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# Internet promotion of Puumala


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## DESCRIPTION

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<b>Name of the bachelor's thesis</b>  Internet promotion of Puumala		
<b>Abstract</b>  Nowadays, the industry of tourism widely uses the Internet as a promotion channel. There are many types of internet promotion. The main goal of this paper is to analyse the ways of promotion Puumala, the small municipality of Eastern Finland, on the Internet for Russian customers.  Carrying out this research, the methods I employed are an interview and an online survey. Thus, due to this information and the facts taken from the interview with manager of Tour Center I have been able to determine the target group for my future research and current situation of Puumala promotion. Thanks to an online survey, I studied the effectiveness of different ways of promotion such as search engine optimization, email marketing, banner advertising etc.  The results show that types such as email marketing, social media marketing and video are more favourable and useful for promotion of tourist destination among Russian tourists. The thesis also gives the recommendations on how to make each of these ways more effective.		
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## CONTENTS

1 INTRODUCTION.....	1
1.1 Thesis overview .....	1
1.2 Goal and objectives .....	2
1.3 Methodology .....	2
2 ESSENCE OF INTERNET PROMOTION .....	4
2.1 Promotion as part of marketing.....	4
2.2 Promotion on the Internet.....	7
2.2.1 Search Engine Optimization .....	8
2.2.2 Banner and text advertising .....	9
2.2.3 Email marketing.....	12
2.2.4 Social Media Marketing .....	13
2.2.5 Video.....	15
2.3 Specifics of promotion of a tour destination .....	16
3 PUUMALA AS A TOURIST DESTINATION .....	17
3.1 General information .....	17
3.2 Sightseeing .....	17
3.3 Activities .....	18
3.4 Restaurant, shopping and accommodation .....	19
3.5 Portrait of a tourist .....	20
4 INTERNET PROMOTION OF PUUMALA.....	21
4.1 Conduction and results of the survey .....	21
4.2 Observation of the current promotion situation.....	28
4.3 Recommendations for further internet promotion.....	29
5 CONCLUSIONS .....	32
BIBLIOGRAPHY .....	32
APPENDICES	

# 1 INTRODUCTION

## 1.1 Thesis overview

Nowadays the sphere of tourism is developing rapidly. One of the reasons is the fact that people are in need of a good rest from their everyday life. More and more people want to break away from city life. Finland is one of the attractive tourist countries thanks to its unique and unspoilt nature. This factor is important today because there are a few places, where a tourist can relax in a clean atmosphere.

The tourism industry in Finland has good growth prospects. Finland is especially popular with Russian tourists (Finpro 2015), because of the close location and other attractive aspects. Strengths of the Finnish tourism include attractive tourism areas, for example, Helsinki, Turku Archipelago, Lapland as well as a good quality of services, offering different types of accommodation and restaurants. Along with the above-mentioned destinations, there are places in Finland that deserve attention but they are still known to a small number of tourists. One of them is a small municipality in Eastern Finland, Puumala.

At this moment, there are many methods of promotion. Thanks to the development of IT-technologies, Internet became one of the most effective. Nowadays, many companies are trying to use the Internet for marketing purposes. Using the Internet, marketers can develop marketing strategies and achieve many purposes connected with the promotion of any products and services with minimum effort and low cost. (Zimmerman 2002, 34.)

The proper using of the internet technology increases the chances to attract new tourists from other countries. As for promotion, different offers should be presented in a creative way and, for example, with multimedia effects. In this case, it will be easier to attract the attention of the potential customer and stimulate the interest to get more information about the product (Bisht et al. 2010, 87).

The main idea of my diploma work is to find the proper way of promotion of a tourist destination considering limited resources. In this paper, the information about basic principles of promotion on the Internet is presented. There is also information about the

issues such as what a tour centre must promote Puumala now and recommendations for further promotion based on the survey results.

## **1.2 Goal and objectives**

The organization that has commissioned the work is Tour Centre in Puumala. They gave me the task to analyse the different ways to promote Puumala on the Internet, paying a special attention on to Russian tourist.

The research question of the thesis is «How to promote Puumala on the Internet among Russian tourists? ». According to this research question, I formulated the goal of the thesis and determine objectives.

Goal: to analyse the ways to promote Puumala on the Internet for Russian customers;

Objective 1: to identify the portrait of the tourist of Puumala;

Objective 2: to analyse the current situation of Puumala promotion today among Russian customers;

Objective 3: to study the effectiveness of different ways of promotion among Russian Internet users.

Thereby, the outcome of my work gives some recommendations for better promotion for Russian customers, based on analysing principles of Internet promotion and, of course, on the results of a survey for Internet users.

## **1.3 Methodology**

One of the methods of the research is an interview with Tuula Vainikka, manager of Tour Centre. The main purpose of this interview is to determine the target group, the most popular activities and the planned organization of events in the future. I have chosen this method because of advantages such as providing complete and specific information that is known only to the interviewee. Before this interview I had a hypothesis and the results of the interview with the professional helped me to prove it.

As I have already mentioned, one of the objectives of my diploma work is to study the effectiveness of different ways of promotion among Russian Internet users. I got this kind of information by survey.

Using the method of questionnaire allows saving in costs and, in the same time, getting answers by a large number of people. One of the essential features of this method is anonymity. During the questionnaire a name and contact information of the respondents is not fixed, only answers.

I chose this method of research because it helped me to identify the interests and needs of the target group. In other words, the subject of my survey are elements of social consciousness. Thus, it is an appropriate way for getting information, because the questionnaire is conducted mainly when it is necessary to find out people's views on some actual issues and reach a large number of people in a short period (Punch 2003, 83).

Nowadays it is very convenient to conduct various surveys on the Internet. It is faster and more productive than common surveys in the streets of cities or shop. According to the survey of Russian Public Opinion Research Center (RPORC 2014), conducted in October 2014, 66% of Russian citizens aged 18 and older use the Internet (76.3 million people). Thanks to the modern technology, processing of questionnaires is much faster and easier. This point is the biggest advantage of this type of surveys.

There are also disadvantages of using the Internet as a venue for the questionnaire. For example, the problem of reaching the target group. In my case, the problem can be solved by placing the questionnaire on one of the websites or community in social networks of the appropriate theme.

It is necessary to take into account the level of relevant survey results. 5% is the standard error, most commonly used in the statistics, but at the same time, more than 10% is unacceptable. In my case, the general population is 1 000 000+. According to Epstein (2012), I should ask 97 – 384 people if I wanted that results of my survey to be relevant (5- 10% of error). Taking into account the fact that usually only 10% answer to a survey, I should send my questionnaire to 970 – 3840 people. (Epstein 2012.)

## 2 ESSENCE OF INTERNET PROMOTION

### 2.1 Promotion as part of marketing

Before talking about the concept of promotion it is very important to determine what marketing is and what place of promotion in this process is. Many people believe that marketing is just advertising in the public place. This is not surprising: every day we see hundreds of commercials, newspaper advertising or advertising in a public place, such as transport. However, advertising is only one of the marketing components.

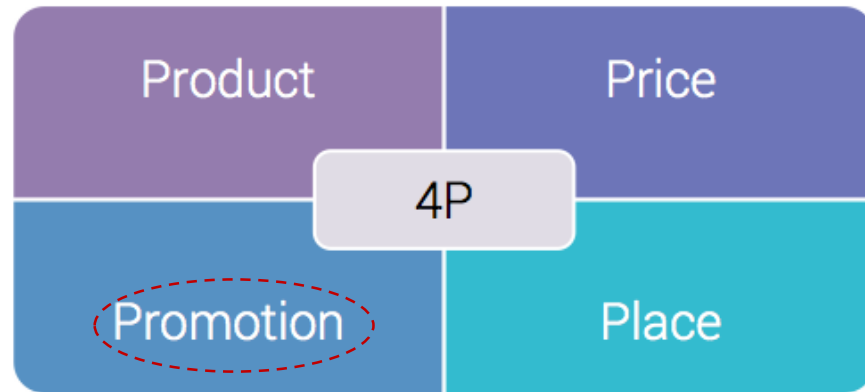
There are many definitions of marketing. In my opinion, the most accurate and clear definition is given by the American Marketing Association (AMA): Marketing is the process of planning and implementation of design, pricing, promotion and implementation of ideas, goods and services through the exchange of satisfying the goals of individuals and organizations (Goldstein & Kataev 2009).

The aim of marketing is not a sale of goods or services in any way. It has the aim to get and meet customer satisfaction, to attract new customers, using different means for promising them the lowest price and highest quality, and retain old customers (Hundekar et.al 2010, 7).

The most important elements of this marketing set are presented in the concept of 4Ps: Product, Price, Place, Promotion (Picture 1). The concept of "marketing mix" appeared and was published by Neil Borden in 1964 (Baker 2001, 52). The first set of marketing "marketing - mix" for Borden consisted of a large number of "parts": pricing, branding, distribution, personal selling, advertising, packaging, service, product development, etc. E. Jerome McCarthy grouped all the elements in the marketing mix 4Ps, making them easy to remember and use (Baker 2001, 54).

The product is what the company offers to their customers. The product can be physical goods, service, ideas or a place (Hundekar et. al 2010, 51). The product is the first thing and the basis of the marketing mix. The price is an important element of the marketing mix, general revenue of a company from the sale of goods or service depends on the price. The price is determined based on the perceived value of the product by the consumer, the cost of the product, the price competition and the desired rate of return. As

for the place, it ensures the availability of the product to the target market and means that the product of the company should be on the market in the right place. (Marketing concept.) In other words, the place represents a model of the distribution of products of the company.



**FIGURE 1. Concept of 4Ps (Marketing concept)**

My thesis concerns the next part of 4ps, promotion. Promotion is a mix of marketing activities, that helps achieve goals such as increasing the awareness of the product, company or brand; occupation of market segments and increasing the demand etc. (Perreault et. al 2013,73). Moreover, it provides a solution of problems such us for whom and what tools should be used for promotion of the certain product or service for the certain group criteria. Therefore, the main objective of promotion is to make an impact on need of the consumer and his/her behaviour.

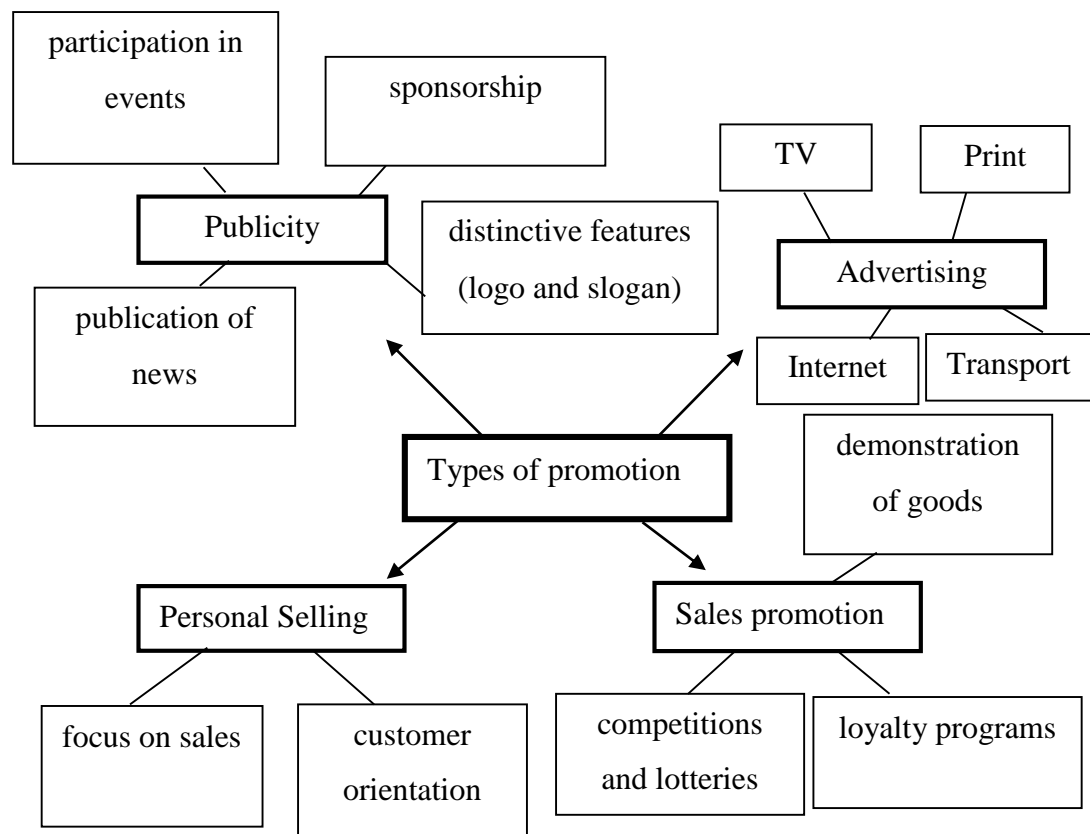
According to these facts, I can find out the main functions of promotion in marketing (Kalyzhcky 2012):

1. To spread information about product and its advantages for potential customers. If the company product has special features or innovations, it is meaningless as long as clients do not know about it.
2. To create a prestigious image of the product. In this case, the key word is "image". I am talking about the formation of such a representation of customers, which often exceeds its real content. The main idea is highlighting the product's advantages against other products on the same market.



3. To change the stereotypes about product. A negative trend can be broken by using a special strategy.
4. To stimulate participants of the marketing system. There are many companies that have indirect sales channels and make deal through intermediaries. Intermediaries are oriented to final demand. In this case, the best way to motivate and find new intermediaries is to stimulate final demand through promotion.

In practical marketing, there are many ways to promote the product. The options can be divided into four big groups as presented below in Figure 2.



**FIGURE 2. Forms of promotion** (Hanafizadeh 2012)

## 2.2 Promotion on the Internet

Presented types of promotion can be implemented in a digital format, for example via the Internet. While considering the sales promotion, one way of arranging competitions and lotteries is to use the official website or Social Network. Moreover, personal selling can be organized by email or publicity of some news can be on the Internet. There are lots of examples of using the Internet as a tool for promotion.

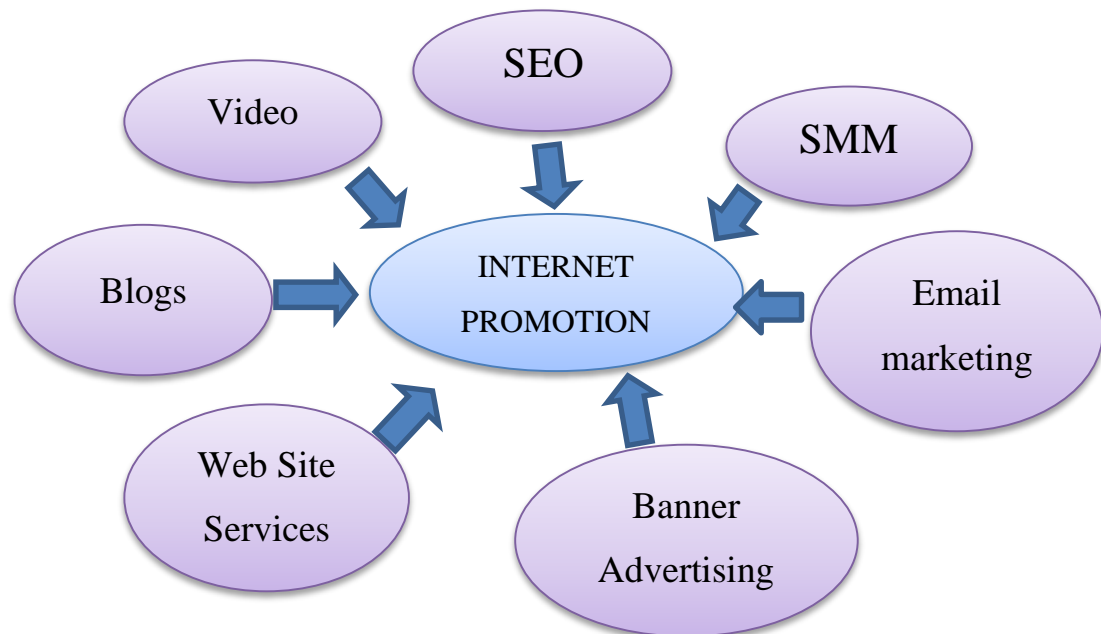
It goes without saying, today online promotion is an important part of the marketing strategy for any company because the number of users on the Internet is growing very quickly. Nowadays it is the most popular telecommunication technology in the world. Thus, internet promotion is a very popular and effective method of increasing the attractiveness of any product. In other words, it can help to attract the largest amount of the target group using different resources on the Internet. (Zimmerman 2002, 22.)

According to Hanafizadeh (2012, 61-64), Internet promotion has many important advantages over traditional methods of promotion:

- Possibility to order product or book services 24/1, regardless of the geographical location of customers.
- Clients and potential customers can get the most actual and up to date information about the product and to find the differences between it and similar products of competitors. They also can get online support from providers about different issues.
- It helps to save costs on publication of electronic brochures and catalogs on the Internet compared to printed ones.
- Possibility to economize time when the company informs consumers about new offers or new products.
- Reaching the target group more easily on the Internet and it gives possibility to expand the audience.

Based on these factors, many organizations of different spheres largely or even completely moved their business to the Internet. Companies mainly use websites for internet promotion. After creating a website, placing it on the network and publication in the search engines, many enterprises expect that thousands of people will visit this website and become clients easily, but usually it does not happen. Internet users have a challenge

to find the company's website among the huge number of web pages on the Internet. Obviously, the number of these pages is increasing exponentially. In order to promote the website and the product it is very important to choose the right tools of promotion (Figure 3). In the following chapters (2.2.1 – 2.2.5) I will present the most effective ones according to Graham & Lee (2011, 6-13).



**FIGURE 3. Tools of internet promotion**

### 2.2.1 Search Engine Optimization

SEO is a set of activities which main purpose is to influence the ranking of certain websites and to raise the position of this resource among others and get more traffic (Yakovlev 2006). Search Engine Optimization appeared and became popular in the mid-90s with search engines (Graham & Lee 2011, 62). Of course, during that time the search engine algorithms had another system of working and were less developed than today. Now this system allows the optimizer to manipulate search engine results using simple tools, such as tags and others.

Currently, Russian Internet users use various search engines. The list and its popularity is presented below.

**TABLE 2. Popularity of Search Engines in Russia (SeoRate 2015)**

Search Engines	July 2014	August 2014	September 2014	October 2014	November 2014	December 2014	January 2015	February 2015
Yandex	61,78	61,20	60,83	60,67	60,45	60,21	59,75	59,54
Google	29,29	29,85	30,30	30,72	31,28	31,78	32,46	32,79
Mail.ru	7,36	7,37	7,30	7,11	6,82	6,63	6,45	6,36
Rambler	0,98	0,95	0,89	0,83	0,78	0,75	0,71	0,69
Bing	0,59	0,63	0,68	0,67	0,66	0,64	0,62	0,62

It can be concluded that the most popular search engines in Russia are Google and Yandex. Moreover, from September 2014 the popularity of Yandex slightly decreased and Google's is growing up.

An important factor for getting the good position of a specific website in search results is relevance. It means that the content of a webpage should have specific keywords, which are written in a search engine query (Graham et al. 2011, 67). To increase the relevance of a page I need to create the core of queries, i.e. the most often used words by the target group from the total number of queries made in the search engines.

### **2.2.2 Banner and text advertising**

The most popular form of attracting visitors to the website of the company is the banner and text ads. Banners are graphics of a certain size and they have a hyperlink to the advertiser's website. Graphics can be static, animated or multimedia. (Flashboom 2012.) Banner sizes are combined with standards, it allows displaying advertising both in static and dynamic mode (in the same place a few banners displayed alternately). Another form of presentation of information on the Internet advertising is text ads. It looks like a block of text that has a hyperlink to the advertiser's site. The text advertising is less attractive than the banner, but it has another advantage - the user of the Internet cannot block it (Yakovlev 2006).

The first online banners appeared in 1994 and gave an information message about "friendly" sites (Greenfield 2014). Then the use of banners acquired a commercial nature, and now banner advertising is an area in which revolve a lot of money.

There are a number of rather strict rules and standards that should be followed during the creation of banners. First of all, it concerns the banner format (Yakovlev 2006). The first attempt to create a uniform classification was made by companies IAB (Internet Advertising Bureau) and CASIE (The Coalition for Advertising Supported Information and Entertainment), which in addition to the standardization of sizes offered for each format online banner special name (Zimmerman 2002, 355):

Full Banner - 468 x 60

Full Banner with Vertical Navigation Bar - 392 x 72,

Half Banner - 234 x 60,

Square Banner - 125 x 125, Button\_1 - 120x90,

Button\_2 - 120 x 60

Micro Button - 88 x 31

Vertical Banner - 120 x 240.

Banner is a graphic image or animation. Depending on how it is created, there are several types of banners. Static banners are a single graphic image, without moving, with additional elements. GIF-banners are presented as a sequence of frames, which follow each other. Flash-banners or Java are created in Adobe Flash and look like a small video. (Flashboom 2012).

How effective is banner advertising for promotion of a web site and product? There is a very popular phenomenon such as banner blindness. Banner blindness is a phenomenon which occurs when a website visitor consciously or unconsciously ignores the banner advertisement. The term was first used by Benway and Lane in 1998. (Oberoi 2013.) As a result of experiments, it was found that people who use a site for search of specific information, ignored even the big bright banners, no matter what part of the page it was located. In addition, it was found out that visitors did not even pay attention to the banners that contained useful information related to the problem of the user.

This information was confirmed in the results of US Census Bureau in 2007 (Nielsen 2007). Members were asked to visit the company's website to answer the question: «How many people live in the country at this moment?». The answer was located in the upper right corner. The number was allocated a large red font. However, 86% of participants failed the test (Oberoi 2013). One of the reasons is the fact that the information was located in the block, which is traditionally placed advertising (Figure 4).

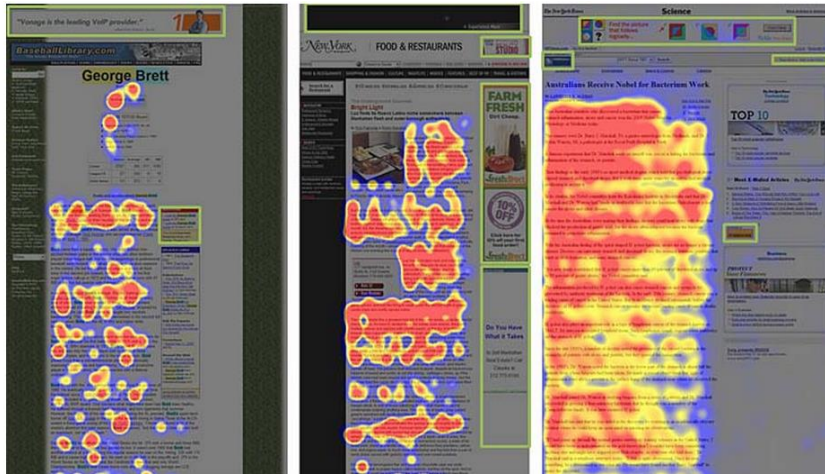


**FIGURE 4. Census Bureau research** (Nielsen 2007)

Thanks to the new eye tracking studies, the same results were obtained. According to the Figure 5, people don't pay attention to the banners.

Jakob Nielsen research (Nielsen 2007) also showed that the dominant type of viewing a web page like the letter F. At first glance the user slides horizontally at the top of the page. Then the eyes move downward and continue to slide horizontally. However, this time the movement of eyes looks shorter, as the second strip in the letter F. Finally, the user vertically scans the rest of the page.

Of course, there are exceptions to the rule. Some users can view a webpage, like the letter X or inverted L. But most of people whose writing is from left to right, view the page as letter F. These facts can help to avoid banner blindness. (Oberoi 2013.)



**FIGURE 5. Banner Blindness (Nielsen 2007)**

There are sources that say that the way of attraction clients by web banners is effective, as well as tourists. According to Ghosh & Bhatnagar (2013, 26) the efficiency of Banner advertising takes a second place after SEO. The main aim of the advertiser's is to create Banner, taking into account the interests of the target group.

### 2.2.3 Email marketing

Another type of internet promotion is email marketing. It is considered one of the most effective methods for business, because it helps to build a direct connection between the organization and potential or existing customers. The result of this communication may be increasing customer loyalty to the company and increasing attractiveness.

There are several misconceptions about email marketing, which has become widespread.

1. Email marketing is spam. The main difference between e-mail marketing and spams is as follows: Spam is mass mailing advertising based on the email addresses from public sources without any consent from people (Herschell 2002, 56). As for email marketing, it is communication with subscribers based on their prior consent with them.
2. Email marketing is just sending e-mails. The main difference between these two concepts is that sending emails is only part of email marketing strategy.

In email marketing communications are based on the letters. There are two main types of these letters (Demand media):

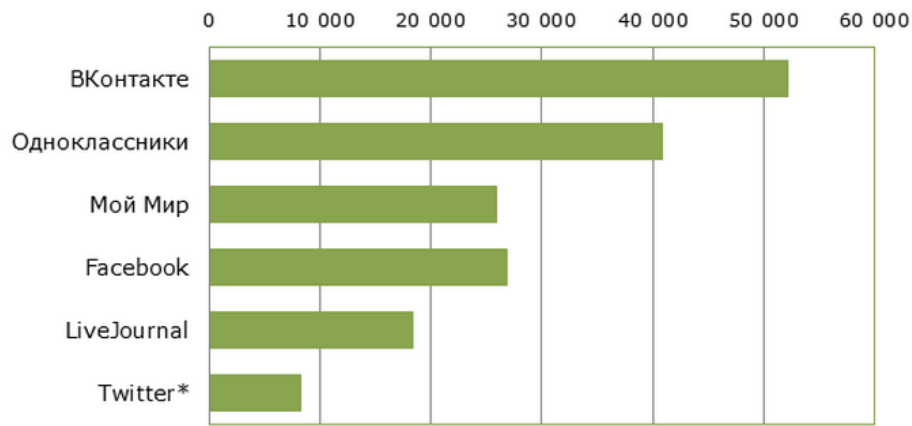
- Transactional email, which is sent to the customer in response to his actions on the website. In addition, it is one of the easiest ways to improve the company's brand image and customer loyalty. Brand awareness can be achieved through using logo, corporate colours etc. in letters to customers. Loyalty program may result in the presence of such a letter useful and important information for clients.
- Direct mail. For example, this letter can inform about the event or news (global or local). In such letters, company should pay attention to the information itself and not give lots of commercial advertising (Graham & Lee 2011, 38). It can also contain an invitation to the user to confirm the participation in the upcoming event, or share the good news with her/him.

#### **2.2.4 Social Media Marketing**

Social Media Marketing (SMM) means to attract customers in social networks. The aim is to increase traffic by attracting visitors to the website from social networks. This type of promotion is becoming increasingly important in recent years, because of the growing popularity of it, and because of the decreasing the effectiveness of the classical methods of internet marketing (Richardson & Gosnay 2010, 4).

It goes without saying that social networking has a giant audience. According to the statistic of 2014 year in Russia, about 52 million people use monthly VKontakte! (Figure 6) Obviously, any company cannot miss this opportunity as to attract attention of customers using this way of promotion. Information on social networks spreads with great speed, and right using it helps get a big success.





**FIGURE 6. The audience of social networking in a month, thousands of people**  
(Public Opinion Foundation 2014)

One of the advantages of social networking is possibility to create a feedback between the organization and target group. Customers will be able to express their opinions about the website and its products and services, tell about weaknesses or even the strengths of the business. It helps to develop an organization in the future, it is especially important in a tourist industry, when feedback of customers is essential part.

Social networks have the big speed of spreading information. Social networks may be compared with a virus. This principle now effectively works for PR professionals and for ordinary managers who try to maintain a dialog with their audience in different social networks. When members find out something important (news, reviews, videos etc.) and interesting for them, they will share it with friends, colleagues. Repost, re-tweets, videos and different links became a common form of communication and expressing emotions in social network.

In addition to the classic social networks, nowadays the popularity of touristic social networks is increasing as (Social networks for tourists). In these communities, travellers exchange impressions, reviews, photos, videos, blogs and etc. Moreover, it is important to know that functionality and services of a tourist community do not inferior classic social networks. For the promotion of tourism products, it is important to understand that the target audience of such sites is tourists who travelled, travel and plan to travel and discover different countries and cities.

Besides well-known international social networks such as TripAdvisor, Foursquare, Pinterest, there are some kinds of tourist communities in Russia such as (Social networks for tourist):

- Turizm.ru
- Turpravda
- Tourout.ru
- Tourister.ru
- Turbina.ru
- Tripster.ru

### **2.2.5 Video**

Video can be also applied as a tool of promotion of any tourist destination. Ipsos Media CT, an independent marketing company, conducted a survey in 2013 to find out what the role of videos in the lives of the travellers and consumers was (Vertical travel 2014).

According to the results, more than half of the tourists 51% watched online videos about travel. Compared with 2012, this figure rose 6%. As for traveling, this figure is even higher (two-thirds of the people). Corporate forms of the content have leading positions:

- video of hotels, airlines, cruise and travel companies - 62%;
- professional travel reviews - 59% ;
- video of resources related to travel - 57%;
- trips' reviews from "ordinary people" -57%. (Vertical travel 2014.)

Personally, I think these data show that tourism is one of the online industries in which users pay special attention to the commercial videos of an organization and even reviews by other travellers.

This research suggests that online video is a key factor in tourism sales chain (inspiration - selection - comparison - purchase). Leisure travellers watch videos for several reasons: thinking about how to go to rest (64%), choosing where to go (63%), what they could do on holiday (65%), and choosing a place where to stay (52%). (Vertical travel 2014.)

Thus, online video should be an opportunity in the tourism sector, where users visit an average of 38 sites before selecting a tour, online video can be a central part of promotion strategy on the Internet and provide a competitive advantage (Expedia Media Solutions 2014).

### **2.3 Specifics of promotion of a tour destination**

A tourism destination has several features that are important to be considered during the promotion. For example, tour destination does not permanent properties, such as quality, taste, usefulness, therefore. While creation of promotional strategy is almost impossible to apply the comparison, which is widely used in commercials of traditional products. Travel destination cannot be "normal", every tourist route is unique. (Specific of tour service.)

Specificity of tourist services means using of visual aids that fully show the object of a tourist interest. The idea of this specific feature is the principle of "It is better to see once than hear a hundred times." For instance, a high-quality picture of the promoted resort is able to affect the audience than beautiful stories about the same resort (Specific of tour service). Therefore, using a photo, video and other multimedia tools is necessary for promotion of any tourist destination.

When creating a website of any tourist destination, it is important to keep in mind that the more information about the city and its features the better. Potential tourists are interested in obtaining information about sightseeing and its history (Kolb 2006, 22). A big plus is the ability to compare hotels and restaurants according to various criteria. An important point is the availability of contact details and feedback.

Another factor in tourism promotion is seasonality (Kolb 2006, 24). It is important to determine what period is the most popular with tourists. Then, in advance, the organization should create the promotion strategy.

### **3 PUUMALA AS A TOURIST DESTINATION**

#### **3.1 General information**

Puumala is a municipality in the region of South Savo in eastern Finland. There are more than 3700 cottages in Puumala. 3000 km of coastline and more than 1,000 islands, sandy beaches and rocky shores make this place unique and attractive (Official website of Puumala).

Puumala is the most suitable place for tourists who love the beauty of nature and a peaceful way of life. The charming Puumala attracts tourists in all seasons. There are different opportunities for activities such as hiking, nature paths, boating, fishing etc, that will be satisfying with any request.

To acquaint with the beauty of the landscape a tourist can explore the archipelago by car. The route has a length of about 20 km and passes through the territory of 19 islands connected by bridges and ferries.

One of the most popular places in Puumala is the port. In summer, Market Square and cafes are opened for inhabitants and visitors of this municipality. Tourists can see the famous steamship Wenno that provides cruises. Nearby, on the bridge Saimaa, there is a cafe, where people cannot only try some dishes, but also admire the surroundings (Official website of Puumala).

Moreover, besides tourism, Puumala has a good level of development of agriculture and forestry. There are also highly valued traditions of needlework and handmade crafts.

#### **3.2 Sightseeing**

The symbol of Puumala is the steamer Wenno. It is one of the few ships of the Saimaa flotilla that had wood-tarred carcass, saved for our days. Wenno is in the register of heritage and it is maintained in its original form every time. Today, the ship carries a leisurely trip for tourists to admire and enjoy the beautiful expanse of Lake Saimaa. Tourists are offered daily and themed cruises, for example, on the full moon, as well as a long cruise accompanied by jazz.

One of the attractions is Puumala Church of St. John the Baptist. The construction of the church began in 1829, and under the Midsummer's Day in 1832 the dedication was held. In 2007, Church of St. John the Baptist was renovated. Inside the Church is simple, with modest decorations. (Church of St. John the Baptist.) It is open not only for local inhabitants but also for all tourists. Puumala church can hold more than 1,000 parishioners.

The graceful bridge over the strait of Saimaa was commissioned in 1995. The bridge's length is 781 meters and height - 28.5 meters. The bridge is equipped by an elevator to reach the top of the observation tower. Tourists can enjoy the breathtaking beauty of Saimaa Lake, studded with islands. Every summer in Puumala, different festivals, which includes a performance of the most popular artists in Finland, are arranged in honor of the bridge. During the summer holidays, there are also many interesting events and organized summer theatre performances. In 2012, the port in Puumala won the title of the best tourist pier in Finland. The port in Puumala has a convenient location, as well as a set of necessary and affordable services. During the summer, the pier is especially popular with tourists.

In Puumala, there are two museums: the museum complex "Liehtalanniemen museotila" and hopper of Mannerheim line "Salpalinja - Bunkkeri" which dates back to the Second World War. Popular natural sites for visiting are laydown and huge boulders. There are seven sites with rock paintings of prehistoric times. These sites are located in Kuutinvuori, Miettulanlahti (10 km from Puumala). On the paintings people can see boats, human figures, and animals such as elk (Ristiina Tour information). There are also painted handprints and some other coloured remnants of paintings.

### **3.3 Activities**

In summer, the number of residents of Puumala significantly increases thanks to the visiting travellers. There are more than 3700 cottages In Puumala. In the island villages located at large distances from each other, the cultural life is created by the people themselves. Puumala has three theatre groups, choirs and dance groups.

The water of Saimaa Lake is very clean. In summer and in winter, tourists can fish. Tourists can also freely swim in the lake, walk and ride on the ice. Walk on skis or snowshoes is a great way of spending time with families. Winter gives the special charm, it is the short period when a winter day fades away and the whole of nature is immersed in deep blue tones.

The most popular activities in Puumala are connected with enjoyment of nature. It includes hiking and nature paths (25 or 19 km), skiing and snowshoeing, boating and paddling (Official website of Puumala). Travelers also can explore the waterway of Saimaa by motor boat.

In addition to recreation on Lake Saimaa, there is a gym in Puumala, so in spare time, tourists can practice many sports. In summer, tennis players and golfers can play using the court. In winter, tourists have the opportunity to go skating and skiing. In a small municipality, there are lighted trails for skiing.

Moreover, in Puumala various festivals are organized such as the feast of the bridge "Siltakemmakat", jazz concerts "Niinijazz", summer theaters, horse races "Puumalan ravit", fairs such as "Jaakkomarkkinat" or the holiday of island residents "Saaristolaispäivät". One of the brightest events is the rally "Suur - Saimaan ympäriajot", which presents gorgeous vintage cars, motorcycles and tractors.

### **3.4 Restaurant, shopping and accommodation**

Fish in Lake Saimaa is one of the best products of local food. Salmon is grown not only in cages and but also in the lake. Food of Saimaa region is organic and produced ecologically. In the region of Savo, food is prepared according to the tradition; it is usually baked or stewed for a long time. A special meal of Puumala is the bread product, called a buckwheat cake. Other popular local products are whitefish, wine from the farm, milk products, vegetables and berries.

Travellers can try the local wine on the farm "Temolan Viinitila". The assortment of the farm includes award-winning wines from local berries: black, red and white currants, as well as real apple cider. In the restaurant with 35 seats, clients can also taste strawberry, raspberry and cranberry liqueur or enjoy coffee. (Niisaari Village.) Another place

for dining is restaurant "Ravintola Niipuu", located in the village Okkola. Depending on the season and the catch, visitors will be offered dishes from fresh delicacy fish or mushrooms.

One of the most unusual places for shopping is the blacksmith shop "Hanhiniityn Paja". In the forge of the local craftsmen everybody can buy forged handmade Finnish knives, hiking axes, as well as objects for interior decoration. There is an opportunity to be acquainted with the work of the blacksmith during master classes and demonstration shows. Various ceramic products can be purchased in "Honey Moon", for example, paintings, gift cards, ceramics. In addition, there is a beautiful art gallery. (Niisaari Village.)

Puumala provides the tourists with a big choice of different types accommodation: villas, cottages, hotels, guest houses and etc. The most common type of accommodation in Puumala is cottage houses. One of these places is Okkolan lomamökit. Comfortable cottages are made on an individual project, taking into account the characteristics of their location. Thanks to a winding coastline, each cottage is in solitude and quiet. Each cottage has its own sauna (in some - even two), a dock, a rowboat and the atmosphere of rest. (Okkolan lomamökit.)

### **3.5 Portrait of a tourist**

During the promotion of any product or service, one of the most important steps is to identify the target group. The target group is the term used in marketing and means a group of people with common characteristics, having a particular purpose (Sweeney & MacLellan 2007, 21). The common features can be different (age, gender, marital status, occupation, hobbies). The main criteria of the target group is an interest in the offer and a high probability of buying a product or service. Therefore, the target group is the main and most important group of people who see advertising.

In the case of promotion Puumala, to identify the target group I needed to know who generally visits this place: what age, what occupation, what attractive features tourists can find here. According to the information from the chapters 3.2- 3.4, I suggested that it is a person who loves to spend time enjoying quiet and Finnish nature, who likes activities connected with it and fresh healthy food. But in the same time, a tourist must

have enough money for these activities and restaurant, because Puumala generally does not present any budget variant of accommodation like a hostel. Tuula Vainikka confirmed it and helped me to identify the portrait of a tourist of this small municipality (Appendix 1).

The basic criteria you can see below:

- 25 - 45 years;
- couple and family with children;
- middle class with good income;
- nature lover, who enjoy peace and quiet;
- interest in cottage life and appropriate activities for this kind of life.

These criteria are the basis for determining the target group for promotion and, of course, for the survey.

## **4 INTERNET PROMOTION OF PUUMALA**

### **4.1 Conduction and results of the survey**

As it was mentioned above, my survey was conducted on the Internet. I used the site [www.surveio.com](http://www.surveio.com), which was very convenient for conducting the survey and analysing the results. This site allows to make a choice what kind of design you prefer and what type of questions you choose for your questionnaire (Appendix 4).

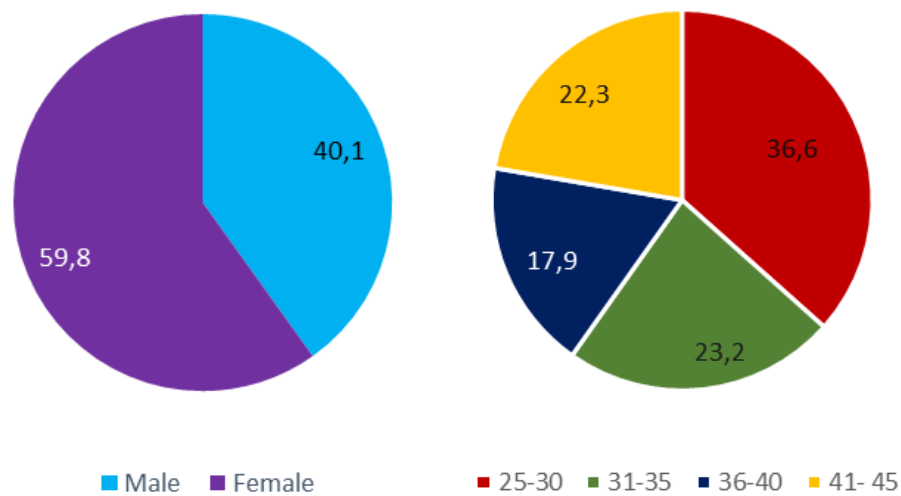
I posted the link (<http://www.surveio.com/survey/d/A9O8D8X6W3G7N5E6E>) to my survey in one of the groups in Vkontakte (Appendix 4). The information about the accounting the respondents of my survey is presented in Chapter 1.3. In my case, I had to send my questionnaire to 970 – 3840 people. I found an appropriate group in Vkontakte for my target group. The theme of this community was cottage life on Saimaa, fishing and other activities in Finland. In the group (Appendix 4), the number of subscribers was 2171. To gain a larger number of responses, I wrote to people a private message.

My survey consisted of 12 questions, two of which requested information about the age and gender of the respondents (Appendix 2,3). 9 questions were closed, one of them



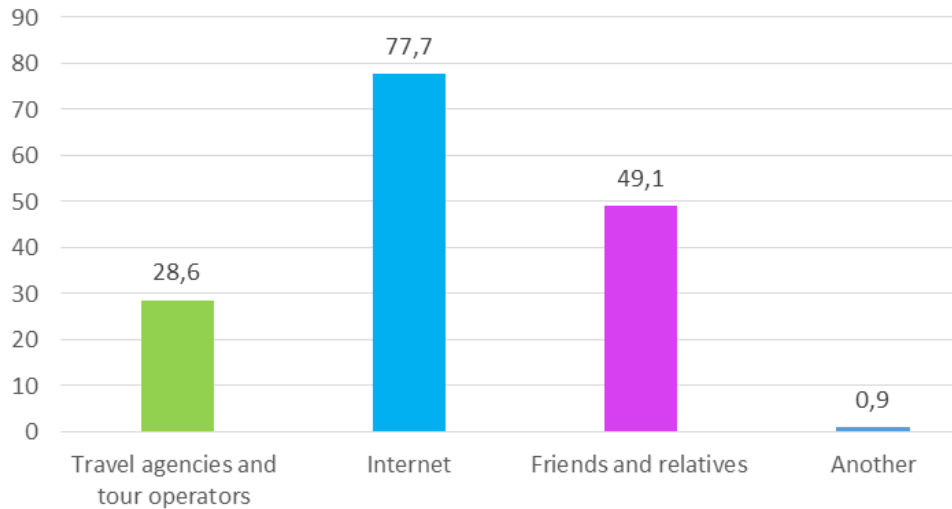
was open, some of the questions had several answers. This site helped me to get the information on how many persons began to answer my questionnaire and how many of them finished. In my case, 112 people took part in the survey, and all of them finished. The survey was available for two weeks.

As it is presented in the chart below (Figure 7), more women than men took part in the survey (59,8% women). As for age, every group of age had approximately equal number of answers, but most people were from 25 to 30 (36,6 %).



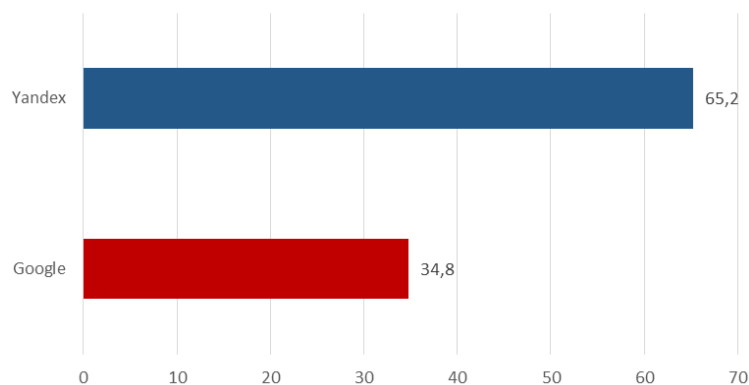
**FIGURE 7. Gender and age of responders, %**

The first question of the questionnaire was about the popularity of different sources of information that could be used by potential tourists. In this question, a respondent could choose several answers. As we can see the chart below (Figure 8), the Internet is the most popular sources of information about a tourist destination (77,7 %). The second place is friends and relatives (49,1 %); the next one is travel agencies and tour operators(28,6%). Only one person (0,9 %) said that he/she used another source like literature, for example, a magazine.



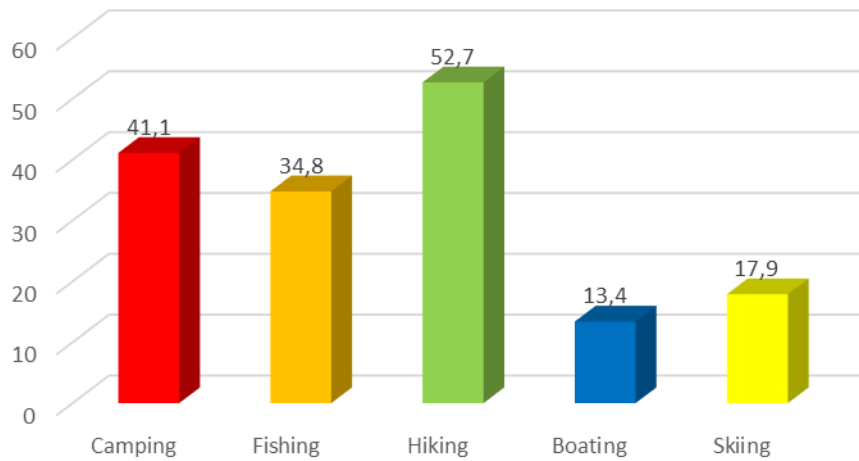
**FIGURE 8. The popularity of Internet during choice of tourist destination, %**

The second question concerned popularity of various search engines. Respondents had a big choice. The list was as follows Yandex, Google, Rambler, Yahoo!, Bing and others. Nobody chose Rambler, Yahoo! and Bing (Figure 9). The most popular search engine with the respondents was Yandex (65,2%).



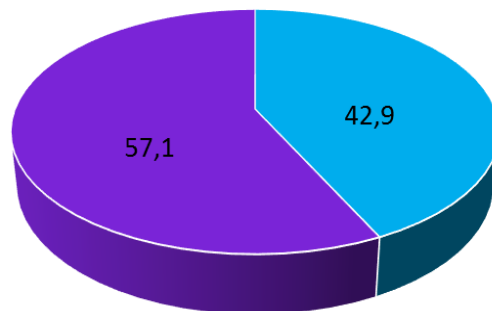
**FIGURE 9. The popularity of search engine, %**

I had to use the information obtained from the unit 3 of my thesis to make up Question 4. I chose the most common activities in Puumala. The question was «Which services offered to you are the most attractive?» (Several options are possible). This issue helped me to learn what the most interesting activities for the selected target group were. The results are presented in Figure 10.



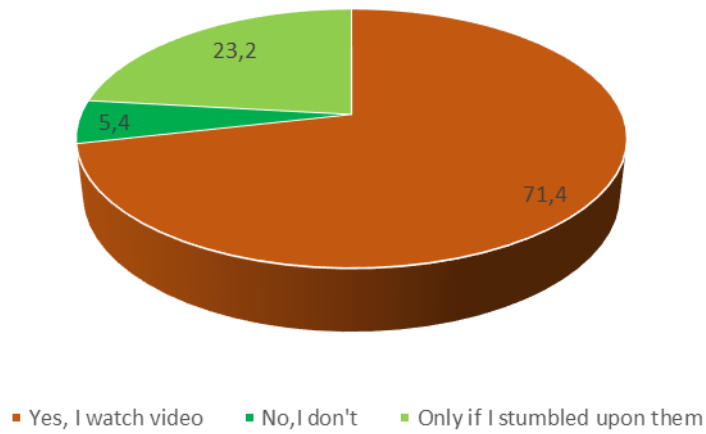
**FIGURE 10. Activities in Puumala, %**

As it was mentioned in the theoretical background one of the tools of internet promotion is email marketing. Figure 11 shows that most of the respondents replied that they would like to be notified by email about the news and events of interesting cities (57,1 people).



**FIGURE 11. Email marketing, %**

There are some videos in Youtube to attract tourists to visit Puumala. Thanks to Question 6 I learned how many people watch videos about any tourist destination before visiting. Most respondents said that they watched it (71,4 %), others watched it when they stumbled upon a video (maybe in the official website or social networks). Only 5,4% of respondents told that they did not watch videos at all (Figure 12).

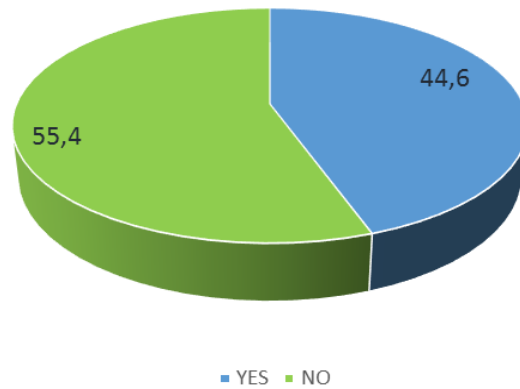


**FIGURE 12. Videos for tourists, %**

Nowadays there are lots of platforms for people communication, such as blogs and forums. How popular are they with tourists? According to the survey, 78.5% of respondents do not use the forums or blogs. The rest of the people use blogs that have bigger rating in a query of the search engines. Forums such as Forum Vinskiy, forums of home regions, forums about fishing and camping were mentioned.

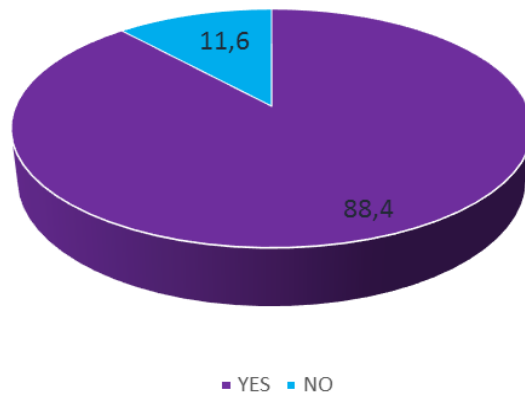
Many people mentioned community in the classical social networks about travelling (15,2 %). In fact, social networking communities are based on the forums. The main difference is that users' messages are not checked by the moderator. On serious forums moderators strictly avoid unnecessary and meaningless answers. It means that if a person asks specific questions, he/she receives a specific answer. Users of social networks mostly use real names. Using nicknames in forums give people more mysteriousness and secrecy (Forums versus social networks, 2013). According to the results of my survey, social networks substituted forums and blogs.

Thanks to the following question, I found out how effective a promotional tool the banner advertising is. The question was «Do you pay attention to the banners with travel offers?» Most people (55,4 %) said that they do not pay attention on banners (Figure 13).



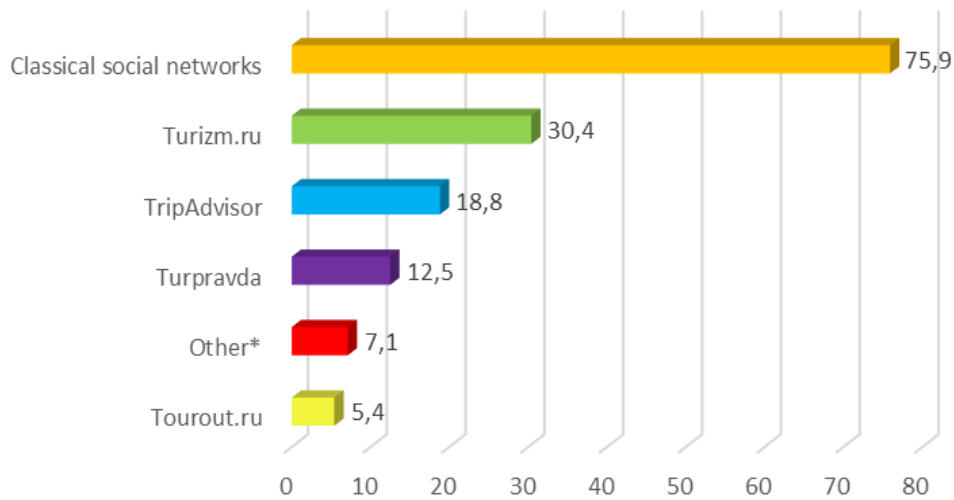
**FIGURE 13. Banner advertising, %**

The following two questions give us the information on whether tourists read reviews before journey and if yes, which resoursers they usually use. This question is a filter to the question about different resources of tourist reviews. In the same time, this question helps to find out the popularity of reading reviews on Internet with the target group. As we can see the chart below (Figure 14) most of the people (88,4 %) read reviews on the Internet.



**FIGURE 14. Reading reviews, %**

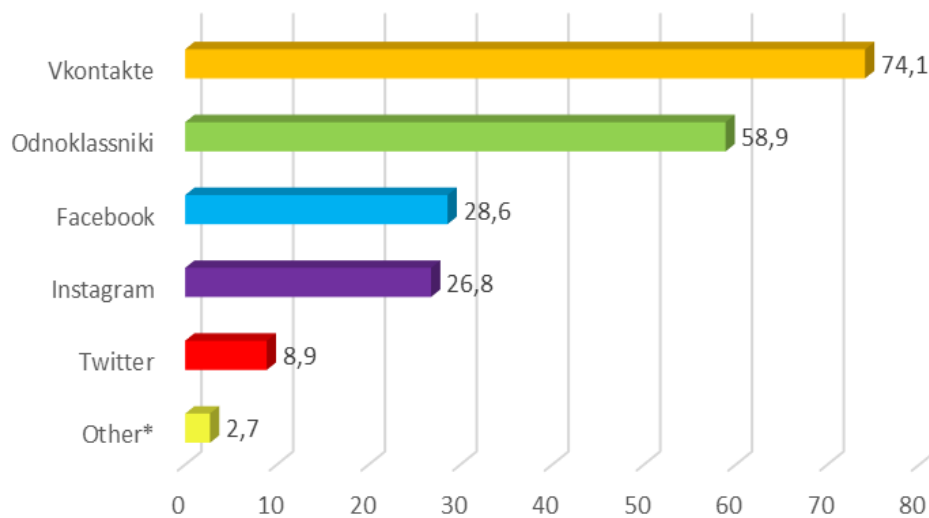
According to the survey, the most popular sites for reading of reviews are classic social networks (75,9 %). The popularity of the other sites are listed below (Figure 15).



**FIGURE 15. Reviews by tourists,%**

\*- in category *Other* responders mentioned Tophotels.ru and Booking.com

From the results of the previous question, I can conclude that social networks play an important role in the success of promotional strategy. The most popular social networks with the selected target group are presented below (Figure 16).



**FIGURE 16. Popularity of social networks, %**

\*- in category *Other* responders mentioned ask.fm

## 4.2 Observation of the current promotion situation

After receiving and processing the results of the survey, the following step is to compare what the current situation of Puumala promotion is and what the preferences of potential customers are.

The first question of my interview with the manager was a question about the current promotion situation (Appendix 1). The answer was that at this moment promotion occurs only in social networks such as Facebook and Vkontakte.

Page in Facebook has 1707 "likes" (Appendix 5). Basically, all of the posts are in the Finnish language, the content of which is about the upcoming holidays, the news, and beautiful pictures of Finnish landscape. Almost every day something new is published. There are many albums with photographs and there is contact information in the tour center. Some posts have more than 150 "likes", there are comments and feedback. I can conclude that the page has already promoted, but only for Finns.

As for Vkontakte, this page has a small number of subscribers (11 March 2015 there were only 9 people). Nevertheless, even here there are updates, photos (Appendix 6). This page needs in promotion, because it is the most popular with the target group, according to the results of the survey.

18,8 % of respondents (Figure 15) said that they use Tripadvisor for reading reviews about the tourist destination. Tripadvisor has a Russian version. At this moment (11 March 2015), the page of Puumala has 46 comments (Appendix 7): 14 about accommodation, 11 about entertainment, 7 about restaurants, and 13 messages in the forum. Tourists also can find the information about the most popular sightseeing in Puumala and 92 photos.

### 4.3 Recommendations for further internet promotion

#### SEO

The first and most important part of promotion of the product and services on the Internet is search engine optimization. The most popular search engines with Russian Internet users, as were mentioned above, are Google and Yandex. An important part of SEO is keywords. To determine the popularity of queries I asked a question about the activity in Puumala. The most popular were hiking, camping and fishing (Figure 10). Keywords are usually a combination. Obviously, while searching for a tourist destination, users specify the location. In our case, it is necessary to add to Finland, Savo or Mikkeli for creation of keywords.

Nevertheless, the contents of a website should not be filled with keywords, as they have the tendency to make the page complicated and difficult to comprehend. According to the advice of Yandex, the effective way to increase the effectiveness of the website is to improve its quality and user-friendliness. (Yandex Support.)

For the popularity of the website the company should

- create an attractive design,
- improve the usability of interfaces,
- fill the site with useful information. (Yandex Support.)

Thus, my recommendation is using such words as hiking, camping and fishing + region in the content of the website, but not forget about readability and useful information.

#### **Banner advertising**

As for banner advertising, the most number of respondents said they did not pay attention to the banners. It should be noted that the difference in the number between the two options is small, 55% and 45%. From this fact, I can conclude that from this type of promotion a tour centre can get some effect. Therefore, banners can be used, but it is should be place considered the phenomenon of banner blindness that I talk in theoretical part (Chapter 2.2.2).

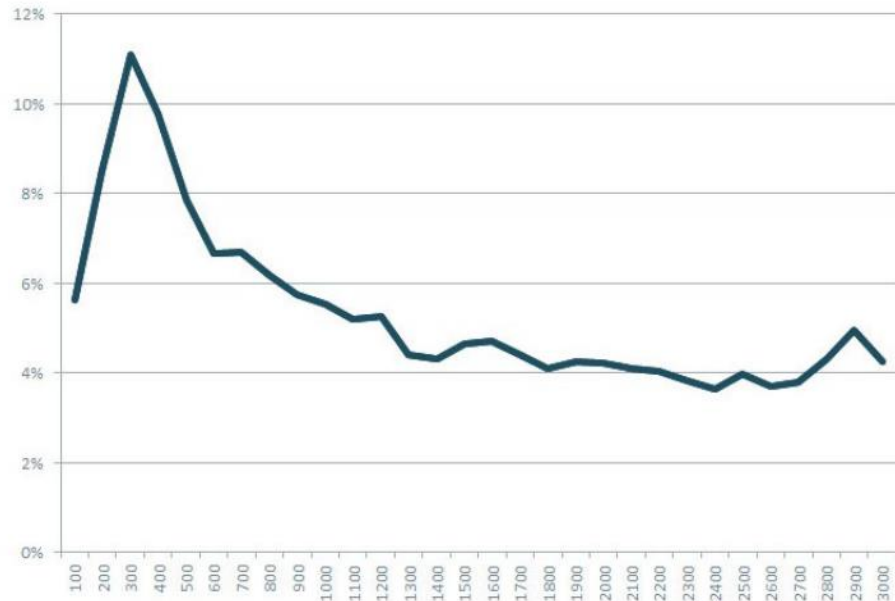


## Email marketing

The next part of the recommendations is email marketing, 57,1% of people said that they would like to receive an email newsletter. How to increase the efficiency of this method? There is a research conducted in 2014 by Hubspot. In this research, authors analysed 150000 email strategies and about 500 million letters. (HubSpot 2014.)

According to the next results of this research (HubSpot 2014), I can suggest some recommendations:

1. The majority of respondents like mailing in which information is presented mainly in the form of images rather than text. However, the mailing with a high content of images shows less a high rate of open letters (HubSpot 2014). Therefore, it is important not to overdo it! According to this research, it is better to choose a middle ground - 50% of images and 50% text.
2. HubSpot researchers found out that the mailing sent on Saturday and Sunday showed a higher rate of opening, compared to the number of openings on weekdays. The worst days for mailing were on Monday and Tuesday. In this case, I recommend avoiding sending messages on Monday and Tuesday and as often as possible to send them on weekend.
3. The volume of letters directly affects the amount of open mailings. If the text is very long, it is likely that the user does not read it or does not go to the link / links. The graph (Figure 7) demonstrates depending on the volume of text. Thus, the letter should include from 300 to 500 characters.
4. A very useful decision for marketers is the personalization of e-mail. It has a positive effect on the opening of e-mails, even in the case, of long messages. According to this fact, I recommend to start a letter with the name of the client.
5. Do not write e-mail addresses with noreply@example.com. Perhaps your client would to ask you about the details or comment on something.



**FIGURE 17. The volume of emails and percentage of opened email (HubSpot 2014)**

## Video

As for using videos for promotion, it is a good tool, according to the results: only 5,4 per cent do not watch videos of the tourist content (Figure 12). The video can be public on the official website or classical and tourist social networks.

## SMM

The last part of my recommendations is about SMM promotion. According to the results of the survey, the most popular classic social networks are Odnoklassniki and Vkontakte (Figure 16). The big amount (75,9%) of respondents said that they read the reviews on the social networking communities and subscribed to the public of different tourist theme, like a fishing, which replaces the forums (15,2%). As it can be seen based on the interview (Appendix 1) and Chapter 4.2 the VK – page is not promoted and there is no page in Odnoklassniki.

Therefore, it is necessary to promote the webpage in Vkontakte and create the same one in Odnoklassniki. Promotion can be done with or without, it depends on interests of Tour Center.

As for tourist social networks, the most popular with the target group are Turizm.ru (30,4 %) and Turpravda (12,5%). There is no information about Puumala. If Puumala wishes to be marketed to Russians, adding information about Puumala on these websites would be a good idea.

## **5 CONCLUSIONS**

Thanks to the development of IT-technologies, Internet has become one of the most effective methods of promotion. According to research findings, the Internet is the most popular sources of information about a tourist destination. Internet marketing suggests different types of tools for promotion. According to the results of my survey, email marketing, videos and SMM are the most effective ways of internet promotion.

During processing the results of the survey, I had difficulties, as some respondents gave information which was not related to the research. Nevertheless, everybody who took part in the survey finished it. Thus, questions were not difficult to understand and the survey did not take much time.

I hope that in the future Tour Center will use these recommendations to increase the attractiveness and popularity of this small municipality. My recommendations consider only brief information of different types of internet promotion and its effectiveness. I believe, that such effective types as SMM, email marketing or video can be a separate part for a future development of internet promotion.

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## APPENDIX 1(1).

Interview with manager

Tuula Vainikka

- *What do you do for internet - promotion Puumala now?*
- As internet promotion, we have Facebook- page Puumala municipality and I do it regularly, basically, every day I put some photos, news, and advertising materials. For example, we made new brochure and there is digital version. Two weeks ago I opened VKontakte page, it is the earliest stage... there are, basically, nobody now yet. It takes time.
- *Yes, yesterday or before yesterday I did not find it.*
- So, I think we can do something, now it is open community, it should be find, maybe name is not good – Пуумала на Сайме, something like that.
- What language do you use on Facebook page? Only Finnish?
- Sometimes English, even Russian. But Facebook page is mostly for Finnish region.
- *Could you describe the portrait of Puumala tourist? In other words, what is the target group?*
- Well, I think our target group is persons who... medial class, person who have pretty good income, our cottages, for example, they are not too cheap. And person who is also a nature lover, enjoys a peace and quiet, fishing, picking mushrooms and berry... this sort of things. We do not have busy city life here.
- *Is it couple, single or family?*
- Mostly, our tourist are couple or family.
- *And what is about age?*
- I guess it is 30-45, people with some experience of tourism. And of course, we have some young people. Bur the main group is 30-45.
- *What target group would you like to attract?*
- The same group visits us now. Of course, for some activities, like hiking, we can get younger tourist... one segment is boating, biking We have some Russian boats here, but not much.
- *What are the most popular activities in Puumala?*
- I think, it is cottages life. It involves many things.
- *Like fishing...*

## APPENDIX 2(2).

- Yes, berry picking and so on.
- *Do you have any events in summertime?*
- Yes, we have a special program that includes yoga, songs around the campfire, boat racing.

## APPENDIX 2(1).

Questionnaire in original language, in Russian

Здравствуйте!

Меня зовут Смирнова Наталья. Я студентка по обмену Института Прикладных Наук в городе Миккели, Финляндия. На данный момент времени я пишу диплом по продвижению в Интернете небольшого города в Финляндии – Пуумала.

Цель моего опроса – изучение популярности разных источников информации для интернет-пользователей при поиске места отдыха.

Ответьте, пожалуйста, на вопросы предлагаемой анкеты. Это займет не более 4 минут.

**Вопрос 1.** Какими источниками информации Вы пользуетесь при выборе места отдыха? (Возможно несколько вариантов)

- Турагентства
- Интернет
- Друзья и родственники
- Другое \_\_\_\_\_

**Вопрос 2.** Какой поисковой системой Вы пользуетесь чаще всего?

- Yandex
- Google
- Rambler
- Yahoo!
- Bing
- Другое \_\_\_\_\_

**Вопрос 3.** Какие из предлагаемых услуг для Вас наиболее привлекательны? (Возможно несколько вариантов)

- Кемпинг
- Рыбалка
- Пеший туризм
- Гребля
- Катание на лыжах

**Вопрос 4.** Хотели бы Вы получать E-mail рассылку об определенном городе? (Например, с информацией о запланированных мероприятиях.)

- Да
- Нет

**Вопрос 5.** Просматриваете ли Вы видео о интересующем месте отдыха в интернете?

- Да;
- Нет;
- Только если попадется на глаза.

**Вопрос 6.** Посещаете ли Вы на форумах туристической тематики? Если да, то каких?

---

**Вопрос 7.** Обращаете ли Вы внимание на баннеры с туристическими предложениями?

- Да
- Нет

**Вопрос 8.** Читаете ли Вы отзывы в интернете, прежде чем куда-то поехать?

- Да
- Нет (Следующий вопрос пропустить)

**Вопрос 9.** На каких сайтах Вы читаете отзывы о месте отдыха? (Возможно несколько вариантов)

- Turizm.ru
- Turpravda
- Tourout.ru
- TripAdvisor
- Классические социальные сети (Вконтакте, Одноклассники, Facebook)
- Другое \_\_\_\_\_

**Вопрос 10.** Какими социальными сетями Вы пользуетесь? (Возможно несколько вариантов ответа)

- Одноклассники
- Вконтакте
- Facebook
- Twitter
- Instagram
- Другая социальная сеть \_\_\_\_\_
- Я не пользуюсь социальными сетями

**Вопрос 11.** Ваш пол:

- Женский;
- Мужской

**Вопрос 12.** Ваш возраст:

- 25-30
- 31-35
- 36- 40
- 41-45
- 46-50

## APPENDIX 3 (1).

### Questionnaire in English

Hello!

My name is Natalia Smirnova. I am an exchange student of the Institute of Applied Sciences in Mikkeli, Finland. At this moment, I am writing BC Thesis about promotion on the Internet of a small municipality in Finland, Puumala.

The purpose of my survey is to study the popularity of different sources of information for Internet users while searching for a tourist destination.

Please answer the questions. It will take you less than 7 minutes.

**Question 1.** What sources of information do you use when you choose a place of rest? (Several options are possible)

- Travel agencies and tour operators
- Internet
- Friends and relatives
- Other \_\_\_\_\_

**Question 2.** Which search engine do you use most of all?

- Yandex
- Google
- Rambler
- Yahoo!
- Bing
- Other \_\_\_\_\_

**Question 3.** Which of the services offered to you are the most attractive? (Several options are possible)

- Camping
- Fishing
- Hiking
- Boating
- Skiing

**Question 4.** Would you like to receive E-mail about a particular city? (For example, information about planned activities.)

- Yes
- No

**Question 5.** Do you watch videos about the place of vacation that you are interested in on the Internet?

- Yes;
- No;
- Only if I stumble upon them.

**Question 6.** Do you use any tourist forums or blogs? If yes, which of them?

---

**Question 7.** Do you pay attention to the banners with travel offers?

- Yes
- No

**Question 8.** Do you read reviews on the Internet before to go for a trip?

- Yes
- No (Pass the next question)

**Question 9.** On what sites do you read reviews about the place of rest? (Several options are possible)

- Turizm.ru
- Turpravda
- Tourout.ru
- TripAdvisor
- Classic social networks (Vkontakte, Odnoklassniki, Facebook)
- Other \_\_\_\_\_

**Question 10.** What social networks do you use? (Several options are possible)

- Odnoklassniki
- Vkontakte
- Facebook

**APPENDIX 3 (3).**

- Twitter
- Instagram
- Other social network \_\_\_\_\_
- I do not use social networks

**Question 11.** Your sex:

- Female
- Male

**Question 12** Your age:

- 25-30
- 31-35
- 36- 40
- 41-45
- 46-50

## APPENDIX 4.

### Conduction of Internet – survey

Здравствуйте,

Меня зовут Смирнова Наталья. Я студентка по обмену Института Прикладных Наук в городе Миккели, Финляндия. На данный момент времени я пишу диплом по продвижению в Интернете небольшого города в Финляндии - Пуумала.

Цель моего опроса - изучение популярности разных источников информации для интернет-пользователей при поиске места отдыха.

Ответьте, пожалуйста, на вопросы предлагаемой анкеты. Это займет не более 4 минут.

1

**Какими источниками информации Вы пользуетесь при выборе места отдыха? (Возможно несколько вариантов)**

Турагентства и туроператоры

Интернет

Друзья и родственники

Другое

2

**Какой поисковой системой Вы пользуетесь чаще всего?**

25 photos in the main album All albums



5199 posts show posts by community

Type your message here..

 **Natalia Smirnova**  
Здравствуйте,

Online

Меня зовут Смирнова Наталья. Я студентка по обмену Института Прикладных Наук в городе Миккели, Финляндия. На данный момент времени я пишу диплом по продвижению в Интернете небольшого города в Финляндии- Пуумала.

Цель моего опроса - изучение популярности разных источников информации для интернет-пользователей при поиске места отдыха.

Ответьте, пожалуйста, на вопросы предлагаемой анкеты. Это займет не более 7 минут.

<http://www.surveio.com/survey/d/A9O8D8X6W3G7N5E6E>



**Интернет - ресурсы для туриста**  
[www.surveio.com](http://www.surveio.com)

This is an open community.

**Members**  
2,171 people



**Links**  
14 links

-  Горнолыжный курорт Салла | Лапландия | Финляндия Sports Complex
-  Автобус в Хельсинки,к парому,в аэропорт,до адрес 9,063 members
-  Аренда коттеджей в Финляндии, 3500 домов в наличии!! 1,276 members
-  Magazinyfinland — Собираетесь в Финляндию за покупками? Получите бесплатно эксклюзивные купоны на скилки на



## APPENDIX 5.

Facebook page (Facebook 2015)

**Puumala**  
Public Places

Like Follow Message

Timeline About Photos Likes More

PEOPLE >

**1,708 likes**

Ruslan Shestakov likes this.

Invite your friends to like this Page

ABOUT >

**Puumala**  
13 hrs · 🌐

Temolan Viinitilan nettisivut ovat uudistuneet!  
See translation

PHOTOS >

VIDEOS >

**Puumala** shared Mikkelin Teatteri's photo.  
14 hrs · 🌐

**Mikkelin Teatteri**

Savo haltuun! Lyhyen oppimäärän savolaisuudesta karttakepin ja klovneriankin avulla meille tarjoavat Jimmy Asikainen, Vintte Viitanen ja Tuomas Turkka. Käsikirj...  
See More  
See translation

Like · Comment · Share · 2

## APPENDIX 6.

### Vkontakte page (Vkontakte 2015)

Open community

#### Пуумала на Сайме (Puumala on Lake Saimaa)

Пуумала на Сайме, Финляндия

Description: Красота, коттеджи и рыбалка, свежий воздух и тишина. Словом отдых от суеты на природе!

Website: <http://www.puumala.fi>

Location: Mikkeli Region, 60 km from Imatra, Puumala

Свежие новости


#### Discussion board

Add a topic

#### Photos


add photos

1 photo in the main album All albums



#### Audio files

Add an audio file




Add to bookmarks

You are a member ▾


Share with friends

#### Members


9 people



Natalia



Alyona



Paula

## APPENDIX 7.

### Tripadvisor page (Tripadvisor)

The screenshot displays the TripAdvisor page for Puumala, Finland. The top navigation bar includes the TripAdvisor logo, the location "Туризм в Пуумала, Финляндия", and options to "Написать отзыв", "ЗАРЕГИСТРИРОВАТЬСЯ", and "ВОЙТИ". Below the navigation bar, there are links for "Пуумала", "Отели", "Авиабилеты", "Рестораны", "Развлечения", "Лучшее в 2015", "Друзья", "Форум", and "Ещё". A search bar is located on the right side of the navigation bar.

The main content area features a large scenic image of a lake and forest. The text "TripAdvisor Пуумала Финляндия" is overlaid on the image. Below the image, there are icons for "Отзывов и мнений: 46" and "92 беспристрастных фото".

The sidebar on the right contains the following categories:

- Жилье (3) 14 отзывов
- Авиабилеты
- Развлечения (7) 11 отзывов
- Рестораны (3) 7 отзывов
- Форум 13 сообщений