

**E-marketing as a tool to attract Russian tourists:
case Hotel Haikko Manor**

Anna Palomäki

Bachelor's thesis
Degree program in Tourism
2014



Degree programme

<p>Author or authors Anna Palomäki</p>	<p>Group or year of entry TOBBA 2009</p>
<p>Title of thesis E-marketing as a tool to attract Russian tourists: case Hotel Haikko Manor.</p>	<p>Number of report pages and attachment pages 42 + 4</p>
<p>Thesis advisor(s) Ivan Berazhny</p>	
<p>The thesis commissioner is Haikko Manor hotel located in Porvoo, Finland. The hotel provides various spa treatments, as well as different kinds of activities for both leisure and business customers. It has been considered the best conference hotel in Finland. Russian customers form the biggest foreigner group of the hotel's customers. Thus, the importance of this target group is quite significant. The e-marketing was chosen as a tool in order to attract this type of visitors.</p> <p>The main objective of the thesis is to find out the most efficient and powerful tools to be applied to the Russian customer segment. In order to reach the goal, an empirical research was conducted. The author has used the mix of quantitative and qualitative research methods. Such methods were chosen because of relevantly large-scale sample.</p> <p>The research took place during New Year holidays, from 30 December 2013 to 10 January 2014. The total number of respondents amounted to 154, all from Russia. All respondents were given the printed version of the questionnaire on the reception of Haikko Manor hotel. Most of the visitors were reached by the author in person.</p> <p>The SPSS statistics software was utilised when analysing collected data. Results of the study were presented by use of numerous graphs. In the end of the thesis, several suggestions were proposed to Haikko Manor hotel in order to create/improve the e-marketing plan to be utilized on Russian market.</p>	
<p>Keywords E-marketing, online marketing, Russian market, Runet, Haikko Manor hotel</p>	

Table of contents

1	Introduction	2
2	Haikko Manor Hotel	4
2.1	Overview	4
2.2	Mission and vision.....	5
2.3	Importance of Russian customers	6
3	E-marketing today.....	8
3.1	Search engine marketing.....	9
3.2	E-mail marketing.....	12
3.3	Social media	14
3.4	Mobile marketing	18
4	Methodology.....	21
4.1	Research method.....	21
4.2	Questionnaire background.....	22
4.3	Data collection.....	23
5	Results of the study.....	25
6	Discussion	36
	References	39
	Attachments.....	43
	Attachment 1. Questionnaire in English language	43
	Attachment 2. Questionnaire in Russian language	45

1 Introduction

Nowadays, the new technologies along with the Internet play an important role in people's lives. Most of the people cannot imagine their everyday life without the Internet and their computers and/or mobile devices. There is no need to watch TV, read newspapers or listen to the radio: everything can be found in the Internet. Various studies have showed that people spend a significant amount of time in the Internet. (Richardson, N. 2010, 2)

The Internet has not only changed people's lifestyle, but also has created new opportunities for businesses. The on-line shopping has become fast, easy, and convenient way of purchasing services and products. Considering this fact, businesses have discovered new way of reaching its targets and doing business on-line. The electronic marketing (e-marketing) is a key for successful business activities.

This particular thesis was written as a reflection on commissioner's needs of finding beneficial and effective tools to attract Russian customers by use of the Internet. The commissioner of the thesis is the Haikko Manor hotel, which is located in Porvoo city, Finland. Later in this thesis, the author refers to the commissioner as "the hotel". The commissioner was not chosen accidentally. While completing the work placement within the company, the need of attraction Russian customers was detected.

The hotel is located next to the speedway E 18, which connects Saint Petersburg, Russia and Helsinki, the capital city of Finland. It is very convenient for Russian customers to come to the hotel by own car or a bus. With a perfect location on shore of the Baltic Sea and wide beautiful garden, the hotel becomes a perfect getaway for relaxing holiday or a business meeting. Hotel provides various Spa treatments, different kinds of activities for leisure and business customers. (Haikko Manor hotel, 2014)

The main objective of this thesis is to discover the most effective e-marketing activities, which would be successfully used by the hotel for advertising its services on the Russian market. The author aims to increase the awareness of the hotel's name and

its services among the target group. As a result, the author believes that the number of Russian customers will increase.

To achieve the aim of the study, the mix of quantitative and qualitative research methods was utilized. The author has created a questionnaire in Russian language in order to collect data. The process of data collection took place in the Haikko Manor hotel during winter holidays. Customers from Russia were chosen as the target group of the initial study. Most of the surveys were delivered by the author in person. The data was analysed by use of the SPSS statistics software.

The Bachelor thesis consists of six chapters, such as introduction, commissioner background, theoretical part, methodology, results of the study and discussion. Chapter 1 describes the main objective of the study, briefly covers main topics of the thesis and gives a general understanding of the entire paper to the reader.

Chapter 2 provides information regarding the commissioner of the thesis. The author gives an overview of the Haikko Manor hotel and describes its mission and vision. Moreover, the importance of Russian customers of the hotel is discussed by the author in the same chapter.

The theoretical part takes a deeper look at the electronic marketing today. The author describes the most popular and efficient techniques such as search engine marketing, e-mail marketing, social media and mobile marketing. A reader finds the information of the current situation on the Russian Internet (Runet).

The methodology part provides information regarding the research method and reasons of choosing it. The author also discusses the process of developing the questionnaire. Besides, the collection of data with its weaknesses and solutions is covered in the same chapter.

In the last two chapters the author presents results of the study as well as the validity and reliability issues. Relying on the theory and results of the study, the author gives suggestions to the commissioner.

2 Haikko Manor Hotel

The Haikko Manor Hotel is a family-based real estate with a great and interesting history. The Manor House was purchased by Vuoristo family in 1965 and started to operate as the first manor hotel in Finland in 1966. It is located in old and peaceful city called Porvoo, Finland.

Nowadays, the hotel consists of several parts such as the historic Manor House, the Spa Hotel, the Conference Center and the Villa Haikko. The hotel is situated in a wide and beautiful park by the Baltic Sea, only half an hour's drive from the capital of Finland. It has more than 100 employees working on the permanent base. At the high season periods the company also employ additional personnel. (Haikko Manor Hotel 2014)

2.1 Overview

The premises of Haikko Manor hotel offer 223 rooms, which are located in two separate buildings- the SPA hotel and the Manor House. The hotel can accommodate up to 400 people at the same time. It provides several types of rooms to satisfy customers' taste and special needs.

The SPA hotel offers for its guests typical types of rooms:

- Standard: double, twin and single rooms (151 rooms)
- Superior: double and twin rooms (46 rooms)
- Suite (2 rooms)

The Manor House offers luxurious rooms for guests. Rooms are decorated according to the old manor house style with a unique interior. Every room has a story to tell about the rich history of Haikko and Porvoo town. All guests of the Manor House are offered a unique Butler service; use of private breakfast room and the parking area. All rooms were renovated in 2013. (Haikko Manor Hotel 2014)

The Manor House operates with 24 luxury rooms such as:

- Classic (15 rooms)
- Imperial (5 rooms)
- Suite (4 rooms)

The hotel provides a wide range of spa beauty treatments, numerous leisure programmes and activities. It has a 12 meter wellness pool, hot and cold tubs, Jacuzzi, saunas and fitness center. Guests have free access to all mentioned facilities. Several private saunas are available upon request.

Moreover, the Haikko Manor hotel has been numerous times voted as the best conference hotel in Finland. The Conference center, which is situated within hotel's premises, has to offer a wide variety of business meeting facilities. It offers more than 20 meeting rooms of various sizes and purposes with modern conference equipment. The hotel can host wide range of events such as large international conferences, trade fairs and exhibitions, training events, business meeting and informal get-togethers. The total capacity of the Conference center is 440 people. (Vuoristo-Yhtiöt Oy 2009)

2.2 Mission and vision

The Haikko Manor hotel's mission is to consistently exceed expectations and to provide experience and value to its customers within the unique settings in a profitable way by highly educated and friendly personal. (Vuoristo, V. 2009)

The vision of the company is to provide valued customer-orientated services for individual clients and partner companies. The company desires to become a pioneer of the emotional experience services within manor's surroundings. Therefore, the main goal is to offer high-quality hotel-, restaurant-, congress- and spa services in a cost-effective way.

The management of the company believes that the hotel's personnel play an important role in achieving the goal. Traditionally the company has given high appreciation to

skilled and responsible staff. Hence, it is aiming to become a well-known, desirable and appreciable working place for its personnel, by creating a pleasant working environment.

2.3 Importance of Russian customers

In order to examine the current situation regarding Russian customers, the author has organized a meeting with Juha Peltonen, the hotel manager of Haikko Manor. During the meeting the author brought to the discussion several topics, such as importance of Russian visitors, methods used to attract them and possible weaknesses of those methods.

According to the information provided by Juha Peltonen, Russian customers are considered as the largest foreign group. The amount of visitors from Russia is approximately 9% out of hotel's customers. The Haikko Manor located relatively close to the Russian border. It is only 4.5 hours drive from Saint-Petersburg to the hotel. Recently introduced the high-speed rail connection St. Petersburg – Helsinki decreases travel time to 3.5 hours. Mentioned above reasons make the hotel attractive and easy accessible by Russian customers. (Peltonen, J. 2014)

The amount of travelers from Russia visitors has decreased from 5 271 night/rooms (year 2013) to 3423 night/rooms (Jan-Oct 2014). The main reason for that is the ruble's value which has gone down, pointed out the hotel manager. In comparison to the previous year, the value of ruble has marked down almost twice. This means while Russian tourists are travelling to Finland, they have to spend more money than during previous years. (Peltonen, J. 2014)

In order to attract customers from Russia, the company has become a member of Finnish Tourist Board MEK (Matkailun edistämiskeskus). The hotel actively participates in different projects relating marketing to Russia. However, Russia is a large country and the specific target areas should be defined, mentioned Juha Peltonen.

The Haikko Manor hotel has a Russian version of their website. It provides different types of information regarding location on the map, history of Haikko, spa treatments, catering services, room types, rates, possibility to book a room and other interesting information. The author gives a high score to the hotel's website and finds it very attractive and informative.

The hotel also cooperates with the popular online booking website called booking.com. The target of this website is Russian customers, who are offered special room rates and discounts. Nowadays, this website considered as the major incoming source, mentioned Juha Peltonen.

3 E-marketing today

The number of Internet users grows continuously. With new technologies, people can get access to the Internet almost everywhere: at home, at work, at school, at public catering, at shopping centre, at public transportation, even on the street. Internet users no longer need to have bulky machines, such as computers with system block. Quite to the contrary, the mobile phone device has been transformed into a portable computer with the Internet connection.

Meanwhile, significant changes occurred with the Internet. If previously people mostly used the Internet to search information, today the Internet has become a wide meeting place for sellers and buyers of all kinds. This is one of the main reasons why companies should focus particularly strongly on e-marketing (Seo force solution, 2014).

Stephen and Susan Dann (2011, 4) define e-marketing as “any type of marketing activity which involves some form of interactive technology for its implementation”. More simply, it is a result of application new technology to traditional marketing.

Nevertheless, e-marketing affects traditional ways of marketing. It is not only transforming marketing strategies, but also increasing their efficiency. Those transformations lead to new business models with higher profitability. (Strauss, J., El-Ansary, A. & Frost, R. 2006, 3.)

E-marketing brings numerous benefits for enterprises. Let us consider several benefits more specifically.

1. Global reach – the Internet gives an opportunity to reach potential customers all over the globe, no matter where the seller is located.
2. Cost-efficiency – e-marketing costs are noticeably lower in comparison to traditional marketing. Moreover, there are numerous free tools, such as Facebook, Twitter, Blogs etc.

3. Around-the-clock marketing – e-marketing allows potential customers to access information about a product or a company 24/7.
4. Personalisation – Internet enables enterprises to create customers' profile by analysing their preferences and purchasing history. So it is easy to reach people who are interested in particular product/service by creating targeted offers.
5. Immediacy – while the traditional marketing can deliver product information to a potential buyer, it will still require further steps, such as calling or visiting the company. With e-marketing all those steps are simplified: within a few clicks the customer is able to book or order a product/service.
6. Tracing – keeping track of traditional marketing strategy is difficult and time-consuming. The technology gives us an opportunity to measure the online marketing much easier.

The e-marketing has several strategies which could be used by a company in order to sell its products or services. Here is a list of those strategies: content marketing, search engine marketing, social media, e-mail marketing, online advertisement and mobile marketing. The author decided to take a closer look at most popular and highly effective e-marketing techniques. These techniques are covered below. (Sullivan, T. 2013)

3.1 Search engine marketing

Nowadays, search engines have a strong impact for any type of enterprise. They can be considered as a prime key for gaining a virtual visibility. Most people rely on search engines while searching particular products or services. This fact indicates that the search engine marketing should not be neglected by any type of enterprises.

Broadly speaking, the search engine marketing is becoming one of the most effective ways to spread information regarding a company. It involves a company's ability to be

founded in search engines by placing certain highly researched keywords in particular place of own website. (Shjarback, J. 2014)

According to Jason Miletsky (2010, 40), the search engine is “a programme that allows users to find documents based on keywords that they enter into a text field”. The portal will look for web pages that consist of desired keywords and present the list of relevant pages. Such a search can provide thousands of pages with millions of web sites. However, an average internet user will not spend much time for checking a big number of web pages. Most likely the user will be satisfied with several pages which appear first. Therefore, it is important for a company to pay attention to its own position in search results.

To bring a potential customer to the company’s web page, one can choose from two main search engine marketing techniques. The first is a search engine optimization, which is well known as SEO. The second is called Pay Per Click or simply PPC. Let us discuss in details both techniques.

Search engine optimization helps to achieve the highest position in the organic listings on the search engine results pages by typing specific keywords. The ranking depends on a specific algorithm of a search engine; so when the keywords enter into the search field, the search engine matches keywords with a content of relevant web pages. The mechanism of rating and ranking a website varies with different search engines. (Dann, S. & Dann, S. 2011, 205)

It is crucial to make a research and find out which search engines are used by the company’s target customers. In case of lacking the relevant up-to-date information, the company will most likely end up wasting its efforts. The natural or “organic” search does not require any payment. However, the company may consider buying services from a professional to reach higher ranking position. (Sullivan, T. 2013)

As the main focus of this particular thesis is the Russian market, the information regarding popular search engines in Russia is needed to bring high value to the commissioner. The author has put efforts to study the current situation on Runet. The

term Runet refers to the segment of the Internet which is used by Russian speaking society and requires good knowledge of Russian language.

According to the popular public statistics site Liveinternet, the most popular search engines in Runet were identified as follow: Yandex, Google, Mail.ru and Rambler (Figure 1). As Figure 1 shows, the search engine called Yandex has the biggest share, which is 56% of Internet users in Russia. The second place belongs to the well-known search engine Google with 33,50 % of users. The third position is taken by the e-mail & entertaining portal Mail.ru, which makes 8,80 %. Another Russian search engine Rambler got only 1% share.

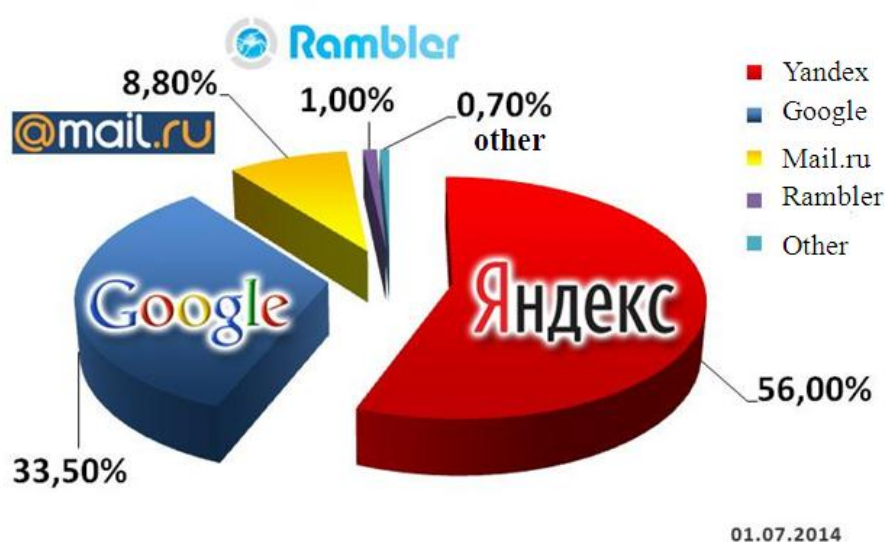


Figure 1. Major search engines in Runet as of July 1, 2014 (source: www.infox45.ru)

It should be noted that Russian search engine Yandex has been in the leading position for quite a long time. So far, one of the world's biggest search engines Google has not scored off Yandex. This fact has a great significance and should be considered while preparing an online marketing plan for the Russian market.

The second technique used by search engine marketing, called Pay Per Click, requires a company to pay a certain fee each time when the company's advertisement is clicked. The main goal of this type of advertising is to generate visits to a website, rather than use the "organic" way for that purpose. (Blakeman, R. 2014, 113).

Pay Per Click (PPC) advertisement is a simple text or/and image which are placed on a popular website. PPC ad most commonly placed on search engine web pages, such as Google. In fact, Google is considered as the largest player on PPC market by far. (Miletsky, J. 2010, 368)

Google has introduced the AdWords program, which allows anyone to sign up for free and get free set-up and support services. To start with AdWords advertising, a company does not need to have a large budget. The budget can be flexible, so the amount to be spent for advertisement can be decided by the company. Some companies may spend tens of thousands dollars per month, while another may pay few hundreds. (Google Inc. 2014)

By clicking the ad a potential customer gets directed to company's website. As a result, the traffic of the website is generated right away. It should be noticed that the company pays only when the advertisement was clicked. In other words, the fees are charged when the ad is working. Google also provides the up-to-the-minute reporting where is shown the amount of people who has notices the advertisement the percentage of users who has clicked to the advertisement. This is quite beneficial. (Google Inc. 2014)

It should be noted that the Russian language is an important key for creating a successful SEO strategy in Runet. Russian language is the fifth most spoken language in the world. More than 277 million people are speaking this language. It is used not only in Russia, but other countries such as Belarus, Latvia, Ukraine, Kazakhstan, Armenia, Azerbaijan, Lithuania and other. It is considered as a difficult language with a complex grammar. Therefore, it is strongly recommended to employ a native Russian-speaking expert to take care of SEO strategies. (Flamiejamie, 2008)

3.2 E-mail marketing

Robyn Blakeman (2014, 120) has mentioned that “one of the most efficient and inexpensive ways to reach an Internet targets is via e-mail marketing”. This form of advertising can be used by an enterprise to create a proactive and lasting relationship

with a customer. In fact, the relationship starts when the particular customer gives permission to a company to contact them.

Let us consider some of the benefits, which e-mail marketing brings. First of all e-mail marketing is an inexpensive tool, which is easy to create. It is personalized and time-efficient. Moreover, e-mail marketing has a positive impact on brand awareness and website traffic. As a result, it drives company's revenue. Finally, this type of marketing has quite high response rate. (Blakeman, R. 2014, 121)

While e-mail marketing used properly, a company may create a powerful tool for one-on-one dialog with a potential or/and current client. However, not all people like to receive commercial e-mails. Therefore, they provide own e-mail addresses selectively. People tend to avoid receiving unsolicited and irrelevant e-mails, known as spam. Companies should definitely avoid sending spam e-mail; otherwise they most likely end up losing customers and gaining bad reputation. (Smith PR. & Chaffey D. 2005, 240)

In order to succeed in e-mail marketing, a company may take an advantage of certain tips:

- Be creative. This applies not only to text of the e-mail, but also layout, images and colors
- Keep it simple. The simpler text - the better customers respond
- Create an attractive subject line. It is the first text seen by a recipient. Most of the readers will make a decision to open or to delete the letter
- Make it relevant. Find out clients' needs and interests. Choose the right message for the right people
- Create an incentive message. List all possible benefits for a recipient in the letter
- Respect audience's choices. The e-mail should have an "unsubscribe" button
(Chaffey, D. 2007, 3)

As were mentioned before, spam has become a big issue for the community. Meanwhile, the e-mail marketing gains its popularity, the amount of unwanted messages has increased dramatically. People no longer have time to read all received

electronic messages. Therefore, it is important to consider time of the day, day of the week and day of the month, while sending e-mail to customers.

Specialists from the website called pebble desing has studied daily habits of receivers in opening their e-mails. The study focuses on the hotel and tourism industry and their need of sending out e-mail marketing campaigns. They have discovered interesting facts. People are likely to open their e-mails in the day time, particularly after 12 a.m. However, the most active time were considered from 14.00 until 17.00 o'clock. Recipient's time zones should be also taken into account. (Pebble design 2014)

The day of the week also might affect the e-mail opening rate. As the matter of fact, Monday is the busiest day of the week. Hence, it is strongly recommended to avoid sending e-mails that day. Days of the week, such as Tuesday, Wednesday and Thursday showed the highest value for e-mail advertising. However, Thursday has the highest opening rates overall. (Pebble design 2014)

Most of the people receive their salary in the middle or/and the end of the month. It means that people got money to send, so they purchase product/services much easier. Relying on this knowledge, a marketer can increase company's revenue by sending out commercial e-mails on that specific time.

To conclude, the author would like to mention the recipe for opening rates of e-mail campaigns. The message should have an intriguing subject line; the body of the letter should be simple and well-structured; benefits for the recipient should be clearly stated. Moreover, the message should be send on Tuesday, Wednesday or Thursday between 14.00 and 17.00 o'clock. (Pebble design 2014)

3.3 Social media

Humans by their nature are social beings. They like to be surrounded by people. They share own thoughts, experience and feelings with each other. However, people's lifestyle gets busier year by year. More often we hear about the lack of time. An average individual has numerous things to take care of, so he/she has limited time to socialize

in real time. Today, people have the opportunity to socialize with others at any time. They do not necessary need to leave their own home. Social communities in the Internet have become a prime key for the virtual socialization.

Robin Blackman (2014, 127) has defined social media as “the visual/verbal sharing of thoughts and ideas with others having the same or similar interests that have been placed on the Internet by non-media professionals”. Social media requires from the advertiser to create a two-ways dialog with a targeted audience. Such connection can be beneficial for a company, because it motivates customers to give feedback. Both, positive and negative feedback is important. Positive feedback may stimulate new customers to purchase company’s products or services. However, the negative feedback might help to identify weaknesses of the particular product or service. It definitely should be used for further development.

Social media marketing is the utilization of social media for a marketing perspective. This type of marketing provides an opportunity to identify audience and get a better understanding of their needs. Moreover, it shows a bit of personality behind the company. (Swallow, 2010)

Social media marketing can be divided into three elements:

- Public relations: the more news generated and shared through online communities, the better chances to reach and increase target audience. The main key is that news should be valuable and trustworthy to a reader.
 - Viral messaging: this includes shocking, particularly engaging or entertaining messages (videos, images, text, etc.) that makes people to pass the information forward through social media networks, e-mails or other means. As a result, millions of people may get the message in a very short period of time.
 - Marketing content generation: relevant content, such as videos, images, blogs, tutorials and other should be designed in order to capture reader’s attention.
- (Miletsky, J. 2010, 81-82)

A social media advertiser may include all those elements in to a marketing plan. However, it is also important to listen and understand the customer; to find out what he or she likes/dislikes, what is his or her lifestyle. The marketer should show up in social media every day in order to monitor what being said and publish new content. Respond to any questions or/and comments should be prompt, does no matter are the positive or negative. (Blackman, R. 2014, 128-129)

There are numerous social networks which have gained its popularity all over the globe, such as Facebook, Twitter, Instagram, LinkedIn, Google+ and others. However, Russian people seem to prefer domestic social networks, rather than western. Most likely the main reason for that is the language of the social website.

According to Figure 2, the leading position belongs to Russian social website called Vkontakte (VK). With the amount of 50.2 million visitors, it is considered as the second most visited website in Russia, after Yandex. The second most popular website is Odnoklassniki with 39.3 million visitors. It should be mentioned, that this website is more popular among adults aged 25 to 50. Meanwhile, Vkontakte is commonly used by the younger generation. (Netgo, O. 2014)

Top 10 Social Networks Among Internet Users in Russia, Ranked by Unique Visitors, March 2014

1 Unique visitors (millions)
2 Page views (millions)
3 Average time spent per visitor (hrs:mins:secs)
4 Average time spent per visit (hrs:mins:secs)
5 % of internet users

	1	2	3	4	5
1. VK	50.2	10,509.9	8:25:25	0:13:25	73.9%
2. Odnoklassniki.ru	39.3	3,913.9	3:53:17	0:07:32	57.9%
3. Mail.ru	27.4	847.1	1:10:36	0:09:48	40.3%
4. Facebook	23.2	654.8	1:02:06	0:07:33	34.1%
5. LiveJournal	14.1	310.0	0:41:09	0:08:35	20.8%
6. Twitter	11.8	250.2	0:40:01	0:06:04	17.4%
7. Instagram	8.3	124.1	0:23:42	0:03:32	12.2%
8. Google+	8.1	45.1	0:13:06	0:04:07	12.0%
9. Fotostrana	6.8	553.5	2:35:28	0:11:10	10.0%
10. Sprashivai.ru	6.4	261.8	1:18:32	0:06:35	9.4%

Figure 2. Social media ranking in Runet as of March 2014
 (source: <http://yandexmarketing.wordpress.com/>)

Another important key player in Runet is Mail.ru with 27.4 million visitors. It is mainly concentrated on email communication, but also includes the social networking platform called Moy Mir (my.mail.ru). As one can notice, highest positions are shared by Russian domestic websites.

However, the well-known social networking service called Facebook has reached the fourth position. It has 23.4 million of visitors, which is two times less comprising to Vkontakte. Below Facebook are placed popular websites as LiveJournal (14.1 mln.), Twitter (11.8 mln.), Instagram (8.3 mln.) and Google+ (8.1 mln.). At the bottom of the list are situated Russian websites Fotostrana with 6.8 million and sprazhivai.ru with 6.4 million visitors.

Figure 2 also shows the amount of visited pages. Users of Vkontakte visit huge amount of pages – 10509.9 million. By considering this number, one can make a conclusion that by creating a page in Vkontakte a company might get higher chances to be noticed. (Netgo, O. 2014)

By implementing social media marketing tools, a company may benefit in several ways:

- create a broad/narrow visibility
- build relationships with the target
- build or/and increase the brand loyalty
- generate traffic to a website
- decrease marketing costs
- increase revenue

Despite the numerous benefits of social media marketing, one should not forget that it is a time-consuming tool. Moreover, the marketer should be a sociable person, who enjoys talking with people and engaging in conversations. For an anti-social person, the social media marketing might turn out as a nightmare of awkward moments. (Dann, S. & Dann, S. 2011, 344)

3.4 Mobile marketing

The mobile phone has become the most popular device of the twenty-first century. According to the latest data provided by GSMA Intelligence (Figure 3), more than half of the world's population have mobile phones. The mobile usage is continuously growing, as more and more people purchase smartphones. Its popularity based on the technical implications and applications of the device. (Kemp, S. 2014)



Figure 3. Statistics on global mobile phone usage (source: <http://worldometers.com/>)

Mobile devices, such as mobile phone, smartphone, tablet, MP3 player, netbooks and other smart devices travel with its user everywhere. Most of the mentioned devices have a wireless connection, which allows accessing the Internet anywhere and any time. Mobile users check e-mail, read blogs, surf the Internet and purchase products or services by using their mobile device. Therefore, by usage of the mobile marketing (m-marketing) companies are able to reach their targets on the way. (Dann, S. & Dann, S. 2011, 382)

Pelsmacker (2005, 249) defines mobile marketing as certain communication activities with customers through the use of mobile devices to promote products/services by providing information or offers. Usually, it consists of commercial or sale-oriented messages sent to a mobile phone. It is considered as a more personal and engaging way of communication.

In order to reach customers by use of m-marketing, a marketer may consider utilizing following technologies:

- phone call
- short messaging service (SMS)
- multimedia messaging service (MMS)
- wireless access protocol (WAP)
- mobile internet service (I-mode)
- downloadable content
- Bluetooth (Dann, S. & Dann, S. 2011, 383)

High effectiveness of the mobile marketing has shown the cause of McDonald's restaurant chain in the United Kingdom. The company has built a GSM database by implementing a successful SMS campaign. The idea of the campaign was to buy french fries and send a special code through SMS in order to win valuable prizes, such as TV, DVD players, MP3 players and other. The information was available on company's website, on flyers and by in-store communication. The campaign was supported by 1200 McDonald's outlets. In ten weeks the company has built the GSM database with 220 000 subscribers. The company states that the response rates on the mobile marketing, based on this database equal 30 %. (Pelsmacker, P., Geuens, M. & Bergh, J. 2005, 249)

Users of different mobile devices can surf or browse websites, which were especially developed for smaller screens and limited graphics. Therefore, companies should consider creating a mobile version of their website, which would be beneficial among mobile users. (Smith, P. & Chaffey, D. 2005, 151)

One of the trends of mobile marketing is a time- and location-based information services. This type of marketing implies that a customer receives messages relevant to their geographic location. As soon as such information services will be widely available and popular, the mobile marketing will become more productive.

Marketers believe, that the location-based advertising is able to produce five to ten times higher response rates, compare to the ordinary internet advertising message. Besides, SMS advertising is considered by customers as acceptable as radio and TV advertising. (Pelsmacker, P., Geuens, M. & Bergh, J. 2005, 249)

4 Methodology

The thesis is based on the empirical study conducted by the author. In this chapter the author gives deeper description of used research methods and background information of the questionnaire design. Furthermore, the implementation part of the study was covered in detail by the author.

4.1 Research method

In order to complete the study, a mix of qualitative and quantitative research methods was compiled. The mixed method means that the researcher has collected, analysed and integrated data by use of qualitative and quantitative techniques within the single study. An increasing number of scientists believe that the mixed research method is the most powerful method. (Stadtländer, C. 2014)

According to McGrivern (2013, 189), “quantitative research is about collecting data from relatively large sample of population in a structured and standardised way”. This method helps to analyse data by use of numbers and statistics, therefore it is a mathematically based scientific method. This method allows questioning larger amount of people in a shorter time. The quantitative data is commonly collected by use of well-structured survey. It means that all respondents were asked the same questions in the same order.

One the other hand, the qualitative method allows receiving reach and detailed description of a research problem. It gives an opportunity for deeper understanding of a respondent, rather than measuring given answers. It helps to get below the surface. The respondent gives a personal opinion on the given topic, rather than being forced to choose from the list of possible answers. (McGriverr, Y.2013, 146)

For this particular research, the author decided to collect both types of data: quantitative and qualitative. By used of the quantitative method the author was able to gather information from the large number of hotel’s visitors in a short time. However, the author believes that personal opinion of respondents should be taken into consideration. Hence, the elements of a qualitative method were used.

4.2 Questionnaire background

Prior to the questionnaire's developing, the author had to revert to the main aim of the entire study. As it was mentioned in the introduction, the objective of the thesis is to discover the beneficial and effective ways of attracting new customers from Russia by use of electronic marketing. According to this statement, the questionnaire was designed (Attachment 1).

While creating the questionnaire, the author was expected to receive answers to the most meaningful topics, such as:

- Who is a typical Russian customer? (gender, age, city of the origin)
- With whom people travel?
- How do tourists learn about Haikko Manor?
- Why do they choose Haikko Manor?
- How do they book their holidays?
- Which search engines are used?
- What are the most popular social websites?

As soon as the first draft of the questionnaire was designed, the author has sent it to the commissioner for approval. The commissioner has given a positive feedback and mentioned that all questions are important and relevant to the research. Besides, the hotel manager has showed the interest of gathering information regarding Spa treatments. Therefore, additional questions were added to the survey.

To make the survey more efficient, it has been translated to Russian language-the mother tongue of respondents. The author has sent the questionnaire to several Russian-speakers friends to find out whether questions are clear. After considering all comments, the final version of the questionnaire was completed.

4.3 Data collection

The data was collected during the period of 30 December 2013 – 10th of January 2014. This particular period is was chosen by reason of significant number of Russian tourists visiting the hotel. Besides, the author has been working in the Haikko Manor hotel during mentioned period. Thus, the author got an opportunity to reach the respondents on the spot.

The Russian version of the questionnaire were printed and delivered to Russian customers in the Spa hotel's lobby. Most of the surveys were distributed by the author personally. However, during the implementation period the personnel of the hotel has offered help with delivery of the survey.

The author had a clear plan of conducting the survey; however several mistakes appeared during the implementation period. Let us have a look at those mistakes:

1. Not active distribution of the survey during first days: there was a rush time in the end of December, therefore the author decided to deliver the survey at the afternoon, during the checkout time. However, a small group of customers have left early morning, so the author was not able to deliver the survey.
2. Did not ask for help: it has been planned that the author delivers copies of the survey personally. The amount of Russian tourists was large; thus the author could not reach every tourist.
3. Instructions for the respondents, such as "turn to another side": the survey was printed on both sides of the paper and several customers have not noticed that.

As soon as weaknesses of the implementation plan were defined, adjustments were taken into consideration. First of all, the location and timing of survey's delivery were changed. All employees working on the reception were kindly asked to deliver the survey among guests from Russia. Visitors were receiving the questionnaire upon arrival. The author has noted that the questionnaire has two sides which need to be filled.

The above-mentioned adjustments have brought a positive impact on the data collection process. Most of the tourists had a positive mood, thus they were willing to participate in the research.

5 Results of the study

As it was mentioned in the previous chapter, the empirical study took place during the New Year holidays, to be exact during 30 December 2013 – 10 January 2014.

According to the information provided by Juha Peltonen, the occupancy of the Haikko Manor hotel by Russian customers at the particular period was 1385 room/nights.

Considering the fact that most people prefer to travel with a company, the author estimates that the total amount of visitors was approximately 2770. This number is not exact, because some people prefer to travel alone. Nevertheless, the author refers to this number to be able to compare the sampling and the total amount of visitors. The SPSS Statistics software was used in order to analyze the data.

For this particular research 154 people were interviewed, to be accurate - 103 females and 51 males. Thus, the author was able to reach 5.5 % from the total amount of Russian visitors to the hotel during the observed period. Respondents were divided into six age groups, which are presented below (see Figure 4). According to Figure 4, the majority of respondents were females, aged 46-60 (24.7%).

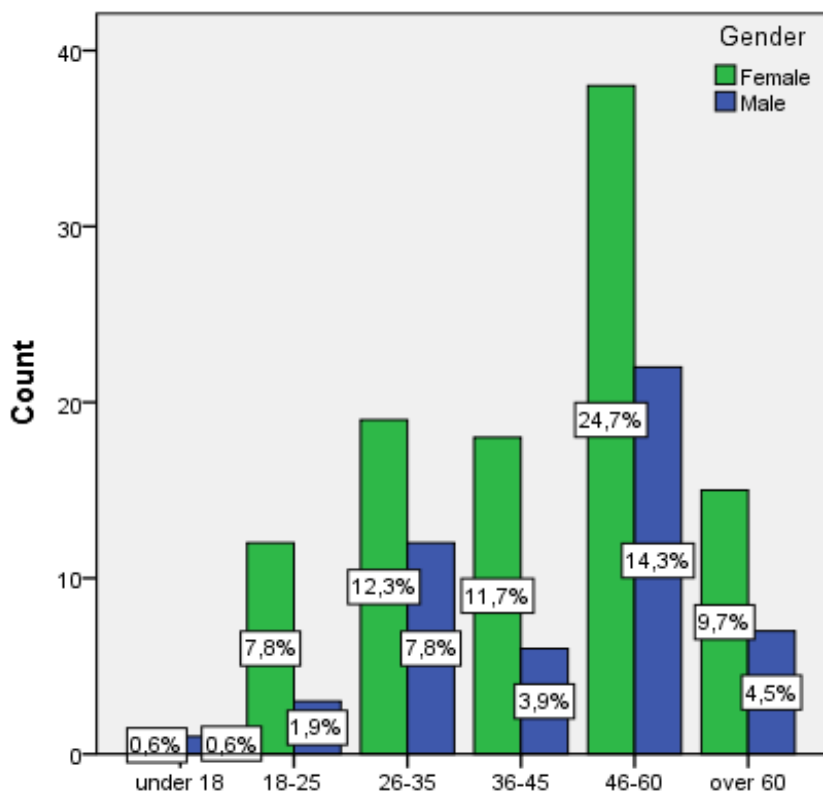


Figure 4. Comparing respondents by gender and age (n=154)

Age groups of 26-35 and 36-45 years old the second and third groups by popularity among females and amount to 12.3% and 11.7% respectively. The group of females, aged over 60 year old makes 9.7%, while the younger women aged 18-25 years make 7.8%. The smallest female group are respondents under-18 years old (0.6%).

The majority of male respondents are in age of 46-60 years old. The second biggest age group among males is visitors aged 26-35 years old (7.8%). On the third place males over 60 years old - 4.5%. Groups aged 36-45 and 18-25 years old were less popular and amount to 3.9% and 1.9% accordingly. Male minority were under 18 years old (0.6%).

Most of the visitors come from Saint-Petersburg (88.2%). Meanwhile, the amount of visitors from Moscow accounts to 5.2%. Other 6.5% of respondents came from smaller cities, such as Kropotkin, Penza, Vologda, Astrakhan and Petrozavodsk. As Figure 5 shows, the majority travel with family members (with kids or without); this fact indicates that the Haikko Manor hotel is quite popular among families as a holiday destination.

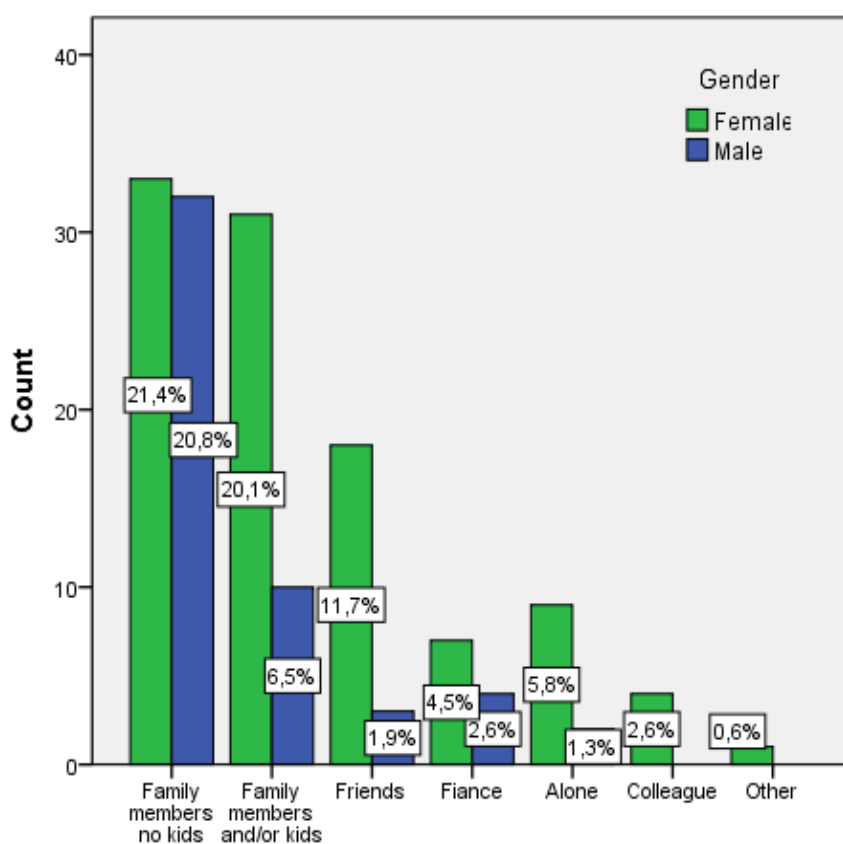


Figure 5. Customers' travel preferences (n=154)

Figure 6 provides information regarding informational channels. As showed on the graph, there are three most popular informational channels: travel agent/agency (31.4%), family/friends (25.5%) and search engines (21.6%). It should be noted that during New Year holidays most of customers have preferred to purchase ready holiday package from a travel agency. People do not want to stress and spend their time for planning New Year vacation.

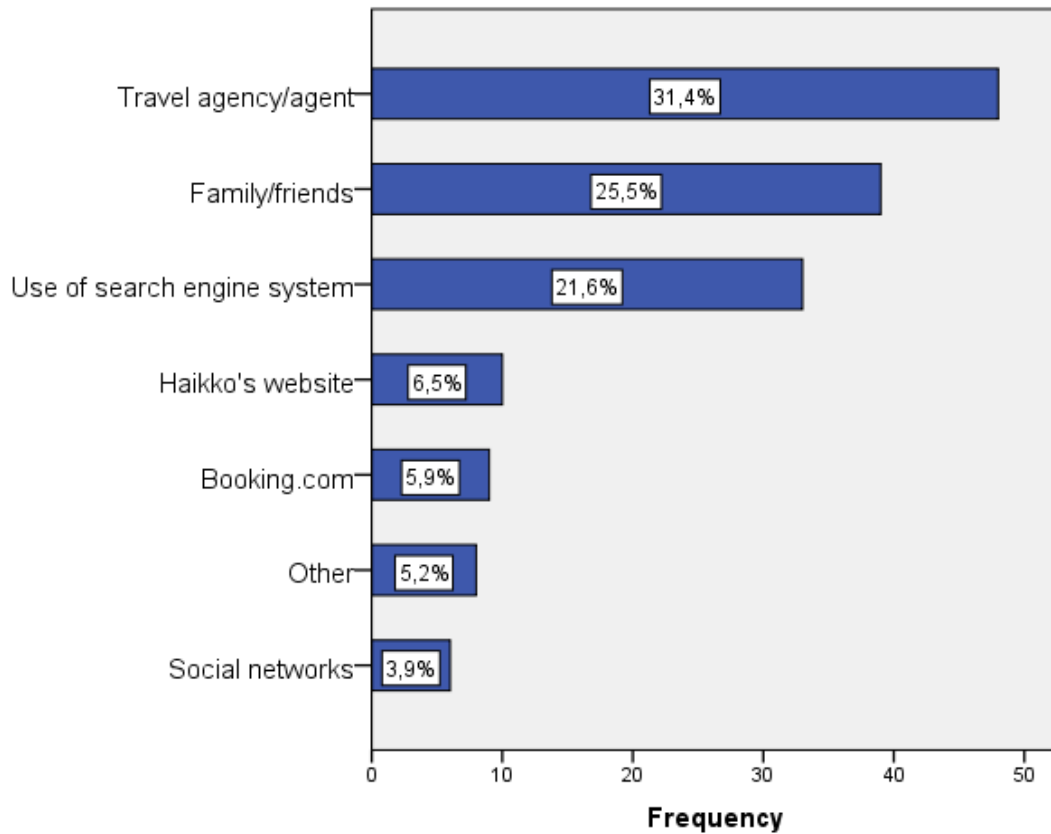


Figure 6. Informational channels (n=153)

On the other hand, informational channels such as hotel's website, the online booking website called booking.com, social networks and other have relatively small percentage. The other informational channels, such as colleague's recommendation, cooperation with the hotel, twitter,groupon and vkontakte were mentioned by respondents. Several people have mentioned that they have visited the hotel before; while two respondents have mentioned that they have found the hotel by a chance or by passing by. One respondent said that he found out about the hotel by use of car navigator searching services.

Relying to theoretical part of the thesis (see chapter 3), the author should highlight the importance of e-marketing. The author has found out that only 59.2% of respondents have visited the hotel's website. Visibility of hotel's website should not be neglected. Moreover, the impact of social media advertising is significant. Thus, the company should improve marketing activities in this area. In this chapter the relevant information on popular social network websites in Russia is provided.

Figure 7 represents main reasons for choosing Haikko Manor hotel among males and females. As Figure 7 shows below, the most important factors for females are Spa (22.4%) and location (19.9%). Meanwhile, for males the location of the hotel is in the first place with 9.9% of all respondents. However, Spa and recommendations are equally important for males.

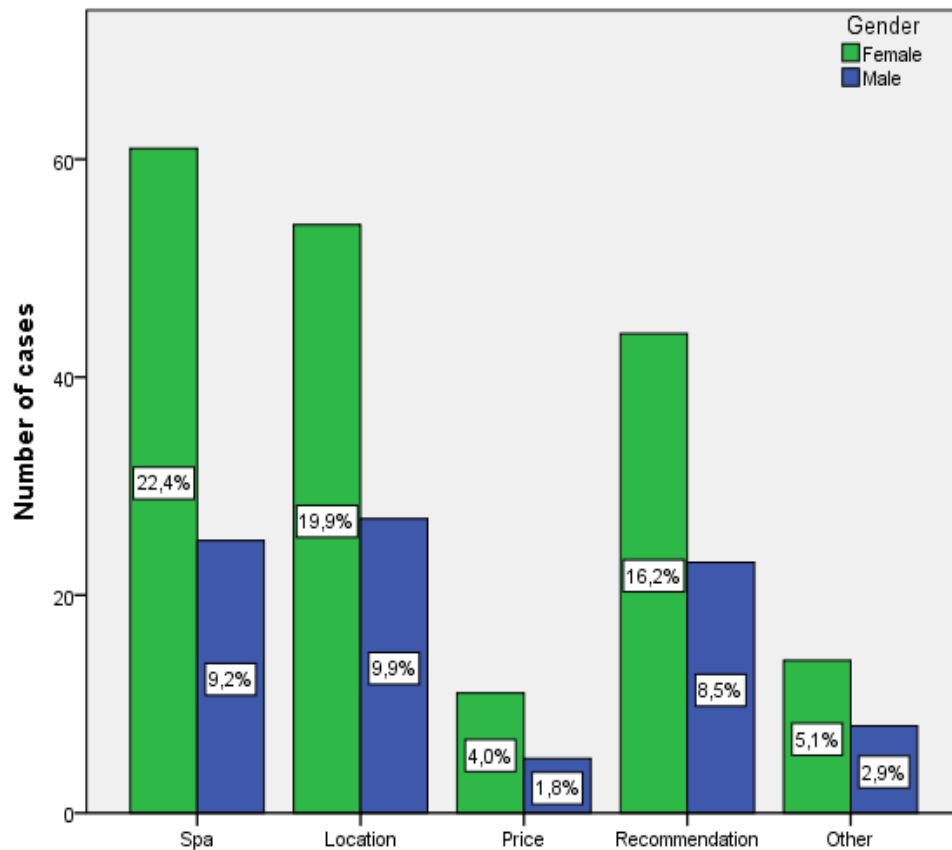


Figure 7. Comparing respondents by gender and major attractions (n=154)

It should be noted that the minority of males and females (5.8%) have mentioned that the price was the main reason of their choice. This knowledge might be useful for hotel's managers to create a proper advertising plan to be utilized on Russian market.

Meanwhile, the second smallest group of respondents have mentioned other attractions, such as:

- history of the Manor House
- New Year packages
- possibility to bring a dog with them
- good memories from the first visit
- pictures of the hotel's rooms
- free Wi-Fi
- gift from relatives
- overbooking of other hotels/no other options
- have not been here before

A few people mentioned that they have chosen the hotel accidentally passing by or because they have not visited the hotel before. Two respondents believed that the Haikko Manor is the best hotel with generous breakfast and friendly personnel.

Possible booking options are presented by Figure 8 and discussed by the author below.

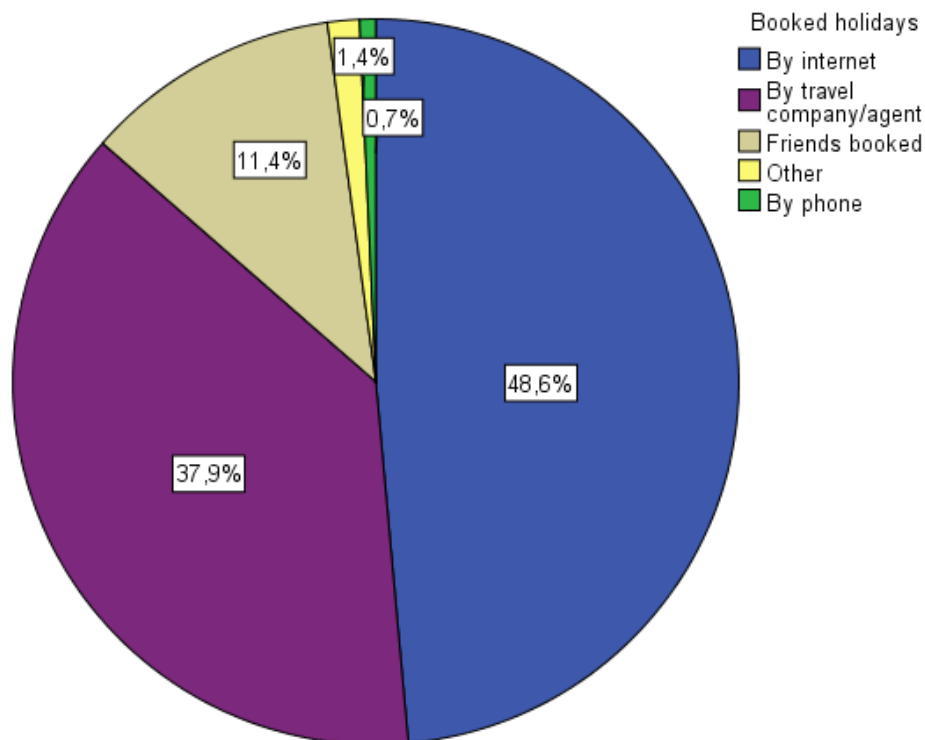


Figure 8. Booking options (n=140)

As Figure 8 shows above, approximately half of the respondents (48%) prefer to book their holidays through the Internet. Still, 37.9% of respondents have used a travel agency. As were mentioned before, at the New Year holidays respondents prefer to rely on a travel agency. Still, 11.4% of respondents delegate rights of booking the hotel to own friends. The majority books the hotel by phone or on the spot.

In order to find out what website was used when respondents booked the hotel, the appropriate question was designed. Results of the question are presented by Figure 9 below. As Figure 9 shows, the majority (36.7%) have used ebooking.com website to book the hotel, while 31.6% of respondents used Haikko's official website. Another 24.1% of respondents mentioned that they used the website called booking.com in order to book the hotel. The minority have stated that they used website call hotels.com and other websites to book the hotel.

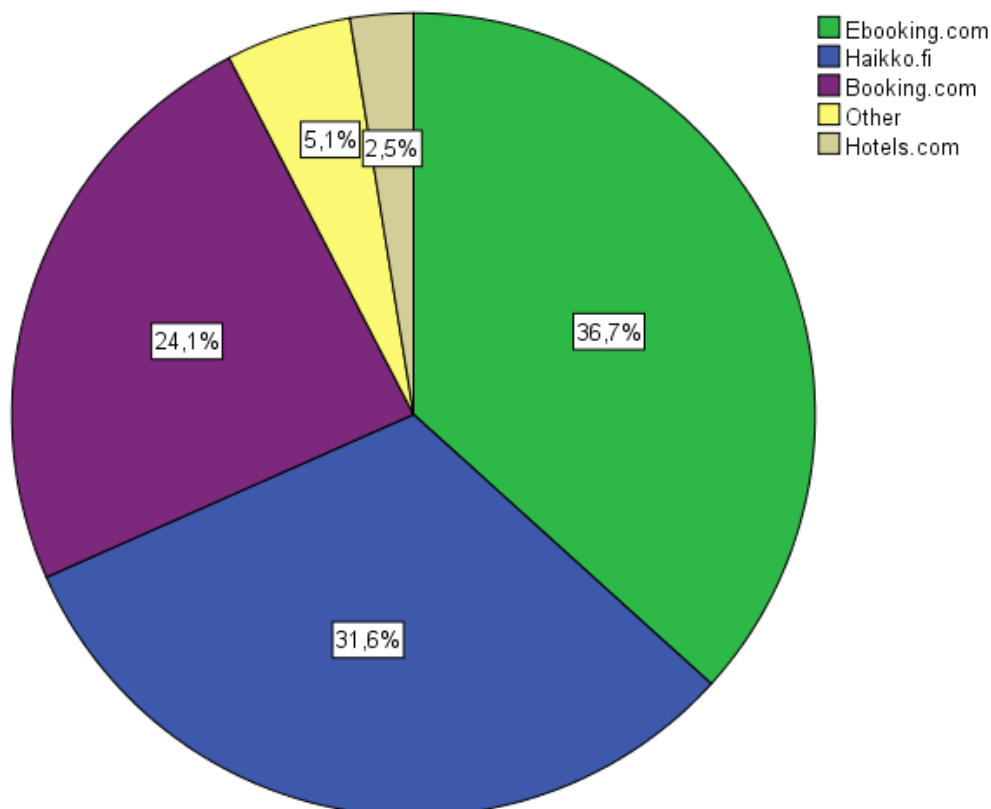


Figure 9. Websites used for booking the hotel (n=79)

As were mentioned in Chapter 4, the commissioner wanted to examine the level of interest regarding spa treatments among Russian visitors. The study has showed that 77.9% of respondents have found information about spa treatments, while 13.1% have not. Moreover, 9% of respondents were not interested about spa treatments at all.

The comparison by gender of particular spa treatments is shown by Figure 10.

Two most popular treatments among females are body spa treatments (23.6%) and massage (21.1%). In facial treatments are interested 11.1% of females respondents. The less popular treatments among males and females are manicure/pedicure, aroma bath and others.

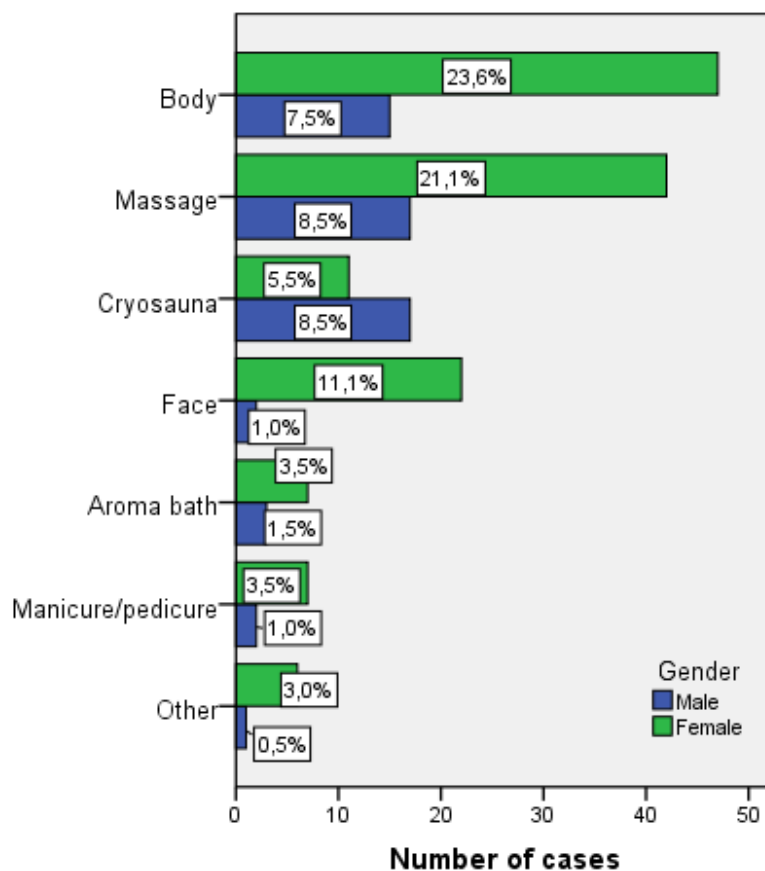


Figure 10. Comparison of Spa treatments and gender (n=121)

Males have showed same level of interest in massage (8.5%), criosauna (8.5%) and body treatments (7.5%). In contrast to females, male respondents do not find facial treatments attractive: only 1% of respondents have founded it interesting. Moreover, five respondents highlighted the swimming pool was as another option to Spa treatments.

The use of search engines in planning holidays is presented by Figure 11. Russian search engine called Yandex keeps the leading position with 45.1% of respondents. One of the most popular search engine named Google received 37% of respondents. The third place is taken by Mail.ru and makes 9.8%. As the other option, 6.4% of respondents use booking.com website while planning own holidays. The less popular search engine called Rambler makes only 1.7%. This information should be carefully considered while rethinking the e-marketing on the Russian market.

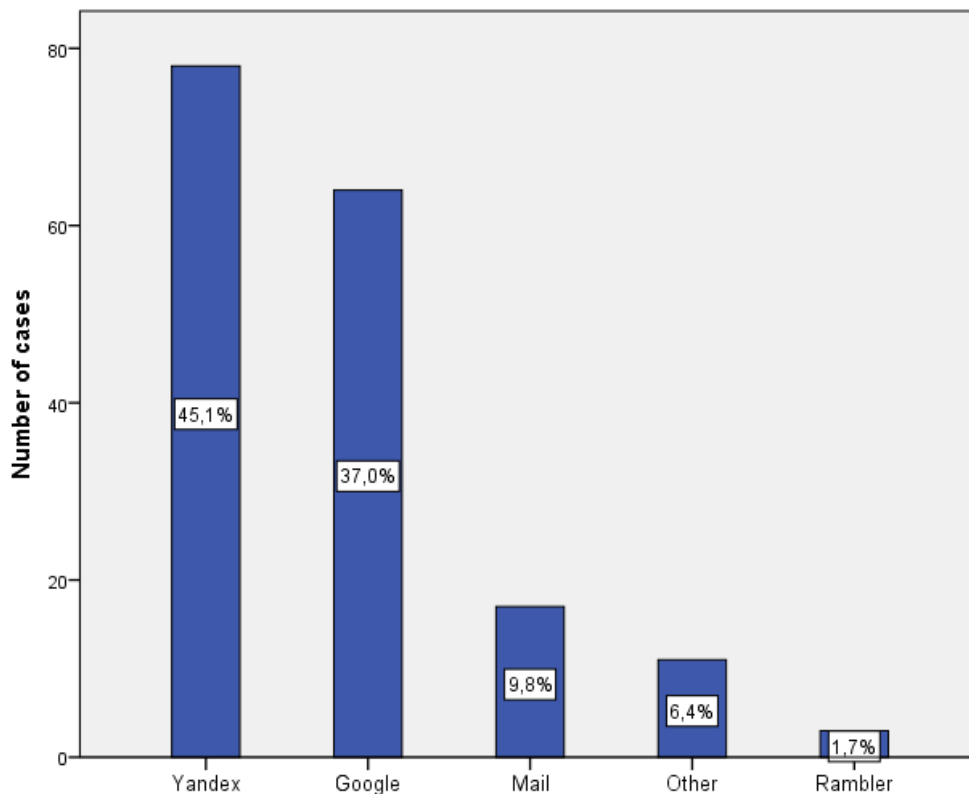


Figure 11. Popular search engines (n=128)

The phenomenon of social media was already covered by the author in the theory part. Relying to gained knowledge, it should be mentioned that the social media websites bring a significant value to a company. It is considered as one of the best way of creating a productive lasting relationship with a customer. To able to reach the target, a company should pay attention to the popularity of social networks.

Figure 12 provides a valuable information regarding popularity of social networks among Russian visitors.

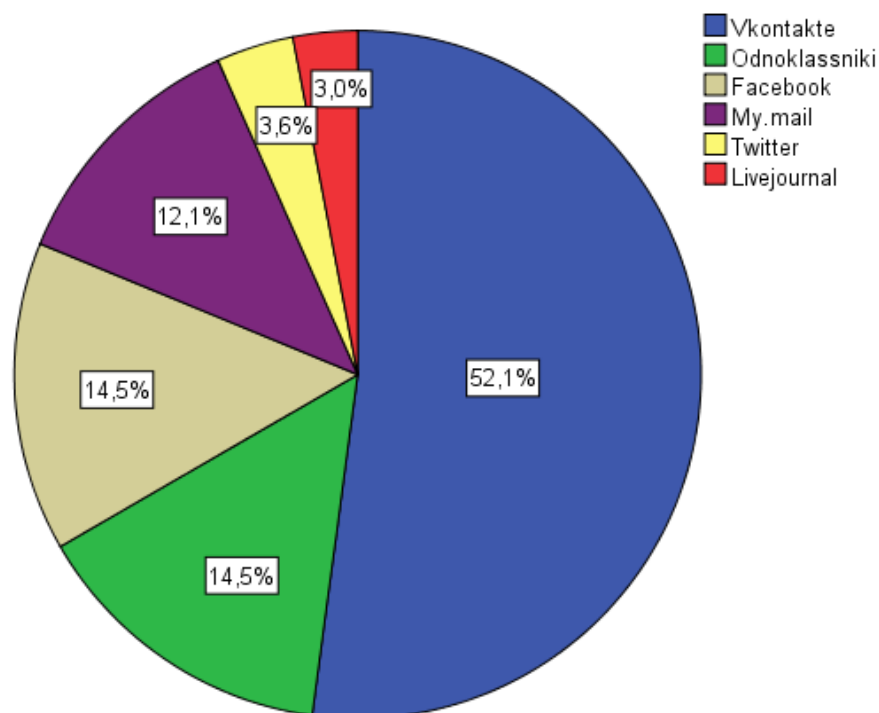


Figure 12. Popular social media networks (n=116)

The most popular social network is Vkontakte makes 52.1% of respondents. The second place by popularity with 14.5% of respondents is shared by Odnoklassniki and Facebook. My mail (or mail.ru) is on the third place by popularity and amounts to 12.1%. Less popular social networks among respondents are Twitter (3.6%) and Livejournal (3%).

In order to receive an emotional feedback from hotel's customers, the open-ended questions were used. Respondents were asked to leave comments and suggestions in the end of the survey. Most of the comments were positive; however constructive suggestions were also given.

Approximately 50 % of respondents have enjoyed their holidays and commented that everything went fine. The place is beautiful, food is tasty, and service is good. Many customers were happy to meet a Russian-speaking employee Anna. Moreover, numerous of suggestions were given by respondents.

The most popular and/or relevant comment and suggestions are mentioned below:

- too much chlorine in the pool
- poor variety of dinner's dishes
- special offers/package for lunch and dinner
- too cold in the room
- missing shampoo/shower gel for a second person/did not get replacement
- expand the pool area (deeper pool, extra Jacuzzi)
- discounts for permanent customers
- boiler with hot water in the corridor/kettle in the room
- more information in Russian language (history of the Manor House)
- prolong open hours of pool/saunas
- possibility to rent bikes during winter season
- evening activities/disco/wider program for New Year eve
- warm pathway to the Manor house
- extra hooks in bathroom
- rubber slippers (to be used in the pool area)
- drying machine for swimwear
- additional activities: fishing, horse rides, billiard table, Finnish sledges, playground for kids 3-6 years old, special swimming area for kids
- Russian - speaking personnel at the reception
- Availability of magnets with images of Manor House, park, etc.

It is crucial for any company to receive feedback, no matter positive or constructive. Feedback gives an opportunity to analyze and evaluate company's performance. Moreover, the company may receive a valuable and costless idea from a customer. Therefore, the above-mentioned comments and suggestions given by respondents should be carefully considered by manager of the hotel and used for further improvement or/and development.

6 Discussion

As it was mentioned in previous chapters, the website of the company has a significant value in attracting customers. The study has shown that a relatively small amount of respondents have visited Haikko's official website and/or have used it for booking. In order to investigate possible reasons behind this, the author decided to take a closer look at the hotel's official website. However, the author has not detected any possible weaknesses. On the contrary, the website was designed in a user-friendly way with a Russian language option. With numerous elegant and inviting images, it increases interest and creates a desire to experience the hotel's services. The website introduces not only detailed description of hotel's services, but also provides additional information for visitors.

Considering the above-mentioned strengths, the author made a guess that the website is unpopular among Russian respondents due to its low visibility in Runet (Russian-speaking online communities). To increase website's visibility, the company may consider utilizing e-marketing techniques, such as search engine optimization, banner advertising and social media activities.

According to theoretical background and the empirical study, Yandex was identified as the most popular search engine in Russia. Hence the Yandex.Direct advertising programme can be used by the hotel to increase visibility of the company and to reach potential customers. It is important to write keywords in Russian language. Detailed information regarding contextual advertising could be found on direct.yandex.com. While designing an advertising text, results of the empirical study should be taken into consideration. As study shows, it would be relevant to mention the location of Haikko Manor hotel as well as the spa. These two facts affect customer's decision while choosing the hotel.

To create lasting relationships with customers, the Haikko Manor hotel should consider creating a page in V Kontakte (vk.com) - the most popular social network in Runet. The page could be used not only for promoting hotel's services, but also for involving customers into conversations. Social network could be used to increase the

amount of traffic of the hotel's official website, collect positive/constrictive feedback and also provide information regarding happenings and events in Porvoo or Helsinki and other facts about Finland. To increase the number of subscribers, the hotel may offer taking part in such competition when hotel's visitors share own experience and post pictures relating to their holidays in Haikko Manor. A winner could be offered a free of charge stay in a hotel room for two or more people, for example.

During the study, the author was able to create the database of respondents' e-mails. Regarding to results of the study, approximately 50% of respondents showed interest receiving newsletters from the hotel. To receive a high respond rate on newsletter, the Russian language is crucial. The database was delivered to the hotel manager personally.

However, to be able to interact with Russian customers productively, the author would strongly recommend involving a Russian-speaking employee. Such person is not only an important employee for customers from Russia, but also valuable person for hotel's marketing department.

As it was mentioned in previous chapters, the importance of the mobile marketing grows very fast. It is a matter of time when the mobile marketing will supplant other types of marketing and become the most powerful way of advertising products and services. Therefore, the company should follow the trends and implement the mobile version of the official website, so it would be much easier to book the hotel bu use of mobile devise.

In order to evaluate results of the study, validity and reliability of the thesis must be considered. To evaluate validity, one should estimate how well the empirical study matches the main purpose of the study. Let us recall the objective of the entire study. In this thesis the author aimed to find the most efficient and appropriated tools to attract Russian customers by use of the Internet. According to the objective of the study, the appropriate questionnaire was designed. The questionnaire helped to answer to all questions of the research. As the result, right type of information was collected and analysed. Hence the researcher states that the study has a high validity level.

Due to the limitation of time, the author was able to reach relatively small amount of hotel's visitors. The target group can be described as the "New Year holiday visitors". Mention target is not necessary the typical type of hotel's visitors. Therefore, if a similar research would take place during different timing/season, the results can differ from the results of this particular study.

To be able to find out the importance of the entire paper and also receive personal evaluation of the thesis, results of the study were presented to the commissionaire. The commissionaire has evaluated author's work as an "exceptionally good". Juha Peltonen, as the representative the commissionaire party, has mentioned that the author of this thesis was able to found out the specific information. Such information could only be found by a native Russian-speaker. The respondents' comments and suggestions bring a great value and would be taken in to consideration for further development. As it was mentioned by Juha Peltonen, new things were discovered by the researcher, such as a profile of a typical customer from Russian with his/her habits and expectations.

In the conclusion, it should be poited out that the main objective of the thesis was achieved. By following reccomendation and suggestions the commissioner will be able to increase brand's awareness, website's visibility in Runet and increase the amount of Russian customers along with its profits. However, it is recommended to complete further research, to be up-to-data with fast-growing technologies.

References

- Amerlnd, D. 2011. Online marketing help. New line publishing. United Kingdom.
- Andreasen, A. R. 2006. Social marketing in the 21st century. Sage Publications, Inc. United States of America.
- Blakeman, R. 2014. Nontraditional media in marketing and advertising. Sage Publication, Inc. United States of America.
- Brotherton, B. 2008. Researching hospitality and tourism. Sage Publications, Inc. United Kingdom.
- Chaffey, D. 2007. Total e-mail marketing. Maximizing your results from integrated e-marketing. 2nd ed. Elsevier Butterworth-Heinemann. Netherlands.
- Chambers of commerce 2012. An Introduction to the Importance of E-marketing. URL: <http://www.chamberplan.ca/business-tips/72-an-introduction-to-the-importance-of-e-marketing>. Accessed: 24 Sep 2014.
- Chron 2014. Six benefits of Internet marketing. URL: <http://smallbusiness.chron.com/six-benefits-internet-marketing-31382.html>. Accessed: 25 Sep 2014.
- Clow, K. & James, K. 2014. Essentials of marketing research: putting research into practice. Sage Publications. California.
- Dann, S. & Dann, S. 2011. E-marketing theory and application. Palgrave macmillan. United Kingdom.
- Gillin, P. 2009. Secrets of social media marketing. Quill driver books. Linden publishing. Fresno, California.

Google Inc. 2014. AdWords. URL: <http://google.com/intl/en/adwords/costs>.
Accessed: 20 Nov 2014

HAAGA-HELIA University of Applied Sciences 2014. Reporting guidelines. MyNet. Studies. Thesis, Bachelor Programmes. Reporting Guidelines. URL: <http://www.haaga-helia.fi/en>. Accessed: 15 Oct 2014.

Hotel Haikko Manor 2014. The past and the present.
URL:<http://www.haikko.fi/en/information/history.php>. Accessed: 15 Nov 2014

Indound 2014. The Difference Between Online Marketing and Traditional Marketing.
URL: <http://www.inboundid.com/difference-online-marketing-traditional-marketing.html>. Accessed: 24 Sep 2014.

Infox45 2014. O poiskovyx sistemah runeta 2014.
URL: <http://infox45.ru/prodvizhenie-sajtov/o-poiskovyx-sistemax-runeta>.
Accessed: 4 Oct 2014.

Jaokar, A., Jacobs., B., Moore, A. & Ahvenainen, J. 2009. Social media marketing. Futuretext Ltd. London, United Kingdom.

Kemp, S. 2014. Half the world has a mobile phone URL: <http://wearesocial.net/blog/2014/09/world-mobile-phone/>. Accessed: 18 Nov 2014

Laudon, K. C. & Traver, C. G. 2013. E-commerce. Business. Technology. Society. 9th ed. Pearson Education Limited. England.

McGivern, Y. 2013. The practice of market research. 4th ed. Pearson Education Limited. United Kingdom.

Michael, A. & Salter, B. 2005. Marketing through search optimization. Elsevier Butterworth-Heinemann. Great Britain.

Miletsky, J. 2010. Principles of internet marketing. Course technology, cengage learning. Canada.

Mohammed, R. A., Fisher, R. J., Jaworski, B. J. & Cahill, A. M. 2002. Internet marketing: building advantage in the networked economy. McGraw-Hill Companies, Inc. New York, USA.

Mooij, M. K. 2005. Global marketing and advertising: understanding cultural paradoxes. 2nd edition. Sage Publications, Inc. United States of America.

Netgo, O. 2014 Russian social media market. Latest data URL: <http://yandexmarketing.wordpress.com/2014/10/18/russian-social-media-market-latest-data/>. Accessed: 18 Nov 2014

Pebble design 2014. The best time to send out email marketing campaigns for the hotel and tourism industry. URL: <http://www.pebbledesign.com/insights/the-best-time-to-send-out-email-marketing-campaigns>. Accessed: 13 Nov 2014

Pelsmacker, P., Geuens, M. & Bergh, J. 2005. Foundation of marketing communication: a European perspective. Pearson education limited. England.

Peltonen, J. 18 Nov 2014. Hotel manager. Haikko Manor hotel. E-mail message.

Peltonen, J. 25 Nov 2014. Hotel manager. Haikko Manor hotel. Interview. Porvoo.

Quirk 2006. E-marketing. URL: <http://www.quirk.biz/cms/801.emarketingone-chapone.pdf>. Accessed: 25 Sep 2014.

Richardson, N. 2010. A quick start guide to mobile marketing. Kogan page limited. Great Britain.

Shjarback, J. 2014 What are different types of Internet marketing strategies
URL: <http://www.business2community.com/online-marketing/different-types-internet-marketing-strategies-0745176>. Accessed: 30 Sep 2014.

Small Biz Connect 2014. Introduction to E-marketing. Benefits of e-marketing. URL:
<http://toolkit.smallbiz.nsw.gov.au/part/27/138/648>. Accessed: 25 Sep 2014.

Smith, PR & Chaffey, D. 2005. E-marketing excellence. The heart of e-business. 2nd ed. Elsevier Butterworth-Heinemann. Great Britain.

Stadtländer, C. 2014. Qualitative, quantitative and mixed-methods research. URL:
http://www.microbemagazine.org/index.php?option=com_content&view=article&id=1040:qualitative-quantitative-and-mixed-methods-research&catid=309&Itemid=446.
Accessed: 6 Nov 2014

Strauss, J., El-Ansary, A. & Frost, R. 2006. E-marketing. 4th ed. Pearson Education. Upper Saddle River, New Jersey.

Sullivan, T. 2013. 4 types of online marketing and how we can help.
URL: <http://blogs.earthlink.net/4-types-of-online-marketing-and-how-we-can-help/>.
Accessed: 27 Sep 2014.

The center of technology 2014. How the Internet is changing life and business. URL:
<http://www.centertech.org/how-the-internet-is-changing-life-and-business.php>.
Accessed: 22 Sep 2014.

Vuoristo, V. 2009. Palvelujohtaminen Haikon Kartanossa. URL:
http://www.tem.fi/files/24499/Haikko_Vuoristo_Veikko.pdf. Accessed: 6 Nov 2014.

Vuoristo-yhtiöt Oy 2013. Perehdyttämisosas. Printed material.

Attachments

Attachment 1. Questionnaire in English language

Hello! I am a Russian student of HAAGA-HELIA University, Finland. As part of my studies I am conducting this survey to help Haikko hotel further develop its services and become more popular among Russian tourists.

1. Your gender

male female

2. Age

under 18 18-25 26-35 36-45 46-60 over 60

3. The town of your origin St. Petersburg Moscow

other _____

4. With whom are you travelling ?

alone family members (no kids) family members and/or kids

fiancé friends colleague other _____

5. How did you get information about the hotel in the first place?

from family/friends Haikko's official website travel agency/agent

social networks (which?)_____ use of search engine system

other_____

6. What made you choose Haikko hotel?

Spa location price positive reference/recommendations

other_____

7. Have you ever visited Haikko hotel's official website?

Yes No

8. Have you found information relating hotel's spa treatments?

Yes No Not interested

9. Which particular Spa treatments interest you the most?

for face for body massage manicure/pedicure
 aroma bath cryosauna other _____

10. How have you booked your holidays?

myself by internet myself by phone friends booked it for me
 used a travel company/agent other _____

11. If you booked your trip yourself by internet, which website did you use?

haikko.fi ebooking.com hotels.com tripsta.ru
 tripadvisor.com booking.com other _____

12. Which search engine do you normally use while planning your holidays ? (booking hotels, searching extra information about the country or city, etc.)

yandex.ru google.ru rambler.ru mail.ru
 other _____

13. Which social network websites do you use more actively?

vkontakte.ru (vk.com) odnoklasskini.ru facebook.com
 my.mail.ru twitter.com livejournal.com other _____

14. Would you like to receive latest offers from the Haikko Hotel?

yes, send it to my e-mail _____
 no, thank you

15. Other comments and suggestions:

Thank you for your time!

Attachment 2. Questionnaire in Russian language

Здравствуйте! Я русская студентка университета НААГА-HELIА в Финляндии. В рамках моего обучения я провожу опрос среди русских туристов. Цель опроса - усовершенствование услуг отеля для русских туристов.

1. Ваш пол: мужчина женщина

2. Возраст:

менее 18 18-25 26-35 36-45 46-60 более 60

3. Место проживания: Санкт-Петербург Москва

Другой (укажите какой) _____

4. С кем вы путешествуете?

один/одна члены семьи (без детей) члены семьи и(или) дети

молодой человек/девушка друзья коллеги

другое _____

5. Как вы узнали об отеле?

члены семьи/друзья рассказали официальный сайт Хайкко

турфирма/тур. агент социальные сети (какие)_____

поисковые системы другое _____

6. Что стало причиной выбора отеля Хайкко?

СПА местонахождение стоимость

положительные отзывы/рекомендации другое _____

7. Вы посещали официальную страницу отеля Хайкко (www.haikko.fi) ?

Да Нет

8. Нашли ли вы информацию о предоставляемых в отеле СПА процедурах?

Да Нет Не заинтересован(а)

9. Какие СПА процедуры наиболее интересны для вас?

- СПА процедуры для лица СПА процедуры для тела массаж
 маникюр/педикюр аромаванны криосауна
 другое _____

10. Как вы забронировали отель?

- самостоятельно через интернет самостоятельно по телефону
 члены семьи/друзья забронировали через тур. агентство
 другое _____

11. Если вы забронировали отель самостоятельно через интернет, какой сайт вы использовали?

- haikko.fi ebooking.com hotels.com tripsta.ru
 tripadvisor.com booking.com другое _____

12. Какие поисковые системы вы используете для планирования вашего отдыха?
(бронирование отеля, поиск доп. информации о стране/городе и т.д.)

- yandex.ru google.ru rambler.ru mail.ru
 другое _____

13. Какие социальные сети вы чаще всего посещаете ?

- вконтакте одноклассники фэйсбук твиттер
 мой мир на mail.ru живой журнал другое _____

14. Хотите ли вы получать информацию о спец. предложениях и скидках?

- да, хочу получать письма на электронный ящик _____
 нет

15. Ваши комментарии и предложения:

Благодарю Вас за уделенное время!