certain services. The last question was asked about the overall satisfaction level with the airport and 85% respondents answered very satisfied and satisfied.</p>		
Key words Airport, Air transport, Automatic border control, Aviation, Demonstration, Ground transportation, Quantitative research, Survey, Sustainability, Technical features, Tourism industry		

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1 INTRODUCTION

The tourism industry is experiencing the fastest growth in the world at this moment. Therefore tourism industry nowadays is a very important element in developing the whole economic growth, infrastructural development and also the environment of a country. In many circumstances the airport itself has also become a destination in its own right and a status symbol through which to impress visitors arriving into the country. Tourism no longer mean only visiting the local destination, people are now traveling more from city to city and country to country to visit a touristic place for leisure or another purpose. For international traveling by air is the best choice for the tourist because of saving time and it being a safe and comfortable journey. Therefore the airport plays a very important role in world tourism. Based on an airport many shops, restaurants, money exchange, shopping malls and many other businesses are established. So the airport is the main medium between a tourist and air transportation.

It has been proven that tourism service quality begins at the airport. A good service and facilities at the airport is highly required for a tourist or passenger. In some cases airport facilities bear the identity of a country. Therefore an airport or at least the international airport of a country should be decorated with modern facilities and good customer service. Nowadays few places with modern facilities of a country are as important as an airport.

High-quality customer facilities at the airport is mostly demanding and challenging in the air transportation environment, even though all the staff of an airport are directly or indirectly accountable for the delivery of the service. The customers and other stakeholders often hold the airport operator responsible for the level of service delivered inside the whole airport. Customer satisfaction with the airport experience can be extensively enhanced and airport revenues can be used directly to build a relationship with enlarged customer satisfaction only if the airport administration make some strategic plans and takes a holistic approach to customer service and airport branding. (Paternoster 2008, 218-226.)

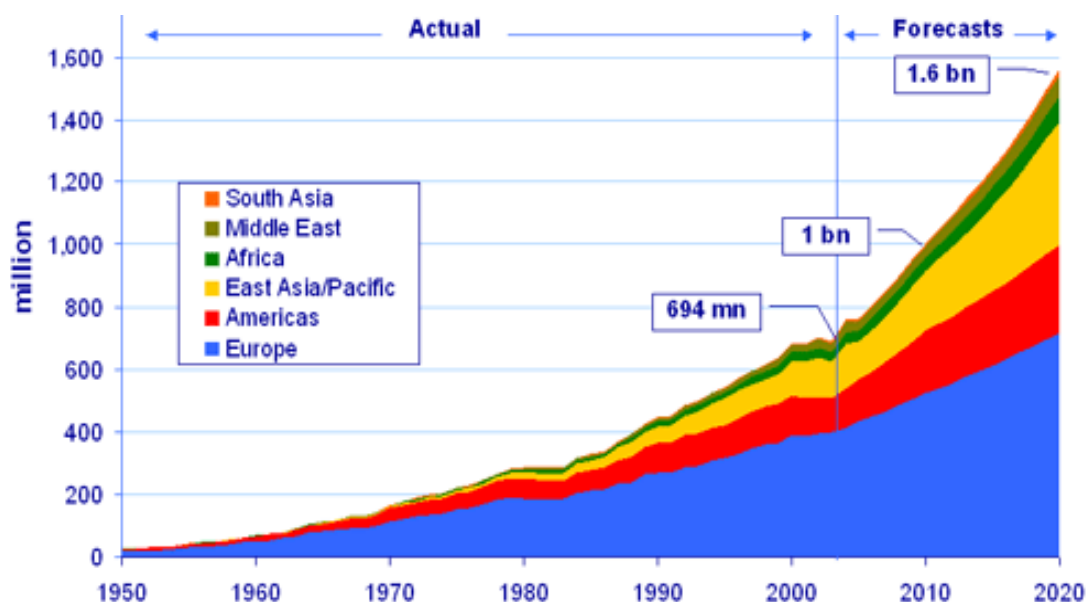
The Airport plays a significant role in world tourism. A tourism service quality starts from the airport. It is very important to have all kinds of services and modern facilities that a tourist or passenger needs in an airport. The objective of this thesis is to describe all the services and facilities that Helsinki-Vantaa airport provides, different kinds of services and advanced facilities of the airport that attract international passengers to visit the country often. The main distinguishers between the facility management of Helsinki-Vantaa airport and the other Nordic countries' airports will be documented. A quantitative research will be conducted during the thesis process with the students of Centria UAS where they answer a questionnaire about the service and facilities of the airport. After collecting the data, filled by the students from different countries, the writer will process and analyze the data and present the results. The outcome of this research implementation will be to get an idea of the satisfaction level with Helsinki-Vantaa airport.

The preliminary plan after the research is done is to analyze the data collected from the respondents and find out valuable results based on the customer satisfaction level with the services and facilities of Helsinki-Vantaa airport. If this thesis and research work attracts the attention of the airport's administration, they might take the results into consideration and work to improve the service and facilities of the airport. For example after the research work, if any service or facilities has a poor satisfaction level they can take proper steps to improve the quality. As well as if the passengers demand to have any special kind of service or facilities that Helsinki airport doesn't provide or that even doesn't exist, the administration can think about that. The another main aim of this thesis project is to give idea how to improve the service and facilities of the airport that already exist and introduce new services and facilities that make the airport different than any other airport in Europe.

2 TOURISM IN THE WORLD

Over the last few decades, tourism has experienced a continuous development and diversification. Tourism has become one of the biggest and fastest growing economic sectors in the world. About 9% of the world's GDP directly or indirectly comes from the world tourism sector. An enormous number of new tourist destinations has opened up and invested in and as a result tourism has turned into the key factor of the socio-economic progress of a country through exporting revenues, creating jobs for unemployed and contributing to the infrastructural development of the country. One in every eleven people is doing business or having a job related to tourism nowadays. The growth of international tourist arrival around the world is very noticeable- from 25 million in 1950 to 1035 million in 2012. (UNWTO Tourism Highlight, 2013).

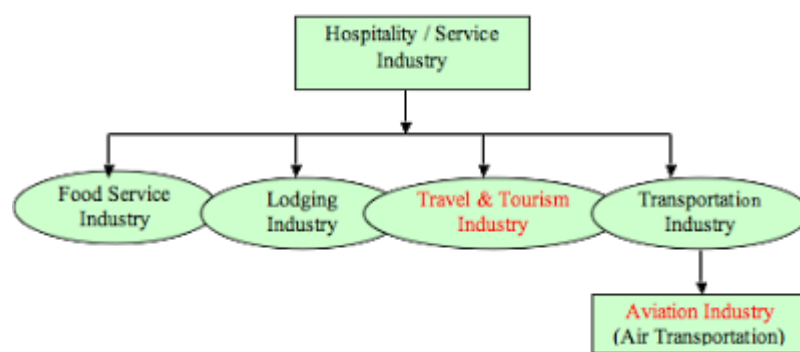
Tourism 2020 vision is one of the important long term forecasts of world tourism organizations. According to this forecast presented in graph 1 international tourist arrivals are expected to increase by approximately 1.6 billion by the year 2020 and it also says that the top three receiving regions will be Europe, East Asia and the Pacific.



GRAPH 1. Tourism 2020 vision forecast of international tourist arrival. (Adapted from Facts & figures, UNWTO, 2014)

3 THE IMPACT OF AVIATION ON TOURISM INDUSTRY

The tourism industry refers to an industry that deals with the people who travel from their own place to another place in order to visit and the aviation industry is a segment of the travel industry that deals with air transportation from one destination to another. In order to get a complete view of the relationship between tourism and aviation industry and their location in hospitality/service industry, we should have a look at the graph 2 below.



GRAPH 2. Tourism and aviation industry locator

Tourism and aviation are dependable on each other. The tourism industry depends on aviation or air transportation to bring people from different countries and on the other hand the aviation system cannot run without good quality of tourism. Air transportation is one of the comfortable and easy transportation modes for international tourism. Air transport dominates in inter-regional movements of tourists. Attractive travel package tours, reasonable airfare and tourist spots attract more tourists day by day and therefore both industries are expanding their business rapidly. Travel and tourism is the world's largest industry, for example approximately 6.7 million jobs are offered in the tourism industry worldwide, directly supported by the spending of foreign visitors arriving by air mode. (Tourism and Aviation Industry.)

Helsinki-Vantaa airport plays a significant role in the Finnish tourism industry. Helsinki-Vantaa airport always conducts some kind of developing quality and customer satisfaction survey on the transit, experienced and often travelling passengers are activated to improve their quality of services which attracts passengers to visit Finland. (Varkaus, Finavia 2013.)

According to the statistics in 2012, one in three passengers choose their flight connection to Helsinki-Vantaa Airport and therefore Finavia is emphasizing more on Helsinki-Vantaa airport to make it a strong and leading transit airport in northern Europe. (Finavia 2013.)

The regional tourist information centre is situated at Helsinki-Vantaa Airport. The number of users of this information centre is rapidly increasing day by day. Every month, about 14,000–15,000 passengers visit and get information from there. As well in the tourist information center, customers can buy a Helsinki Card from the information desk and they also start selling different tour packages and stop-over products. (Helsinki airport 2013.)

Due to a new direct route introduced to Asia and North America, as well as that new airlines like American airlines and Flybe have entered the Finnish market, the number of tourists has been increasing rapidly. In 2011, the amount of passengers having passed through Helsinki-Vantaa airport increased by 15% which corresponds to 15 million people. Due to its easy East-West connections Helsinki airport got the third position award from Monocle magazine which praises the airport and small food shop, along with shops full of Finnish handicraft products. Helsinki-Vantaa airport is also selected by Monocle to be the best airport for connections in 2010, furthermore as the Best Airport in 2009. (Travel and Tourism news 2013.)

3.1 Air transportation and the tourism industry

Nowadays travelling has become a common leisure for everybody. People make their next holiday plans to travel somewhere beforehand and for travelling air transportation is one of the best choices of the traveler, though it is a bit expensive it is safe and comfortable. Travelling is not only done individually but it is also common for groups of people, for instance companies sometimes arrange tour packages for the staff and in that case they hire a charter air transportation company. Specific package tours are very popular now. People

can maximize their value of travelling consideration as well as time. They can also get the idea of the total expenditure of the tour through a package tour. In that sense we could say travelling has become a feature of our modern life. Air transportation has undoubtedly reduced the traveling time and cost for longer distances.

3.2 Demand and growth of air transportation

The demand and growth of air transportation is increasing day by day. People are now more used to travelling by air from one country to another than traveling by ship or train. According to the International Air Transportation Associations (IATA), this year in July there was an average growth of 6.5% in the demand of air transportation compared to the same month last year. The significance of aviation is that about 600 million people are expecting to travel during the summer peak travel season with friends and families. Tour operator companies are making more interesting and attractive tour packages with cheap prices which attract the customers more and therefore they travel a lot. That is how the demand of the growth of air transportation is very high now. (Passenger demand on air travel, IATA.)

3.3 Future prospects of aviation on tourism

A recent survey shows that every year global tourism expenses are about US\$ 3 trillion. Therefore 3.8% of the world's GDP comes directly from tourism sector. World tourism is estimated to keep up its growth like this in 2014. The World Travel and Tourism Council wants to employ more than 84 million people from all around the world. International tourism will continue to growth at the average annual rate of 4% and hopefully by the year 2020 Europe will remain the most popular destination predicted by The World Tourism Organization (UNWTO). (UNWTO 2013.)

It is also expected that in the first quarter of the 21st century space tourism will take off. Air-ship hotels which would be based either on solar-powered airplanes or large dirigibles are not far away from today. (UNWTO 2013). Underwater hotels, such as Hydropolis, were expected to open in Dubai in 2009 but due to financial constrictions and disagreement

with DDIA (Dubai Development & Investment Authority) the completion of last level of the hotel still remain unsure. (Under water hotel Dubai 2014).

According to the UNWTO worldwide international tourist arrival will increase by 3.3% every year from 2010 to 2030 and the total amount of tourist will be around 1.8 billion by 2030. The market share of emerging economics have already increased by 17% in 2012 from 1980 and are expecting to stop at 57% by the year of 2030 which is similar to around one billion international tourists arrivals.(Tourism Highlight,UNWTO.2013.)

4 60-YEARS-OLD HELSINKI-VANTAA AIRPORT

Among 25 airports in Finland Helsinki-Vantaa airport is the largest and main international airport operated by the Finnish airport corporation Finavia. Helsinki –Vantaa airport is a world class airport with an excellent business lounge, in addition it's a nice spacious airport with Nordic glass, wood and steel design. Helsinki-Vantaa airport is one of the leading long-haul airports in the Northern part of Europe where the latest technology, innovative design and personalized service come together to connect tens of thousands of flights, millions of people and hundreds of different cultures. It has a natural advantage as a transfer point because of its location, as well as the most direct and a shorter route between Europe and Asia. (Finavia, 2013.)

4.1 Key facts of the airport

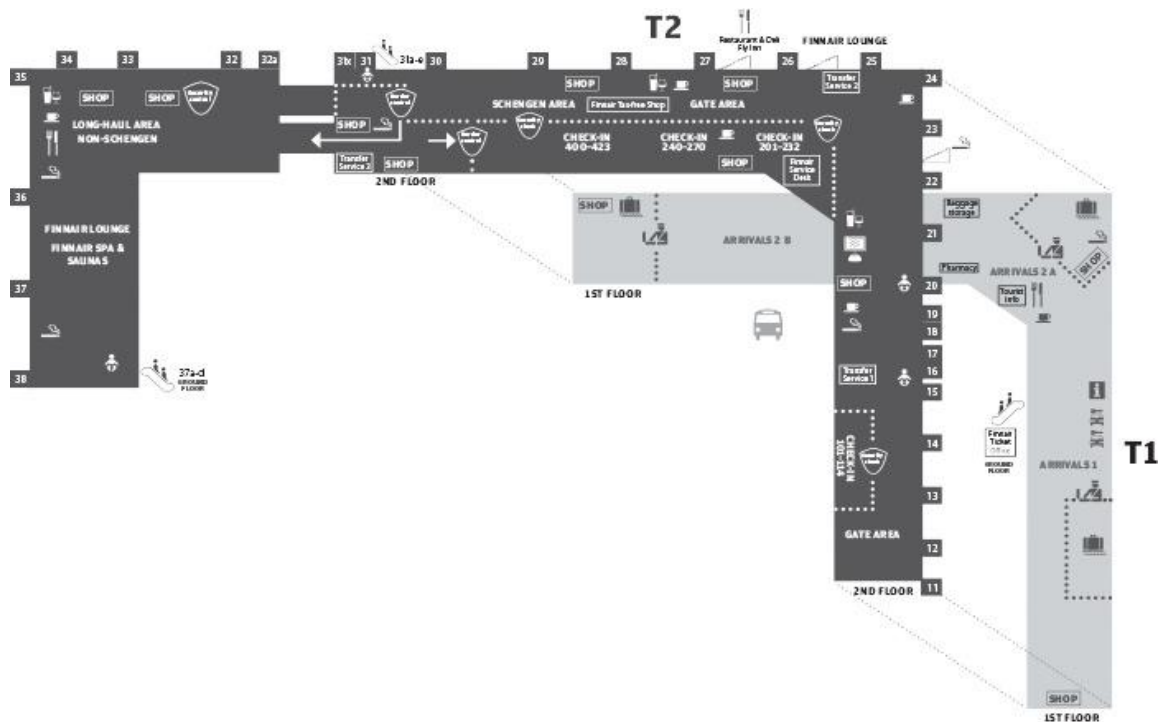
The airport has 130 continuous destinations worldwide and there are about 350 departures every day (Finavia 2014). 14.9 million passengers have passed through Helsinki airport in 2011, 33 airlines are co-operating, 20,000 employees working and 1,500 other companies are doing business in Helsinki airport which plays a significant economical role to the Finnish economy. (Helsinki Airport 2013.)

Helsinki-Vantaa airport has succeed in getting become into the second level of the international Airport Carbon Accreditation emission reduction program. According to the statistics in 2012, one in three passenger choose their flight connection to the Helsinki-Vantaa airport and therefore Finavia is emphasizing most on this airport to make it the strongest and leading transit airport in Northern Europe. A strong connection of Wi-Fi internet is available in every corner of the airport. The airport has a good communication system with Helsinki city by bus, train, taxi and other public transportations. (Helsinki airport 2014.)

4.2 Chronological background of the airport

Helsinki Airport or Helsinki-Vantaa Airport is considered the main international airport of the Helsinki metropolitan region and Finland. It is situated in Vantaa, Finland, almost 5 kilometers west of Tikkurila, and 17.0 km north of Helsinki city Centre. Basically it was built in 1952 when the summer Olympics were held in Helsinki and at that time it was opened for the first time. The second runway opened for the first time in 1956. During the year 1956, the first radar system was installed in Helsinki airport. In the year of 1969 a new passenger terminal was opened. In 1973 the first security checks on international flights were introduced. (J. Wright 1995, 40-41).

The airport is nominally divided into 2 terminals. In 2004 the international flights terminal and new shopping area for long-haul passengers were constructed. The expansion of the terminal 2, a new shopping area and a spa were opened for passengers of long-distance flights in 2009. (Helsinki airport 2014). From the graph 4 below, we can see both terminal 1 and terminal 2. The Terminal 1 is mainly used for arrival passengers and luggage collection and the Terminal 2 is for departure passengers, check-in and security control.



GRAPH 3. Helsinki-Vantaa airport-Terminal 1 and 2 (Adapted from Finavia, Helsinki-Vantaa airport, 2014)

Now Helsinki-Vantaa airport has a new look as a one of the modern airport in Northern Europe. The airport served nearly 14,865,871 passengers in 2011 and it is the fourth largest airport in the Nordic countries. Now Helsinki-Vantaa airport has created jobs for 20,000 individuals and there are about 1,500 companies operating their business in this airport. (Helsinki airport 2013.)

4.3 Technological Features

Helsinki airport is one of the most punctual airports in Europe with advanced technology and modern facilities. All flights and seat reservation are controlled online and by an automatic system. Finavia's specialist training institute Avia College provides high-quality air traffic controller training to the airport. The Finnish air traffic services are renowned for being precise and free of disturbances, in spite of the challenging climatic conditions of the country. Any destination like ferry terminals, railway stations, all hotel receptions, department stores and shopping malls etc. can be reached from the airport by using its bus. In Helsinki airport a Wi-Fi internet connection is already free to use for everybody. Finavia has already created the apps of Helsinki airport both for apple and android operating system along with the mobile version of Helsinki airport that already exists. (Helsinki airport 2013)

4.4 Airport Destinations

This Helsinki-Vantaa airport links many airports around the world where one can go and return passing through it. Smooth flight connections to over 50 destinations worldwide including Finland, Europe, Asia and North-America are conducted every day via transfer-friendly Helsinki-Vantaa Airport. In Europe almost all the countries and major cities can be reached from Helsinki-Vantaa airport. There are over 70 flights to Asia-Pacific every week departing from this airport. Every day there are many flights with different airlines via Helsinki-Vantaa airport to North-American cities for example Chicago, Miami, New York and Toronto. Finnair's network is further enhanced by code-share routes based on the

Oneworld alliance co-operation and bilateral agreements which attract people to choose their flight via Helsinki –Vantaa international airport. (Finnair 2013.)

TABLE 1: Passengers traveling through Helsinki airport (Adapted from Finavia, 2014)

				01/14	02/14	Year to date
Domestic		Scheduled	Passengers	419 268	462 846	882 114
			Change-%	5,2	3,3	4,2
		Total	Passengers	419 703	463 592	883 295
			Change-%	5,1	3,4	4,2
International	EU	Scheduled	Passengers	606 233	592 477	1 198 710
			Change-%	6,3	4,1	5,2
		Total	Passengers	713 220	699 414	1 412 634
			Change-%	5,7	3,8	4,7
	Non-EU Europe	Scheduled	Passengers	88 352	85 586	173 938
			Change-%	7,8	6,8	7,3
		Total	Passengers	107 214	93 433	200 647
			Change-%	4,8	5,6	5,2
	Long haul	Scheduled	Passengers	161 367	145 786	307 153
			Change-%	6,2	6,2	6,2
		Total	Passengers	221 455	201 647	423 102
			Change-%	3,7	3,5	3,6
	Total	Scheduled	Passengers	855 952	823 849	1 679 801
			Change-%	6,4	4,7	5,6
		Total	Passengers	1 041 889	994 494	2 036 383
			Change-%	5,2	3,9	4,5
TOTAL		Scheduled	Passengers	1 275 220	1 286 695	2 561 915
			Change-%	6,0	4,2	5,1
		Total	Passengers	1 461 592	1 458 086	2 919 678
			Change-%	5,1	3,7	4,4

As seen in table 1 above, the total number of domestic passengers traveling through Helsinki-Vantaa airport in January 2014 was nearly 420000 and the following month was about 460000. The international passenger amount was over 1 million and the following month there was quite a similar amount of passengers in total. So it is clear that the total amount of both domestic and international passengers having passed through Helsinki-Vantaa airport every month is quite remarkable. (Finavia 2014.)

5. PRINCIPLES SERVICES AT HELSINKI-VANTAA AIRPORT

An airport is the main medium between travelers and air transportation. The services and facilities provided at an airport make the journey easier and less stressful. Very few airports are designed with fully advanced and modern technology like Helsinki-Vantaa airport in Europe. The airport is used with all the latest technical equipment and devices to provide 24/7 service to the customers and passengers. No matter if there is a long queue in passport control office, there are biometric passport machines to serve passengers skipping from the queue. There is a huge possibility to enjoy countless services and utilize the last moment of our stay at the airport until next flight departure. There are also excellent facilities at the airport to have any kind of meeting and conference with up to date technology waiting for the business people. The airport also provides luxury airport lounges and recreation which are top-class. To sum up, the lack of crowd and friendly atmosphere of the airport can make the journey the way easier.

5.1 Hassle-Free transfers at Helsinki-Vantaa airport

Flying via Helsinki-Vantaa airport ensures passengers full relaxation and a comfortable journey. From the airport there is always shorter and faster route between Asia, Europe, America and Africa. In Helsinki-Vantaa airport all the gates, services and shops are located under one roof, in the same terminal building. Undoubtedly anyone will enjoy the compact, less crowded and widespread room, while flying from Helsinki-Vantaa airport. Helsinki-Vantaa airport is designed especially for transferring flights between Asia and Europe and is generally rated as one of the most efficient airports in Europe. Changing planes at Helsinki-Vantaa airport takes only 35 minutes which means traveling via Helsinki-Vantaa airport is spending less time waiting for flights and enjoying more time at your destination. (Finnair, 2013.)

5.2 Skipping lines by using automatic border control

There are many flight information screens in every corner of Helsinki-Vantaa airport which tell us the gate number and departure time of our onward flights. On the way to the departure gate passengers must go through the security and passport controls. For non-Schengen passengers heading on a flight to the Schengen country there are many multilingual staff at the airport to guide them to the fast line security control in the transfer area. Citizens of the EU, Scandinavia, Switzerland, Japan and South Korea holding biometric (the use of technology that recognizes passengers' unique features based on physiological characteristics such as eyes, fingerprint or iris pattern) passport can skip the long line at the passport control by using the airport's fast and convenient automatic border control machines.(Finnair,2014.)

5.3 Airport's Services while waiting

Extensive services and endless shopping possibilities in Helsinki-Vantaa airport can give the passengers full enjoyment of our waiting time for the next flight. Shops, buying quality products at tax free price, delicious meals and a cup of tea or coffee at the airport's various restaurants and coffee shops can help to pass a wonderful time at the airport. Helsinki-Vantaa airport also consists of several Suvanto containing both work and rest locations. Recharging stations for different kinds of electronic devices can also be found in Suvanto. Helsinki-Vantaa airport also provides high class hotels and conference facilities with strong Wi-Fi connection. (Finnair, 2014.)

5.4 Lounges at Helsinki-Vantaa airport

Helsinki –Vantaa airport is a world class airport with good business lounges in addition to thenice spacious airport with Nordic glass, wood and steel design. Different kinds of large and small lounges with standard services and facilities are the new fashion in aviation tourism. Passing time in lounges at the airport can give a new taste of air travel. In Helsinki-Vantaa airport there are several exclusive lounges for relaxing, rest and work before the next flight. Finnish national airlines Finnair provides luxurious facilities in their

two award winning Finnair lounges for their Finnair Plus as well Finnair Business class passenger. (Finnair, 2014.)

5.5 The 'Lost and Found' service at the airport

The lost and found property at the airport is very common matters at airport. Every modern airport has a lost and found department separately nowadays. Found items either at the airport or in airlines are collected at the lost and found department and send them to the owner on the basis of a lost property form filled in. Helsinki airport also has a separate lost and found property department which collects lost property and return it them after verification of the identity of both the owner and property. To get this service, a charge of fee is collected for lost item stored. (Finavia 2013.)

5.6 Last minute shopping

After arrival to Helsinki airport, passengers may utilize their last minutes by making low-priced purchases from lots of duty free and tax free shops. The grocery shop Alepa inside the airport is always ready to serve the customers 24 hours every day. Customers can just pick their necessary goods from there. If the passengers have different currencies the shops and cafes accept almost all other currencies. (Finavia 2013.)

5.7 Food and beverage at Helsinki airport

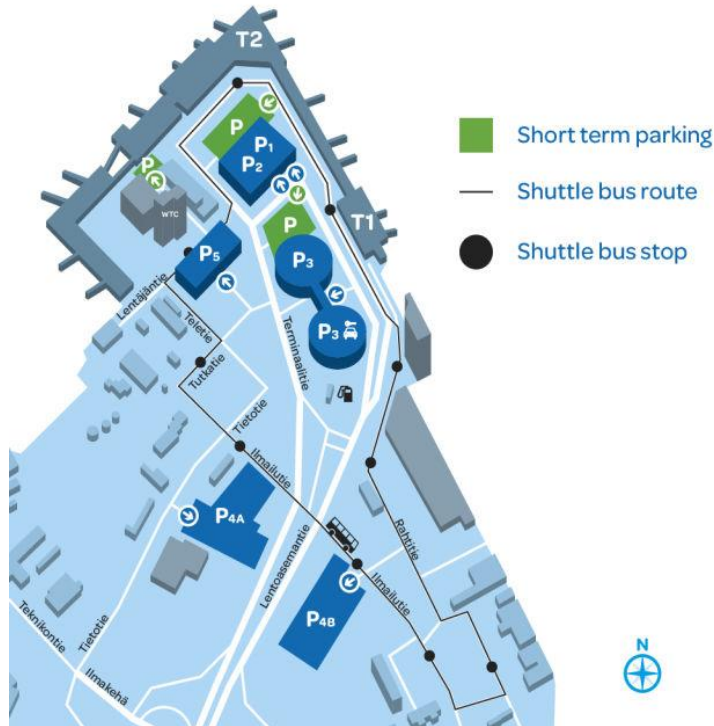
Travelers and visitors can enjoy different kinds of delicious cuisine from various countries or a refreshing cup of tea or coffee before fly from the plenty restaurants, cafes, pubs and wine bars at Helsinki airport. (Finavia 2013.)

5.8 High class hotel and conference services

International top facility conferences and excellent opportunities for resting in high class hotels are also available at the airport before and after any trip. Two different star class hotels are located inside the airport area. There are many neighborhood hotel and living facilities to where passengers can easily be transported by bus directly from the airport. Different kinds of conferences can be organized at Helsinki-Vantaa airport any day during the week. A full service modern conference center, individual negotiation and workshop facilities and VIP president terminal are always available at the airport. The airport hotels and restaurants also offer admirable services for meetings and conferences. (Helsinki airport 2013.)

5.9 Parking Facilities

Spacious and good parking control system facilities are a very demanding issue in aviation airports. Every airport must have a good transportation connection by bus, rail, taxi and other public transportation system and therefore a huge parking place and control systems is highly required at an airport. Many people and business men take their private vehicle to the airport and leave them at the airport parking until they return from the journey. Therefore a well located and the most cost effective parking option allows travelers a smooth, pleasant and hassle-free journey, which is exactly what Helsinki-Vantaa airport provides for the passengers and visitors. The electronic parking booking services at Helsinki-Vantaa airport are also available on the airport's website. The parking space vacancy status along with the airport entrance road show the number of vacant parking spaces for each parking area and can be found on electronic display. The parking service at Helsinki airport is paid by cash or all debit cards, except credit cards due to the European EMV standard reform. The Graph 7 below shows the different parking areas in both terminal 1 and 2 at Helsinki-Vantaa airport. Parking place for private cars can be rented online through the airport's website. (Helsinki airport 2013.)



GRAPH 4: Parking Map of Helsinki-Vantaa airport (Adapted from Helsinki-Vantaa airport)

5.10 Ground transportation

The airport has a good transportation system with bus and train to the three biggest regions-Helsinki, Vantaa and Espoo, along with other destinations throughout Finland. Beside the main Finnish airport, Helsinki airport is also considered the largest taxi station in Finland and the second largest bus station. The service such as renting a car is also available from Helsinki airport. There is always transportation available like buses and trains from Helsinki-Vantaa airport to every corner of the capital. The bus service to and from the airport is efficient, quick and easy. The connection between the airport and rail station are maintained by bus. The access of commuter trains and long distance trains towards Tampere and Lahti and also other parts of the country are operated by Helsinki Regional Transport Authority. In May 2009, the architecture of the Ring Rail Line rail intersection was begun. The upcoming railway will serve local commuter trains running at 10-minute distance at the peak period. (Finavia, 2014.)

5.11 Other airport services

Today different kinds of services and facilities available at the airport make the trip comfortable and pleasant. Helsinki-Vantaa airport is recognized for its friendly atmosphere, excellent customer care, efficiency and punctuality. Boundless well-equipped shops, cafe and restaurants all together 130 different services from the airport and modern facilities provides excellent possibilities for recreation and relaxation which will also make our stay at airport memorable. (Helsinki airport 2013.)

Helsinki-Vantaa airport also has a general pharmacy and private clinic available for all customers and passengers when needed. An exhibition of art gallery, a book swapping station and plane spotting are also available at the airport which can remove the boringness while waiting for the next flight. The whole airport is covered by a strong Wi-Fi internet connection so using the internet is also a meaningful way to spend time.

At the airport passengers or travelers can have the opportunity to discover famous Finnish and international brands in fashion, cosmetics and jewelers. The airport consists of many other facilities such as ATM booth, book shop, bar, cafe, currency exchange, a conference room, doctor, hotel, pharmacy, play room and smoking zone. (Helsinki airport 2013.)

6 RESEARCH METHODOLOGY

The purpose of this chapter is to give an overall picture of different research methods such as the quantitative and qualitative research process. This chapter will also give the reader a better understanding of the research method being used in this report. The goal of the research and target group will be described and how the research method is done will also be explained. Validity and the reliability are also documented and how those aspects were taken into consideration is also explained in this chapter.

6.1 Choice of research method

Research methods are kind of practical strategies which needs to be conducted in a research and this method can also be used as a tool to collect data and then analyze them using a valid process. There are two types of research methods found- qualitative and quantitative research method. Even though the output results are different, the overall results of these two research methods reflects each other. The biggest difference between these qualitative and quantitative research methods is that quantitative research finds out the result in a numeric way and average people's perspective that can enable to draw up some statistical graph, chart and table, on the other hand qualitative research brings out the results in a descriptive way and the experts' own thoughts, knowledge and ideas. (Veal 2006, 40.)

The cost and the best way to communicate with the target group' are two main factors that should be considered while choosing the most appropriate research method. The accessibility of internal resources and time availability also influence choosing the method. Before conducting any method we must consider following aspects, which method can brings the highest response rate with the particular target group, we have to find out if qualitative or quantitative is the most convenient research method for the target group, which research method fits both the researcher and participant's time limitation, which research method can be carried out cheaper budget, suitable research method for the writer and instructor. (Veal 2006). Considering all these issues the author decided quantitative

research method is very suitable for this project to evaluate the passenger facilities and services at Helsinki-Vantaa Airport.

6.2 Research goal and target group

The main goal of this research project can be divided into three different parts. Firstly the aim was to get positive feedback from the respondents about the services and facilities that Helsinki-Vantaa airport provides. In this part respondents will answer positively about the existing services and facilities of Helsinki-Vantaa airport. This positive feedback of the respondents confirm the worthiness of the services but still one has to keep in mind improving the quality of services all the time. Secondly, negative feedback from the respondents about the same services and facilities of the airport will be gathered. Different people have different perception about the same services. The same service which is good for one can also be bad for another. It is necessary to have negative feedback to improve the quality of the service so the authority of the airport should take this into consideration and take proper action. Then last comes the part with personal suggestions to improve the quality of services at Helsinki-Vantaa airport.

In another sense, the goal of this research method is to evaluate the satisfaction level of passengers about the services and facilities provided by the airport. A standard questionnaire survey was implemented to process this research. There are included many questions about the existing services and facilities of the airport, the importance of modern equipment and the self-service system. Travelers will share their opinion about the usefulness of all those services provided by the airport, only filling in the most suitable answer from multiple options.

Since Helsinki airport is the main airport in Finland, a huge number of passengers travel via Helsinki airport everyday both domestically and internationally. Centria is one of the universities of applied sciences in Finland which provides a quality education, therefore many national and international students study at Centria UAS. Students are one of the potential customer groups of the airport and they can easily evaluate the services and facilities existing at the airport because they travel a lot for study purpose and are familiar with modern equipment and services that can be found at airports. So the main target group

of this research survey was the students of Centria UAS as it is easy to communicate with them and they are interested in this topic of thesis work.

6.3 The research survey

A survey is a very good systematic and potential way to collect data from a target population of interest. The main objective of this survey is to collect quantitative data by doing a survey with a structured series of questions to get statistic views in graphs, charts and tables using the IBM SPSS system. Many students can participate in this survey within a short time. It can also be completed by telephone, mail, fax, or in person even if it takes less time to analyze the information than a qualitative form data. The survey tends to provide data that is quantitative in nature and aims to collect information from a sample of the average population. (Veal 2006.)

6.4 Questionnaire design and data collection

There are two types of questions, one is open-ended and the other is the pre-coded question. There are ordinal, nominal or random ranges of multiple options for respondents to choose the best suitable one in pre-coded question series. Usually pre-coded questions are used regarding questions on age, gender, salary and profession. The pre-coded questionnaire is formed with different boxes next to each other where the audience can tick or mark their chosen answer. Open ended questions are formed with a question and then some blank space for the respondents to write their answers descriptively and sometime the reason for this answer. The advantage of open-ended question is the that researcher gets clear knowledge why the respondents have chosen this certain answer and the disadvantage of this open-ended question is that it is a very difficult type of question to analyze from a statistic point of view. (Veal 2006, 251-253.)

There are six types of a questionnaire survey format which consist of household survey, street survey, telephone survey, mail survey, e-survey, user/on-site/visitor survey and captive group survey. Each of those types also have different characteristics and different

forms of collecting data, as well different objectives of information of the research findings. (Veal 2006, 235-248.)

As mentioned earlier, a quantitative questionnaire survey will be conducted with the students of Centria UAS as a target group. The questionnaire survey was made with 20 different questions including pre-coded and open ended question. The questionnaire starts with a short introduction of what the questionnaire is about and why this questionnaire has to be filled in. How long it takes to answer the questionnaire and how to mark the answer was also mentioned in the introduction part. It was also mentioned in the introduction part that starting introduction of the survey can motivates the audience to take part in it. The author always kept in mind to make the questionnaire simple and understandable for the audience so that they don't feel uncomfortable or it is too complex to answer. The author has also promised to keep the answers confidential and not to use them for any other purpose except this thesis work. The first questions at the beginning are basic information of the respondents, for example age group, gender, profession etc. Then the main body of the questionnaire survey includes question on services and facilities at Helsinki-Vantaa airport. At the end there is an open-ended question asking for the respondents' suggestions to improve the entire airport's services.

It is not easy to reach all the students to collect the answers at the same time since students usually have different schedules for classes, as well as it is time consuming to go and ask every single student to take part in the survey. So another method is to choose email and social media for the target audience to answer the questionnaire. Students are active in social networking media so it was an easy and fast way to get their answers through it. Three of the students were unable to fill in the questionnaire due to having problem of using iOS and MAC so the author reached them physically and got the answers from them. During the time of collecting data, many of the students gave positive feedback about the questionnaire survey of this thesis project.

7 RESEARCH RESULTS AND ANALYSIS

After collecting the data through the questionnaire survey, the IBM SPSS program and Microsoft Excel tools were used to get statistical results showing in graphs, bar charts, pie charts and tables. A brief description of the analyzing of the results is documented in this chapter. It is highly expected that the research results will meet the researcher's expectation and help to get an overview of the respondents' evaluation. The Data process, analyzing system and the validity and reliability of the result are presented in this chapter and will give a better and clearer understanding to the reader.

7.1 Data process and analysis

After conducting the survey using the chose research method, the data has been prepared and translated for analysis. It involves taking the completed questionnaires and putting them into a format that can be summarized and interpreted. The SPSS version 19 and Microsoft excel 2007 were found to be the best programs to analyses the results. The usage of those programs has been taught already in class which makes the researcher comfortable to use them for analyzing the data. During the analyzing of the results, the researcher mostly preferred to present the results using graphs, bar charts, pie charts and tables. The results also showed in percentages of the total respondents. The last open-ended question was described in direct speech.

7.2 Presenting the results

Results were brought out based on the research questions and there was only presented the information which answers those questions so that the analysis is not overwhelming with too much information. The author has chosen the format of presenting the information in graphs, tables and pictures to highlight the key results.

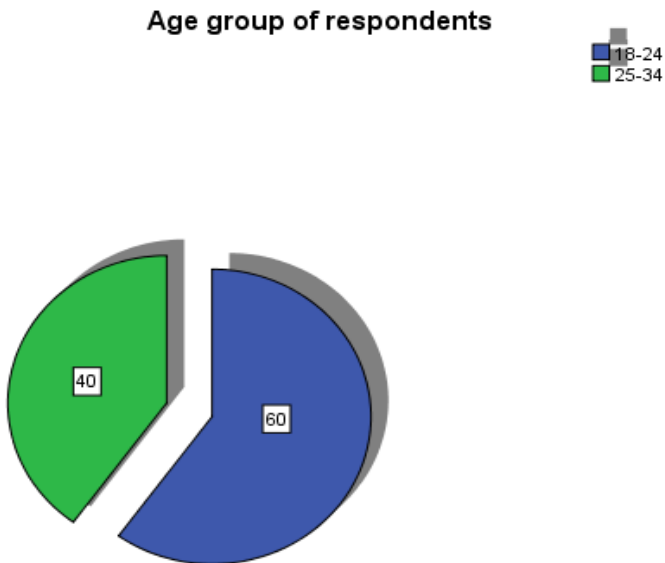
This customer satisfaction of Helsinki-Vantaa airport survey was conducted with the students of Centria University of Applied Sciences at the school premises, as well as

through email. The survey consisted of some basic general questions on the respondents, such as their gender, age and current occupation. As we can see in table 2 the number of male respondents was higher (55%) than female respondents (35%). Actually this ratio doesn't affect the survey results, because services and facilities are the same for both male and female travelers. There were also two respondents who didn't mention their gender by answering 'No answer'.

		Percent		
Valid	Male	55.0		
	Female	35.0		
	No answer	10.0		

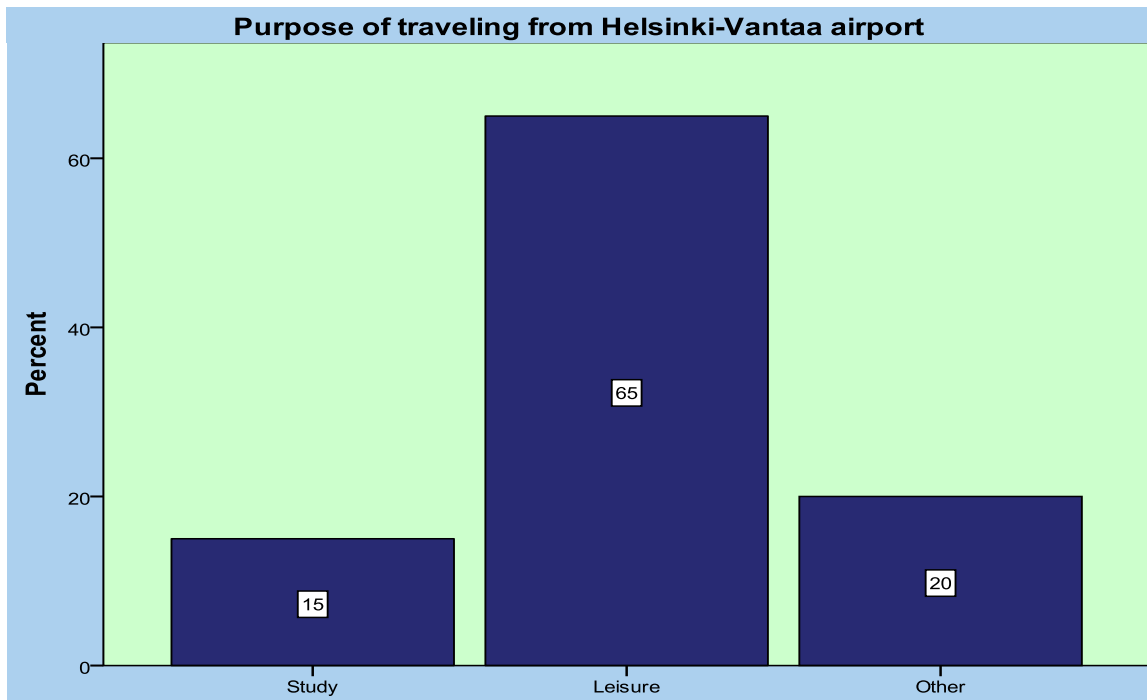
TABLE 2. Gender distribution of respondents.

Among the basic general questions, the age group of the respondents was also asked. There were different age groups to choose from 18-25,25-34,35-44 and 44+ but most of the respondents were in the age group of 18-25 years old (60%) and 25-34 years old (40%) as can be seen below in graph 5 the reason is that they are all students of the Centria degree program. This result has a positive value on this survey because most of the time young travelers need more services and facilities at the airport than the older traveler. Young travelers have the knowledge of services and facilities that should be found at an airport and their opinion can be considered to improve the services at the airport.



GRAPH 5. Age group of respondents.

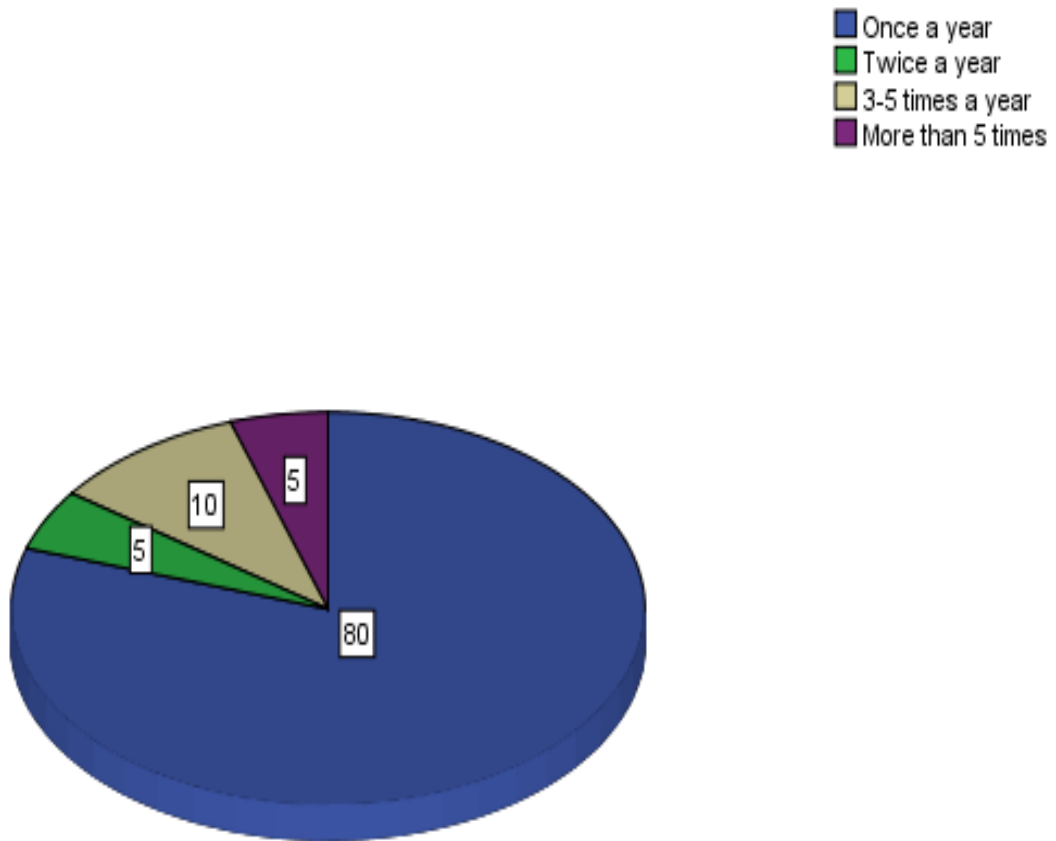
The students were asked why they usually travel via Helsinki-Vantaa airport and the answer can be seen in graph 6 and it is that most of the students travel via Helsinki airport for leisure purpose which corresponds to 65% and then 20% of the total respondents travel for other purpose. Only 10% of the student's travel for study purpose from Helsinki airport and since the target group of this survey is students, no one travels for business.



GRAPH 6. Purpose of traveling from Helsinki-Vantaa airport

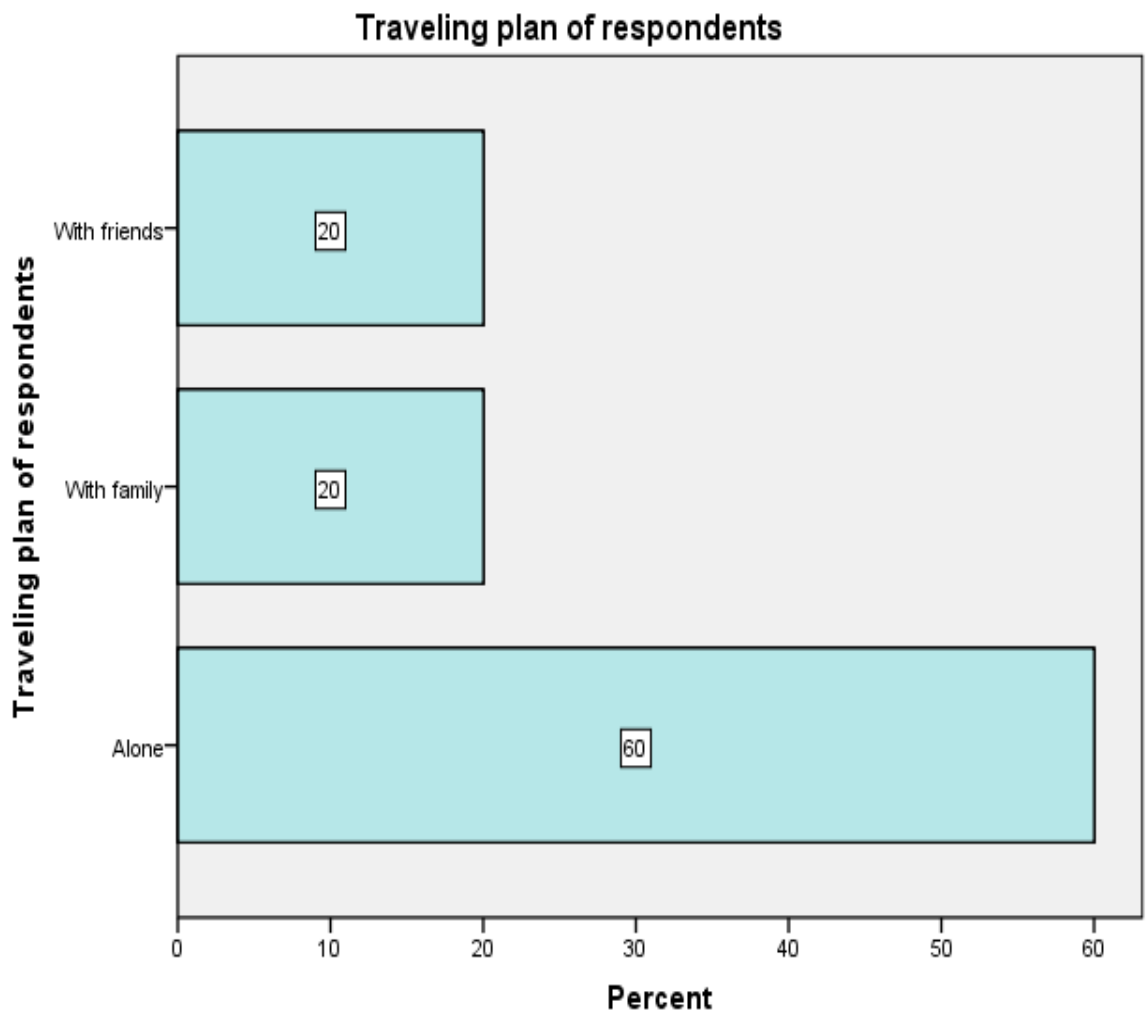
Graph 7 below shows how frequently students fly from Helsinki-Vantaa airport. Most of the students (80%) fly once a year, but this rate doesn't mean that the rest of the time they choose other airports in Finland to fly, it is just that their habit of traveling is only once a year. The ratio of the students who fly 3 to 5 times a year from Helsinki-Vantaa airport is 10% and both twice a year and more than 5 times a year travelers corresponds to 5%.

Frequency rate of traveling from Helsinki-Vantaa airport



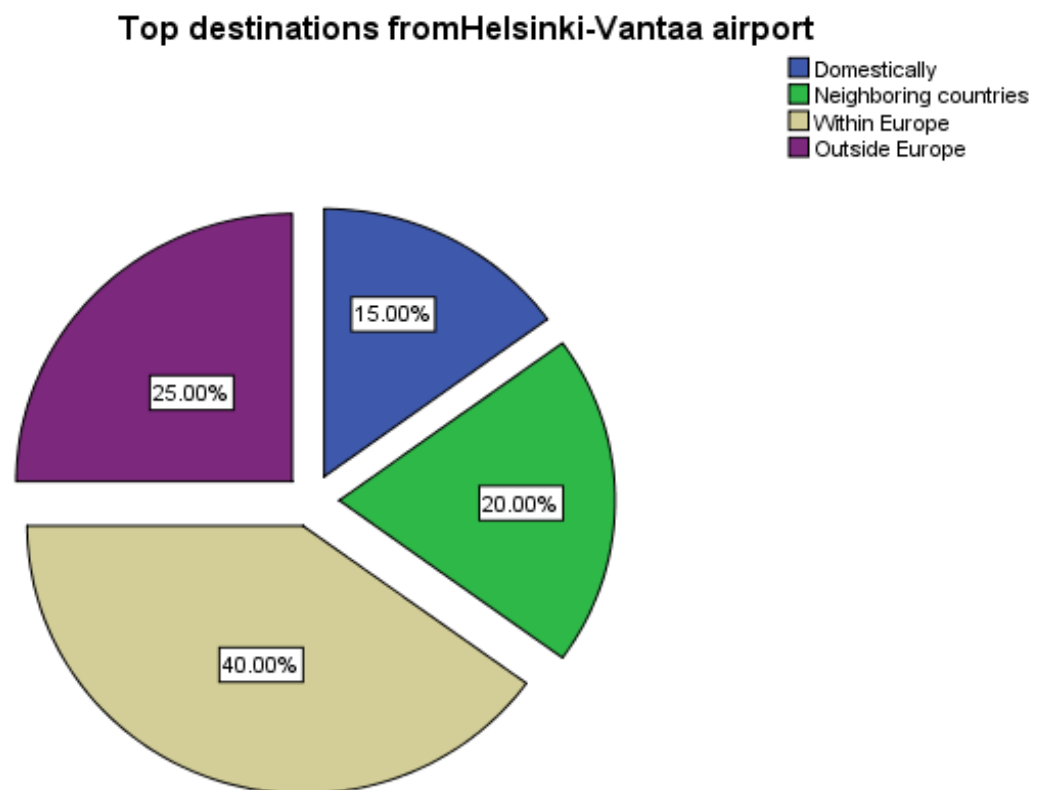
GRAPH 7. Frequency rate of traveling from Helsinki airport.

Travelling has become more popular for the students nowadays. Different people have different habits of traveling. Somebody likes to travel alone, somebody likes to travel with friends and many people like to travel with their family. A question was asked to the students about their plans of traveling. Graph 8 below tells that more than half of the respondents (60%) like to travel alone, on the other hand only 20% of the students have habits of traveling with their family, which is the same amount as the students who travel with friends (20%).



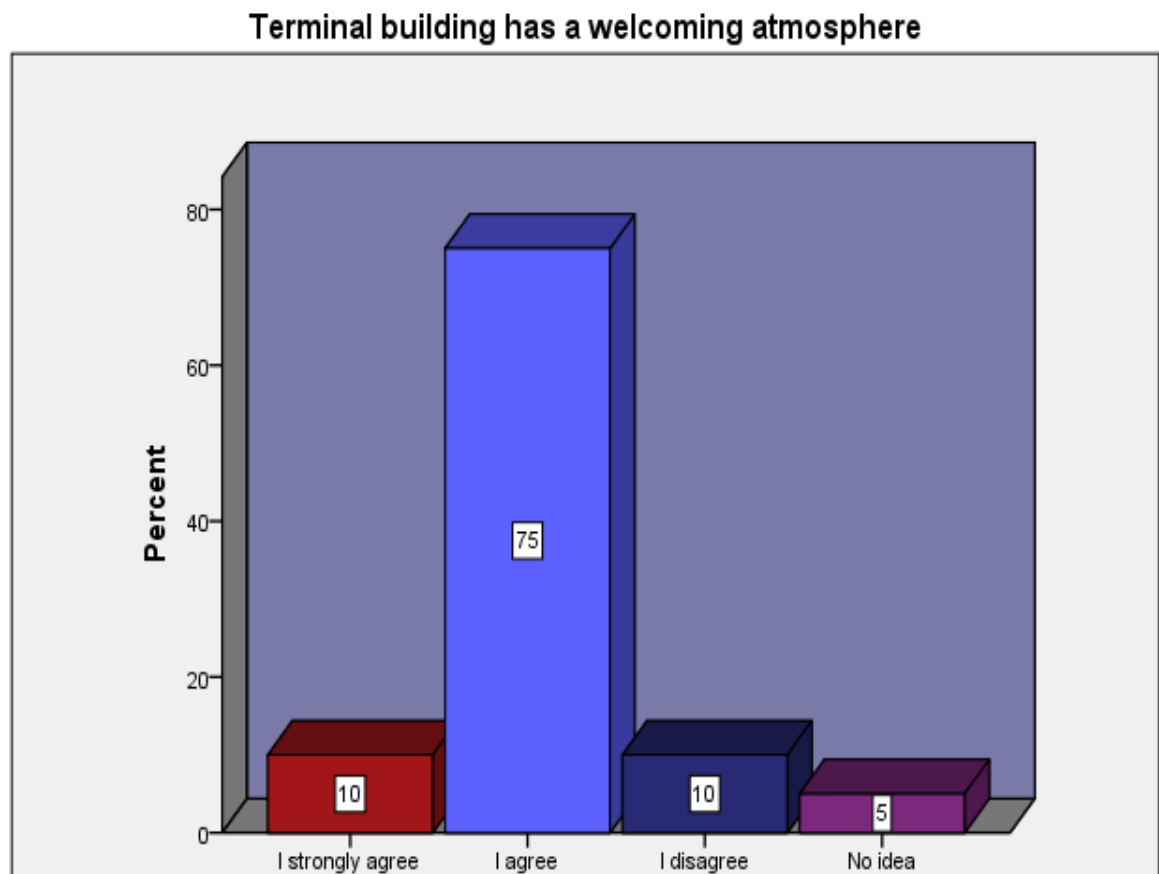
GRAPH 8. Traveling plan of respondents via airport.

A question was asked the students about where they usually like to travel and there were four multiple answers such as domestically, neighboring countries, within Europe or outside Europe. The result shows that 40% of the respondents like to travel within Europe from the airport as we can see below in Graph 9. It is because it is less time consuming, easy, cheaper and suitable for the students who like to travel. Many of the respondents were international students who do study at COU. They travel to their home at least once a year and that's why after within Europe, the second most popular destination is outside Europe which is 25%. When students get a very short holiday they prefer to travel to the neighboring countries instead, so 20% of the respondents marked their destination as a neighboring country. The lowest number of the respondents answered domestically, because people choose other ground transportation for traveling domestically, it is cheaper and easier.



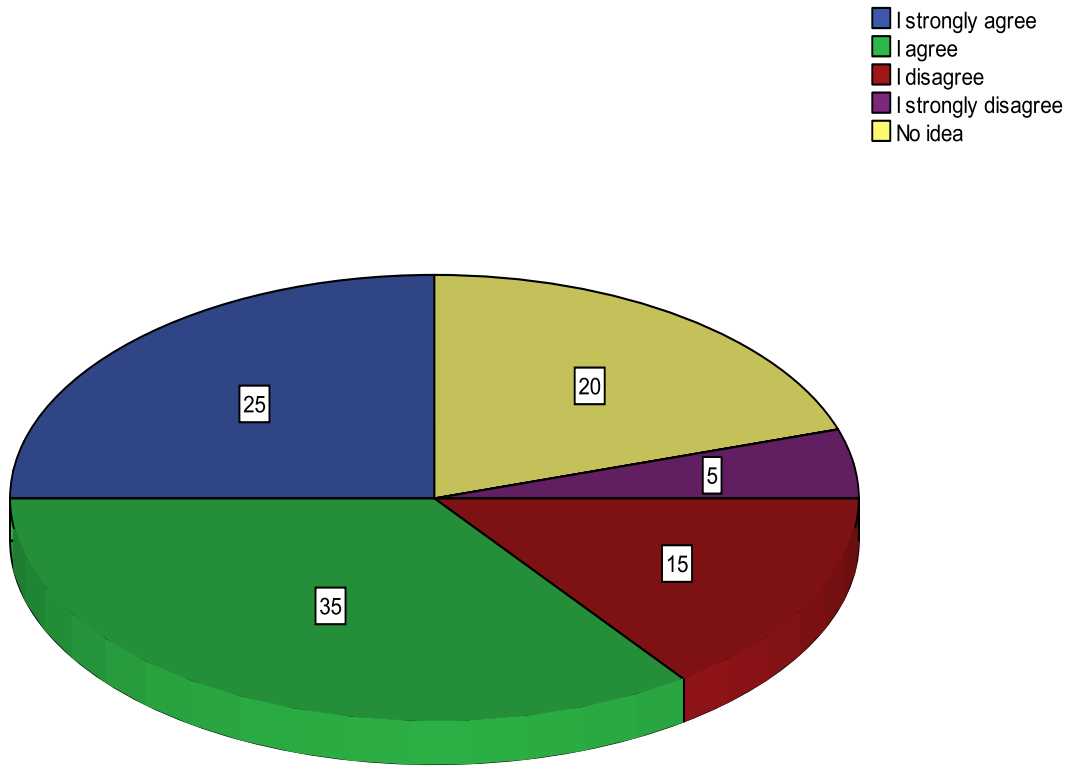
GRAPH 9. Where people usually travel from Helsinki-Vantaa airport.

Helsinki-Vantaa airport has two terminal buildings. Both of them are accessible for the passengers. In this survey the respondents were asked how they find the airport terminal buildings and if it has a welcoming atmosphere or not. The result shows that 70% of the respondents agree that the terminal building had a welcoming atmosphere for them and 10% respondent students strongly believe it. However there were also 10% of the respondents who think that Helsinki-Vantaa airport doesn't have a welcoming atmosphere and only 5% of the respondents have no idea about that. Graph 10 below visualizes these results.



GRAPH 10. The terminal building of Helsinki-Vantaa airport has a welcoming atmosphere.

In Graph 11, the results to the questions how helpful information the airport's info desk provides. As we can see, the maximum number of the respondents (35%) agreed that the info desk at the airport provides very helpful and valuable information about the airport and the flights, on the other hand there are 15% of the respondents who disagreed. Although 25% of the respondents strongly agree that info desk provides potential information, the percentage of the respondents who strongly disagree are quite the same (20%). Many passengers even never went to the info desk for any information. It might either be because they know everything already or they didn't need to go to the info desk for other reasons. Therefore the number of the respondents who marked their answer as 'no idea' is 5%.



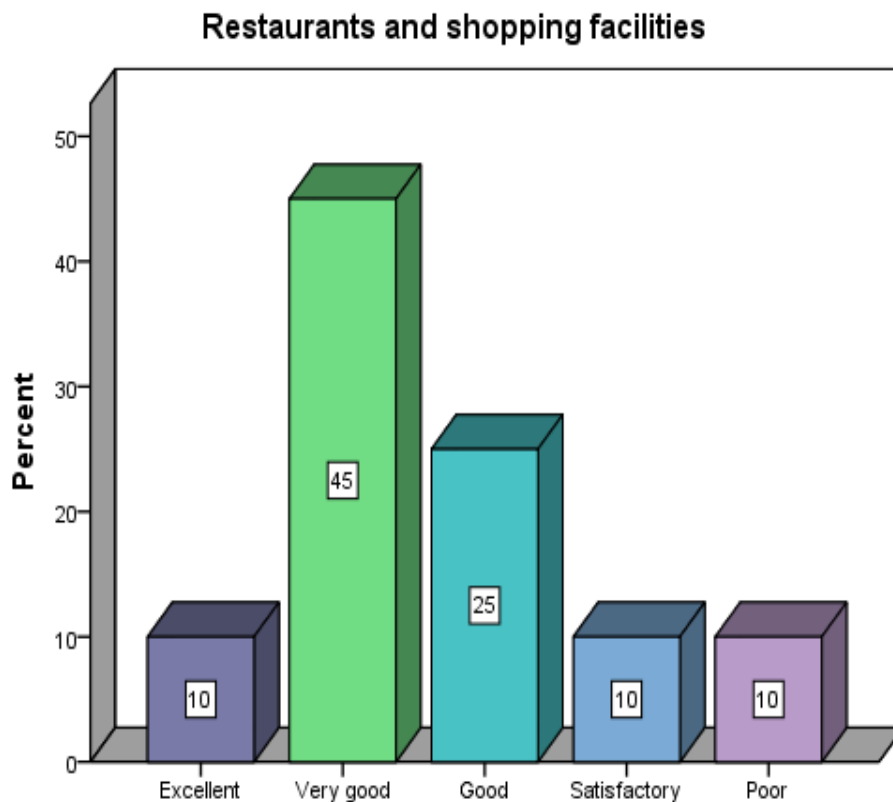
GRAPH 11. The info desk at airport provides very helpful and valuable information.

The most important service when considering good quality of services at any airport is the waiting time for both check-in and for luggage. A question was made by asking the opinion about this waiting time for check-in and luggage. The major part of the respondents group found this service a little too slow which is 65% compared to that 25% think it takes much too long. The amount of the respondents who answered that this service was fast was quite low and it is only 10%. Helsinki-Vantaa airport is one of the most popular airports in other Scandinavian countries. Many people want to have their flights via this airport and it is one of the main reasons for a little longer time for check-in and retrieval of luggage.

		Percent	Valid Percent	Cumulative Percent
Valid	Much too longer	25.0	25.0	25.0
	A little long	65.0	65.0	90.0
	A little short	10.0	10.0	100.0

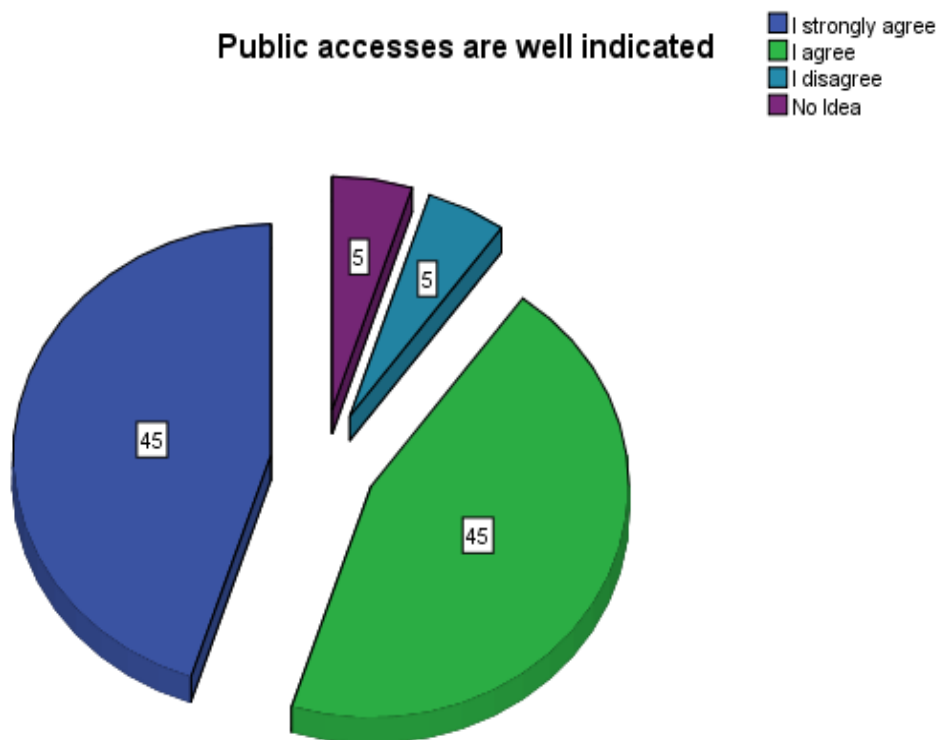
TABLE 3. Waiting time for check-in and for luggage at Helsinki-Vantaa airport.

Most of the travelers and passengers nowadays would like to do shopping from duty free shops at the airport. Many young tourists like buying some souvenir for their dearest person from the airport shop. That's how shopping at the airport has gotten more popularity. Besides, during the waiting time for the next flight, people are likely to spend their time in a good restaurant inside the airport tasting something traditional. There are hundreds of restaurants found at Helsinki-Vantaa airport and all of them are quite busy all day long. When students were asked to give their opinion about the shopping and restaurant facilities at Helsinki-Vantaa airport 45% and 25% of the respondents' answer were 'Very good' and 'Good'. The number of the respondents who answered 'Excellent' 'Satisfactory' and 'Poor' are 10% as it can be seen below in Graph 12.



GRPAH 12. Restaurants and shopping facilities at Helsinki-Vantaa airport.

Proper orientation signs are a very important factor at airports. There are many shops, toilets, gates, check-in desks, exit, entrances and immigration that can be found at the airport, but if there is no well-planned indication of those public services then passengers would might get lost. Helsinki airport is an airport where a lot of signs are seen everywhere inside the terminal buildings, so there was also a question about the usage of those indication signs. Graph 13 shows that the amount of the respondents both who strongly agreed and agreed are together 90%, on the other hand 5% of the respondents disagreed that there is a good indication for all public services at the airport.



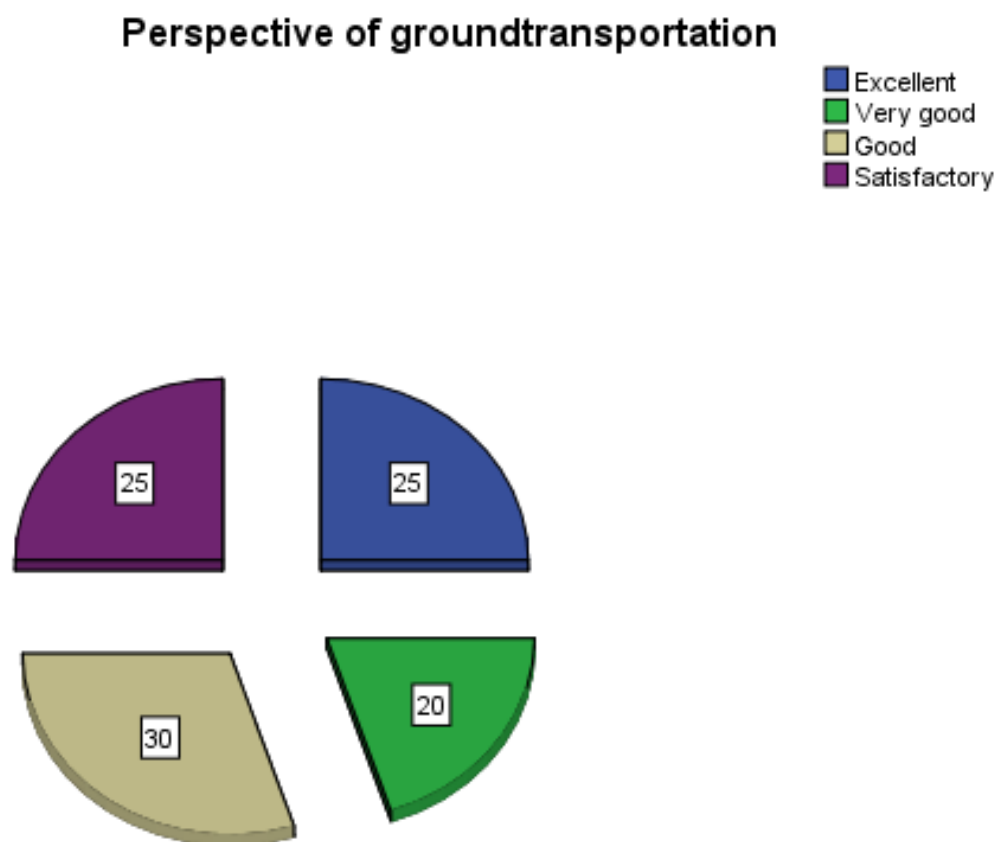
GRAPH 13. Good indication of gates, toilets, check-in and shops at Helsinki-Vantaa airport.

Rather a clear question which state the opinion of the respondents about the airport staff was asked next and Graph 14 below represent the result that the amount of the respondents who strongly agreed and agreed that the staff is friendliest is 45% and 40%. There were also 5% respondents who disagreed that the staff is friendliest. It might be that the staff didn't help them to their expectation or they misbehaved. 10% of the respondents have no idea about the staff's nature.



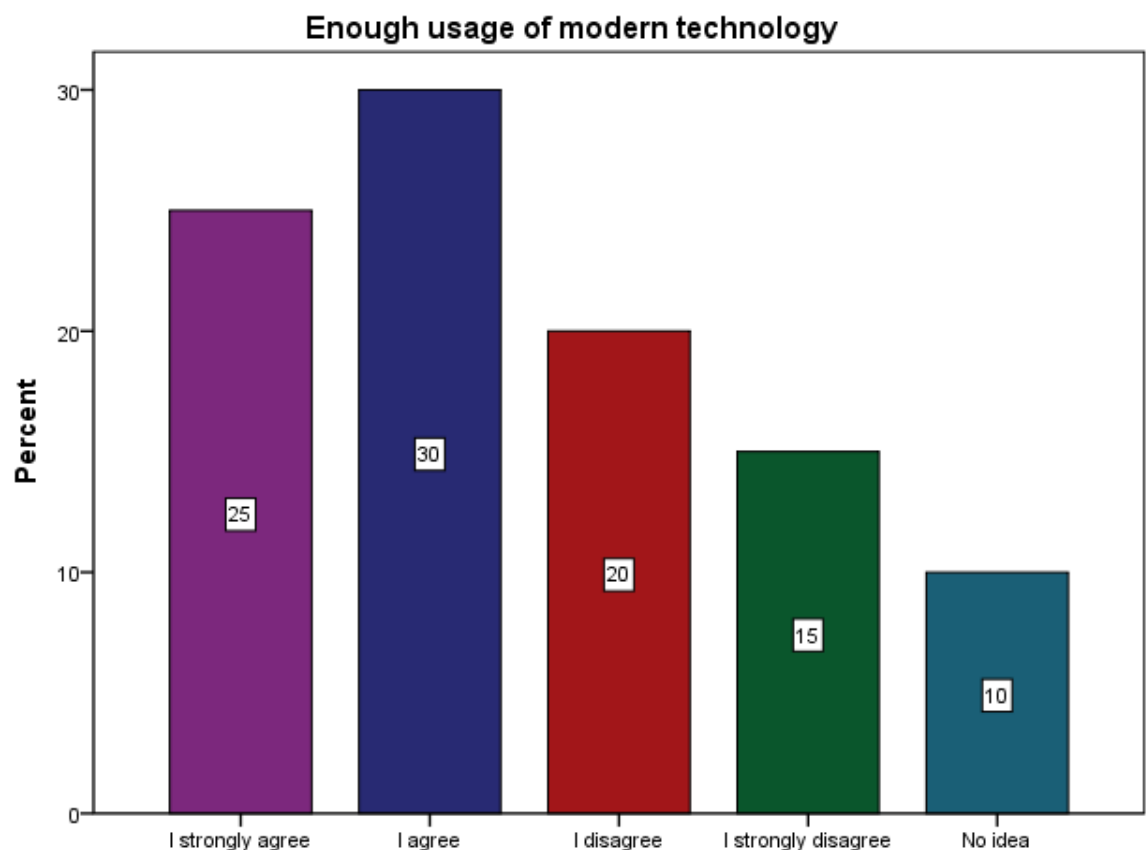
GRAPH 14. The airport staff are friendly and helpful at Helsinki-Vantaa airport

Like every other airports Helsinki-Vantaa airport also has a very good ground transportation system which links to the town. Graph 15 shows the result to the question on respondent's opinion about the ground transportation system of the airport. The rate of the respondents who found this service excellent and who found this satisfactory are the same 25%. The maximum number of the respondents (30%) had the opinion about the same service as good and 20% of the respondents expressed their opinion as very good. There were also an option 'Poor' to choose but since no one chose it, we can say clearly that Helsinki-Vantaa airport has a very good ground transportation system.



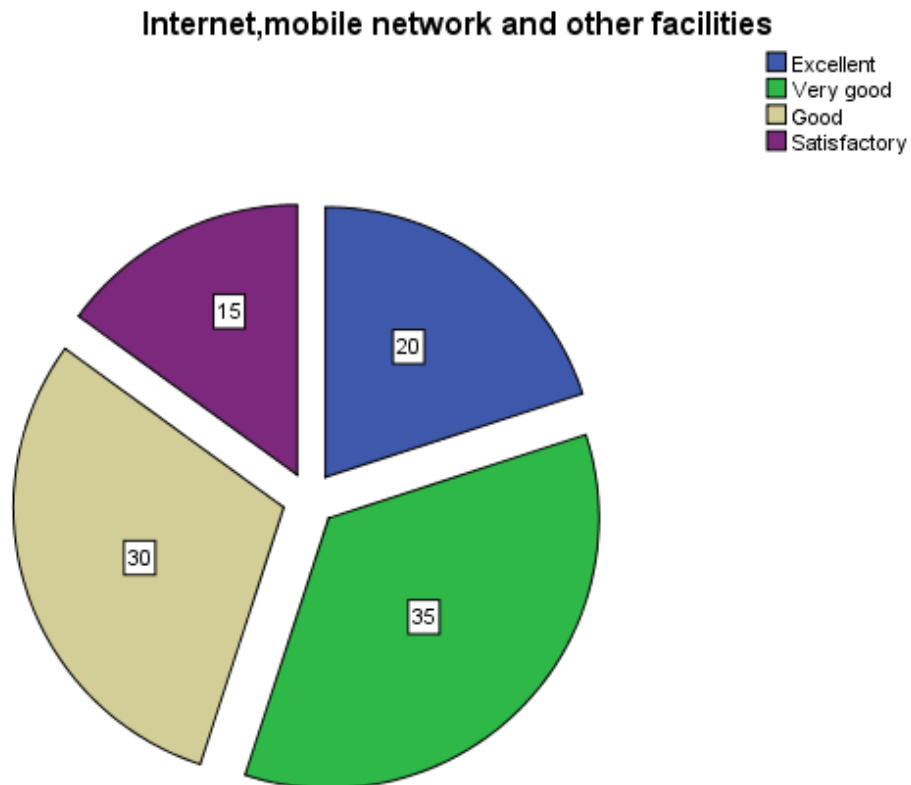
GRAPH 15. Opinion about the ground transportation system (bus, taxi, train etc.) of the airport.

In this age of new technology, an airport needs to have all kinds of modern technology and automatic services. Automatic services, for example automatic check-in machine, self-service luggage drop and a self-boarding pass system can reduce a lot of struggle and save time at the airport. Those kinds of services have become more popular and handy nowadays. Besides every airport must provide those kinds of modern technologies and services based on the passengers' demand. When the question was asked to the students if there is enough usage of modern technology and automatic services at Helsinki-Vantaa airport, 25% and 30% of the respondents strongly agreed or agreed that there is enough usage of modern technology at the airport, on the other hand 15% and 20% of the respondents strongly disagreed or disagreed with the claim as can be seen in Graph 16. 10% of the respondents had no idea at all about the usage of modern technology and automatic services at this airport. Probably they feel comfortable getting the service manually or help from the staff.



GRAPH 16. There is enough usage of modern technology and automatic services at the airport premises.

A strong free Wi-Fi internet connection is available inside the entire Helsinki-Vantaa airport. Travelers and passengers can connect this Wi-Fi network with any of their smart devices and access internet free as long as they want, which is one of the most demandable services at an airport for young travelers. There is also uninterrupted mobile network connection and other extra services at the airport. Graph 17 below represents the opinions of the respondents about those services at the airport. Only 15% respondents answered that those services were satisfactory, the rest of the respondents answered they were excellent (20%), very well (35%) and good (30%). No one found those services to be poor.



GRAPH 17. Internet and other services at Helsinki-Vantaa airport.

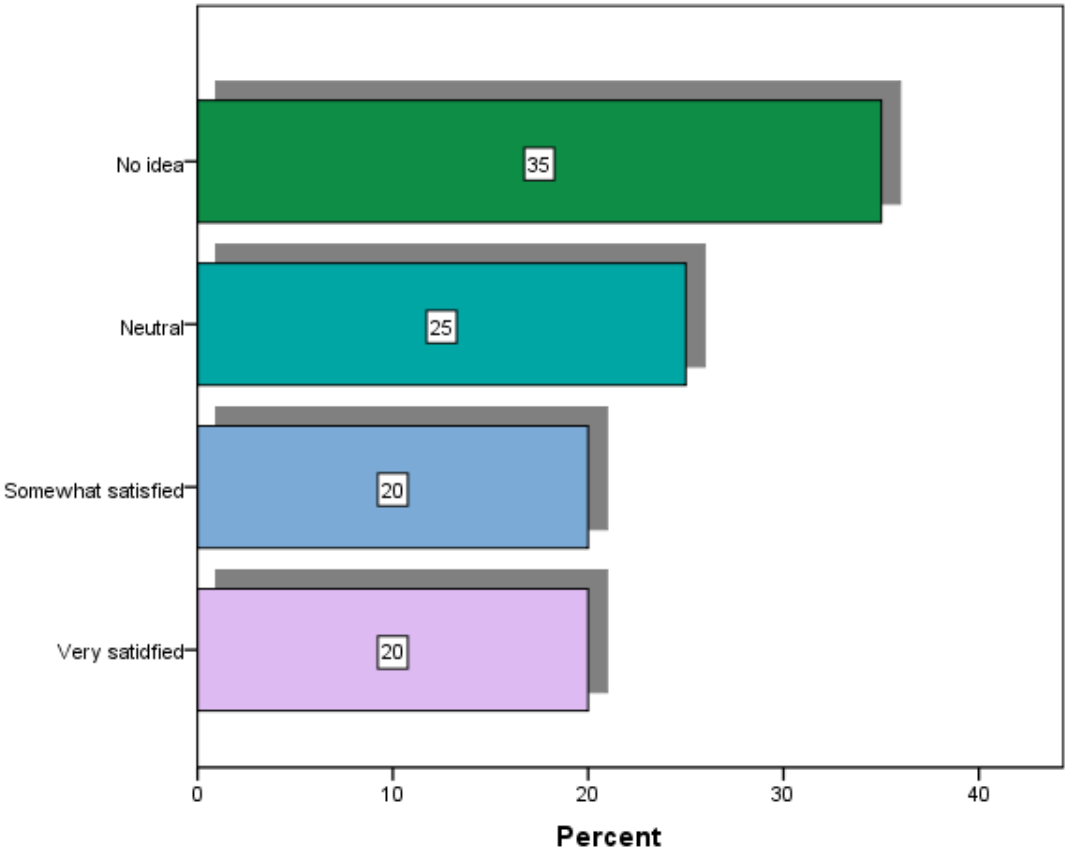
The airport's website can give an overview of how the airport is itself. Many passengers or travelers use the airport's website as their medium of getting information about the airport, flights, other services and facilities. If the website is not rich with information, passengers may have a very bad impression of the airport. So an airport's website is a very important element. Table 4 represents the satisfaction level of the customers with the airport's website. We can easily say that nearly half of the total respondents are somewhat satisfied with the website of Helsinki-Vantaa airport. The percentage of the respondents who are very satisfied is 25 and the remaining 30% of the respondents are neutral.

TABLE 4. Satisfaction level of customer on airport's website.

		Percent	Valid Percent	Cumulative Percent
Valid	Very Satisfied	25.0	25.0	25.0
	Somewhat satisfied	45.0	45.0	70.0
	Neutral	30.0	30.0	100.0

Medical tourism has gotten more popularity and many disabled and older passengers travel by airlines to obtain medical treatments or for other reasons every day. Therefore there should be very good extra care, services and facilities available at any airport. A question was also asked to the students regarding these services in this survey questionnaire. Graph 18 below shows that the biggest number of the respondents (35%) has no idea if there are any extra services and facilities at Helsinki airport. It can also be that there is actually extra services for the disabled passengers, but the students did not notice these during their stay at the airport. On the other hand, 40% (20%+20%) of the respondents are somewhat satisfied and very satisfied. The rest of the 25% of the respondents are neutral about this service.

Satisfaction level of facilities for disable and senior passengers



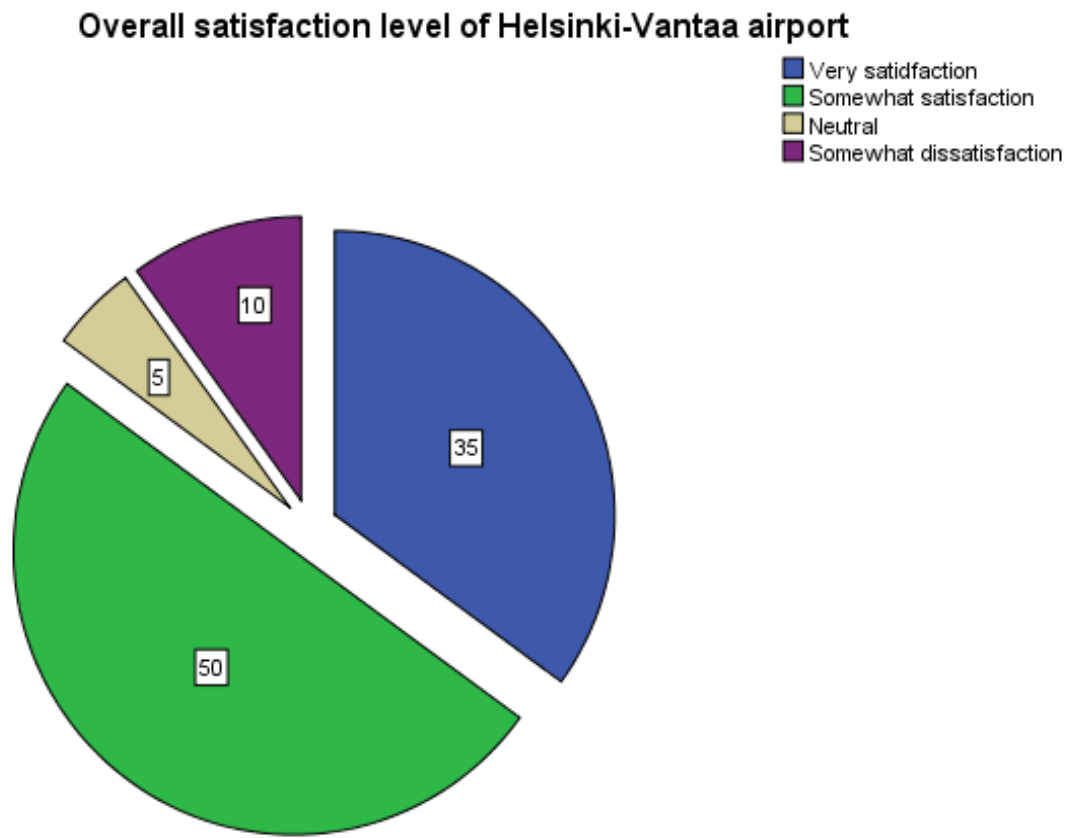
GRAPH 18. Extra care and facilities available at Helsinki-Vantaa airport for disabled and senior passengers.

A series of questions was also asked about some basic and general services of Helsinki-Vantaa airport, for example comfort and convenience, cleanliness, interior design, being spacious enough, orientation signs and lastly about the safety. Most of the respondents are highly satisfied with those services at the airport as can be seen in Table 5 below. The number of the respondents who are somewhat satisfied is also noticeable, on the other hand there were only few respondents who were somehow dissatisfied and there is no one who is highly dissatisfied, which is good.

	Highly satisfied	Somewhat satisfied	Average	Somewhat dissatisfied	Highly Dissatisfied
Comfort & Convenience	30%	50%	15%	5%	0%
Cleanliness	70%	20%	5%	5%	0%
Interior design	55%	15%	25%	5%	0%
Spacious enough	40%	45%	15%	0%	0%
Orientation signs	50%	35%	15%	0%	0%
Safety	65%	0%	0%	35%	0%

TABLE 5. Satisfaction level of customers with other general services at Helsinki-Vantaa airport.

The last question was asked about the overall satisfaction level of the students with Helsinki-Vantaa airport. Half of the respondents' answered they are somewhat satisfied. 35% of the respondents were very satisfied, but there were also 10% of the respondents who were somewhat dissatisfied with Helsinki-Vantaa airport can be seen in Graph 19 below.



GRAPH 19. Overall satisfaction level of customers with Helsinki-Vantaa airport.

At the end of the question series there was an open question asking the respondents' suggestions on how to improve the entire airport services. Many respondents gave some positive feedback, on the other hand a few respondents also marked some negative points as well and some of them gave some suggestions on how to improve the entire airport services. All the answers can be found below.

Positive feedback:

One of the respondents believes the entire service of the airport is very good and another respondents said nothing is bad at the airport and he/she definitely thinks that it is one of the best international airports she/he have had been to.

Negative Feedback:

One respondent had bad experience with airport's toilet and he/she demanded for cleaner toilet. She/he also added that when she/he was there, she/he found another man's genital growth at the urinal. Couple of the respondents claimed that the car parking fee is bit expensive and they wish to get cheaper parking ticket.

Suggestions:

There were many suggestions gathered from the open ended question. Somebody advised to get more self-check-in machine at the airport. Many of the respondents wish to have cheaper cafeteria and restaurants. Somebody suggested to arrange more leisure rooms for passengers who have to transfer to another flight and one of the respondents wanted the management team of the airport to pay attention in expanding the airport with more restaurant options, cafés, and shops etc. in future.

After analyzing the answers to this open ended question, it can be concluded that many respondents think that the parking fee and cafes & restaurants are a little expensive which must be taken into consideration to achieve better customer satisfaction with Helsinki-Vantaa airport. The negative feedback and suggestions gathered from this open question should take into consideration.

7.3 Research validity and reliability

Research becomes successful when there are both validity and reliability in the outcome. The method used in this research must gain confidence so that future users of the research will be satisfied with the results and truthful outcomes. (Veal 2006, 41). In this chapter the research validity and reliability have been described to inform the reader about the level of this validity and reliability of the research that has been conducted.

Validity means that the right things are being analyzed considering the research problems' point of view. Validity is to discover real facts with the best descriptions. The data used in this research were collected from students from different countries and cultures who have passed through Helsinki-Vantaa airport many times. All of them are educated and well concerned about what services and facilities could be available at airports. The quantitative research method used here is a survey questionnaire. 19 pre-coded questions and 1 open-ended question, altogether 20 questions were made and this kind of form of research has very strong validity. In another sense the scale used to measure the satisfaction level of the students' perspective with the airport's services and facilities does not match the exact level of satisfaction level in their mind, as well as less than half of the students were interested to take part in this research survey, so the outcomes of the research survey cannot be considered as absolute truth.

The quantitative survey research method presents the average respondents' thoughts, opinions and ideas in a statistical form, including an overview picture where the qualitative interview research method only represents the opinion of interviewees. A quantitative survey was good practice of this research project. The quantitative questionnaire has very high reliability because the questionnaire used in this research method has to be approved by the teachers and the supervisor before it is handed to the respondents. (Smith 2010, 64.)

Reliability means how truthful the results are and to which extent the given answer can be trusted. It sometimes depends on the respondents how honestly and accurately they answered the questionnaire. Veal defines the reliability as the extent to which the results of the research would be the same if the same research is done again any later. The result can hardly be reliable and the same due to change of target group, changes in the respondents' mind and behavior and the social environment which might have a big effect on the answer

they are giving. People's opinion might change during time and it might also change their response. (Veal 2006, 41)

The consideration of taking the result as reliable is a very difficult thing. This questionnaire survey was conducted on the international students of Centria UAS in October 2014 and all of them were requested to answer the questionnaire as honestly and accurately as possible. When the results are brought out, it is seen that all the answers are likely to be reliable. On the other hand, if this same survey is conducted again the following year the question might arise how much the reliability will match with this one. No one knows because everything changes with time and during the period of this repeated research the services and facilities might have been improve at Helsinki-Vantaa airport. So the reliability level of this survey is not the highest.

8 CONCLUSIONS AND DISCUSSION

To sum up, it can be said that the results of this thesis project are vast information about the impact of services and facilities at the airport which inspires the traveler to explore the world more. The title of this thesis itself, the theoretical framework, the implementation of the research method and data analysis altogether give the reader a completely clear picture of the uses of technology and modern facilities in aviation tourism.

Since tourism is a rapidly growing industry, many countries are currently competing to launch new services with the use of new technology to allow travelers an excellent journey through their airport. Many people choose Helsinki-Vantaa airport for their transit connection due to the high technology, good quality of service, quick immigration service and that is how people from different country and culture are welcomed to visit Finland.

The main aim and objective of this research project was to obtain the current scale of the satisfaction level from the passengers traveling via Helsinki-Vantaa airport. The research methodology used in this project was very fruitful to get that satisfaction level of passengers through conducting a questionnaire survey. The results presented that the overall perception of the passengers is satisfactory. In this case the author is satisfied with the results and believe that the main aim and goal of this research project is achieved successfully. The entire process of the survey research was discontinuous at the beginning because the writer wanted the random passengers or travelers at airport premises as a target group for the survey and therefore a permission from the airport authority must be gotten before conducting the survey. Nevertheless getting the permission and cooperation from the airport authority wasn't possible, because of not having enough resources. This sudden difficulty slowed the research process. Finally the writer decided to change the target group and conducted the survey on the students of Centria UAS and found the track and the thesis process went very smoothly. A Few things could have been done also to make this research more worthwhile, for example an interview could be done with the professionals or experts regarding this topic. Professional cooperation could have been done with the airport authority to contribute as a commissioner of this report.

The research result also brought up the socio-economy impacts surrounding the services and facilities management at Helsinki-Vantaa airport. For instance about more than a thousand companies and over twenty thousand personnel are directly or indirectly involved to provide these services, therefore thousands of jobs are created as well as the economic development is increasing.

This whole thesis process was a great learning process for the author. Furthermore, the choice of the subject chosen for this thesis project was a suitable combination with the author's field of study. The field of this research project was also challenging for the author because Helsinki-Vantaa airport is the largest international airport in Finland and therefore the author had to be very careful about the information used and the research that has been implemented has to be both correct and reliable. There are many books, journals, eBooks, internet sources and articles where the tourism and aviation industry have been described briefly so the author must be aware of collecting information, definitions and statistics from trusted sources. The theoretical framework and research methodology have also improved the author's programming skills, data analyzing skills, project management skills, and time-management skills as well group work skills.

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APPENDIX

Customer satisfaction of Helsinki-Vantaa Airport

The purpose of this survey is to find out the satisfaction level of passengers having passed Helsinki-Vantaa airport, as well as to develop the existing or introduce new services and facilities offered to the customers and passengers. This survey is conducted by a tourism student of Centria University of Applied Sciences as a part of his thesis work. This questionnaire will take only around 10 minutes to answer. Please, mark your answers clearly with a cross . Your answers and opinions are much appreciated, confidential and for research purpose only. For further information please contact.

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1. Your Gender?

Male Female No answer

2. Your Age?

Under 18 18-24 25-34 35-44 45 +

3. Why do you usually travel to or from Helsinki-Vantaa airport?

Business

Study

Leisure

Other

4. How frequently do you fly from Helsinki-Vantaa Airport?

Once a year

Twice a year

3-5 times a year

More than 5 times

5. With whom do you plan a trip?

Alone

With family

With friends

With a business group

6. Where do you usually travel?

- Domestically
- Neighboring countries
- Within Europe
- Outside Europe

7. The Terminal Building had a welcoming atmosphere

- I strongly agree
- I Agree
- I Disagree
- I Strongly Disagree
- No idea

8. The info desk at Helsinki-Vantaa airport provides very helpful and valuable information about the airport and flights to the passengers.

- I strongly agree
- I Agree
- I Disagree
- I Strongly Disagree
- No Idea

9. The waiting time for check-in and for luggage retrieval was

- Much too long
- A little long
- Just right
- A little short
- Much too short

10. What is your impression about the restaurants and shopping facilities inside the airport?

- Excellent
- Very Good
- Good
- Satisfactory
- Poor

11. The gates, toilets, check-in desk and shops are well indicated and easy to find

- I strongly agree
- I Agree
- I Disagree
- I Strongly Disagree
- No idea

12. The Airport Staff were friendly and helpful

- I strongly agree
- I Agree
- I Disagree
- I Strongly Disagree
- No idea

13. What is your opinion about the ground transportation system (bus, taxi, train) and connection to the airport?

- Excellent
- Very Good
- Good
- Satisfactory
- Poor

14. There is enough usage of modern technology and automatic services at the airport premises.

- I strongly agree
- I Agree
- I Disagree
- I Strongly Disagree
- No Idea

15. The free Wi-Fi internet, mobile network and electric plug (to charge electronic devices) service is

- Excellent
- Very Good

- Good
- Satisfactory
- Poor

16. How satisfied are you with the airport's website?

- Very satisfied
- Somewhat satisfied
- Neutral
- Somewhat dissatisfied
- Very dissatisfied

17. Is there extra care and facilities available at the airport for disabled and senior passengers? If there is, how satisfied are you with those?

- Very satisfied
- Somewhat satisfied
- Neutral
- Dissatisfied
- No idea

18. The last time you were at Helsinki Airport, how did you find the airport?

	Highly satisfied	Somewhat satisfied	Average	Somewhat dissatisfied	Highly Dissatisfied
Comfort & Convenience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interior design	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spacious enough	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Orientation signs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

19. How would you rate your overall satisfaction with Helsinki-Vantaa Airport?

- Very satisfied
- Somewhat satisfied
- Neutral
- Somewhat dissatisfied
- Very dissatisfied

If your answer to the previous question was 'very dissatisfied', please explain why?

20. What would you suggest could improve the entire airport services?

Thank you 😊