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**DEVELOPMENT OF LOST IN KAJAANI EVENT
FOR
RUSSIAN ADVENTURISTS**

Thesis
Kajaani University of Applied Sciences
School of Tourism
Hospitality Management

15.05.2015



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| School Tourism | Degree Programme Hospitality Management |
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| Title Development of Lost in Kajaani Event for Russian Adventurists | |
| Optional Professional Studies | Supervisor(s) Peter Stricker |
| | Commissioned by Kainuun Liikunta |
| Date 15.05.2015 | Total Number of Pages and Appendices 86 + separate files (96) |
| <p>The growth of interest in adventurous activities in the 20th and 21st centuries has led to the emergence of new tourism niche known as adventure tourism. This area includes diverse adventure products. However, this Bachelor's thesis is focusing only on the adventure races (ad., r.). To be more concrete, the purpose of this research is the development of Lost in Kajaani ad., r. for Russian adventurers. The need for this arose from the desire of the event organisers to develop a truly international race.</p> <p>The theoretical part of the thesis focuses on adventure tourism and tourist concepts, lifestyle and life cycle concepts. At first, the information regarding the adventure tourism is presented, including Conventionality, Adventure quadrants, the Components of Adventure, Hard and Soft adventure, Dichotomies within Adventure tourism. Then comes the data regarding adventure tourist such as adventure tourist motivation, behaviour, size of the adventure market, global profile of adventure tourist. Finally, lifestyle and life cycle theory is presented: consumer lifecycle, age groups within adventure tourism, lifestyle frameworks, and stages of human life cycle. All the data used in the theoretical section is collected from literature and previous researches.</p> <p>The Research part was accomplished using a quantitative survey, Hofstede's cultural dimensions analysis and similar event research. All three tools were applied to gain the detailed picture of Russian adventurer behaviour, lifestyle, demographics and service needs in order to make a proper marketing plan and any required adjustments in the organisation of the race in a way that would make Russian adventurers take part in the race.</p> <p>In conclusion, the Hofstede analysis revealed that there are some mentality differences between Russians and Finns but they can be overcome by learning the Russian culture, informing Russians about Finnish culture and the race rules. The similar event analysis showed that there are many similar ad., r. in Russia. The most similar ad., r. is Red Fox. The most used marketing channels are Facebook, Vkontakte, and official sites of the races. The survey (n: 116) shed light on the Russian adventurer profile: 21-35 years old, both genders, no</p> | |
| Language of Thesis | English |
| Keywords | Adventure, Hofstede, Russian, Races, Marketing, Consumer behaviour, Lost in Kajaani |
| Deposited at | <input checked="" type="checkbox"/> Electronic library Theseus <input checked="" type="checkbox"/> Kajaani University of Applied Sciences Library |

PREFACE

The process of writing and developing this Bachelor's thesis has been long and extensive. That is why, I would like to say thank you to several people who supported and motivated me to complete it.

First of all my deepest gratitude goes to my parents and relatives who supported me financially and emotionally during my academic life.

I would like to thank Mr. Jukka Liuha, tapahtumat, Kainuun Liikunta and Peter Stricker - activity tourism lecturer and my thesis supervisor, for providing me the chance to make a research on this fascinating topic and help me throughout my thesis process.

Furthermore, my deepest thanks to all teachers at Kajaani University of Applied Sciences, for helping and guiding me in my academic life during these 3.5 years.

I would also like to express my highest respect to my friends: Varvara Gaigalova, Gleb Vobliy, Iakov Samoilov, Dasha Kortikova, Mihail Proskalov and many others whose support and assistance will never be forgotten.

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1 INTRODUCTION

The scope of study, the choice of research, context, aim, and question, demarcation, and the structure of the thesis are given in this part.

1.1 Scope of study

The research is focusing on the analysis of Russian mentality with the focus on adventure tourist market. To be more particular, on those who are interested in adventure competitions involving running, cycling, orienteering, adventure tasks such as abseiling or kayaking. To adopt the event for the Russian market, it is also very important to analyse similar events existing in Russia.

According to Border interview survey (2013:6), approximately 7.6 million international tourists visited Finland in 2012. The quantity of Russian tourists is the largest and stands for almost 3.6 million. This number represents more than 47 % from total number of international tourists coming to Finland. 55 % of international visitors came just for leisure purposes.

Considering this information, one cannot but notice that Russian market is a huge potential for the development of Lost in Kajaani adventure race.

According to the academy of labor and social relationships (2008), adventure tourism is not well developed in Russia in comparison to, quite typical for this country, sport tourism. It is considered that adventure trips are attractive for people with different level of fitness not just due to well thought through routes and rental of high quality equipment. Nowadays, tourists expect the absence of household problems even when camping, high-quality diverse nourishment, excursions and entertainment programme and high attention to the safety policies.

Adventure tourism can be quite expensive for Russians. Despite the fact that average income level is not so high in Russia, Russians are huge lovers of extreme. They take part in many international competitions and quite often win them.

The main problem with the development of adventure tourism in Russia is bad financing. However, during the recent years government started to contribute more and more money on the development of sport tourism.

Relying on the above information, the best way to understand the potential of Russian market and adopt event for new market is the quantitative online survey, which should be conducted among the lovers of adventure, sport and extreme activities. Additionally, an analysis of similar event should be made to see how the Russian events differ from Finnish ones. Finally, the analysis of cultural dimensions must be accomplished to identify potential problems that might emerge due to cultural differences.

1.2 The choice of research context, aim, and question

There are two reasons for choosing this thesis topic. The former reason is the interest of Kainuun liikunta sport organisation and KAMK (Kajaani University of Applied Sciences) in the internationalisation of Lost in Kajaani (Abb. LiKa). The process, which will bring more financial resources to the company itself and to Kainuu region that might assist local businesses to grow.

The second one is the author's own interest in adventure tourism. Personally, the author was engaged into the event both as a participant and as an organiser. Events organisation is quite interesting sphere of business and it would be rather useful to get to know something about this industry if one is going to work in it.

The aim of this research is to find out Russian adventurers characteristics and analyse similar events existing in Russia to adopt Lost in Kajaani for the Russian market. The results of adaptation will include the necessary adjustments in the organisational part of the event and the creation of the service packages that include the services necessary to allow the Russian participants feel comfortable from the moment they start preparations for Lost in Kajaani adventure race trip to Finland until the moment they are back home to Russia. Additionally, the organizers are to understand how the Russian mentality differs from Finnish one to avoid the emergence of potential problems. Finally, it is essential to plan appropriate marketing strategy to successfully cover the existing market.

In order to achieve the established goals, diverse tools are required. Firstly, the theoretical research, covering the essential information related to the topic of adventure tourism will be conducted to understand the target group of the event and global picture of the adventure tourist. Secondly, relying on Hofstede's cultural dimensions, the comparison of Finnish and Russian mentalities will be made to analyse the potential problems. Thirdly, the quantitative survey on the characteristics of Russian adventurer, including vital statistical, organisational, lifestyle questions, will be accomplished. The data will be used to compare the global picture of the adventurers with the Russian one, to adjust the organisational part of the LiKa, to compile the Russian package of additional services and to create the marketing strategy. Finally, the similar event analysis will be done to see what the Russian adventure events are. Therefore, the overall research question is formulated;

Research question:

How to adopt Lost in Kajaani adventure race for the Russian market?

Research sub-questions:

What are the characteristics of the Russian adventurers?

How do Russians differ from Finns?

What do Russian adventure events represent?

1.3 Demarcation

This research focuses on the following aspects. Target group is demarcated to Russian people who live nearby Finland, in the regions such as Karelia, St. Petersburg and Moscow. They are interested in adventure and sport events and are part of the online communities chatting on the forums related to these topics. It is believed that Russia is a large market that can be drawn to Lost in Kajaani adventure race to internationalize event and get higher revenue. In the future, there are plans to expand to more countries such as Germany and become a global event.

1.4 Structure of thesis

To give the readers a clear picture of the research, a layout of the thesis is presented in this section.

The thesis layout

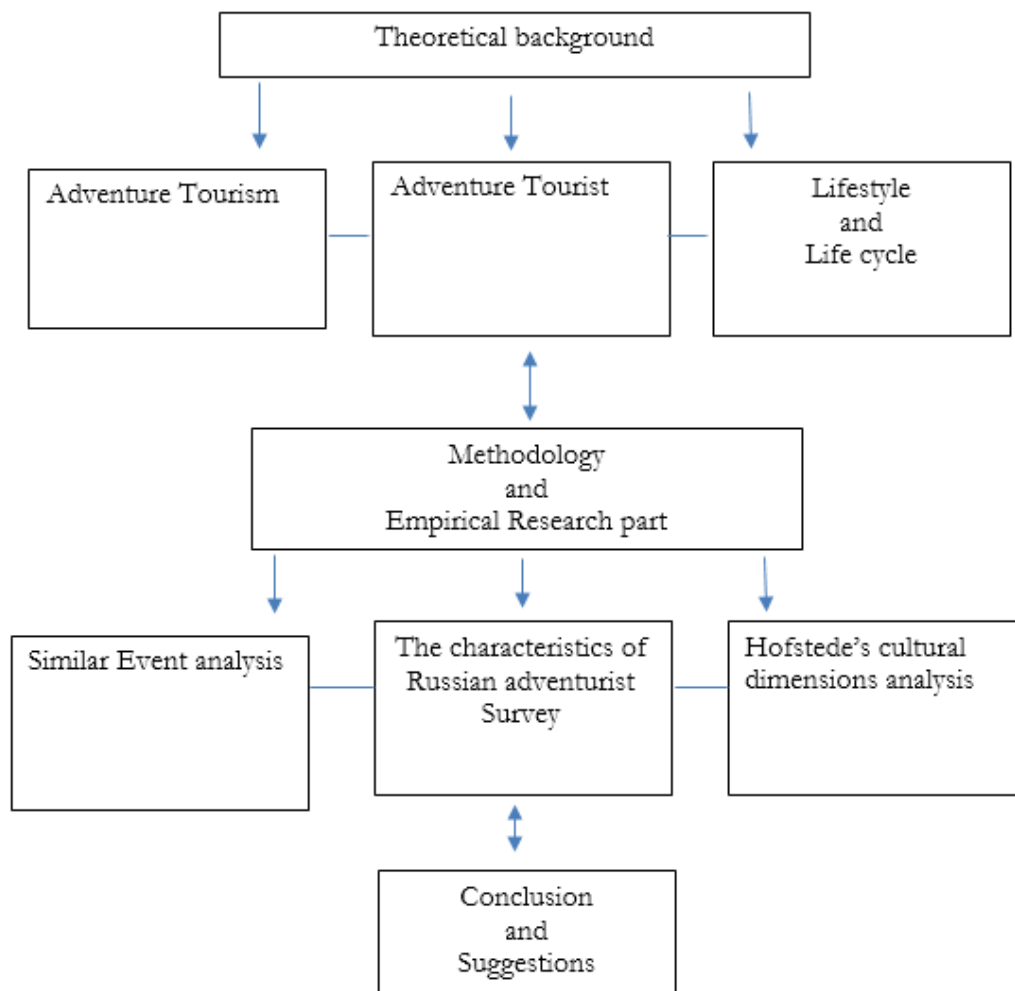


Figure 1. Layout of the thesis

2 COMMISSIONING PARTY

Kainuun Liikunta

Kainuun Liikunta is the provincial sport development, cooperation and service organization. The members of the company are Kainuu municipalities, sport clubs, several provincial sports and public health organizations, and educational institutions. Kainuun Liikunta supports the sport activities in Kainuu region Ristijärvi, Sotkamo, Vaala.

The company is responsible for the sport plan 2025 of Kainuu region. The plan relies on the readiness to higher operating and regional economic forecasts and indicators caused by various changes.

3 THEORETICAL BACKGROUND

The theoretical background is divided into several parts to make the structure of the thesis easier to follow.

The first part is focusing on the adventure tourism. Firstly, the definition of adventure tourism is compiled from various definitions of adventure tourism and adventure travel. Secondly, Lost in Kajaani adventure race is analyzed with the help of different concepts related to adventure to see the potential target group and understand the event deeper to create a marketing strategy. They include “conventiality”, “adventure components”, “adventure quadrants”, “soft adventure versus hard adventure”, “dichotomies of adventure”.

The second part concentrates on tourist motivations, the adventure traveler and adventure market. The aim of this part is to show the profile of global adventure traveler and adventure sector to make a comparison with Russian adventurers later on.

The third part represents the concepts of lifestyle and lifecycle approaches, which are important for the survey. The task of questionnaire is to understand the characteristics of Russian adventurers to adopt Lost in Kajaani event for the Russian market in terms of services and marketing.

Additionally, each part has its own conclusion showing the importance that it has towards Lost in Kajaani adventure race.

3.1 Adventure tourism

In below text, the concepts of adventure tourism are described in the relation to Lost in Kajaani.

3.1.1 Defining adventure tourism

Tourism is one of the world's hugest industries. That is why it can be complicated to define the limits of what is considered to be tourism and what is not. Many definitions of tourism include such aspects as leisure and recreation. Pearce (1987:1) says that tourism can be referred to as relationships or phenomenon originating from leisure or recreational trips and stays made by people. Another definition, belonging to Leiper, states that tourism can be seen as a combination of theories and practice of travelling for leisure related aims.

In this context, Tourism can be looked upon as the unity of leisure and recreation concentrated on experiences and activities.

Leisure consists of the following features:

- Provision of opportunities for enjoyment
- Self-expression and satisfaction
- Intrinsic motivation
- No obligations (such as job and family)
- Free will of the participant

(Swarbrooke, Beard, Leckie, Pomfret. 2003:5)

Recreation is often seen as the inseparable part of leisure. It is also undertaken on the voluntary basis, for pleasure and satisfaction, during the leisure time. The easiest way to make the difference between these two terms is that leisure can be identified with time and recreation with activity. (Pigram and Jenkin. 2005:6)

The World Tourism Organization (WTO) compiled the broader view of tourism. It defines tourism as "the activities undertaken by people travelling for leisure, business and other aims beyond their normal environment and staying in the same place not more than one year". (WTO, 1994. See Pigram. 1996:227)

The WTO's definition of tourism is very close to the term (adventure) travel. Addison (1999:417) describes adventure travel as any activity trip related to nature, which is made

by people who want to leave comfort, well-known environment for unfamiliar places and people, with the objective of exploration, business, communication, studying, recreation, sport, sightseeing and tourism. This definition shows us that adventure travel is wider concept than tourism or leisure, in terms of goals that can be related to professional activity.

Adventure – is the word, which makes people’s mind wonder. It creates the flood of diverse images and associations at the mention of the word. The Imagination and emotion are the significant parts of the adventure experience. The main words associated with it are Thrill, Adrenaline, Excitement, Fear, Journey, Challenge, Ultimate, Terror, Risk, Conquer, Success, Daring etc. (Swarbrooke, et al. 2006:7)

There is no one specific characteristic that describes the essence of adventure. It might include the following qualities: Uncertain outcomes, danger and risk, novelty, challenge, stimulation and excitement, anticipated rewards, escapism and separation, exploration and discovery, contrasting emotions, absorption and focus.

Only the combination of these qualities can create a truly exciting adventure. (Swarbrooke, et al. 2006:7)

Adventure tourism product is the leisure activities or travel that reward people with adventure experience. This experience is usually of a heightened nature and involve range of emotions, of which excitement is the main element. It will attract intellectual, spiritual, physical or emotional challenges and risks. (Swarbrooke, et al. 2006:7)

The core of the adventure tourism is constructed with basic elements of tourism such as environmental setting, activities and transportation. According to Hunt (1989:76), adventure can be adjusted with the help of the next factors: The degree of remoteness, the levels of skills required, the levels of effort required, the opportunity for responsibility, the level of contrivance.

Nowadays, there is no one universal definition of adventure and adventure tourism. Below, one can see various definitions of these terms:

1. “Adventure (noun) is an unusual, exciting and daring experience” (The Concise Oxford Dictionary. 1999)
2. “...to qualify as adventure... the outcome must be uncertain.” (Priest. 2001:112)

3. Adventure comprise “freedom of choice; intrinsic rewards; and an element of uncertainty, for example when the experience outcome is uncertain, or its risks are unpredictable.” (McArthur. 1989:3. Cited in Fluker and Turner. 2000)
4. “The essential ingredients of an adventure holiday seem to include a remote, under-populated region with a traditional, culture, where facilities are extremely limited” (Smith and Jenner. 1999:45)
5. The essential ingredients of an adventure tourism is travel to “an unusual, exotic, remote or wilderness destination” (Canadian Tourism Commission (cited in Lover seed. 2000)
6. Adventure travel is “a leisure activity that takes place in an unusual, unspoilt, exotic, and remote or wilderness destination which requires good physical shape. It usually includes the elements of risk, excitement, tranquillity, and challenge.” (Millington et al. 2001:67)
7. “... The main factor distinguishing adventure tourism from all other forms of tourism is the planning and preparation involved. Not the administrative planning but so called the “journey of the mind” (The Times. 2000). This type of planning and preparation is focused on the creation of the passion, excitement, fear, and possible risks. Each person experiences own unique mind journey.” (Grant. 2001:167)
8. Adventure tourism is “characterized by its ability to provide the tourist with relatively high levels of sensory stimulation ,usually achieved by including physically challenging experiential components with the (typically short) tourist experience.” (Muller and Cleaver. 2000:156)
9. Adventure tourism is “an outdoor leisure activity that takes place in a usual, exotic, and remote or wilderness destination, involves some form of unconventional means of transportation, and tends to be associated with low or high levels of activity”. (Canadian Tourism Commission.1995:5. Fennell. 1999:49)
10. “Perhaps the key distinguishing feature of an adventure holiday is that it must have a quality of exploration or of an expedition about it – for the entire length of the trip , not just for one or two days”. (Smith and Jenner. 1999:44)

11. “The threefold combination of activity, nature and culture marks adventure travel as an all-round challenge”. (Addison. 1999:416)

12. Adventure tourism is “the sum of the phenomena and relationships arising from the interactions of adventure touristic activities with the natural environment away from the participant’s usual place of residence area and containing elements of risk in which the outcome is influenced by the participation, setting, and the organizer of the tourist’s experience.” (Sung, et al.1997:57)

To Sum up, all the above-mentioned definitions of adventure and adventure tourism intersect. When they are taken together, the full picture of the adventure tourism can be seen. However, it is crucial to remember that the research is written for the Lost in Kajaani adventure race. That is why the definition of adventure tourism, which the thesis is going to rely on, should present the essence of the event:

Adventure tourism (in relation to Adventure race) – is unusual, exotic, exciting, explorative, experience with uncertain outcome or unpredictable risks, outdoor leisure activity, that takes place in remote/wild under populated region with traditional culture and sensory motivation achieved by physical challenges, including the usage of unconventional means of transportation, and environment.

3.1.2 Lost in Kajaani in terms of conventionality

According to Oxford Dictionary, conventionality is ” the following of traditional forms and genres” The figure below “Positioning adventure tourism products in relation to their perceived conventionality” illustrates various types of adventures and the degree to which they are considered to be traditional both in terms of tourism and adventure concept.

Positioning adventure tourism products in relation to their perceived conventionality

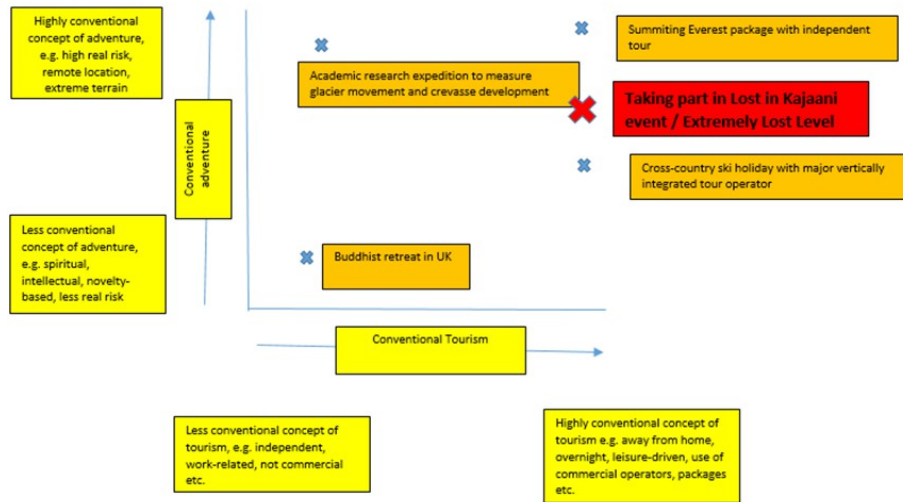


Figure 2. Positioning adventure tourism products in relation to their perceived conventionality

(Swarbrooke, et al. 2006: 30)

It can be seen that Lost in Kajaani (extremely lost level) is highly conventional in terms of both Tourism and Adventure. The event has a high degree of real risk, extreme terrain and travelling in the remote areas. It also takes place away from home and requires one overnight in the tent. Moreover, it is absolutely leisure-driven and might include package with accommodation and other services for foreign participants as well as it requires commercial operators.

As a conclusion, it is possible to say that people, who are going to participate in the race, are the lovers of the real risk, remote locations and extreme terrains. However, they are not independent travellers and require the guidance and control from the organizing side. They want to take part in the race because they love to spend their leisure time challenging themselves.

3.1.3 Adventure quadrants and Lost in Kajaani

In 1999, Addison creates a typology of adventure and creates the grid, which is based on two axes. Along one, the degree of challenge that shows the level of the skills required. The other axis illustrates the level of independence - the degree to which people expect

the others to organise the experience for them. Each axis is a continuum and goes from low to high. (Addison, Miles and Priest. 1999: 415-430)

Addison uses well-known terms to describe type of activity for each quadrant. They are Adventure competition, adventure, recreation and leisure. The figure below shows the four categories and additionally, propose an example of activities for every quadrant. (Figure 3. Adventure quadrants)

Lost in Kajaani can be easily put into adventure competition quadrant because it is an organized event which possesses real risk and requires special skills. In other words, the level of challenge is high and the level of independence is low. This information, one more time, tells us that the target group of the race are people, who are ready to challenge themselves but expect that everything will be organised and secure.

Adventure quadrants

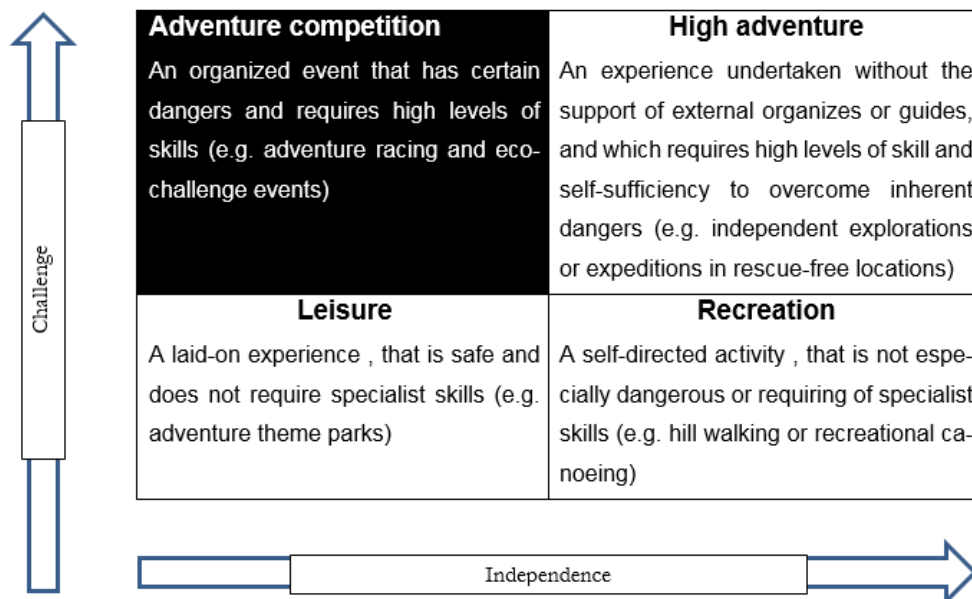


Figure 3. Adventure quadrants

(Addison, Miles and Priest. 1999: 415-430)

3.1.4 Components of adventure tourism applied to Lost in Kajaani

It is considered that the adventure (inner experience of the person) is based on three main adventure components. The first one is “Travel” or transportation, which is used by an adventurer. The second one is “Setting” or location where the experience takes place. The last one is “Activities” or outer experience, which the participant is engaged into. Together, they create unique experience that can vary depending on the way components are used.

In the below text, one can see the application of this concept for LiKa. This information is vital to understand the target group of the event.

Components of adventure tourism



Figure 4. Components of adventure tourism

The main activities of lost in Kajaani are long-distance orienteering with the bicycles and on foot. They are enormous obstacles for the racers, which create unforgettable memories and experience that contribute to the overall inner-experience of adventure. Additionally, many diverse rather entertaining tasks, such as water and night orienteering, set up along the route, play an essential role in the construction of the final experience for each participant. Another, crucial element of Lost in Kajaani race is the terrain of Finnish nature, which is extremely wonderful. It influences the mind immediately from the moment one finds himself outside. It is, especially, attractive for people from urban environments such as Moscow, St. Petersburg or Petrozavodsk. Finally, riding a bike for around 100 kilometers per day, exploring the unknown gorgeous area, is something special for almost anyone.

3.1.5 Soft adventure versus hard adventure

The terms “Soft” and “Hard” adventure are applied to explain the variety of activity behaviour, starting from mild and ending with extreme. The figure below shows the continuum, which includes different degrees of “challenge, uncertainty, setting, familiarity, personal abilities, intensity, duration and perceptions of control.” (Lipscombe, 1995:42) (Figure 5. The continuum of soft and hard adventure)

Lost in Kajaani adventure race consists of both hard (abseiling) and soft adventure (cycling) activities. On the one hand, Cycling is considered to be soft because it does not necessarily need previous experience. (Millington, 2001:45). However, it is physically challenging. On the other hand, orienteering requires the experience and skills, especially when the area is huge. Additionally, participants might need to know the basics of first aid and have skills of working with ropes.

The continuum of soft and hard adventure

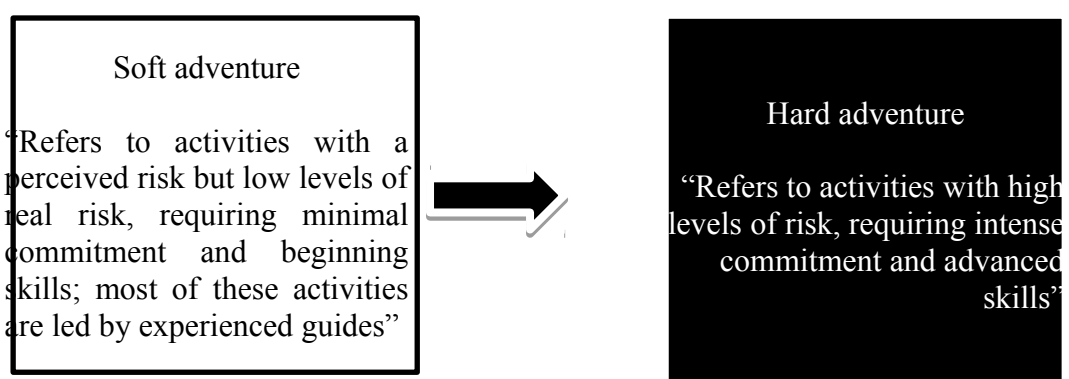


Figure 5. The continuum of soft and hard adventure

(Hill. 1995)

3.1.6 Dichotomies within adventure tourism and Lost in Kajaani

To understand the target group of Lost in Kajaani better, it is necessary to examine the dichotomies (sub-divisions) existing within the adventure tourism. In 2001, Millington made a division of adventure tourism market into destination driven and activity driven. Later, they were sub-divided once more into Destination-driven: a) By vehicle b) Non-vehicularized and Activity-driven: a) Hard b) Soft. Nowadays, there exist a number of various sub-divisions. (Table 1. Dichotomies within Lost in Kajaani race)

Dichotomies within Lost in Kajaani race

| | | |
|--------------------------------|--|-----------------------------------|
| Hard | | Soft |
| Remote | | Local |
| Physical | | Spiritual |
| Organized | | Independent |
| Group adventure | | Solo adventure |
| Domestic | | International |
| Artificial environment | | Natural Environment |
| Commercial adventure | | Voluntary adventure |
| Wilderness | | Urban |
| Low cost | | High cost |
| Planned | | Unplanned |
| Set itinerary | | "Go as you please" |
| Altruistic | | Hedonistic |
| Long trips | | Short breaks |
| 100 per cent adventure | | Intermittent adventure |
| Reliance on tourist facilities | | Limited use of tourist facilities |
| Politically stable destination | | Politically unstable destination |
| New adventure tourist | | Experienced adventure tourists |
| High-risk experience | | Low-risk experience |
| Real | | Fantasy |
| Work | | Play |

Table 1. Dichotomies within adventure tourism

(Source: Millington, et al. 2001:78)

Lost is Kajaani has both elements of soft and hard adventure. The event suits people looking for rather remote adventure since one has to ride the bike for a maximum of about 200 kilometres during 2 days in both wild and urban environments. The race requires from the participants to be in a very good physical and mental shape. The organizational group, with the help of GPS, always controls the event. The amount of participants in one group is 2- 3 people making it a group activity. At the moment, it is a local event of Kainuu region. However, there are plans to attract more participants from European countries and Russia. The environment is mostly natural, some parts of the route go through urban areas. The terrain can be asphalt, gravel or sand. The landscape varies from flat areas and fields to quite large hills. The adventure is not free of charge and requires payment. It is not allowed to “go as you please” .The participants must find the checkpoints marked on the map. Although there are no restrictions on how to reach these points. The event suits to those people who enjoy challenging themselves and therefore follows hedonistic aims. There are no special facilities for the participants during the race. For instance, each racer has to sleep in the tent during the night. Finland is very stable country in terms of its political situation. There are no commotions in the country. “Lost is Kajaani “is targeted both for new and experienced adventurers. It has different levels of difficulty. Depending on the level, one engage himself in low/high risk conditions. The race is very real and requires constant actions, good teamwork skills and fast thinking. It is quite playful but mostly one has to cycle all the time meaning that it is not just a game but a challenging activity or work.

3.2 Tourist motivation and adventure tourist

The main areas of this part are the change in trends, tourist motivation, adventure tourist, “soft” and “hard” adventurers, global picture of adventurer, the size of the adventure market

3.2.1 The change in trends

The world does not stand in one place. It always moves. In the same way, the interests of the public alter. Nowadays, it is considered that people are looking for something that can make them stronger or healthier. In other words, more and more people are interested in healthy lifestyle, green issues, quality. Consequently, people prefer to purchase activity holidays.

In 2010, ATTA, The George Washington University (GWU) and Xola Consulting conducted the adventure tourism market sizing study. The results showed the global value of adventure tourism was USD 90 billion. In 2013, the study was repeated and illustrated that 42 % of travellers went on adventure trips making the sector worth USD 263 billion. The rise of 195 % in two years. (WTO.2014: 20).

According to Poon (1993), “New tourists” are heterogeneous, consider travelling a general thing, and choose destinations carefully (not just warm mass tourist destinations). They like high quality service, have more reasons to travel than just escape from work or home duties and can travel in small numbers. (Figure 6. The nature of “new tourists”)

The nature of “new tourists”

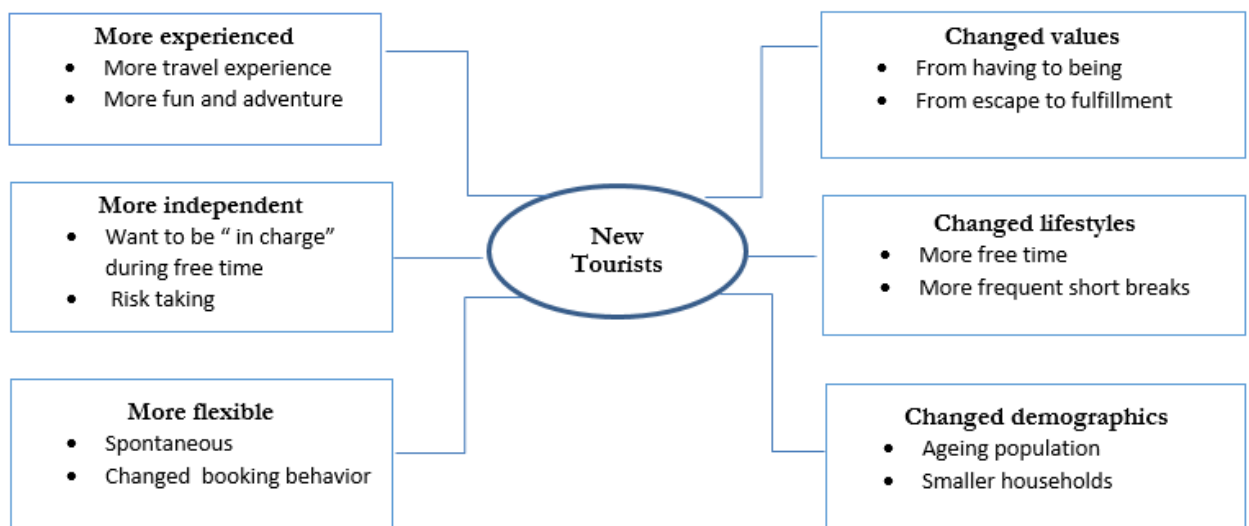


Figure 6. The nature of “new tourists”

(Source: adapted from Poon .1993)

3.2.2 Tourist motivation

Tourist motivation is a complex subject that is based on psychology, which is needed to explain person's decision-making process and the reasons why he or she behaves as he/she does before and after the holidays. The holidays are essential for people since they might mean relaxation, prestige, socializing, personal development, a desire for something different, excitement, adventure, experiencing different cultures/ways of life, meeting people with similar interests, and intellectual enrichment. Crompton (1979; see Shaw and Williams, 1994) believes that people take holidays to rebalance their state of disequilibrium which comes from routine of everyday living. (Swarbrooke, et al. 2006: 30)

Usually, person feels that it is time to have a break from his or her usual routine. This leads to three various options eventually:

1. To take part in leisure activities within local area
2. To take holiday or travel to see friends and relatives
3. To travel for business reason (not working in the office, as usual. Business adventure)

After that, specific motives build the essence of the leisure experience, in the form of socio-psychological factors (push factors) and cultural factors (pull factors). Dann (1977; see Shaw and Williams, 1994) considers that the former set of motives determine the need for travel, the latter set affects person's choice of destination. (Swarbrooke, et al. 2006:66)

Adventure tourists achieve their "holiday's highs" through diverse activities that involve risk, excitement, escapism, personal development, socializing, self-discovery and self-actualization. These are push factors, or inner needs that make people engage in adventures. Examples of pull factors in relation to adventure tourism can be wild and rugged destination environments, suitable natural resources (e.g. high peaks for mountaineering), rare bird and animal species for wildlife viewing. (Swarbrooke, et al. 2006:67)

There exist a number of theoretical frameworks that are used to explain tourist motivations, but perhaps the most suitable to the subject of adventure tourism is the travel career ladder (Pearce, 1988). It is an adaptation of Maslow's human needs pyramid (Maslow, 1976) and is based on the assumption that individuals have a career in their tourist behaviour. People desire to satisfy higher-level needs or motives through their holidays because of growing tourism experience. (Swarbrooke, et al. 2006:67)

The travel career pyramid highlights all the tourists' patterns or motives, instead of a single need for travelling. The five motivational basements illustrated in the scheme are 1. A concern with biological needs (including relaxation) 2. Safety and security needs (or levels of stimulation) 3. Relationship development and extension needs 4. Special interest and self-development needs 5. Fulfilment of deep involvement needs (self-actualization). (Figure 7. The Travel Career Ladder) (Swarbrooke, et al. 2006:67)

The travel Career ladder.



3.2.3 Adventure tourist

Adventure tourism is worldwide phenomenon of our century, which refers to people seeking self-fulfilment and entertainment by taking part in physical and mental demanding activities, making trips to distant rural and urban areas or searching for adrenaline experiences. (Swarbrooke, et al. 2006:57)

Despite the fact that adventure tourism is very similar to a number of other tourism typologies, adventurers possess unique characteristics that differentiate them from other tourism segments. For instance, risk taking, thrive from mental or physical challenge, seeking for novel and motivating experiences as well as self-development and self-esteem reasons. (Swarbrooke, et al. 2006:57)

3.2.4 “Soft” and “hard” adventurers

Soft adventurers - prefer to participate in low-level risk activities, which do not require much commitment and special skills. (Hill.1995:63). They are often beginners in the field of adventures and enjoy “safe” activities that do not require previous experience, for instance, bird watching in Finland.

The main motivators for soft adventurers are self-discovery, the need to escape from routine and experience of new environments (Lipscombe.1995), the potential excitement, novelty, socializing in controlled environment (Ewert.1989: see Lipscombe. 1995). To some degree, soft tourist is very similar with mass tourist. The only difference between these two concepts is that the former takes part in adventurous activities whilst the latter does not. (Cloke and Perkins, 2000:200).

At the other end, hard adventurers desire to engage in activities with high risk, intense commitment and demanding advanced skills. (Hill. 1995:63). They often take part in physically and mentally challenging outdoor activities that requires much previous

experience and high level of competence. The main motivators for this type of tourist are challenge, danger and risk. Most known hard adventures are snowmobiling, white-water rafting, sea kayaking etc.

According to Muller and Cleaver's (2000) research on US "baby boomer" market, it can be stated that soft adventures are more popular in comparison to hard adventures. Since becoming a real hard adventurer requires from the participant to possess much experience and nerve in the taken activity. The results showed that about 56 % of the survey's sample made up their mind on taking an adventure holiday or trip during 5 years' time. More than 207 million people were engaged in soft adventure and only around 59 million people participated in hard one.

All people perceive adventure differently. One might consider some activity quite adventurous, while the other one does not find it adventurous at all. Everyone's psychology is different. That is why concepts of challenge and panic zone are also various and determine the extent of adventure that can be dealt with. For example, climbing a high mountain requires a lot of previous experience in climbing and being in high places because this activity is very challenging both physically and mentally. The personality, which is needed to climb the mountains such as Everest, should include the following qualities: drive, low level of anxiety/worry, stamina, will, and emotional stability.

To sum up, it is clear that people are driven to take part in various hard and soft adventures by a few reasons: experience, competence, skill and personality.

3.2.5 Global picture of adventurer

The Adventure Tourism Market Study (ATTA.2013:1-3) illustrates the adventure tourism market by researching three key areas: Europe, North America and South America. UNWTO states that these three regions are accountant for 69 percent of total international departures. The estimations are based on the survey with 838 international respondents.

In 2012, approximately 42 percent of travellers from these regions chose an adventure activity as the main activity of their previous trips. Making the market worth \$263 billion.

This is a crucial improvement since 2010 when the market was estimated for \$89 billion. During the period from 2009 to 2012 there can be seen an average yearly growth of 65 percent.

The main findings related to the picture of the adventure traveller include the following points:

- The adventure travellers are younger than non-adventure travellers, with an average age of 36.
- Popular publications read by adventurers are (1)National Geographic (3)National Geographical Traveller and Men's Health, which cover traditional adventure and recreation themes, as well as unrelated but popular publications such as (2)Cosmopolitan and (6)Vogue, Glamour, Readers Digest, Elle, Local Daily Newspaper.
- Adventurists are more likely to use professional services such as instructors, guides, tour operators, or other services in comparison to non-adventurists.
- Adventurers prefer to plan the trips by making researches on the net (69%) discussions with friends and relatives (64 %), watching travel programmes about the destination. Adventurers recommend the trips by posting on social media sites.
- The percentage of adventure travellers using Facebook is accounted for 78 percent. It is twice as much as in 2010. (ATTA. 2013:1-3)
- The most of adventurers are male (57%) and single/never married (48%), compared to 43 percent of those married at the moment.
- 37 percent of adventurers have 4-year degree. 11 percent have professional degree.
- The Average income is around \$46,800.
- 71 percent has valid passport

- Small amount of adventurers travel alone, 21 percent travel with friends, 37 percent with a spouse or partner, and 30 percent with family (including children)
- Destinations with natural beauty is the most important factor when one chooses destination
- More likely to use professional services. However 56 percent did everything themselves. 22 percent used a guide, 18 percent used a tour operator and 13 percent used an instructor
- Savvy tourists who spend time researching and planning their ideal experiences (only 12 percent did not prepare prior the trip)
- The most common way of research is online, consulting friends and family.
- 78 % belong to Facebook (making it most used social network)
- Most popular social media is Youtube, Google+, and Twitter
- 81 % of adventurers are ready to recommend to friends and family the trip similar to the last one
- 39 % would use social media to recommend the trip
- 18 % would recommend the trip by posting a review on travel website
- 73 % of adventurers plan to engage into adventure activities on their future trips. However, only 22 % would engage in the same activity again.
- 36 % of non-adventures are willing to become adventurers for the next trip.

(ATTA. 2013: 4)

In conclusion, the American study shows that there was an enormous growth in the adventure tourism market since 2009. The total value is estimated for \$263 billion. Nowadays 42 percent of travellers choose adventure activity as the main activity versus 26 percent in 2009. In comparison, According to another source of information known as ATTA (Adventure Travel Trade Association) (2011), the global spending of adventure

tourists was accounted for approximately 89\$ Billion in 2011 ,where 16 % of all trips from Latin America, North America and Europe are for “Adventure Travel”.

The growth in the adventure market has created significant changes for destinations and travel businesses alike. Quite many tourists are not satisfied with simple sitting on the beach or shopping. They desire adventure experiences that highlight the nature and culture, which makes the place so distinct from any other.

The research states that adventure tourism is strong, growing and widening area. Understanding the needs, preferences and behaviours of this market is crucial for anyone who wants to attract adventure travellers in the future. That is why it is essential for the businesses and destinations to align with this information to receive great economic benefits that can be brought by adventurers. (ATTA.2013:4)

3.2.6 Size of adventure market

The Percentage of international tourists from Europe and Americas defined as adventure travellers rose from 26.3 percent in 2009 to 41.9 percent in 2012.

Only 0.90 percent of North American travellers were engaged in Hard adventure, 15.50 percent took part in Soft Adventure. 4.90 percent of European travellers participated in hard adventures, meanwhile 41, 90 % in Soft ones. South American tourists chose hard adventure most of all accounting for around 8 percent and 40, 30 % in Soft Adventure. (ATTA. 2013: 5)

On average, the spending of the adventure tourist increased from \$593 in 2009 to \$947 in 2012. Almost 20 percent increase per year. The average duration of the trip was 10 days. Spending has grown both for Soft and Hard adventures for all regions. The tables below represents the average spending of soft and hard adventure travellers by region. (ATTA. 2013: 5)

Soft Adventurer (Average trip Spending)

| Soft Adventurer (Average Trip Spending) | | |
|--|------|------------------------|
| Region | 2012 | Growth per year (2009- |
| | | |

| | | 2012) |
|---------------|---------|-------|
| Europe | \$897 | 24% |
| North America | \$1,152 | 9% |
| South America | \$1,501 | 25 % |

Table 2. Soft Adventurer (average trip spending)
(ATTA, Adventure Tourism Market Study, 2013: 7)

Hard Adventurer (Average Trip Spending)

| Hard Adventurer Average Trip Spending | | |
|---------------------------------------|---------|-----------------------------|
| Region | 2012 | Growth per year (2009-2012) |
| Europe | \$924 | 28% |
| North America | \$875 | 25% |
| South America | \$1,333 | 85 % |
| | | |

Table 3 Hard Adventurer (average trip spending)
(ATTA, Adventure Tourism Market Study, 2013: 8)

The adventure tourists also increased their spending on the gear clothing. However, generally the spending decreased by about five percent per year from \$354 in 2009 and to \$ 297 in 2012. It is probably connected to the fact the novices prefer to rent equipment instead of purchasing

| Adventurer traveler Average Gear and Clothing Spend | | |
|---|-------|-------|
| Region | Hard | Soft |
| Europe | \$343 | \$308 |
| North America | \$250 | \$475 |
| South America | \$505 | \$551 |

Table 4. Adventurer traveler (average gear and clothing spending)
(ATTA, Adventure Tourism Market Study, 2013: 8)

Timberland was most known brand among adventurers with 65 percent of recognition. The second place was taken by Quicksilver (44 %). Third place was Gore-Tex (35 %); the fourth place went to North Face (34%). The fifth place was Salomon (25 %). (ATTA.2013:4)

1.1 Lifestyle and life cycle approaches

Lifestyle and Life cycle methods of targeting are crucial to this research since they allow us to see a detailed pattern of Russian adventurist behavior that is extremely important for the development of marketing campaign, which represents a significant part of the event adaptation.

3.2.7 Definition of lifestyle

Lifestyle - “is a person’s pattern of living as expressed in his or her psychographics. It consists of consumers’ AIO (Activities, Interests, Opinions) dimensions - activities (work, hobbies, events etc.), interests (food, family, recreation etc.) and opinions (about themselves, social issues, business, products etc.)”. Lifestyle shows more than just person’s class and personality. It gives the detailed pattern of the interaction between the person and his/her environment. Relying on these patterns, Marketers are trying to find out what kind of relationships exist between their products and people. (Kotler, Bowen, and Makens. 2006: 208)

1.1.1 Consumer lifestyles, age groups within adventure tourism

According to one study (name is unknown) made for Queenstown, New Zealand, based on 651 tourists, adventure tourism is mostly attractive for young people (Berno et al., 1996). However, there is another viewpoint, which argues that adventure industry range is wider. This concept is based on the lifestyle of the person instead of his/her age. In accordance to Economic Intelligence Unit (1992:45), “...the characteristic quality is not age in per se but attitude – a spirit of adventure and enthusiasm”. Therefore, and elderly

person might take part in active tourism, such as charity cycling or rafting, in his 50-s if his lifestyle is active enough. Meanwhile, a just graduated 22-year old student would prefer to go to some cheap sunshine resort with his friends, just to chill out on the sunny beach. (Swarbrooke, et al. 2006:54)

Outbound tour operators also agree that lifestyle plays much more significant role than age when one makes up his mind on how to spend the holidays. The leading UK tour operator, which provides diverse adventure tourism products, claims that its client’s age is approximately 40-45. Other European operators state that the average age of their clients is around 40 years old. (Smith and Jenner, 2000:89).

High Place’s trek grades

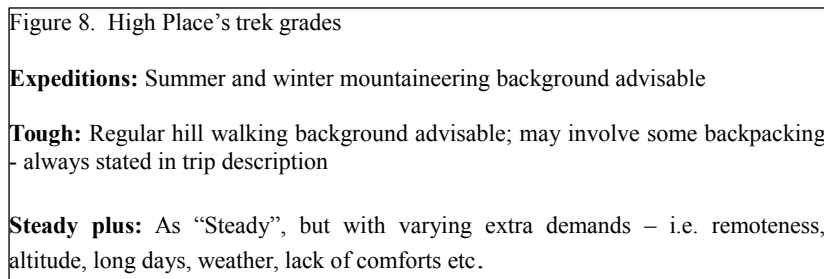
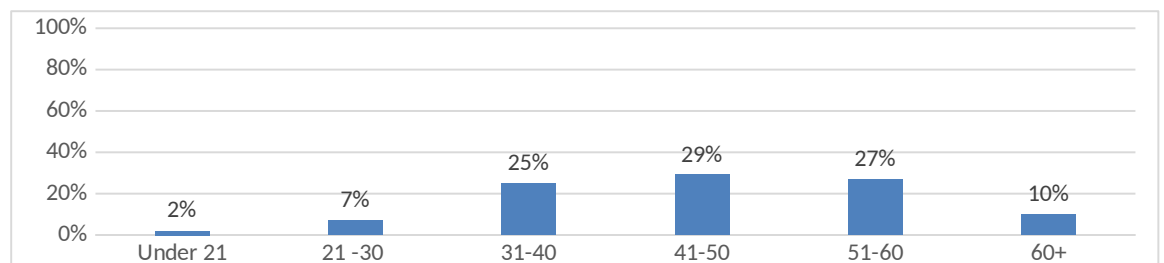


Figure 8. High Places’ trek grades

(High Places, 2001)

Another example is the company named “High Places” which promotes trekking holidays in various parts of the world. The main factor, which is being used for promotion, is the level of fitness and experience (see Figure 8. “High places’ trek grade) In other words, age is not a restriction and the majority of the clients are from the following age group:



High Place clients’ age group

Table 5. High Place clients’ age group

(High Places, 2001)

It is possible to notice that the under 21 and 21-30 age groups are not well presented. It seems that young market is not so fond of packaged holidays because of high prices of “organized adventure” as well as youngsters prefer the idea of own “do it yourself” trips. (Swarbrooke, et al. 2006)

That is why it is essential to remember about the independent travellers when such kind of data is analysed. Despite the fact that they do not use tourism organizations, they constitute a considerable part of adventure tourism market. (Swarbrooke, et al. 2006)

Following the above data, it can be seen that age also plays some role in decision-making process of the adventurers. Coming back to New Zealand research, which showed that age is significantly connected to engagement in adventure. It can be stated that the 20-34 age group possesses higher percentage of participation in adventure activities (kayaking, jet skiing and climbing, skydiving, parasailing etc.) in comparison to other groups. 45 years old age group demonstrated a clear connection between age and participation in adventures showing that that the respondents felt that they were “too old” to engage in such kind of adventures (above mentioned activities). Even though, one can see that there is a connection between age and participation. It must be noticed that the study examined only physical adventurous (hard) activities. The tourists who enjoy (soft) non-physical adventure activities (retreat in Indian Ashram) come from all age groups. (Swarbrooke, et al. 2006)

For some tour operators that sell sport-based adventure holidays, age is less vital element when it is related to a person’s level of fitness. Cater (2000) says that it is very common to ask for health certificates before one is allowed to participate in adventure. This refers to the companies that provide physically challenging holidays with some level of risk. (Swarbrooke, et al. 2006)

In conclusion, it is crucial to mention that both lifestyle and age are key factors in the decision-making process of adventure tourists. The age, experience and fitness play a key role in the choice of physical demanding activities. Meanwhile, Non-physical activities are considered to have very low connection with age. (Swarbrooke, et al. 2006)

1.1.2 Lifestyle frameworks

For the marketers of the 90s the main question was “what is going on in the consumer’s head” Psychographics – the science of categorizing and measuring consumer lifestyles – is the key into this question. The identification of various consumer lifestyles assists marketers to achieve more precise targeting. Two most popular methods used are AIO and VALS 2 frameworks. (Kotler and Armstrong. 2008: 41)

The AIO framework

In this method, participants are given long surveys compiled to measure the activities, interests and opinions (AIO). The table below represents the major dimensions applied to measure the AIO elements and demographics.

This Framework is a handy tool to compile a survey about the characteristics of the Russian adventurers because it shows the majority of dimensions that must be researched to receive the necessary profile of the Russian adventurer and create the right marketing strategy.

AIO and demographics measurement dimensions

| ACTIVITIES | INTERESTS | OPINIONS | DEMOGRAPHICS |
|---------------|------------|---------------|--------------|
| Work | Family | Themselves | Age |
| Hobbies | Home | Social issues | Education |
| Social events | Job | Politics | Income |
| Vacation | Community | Business | Occupation |
| Entertainment | Recreation | Economics | Family size |
| Clubs | Fashion | Education | Dwelling |
| Community | Food | Products | Geography |
| Shopping | Media | Future | City size |

| | | | |
|--------|--------------|---------|----------------|
| Sports | Achievements | Culture | Stage in cycle |
|--------|--------------|---------|----------------|

Table 6. AIO and demographics measurement dimensions

(Plummer. 2000: 34)

Activities – the way people work or engage in hobbies shows much about them. If at the same time, a person has hard work and is involved in sports, then it is a highly active person. If he was a computer operator, it would be unlikely that he would leave home for the weekends. Thus looking at the activities of a certain individual, it is possible to draw his/her travelling, working habits etc. (Plummer. 2000: 34)

Interests – human interests are good assistants for the marketers as they allow to choose the right marketing message which must be conveyed to the certain customer group. For instance, if a customer is interested in technologies, there is no sense to sell him/her recreation trips. There is a small chance that he might buy it, but it is not your primary target. (Plummer. 2000: 34)

Opinions – It is well-known that the audience opinion is one of the most significant factors influencing on, for example, political party or a film. Opinions should never be underestimated, especially in the area of digital achievements (like internet) because they spread with tremendous speed. Today, there exist agencies that operate in the sphere of online branding. They can easily give a feedback regarding the public opinion of a specific brand or product. Based on this data, the managers can make the required changes. (Plummer. 2000: 35)

The questions are asked in the form of agreeing and disagreeing, for example:

- I would like to become an actor
- I enjoy going to concerts
- I usually dress for fashion, not for comfort

The collected information is analysed via computer to separate different lifestyle groups. For instance:

- Self-made businessman

- Successful professional
- Devoted family man
- Frustrated factory worker
- Retiring homebody

(Kotler and Amstrong. 2008: 46)

To sum up, the AIO framework is quite general tool to create own lifestyle groups relying on the person's demographics, activities, interests and opinions.

VALS

VALS (stands for "Values, Attitudes and Lifestyles") distinguishes people by psychological characteristics and four demographics that correlate with purchase behaviour – how people spend their money and time. It separates consumers into 8 groups based on 2 major dimensions: primary motivation and resources. Primary motivations consists of ideals, achievement, and self-expression. In accordance with SRI-BI (short from "Strategic Business Insights" company), consumers who are primarily motivated by ideals are guided by knowledge. Those who are motivated by achievement search for services and products oriented on demonstration of the status. Finally, people who are motivated by self-expression starve for social and physical activity, variety, and risk. (Kotler and Armstrong. 2008:47)

Consumers within each area are then separated into people with high resources and with low resources, depending on high or low levels of income, health, self-confidence, education, energy etc. Buyers, with both high and low level of resources, are classified without relation to their primary motivations (Survivors, Innovators). (Kotler and Amstrong 2008. VALS: 47)

The usefulness of VALS for the development of LiKa is undeniable. This framework gives us well-defined structures of human behaviour existing in our century. Relying on them, we can already make the assumptions of the possible target groups and build some parts of the survey related to lifestyle in a well-thought manner.

8 lifestyle groups of US VALS framework

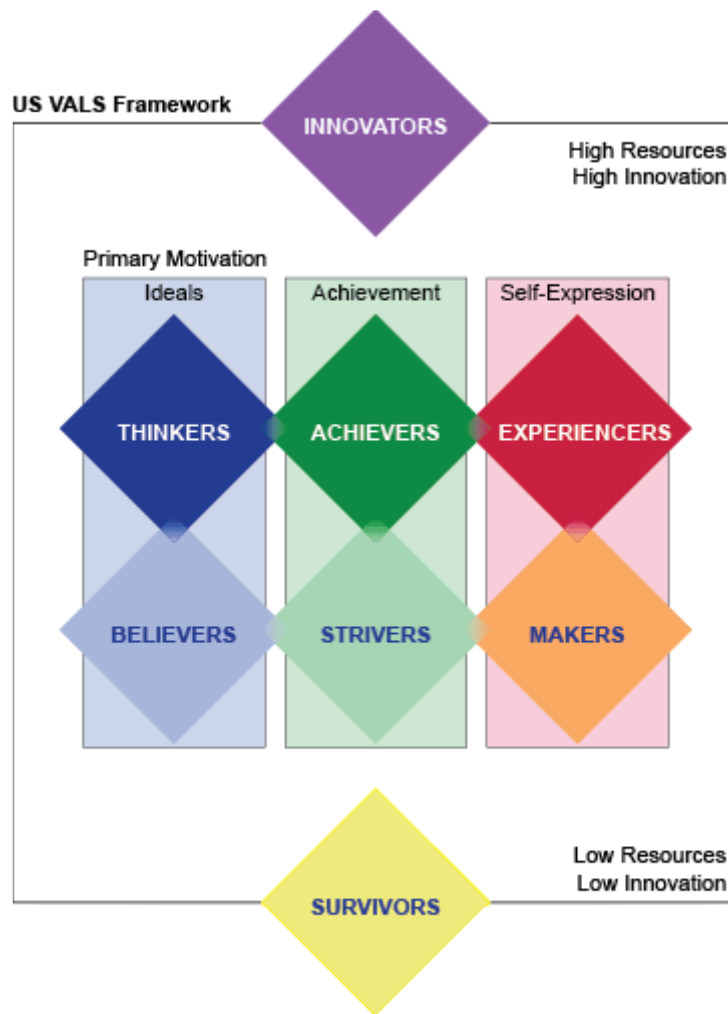


Figure 9. US VALS Framework

(SRI International. Menlo Park.2014. CA. VALS 2)

Experiencers - self-expression is the main motivation. They are young, enthusiastic, and impulsive, can grab the idea quickly but equally fast to lose interest. Their desires are variety, excitement, trying the new, the offbeat, and the risky. They usually do sports, love outdoor recreation and social activities.

Favourite Things: a social-media following, being entertained, being established, the ability to purchase. (Strategic business insights. 2015. VALS)

To conclude, According to VALS framework, it seems that most suitable lifestyle for Lost in Kajaani is Experiencers since they are young, enthusiastic, want to try something new, love sport activities and discovery. However, the rest lifestyles, excluding Survivors, can also have potential participants even though people might not be so interested in adventure activities. The description of other groups can be found in the appendix VALS.

1.2 Life-cycle approaches

There exists several theoretical life-cycle concepts. One of them is called human life cycle. Another one is family life cycle. The former one shows the patterns of human behavior depending on person's age. The latter one describes the family development cycle. Although, in our research, family development does not play much of importance. Meanwhile, age is significantly correlated with the lifestyle of the person.

12 stages of human life cycle

In accordance with Thomas Armstrong (2008), there exist 12 stages of human life cycle. Each cycle is crucial for both a person and a society. In Thomas Armstrong's book *The Human Odyssey Navigating the Twelve Stages of Life*, he writes about the importance of each period.

For our research, it is important to highlight only the stages, which represent the potential age groups who might take part in Lost in Kajaani event. That is why; we will focus on 7- 10 periods. (Armstrong.2008)

7th period – Adolescence (Age (12)18-20): Passion - the biological event of puberty reveals a strong set of alterations in the body which influence on teenager's sexual, emotional, cultural and spiritual passions. The power zeal for life can be seen during this stage. (Armstrong.2008)

8th period – Early Adulthood (Age 20-35): Enterprise - many responsibilities, such as search for a home and mate, establishment of a family, circle of friends, and getting a

good job fall on to the person's shoulders. The principle of enterprise serves us as a mark we need to go out into the world. (Armstrong.2008)

9th period – Midlife (Age 35-50): Contemplation - Getting tired of following the society's scripts for a long time, people in midlife usually take a break from the routine responsibilities to reflect on the deeper sense of life to continue living with a new understating of the world. The contemplation is a crucial tool, which one needs to deepen and enrich the life at any stage. (Armstrong.2008)

10th period - Mature Adulthood (Age 50 – 80): Benevolence - mature adults, who have raised families, established themselves in the work life. People start contributing to the development of society by volunteerism, mentorships, and other forms of philanthropy. (Armstrong.2008)

To sum up, it can be seen that “Adolescence” and “Midlife Adulthood” age periods are more suitable to take part in Lost in Kajaani. For instance, During “Passion” period, people have much free time, energy and good physical shape. They want to challenge themselves and discover something new. During “Contemplation” period, people feel exhausted from the routine and want to engage in something that differs from their lives.

Meanwhile, looking at “Early adulthood” and “Mature adulthood” age groups, it becomes apparent that they are less suitable periods. During the “enterprise” period, people prefer to spend money and energy on the establishment of personal life. Examining the “Benevolence” period, it is crucial to notice that people are quite free because their personal life is already built. They start contributing to society and want to engage in some sort of philanthropy. Currently, this element is missing in L in K and represents the potential room for the event development. Additionally, it is quite probable that due to age, health problems might contradict the person's desire to participate in the race. (Armstrong, 2008.)

3.3 Summary of the theoretical background

The aim of the theoretical background was to reveal the information about adventure tourism and adventure traveller to analyse “Lost in Kajaani” event , its potential market and build the market research relying on the derived information to find out the

characteristics of Russian adventurers and other essential information required to adopt “Lost in Kajaani” adventure event for the Russian market.

Both “Adventure Tourism” and “Motivation and Adventure Tourist” provided a good basis to analyze “Lost in Kajaani” and compile the survey.

Additionally, the concepts of lifestyle and life cycle approaches were presented to develop better survey and make an analysis of the derived data.

Every part of theoretical background reveals diverse details related to adventure tourism and tourist needed to understand the characteristics of Russian adventurers. To be more specific:

The adventure tourism section shows the analysis of Lost in Kajaani in terms of adventure concepts that gives readers a better picture of the target group we are looking for in Russia. Based on the results of analysis, it is possible to say that LiKa is a real adventure competition. Its nature involves following elements: highly conventional in terms tourism (leisure-driven, organised and controlled by special team) and adventure (real risk, extreme, remote area and different terrains). The main adventure components are inner experience that comes from travel (cycling, running), activities (orienteering, challenging tasks), and setting (gorgeous nature of Kainuu region). It has both elements of soft (cycling, running) and hard (orienteering on huge scale, abseiling) adventure and physical challenge (distance is more than 100 kilometres).

According to the above information, the target group includes people who love: cycling types of sports, challenges, nature, elements of uncertainty, real risk and extreme, teamwork etc. However, at the same time we could suppose that they expect good organisation: safety, additional services such as accommodation, food, entertainment and recreation (sauna, swimming pool, excursions).

Adventure tourist part mostly represents WTO adventure tourism market research (2013) which shows the constant growth of the adventure industry year by year since more and more people are engaging into adventure activities.

The main motivators are risk, excitement, escapism, personal development, socializing, self-discovery and self-actualization. This information corresponds with the section 3.2.2.

Tourist motivation - Ryan' Travel Career Ladder, based on Maslow's human needs pyramid.

Tourists are becoming more experienced and prefer individual travel packages to mass tourism destinations. The internet is becoming the main place to find, plan and share the trips.

The data related to adventure tourism is also growing allowing those involved in tourism sphere to meet the growing demand and reach the target group successfully.

Relying on the above data and **the Lifestyle and Lifecycle parts**, a hypothetical draft of the target group for Lost in Kajaani event can be drawn. However, it still needs to be proved by the survey, similar event research and Hofstede's cultural dimensions analysis:

The hypothetical target group: These people are enthusiastic, love to challenge themselves so as to raise self-esteem. They probably have part-time, full-time job or other ways to get money to participate in the event, the age starts from 18 and there is no upper limit. The limitation comes from person's state of health. The racers of Lost in Kajaani might be interested in many various sports and sport activities such as skiing, cycling, climbing, hiking etc. They have 3-5 trainings per week. Therefore, they are fond of sport and adventure equipment. They follow sport and adventure communities via social media (mainly Vkontakte.ru) and take part in the competitions, events and festivals, watch sport TV channels and read the literature related to travelling, discovery, adventure, sport etc. The education might vary from completed high school and college to the university degree (Higher Education). The language skills can be another characteristic of the potential participant. The person should know some Basic English or Finnish. It is apparent that IT skills are also needed since all the organizational matters will be discussed via Internet. The person might have a family with children and own apartment as well as he/she might live with parents or in student dormitory. The adventurer has, plans or ready to make a passport to go abroad. He/she might have already been to Finland or other European countries and has positive attitude towards these countries. Income level is enough to cover travel expenses and event fees.

4 METHODOLOGY

The methodology is given in this part

4.1 Quantitative survey

According to A.J. Veal (2011:56), it is quite common for leisure and tourism researches to contain the collection, analysis and presentation of statistical information. Sometimes information is quantitative - the number of tourists visiting a particular holiday area or the average income of a group of people. Sometimes data is qualitative in nature and is presented in a quantitative way. For example, numerical points derived by asking people to indicate levels of satisfaction with different services, where the scores range from 1, "very satisfied", to 5, "very dissatisfied".

The quantitative method to research involves numerical data. It relies on numerical evidence to draw conclusions or to test hypotheses. The reliability of this method depends on the large number of responses and the analysis of data requires the usage of computer. The information can be obtained from the surveys, observation-involving counts, administrative sources, such as ticket sales data for leisure facilities or data collected by immigration authorities at airports.

(Veal.2011:56)

There exist three approaches to this method:

- 1) "Hypothetical-deductive quantitative research relates to the hypothetical-deductive model. Invariably statistical methods and tests, such as the chi-square tests, t-tests, analysis of variance, correlation or regression are used."
- 2) "Statistical quantitative research makes use of statistical methods but is not necessarily hypothetical-deductive. It can be descriptive, exploratory or deductive."
- 3) "Inductive quantitative research is based on numerical data, but makes little or no use of statistical tests: its most sophisticated data statistical measure is usually the

percentage and sometimes means/averages.” This type of research is more informal than two previous ones. (Veal. 2011:56)

4.2 Secondary data analysis

Secondary data – “already exist and was collected for some other (primary) purpose but can be used a second time in the current research – the researcher is the secondary user. Further analysis of such data is referred to as secondary analysis”. (Veal.2011:57)

Advantages of using secondary data includes Timing (data may be instantly available), Cost (cost of collecting new data avoided), Experience (the “trial and error” experience of those who collected the original data can be exploited, Scale (secondary data may be based on larger samples than would otherwise be possible. Serendipity (inductive process of data analysis may yield serendipitous findings, which may not have arisen with primary, purpose-designed data collection. (Veal.2011:57)

Disadvantages are design – secondary data have been designed for another purpose, so may not be ideal for the research. Analysis limitations – if access to the raw data of re-analysis is not possible, opportunities for analysis/manipulation of the data for the current research may be limited. (Veal.2011:57)

Typical examples of secondary data are Administrative/ management data (Tourist arrivals and departures, Management data) National leisure participation survey, Tourism surveys, Economic data, the population census, Documentary sources, Opportunism. (Veal. 2011:57)

4.3 Primary data analysis

The data which is collected directly from sources by a researcher is called primary data or raw data. Primary data analysis refers to the assessment and interpretation of a set of primary data in a form of report. This type of data is the most authentic and reliable as it has not been manipulated by a researcher. (Veal. 2011:63)

4.4 Data collection method

The Characteristics of Russian adventurers survey

The main task of the survey is to collect the information regarding Russian adventurers' lifestyle, demographics, attitude to adventure and services needed to take part in Lost in Kajaani. The data is needed to adopt Lost in Kajaani adventure race to the Russian market in terms of services, marketing and new adventure elements. The target group is people who are interested in adventure, sport, and extreme activities. The area of the survey covers the regions such as Karelia, Moscow and St. Petersburg.

Due to the nature of study, the data for the research was collected through online questionnaire, built in Webropol surveys.com (online survey programme) which was distributed in Russian social media (Vkontakte). For the detailed list of the channels, see Appendix 1. The list of the channels

Hofstede's cultural dimensions analysis

The data for the analysis was collected from the official web-site, which is called as "The Hofstede Center". The link to the site: <http://geert-hofstede.com/cultural-tools.html>. There, the country comparison tool was used. It visualizes cultural differences in an interactive bar chart with opportunity to compare one country with another one or two other countries. The data basis includes more than 100 countries.

Similar events analysis

The data for the analysis was collected from the official web-pages of the events.

- The Race of the Heroes: <http://www.gtorace.com/> , <https://vk.com/herorace>
- The Red Fox adventure race: <http://www.adventure-race.redfox.ru/>,
<https://www.facebook.com/RedFoxAdventureRace?ref=ts&fref=ts>
- The Running city race: <http://www.runcity.org/ru/events/>, <https://vk.com/runcity>

4.5 Research validity

Validity is “the extent to which the information presented in the research truly refers to the phenomena which researcher claims it reflects”. In other words, In Educational research validity refers to the question “are we measuring what we want to measure?” and therefore, it means “accurate measurement” on the basis of which a valid conclusion can be drawn. There exist three crucial elements of Validity (Daniel. 2004: 65-70):

- 1) External validity – refers to representativeness and generalizability : to what extent can the results be generalized to a population wider than a particular sample used in the study
- 2) Internal validity - how accurate the characteristics of the phenomena being studied are presented by the variables used and the data collected, also known as measurement or instrument (for instance questionnaire).
- 3) Validity – the extent to which study identifies and measures all the essential variables.

Valid measurement is not possible if all the aspects of the validity are not mutually inclusive in the research questionnaire. (Veal. 2011:46)

The characteristics Russian adventurers survey

The survey is created to analyse the lifestyle of Russian adventurers, their attitude towards adventure, demographics and to understand what kind of services are needed to be provided to attract them to participate in Lost in Kajaani adventure race. Therefore, the validity of the research can be proved only by the large number of responses. The average response rate should be around 100 to say that the data is valid

4.6 Research reliability

Reliability – “the extent to which research findings would be the same if the research were to be prepared at a later date or with a different sample of subjects. (Veal. 2011: 46)

In other words, reliability is the degree to which repeated questionnaires, surveys and interviews produce stable and consistent results in constantly changing environment. If the results of the repeated survey are similar or likely the same, the reliability of the research is stronger. The usage of similar questions in the surveys, interviews, literature and other reliable documents leads to better reliability of the research. (Daniel. 2004: 72-74)

The Characteristics of Russian adventurers survey

The research can be called reliable only if the response rate is not lower than 100 answers. In addition, reliability can be confirmed by the variety of online communities, forums and web-sites where the research is distributed among diverse, not related to each other people.

4.7 Data analysis

The Characteristics of Russian adventurers survey

The collected data was analyzed with the help of Webropol survey.com (online survey programme), Statistical Package for Social Sciences (SPSS) and Microsoft excel 2010, used to draw charts, tables and bars.

Hofstede's cultural dimensions analysis.

The analysis of data derived from Hofstede's dimensions research was done in a form of comparison. All six dimensions were separated into three segments. The first part includes information about Russia. The second part represents data on Finland. The third part is the conclusion consisting of the comparison which discusses the differences between two previous parts and potential problems that might appear due to them as well as it gives the probable solutions for these situations.

Similar events analysis

The analysis of data was done relying on the list of aspects that are necessary to be explored to adopt LiKa for Russians. The list was built on the components of “Lost in Kajaani” and include information such as: activities, size of the event, target group, marketing channels, the aims and tasks of the race etc.

5 EMPIRICAL FINDINGS

The empirical findings are illustrated in the below text

5.1 Hofstede's cultural dimensions analysis – Russia vs. Finland

In the below text, the results of Hofstede's cultural dimensions analysis for Finland and Russia are presented in the form of a comparison. Each dimension is described separately for both countries. Then, comments with recommendations and potential problems are compiled in the conclusion. Finally, the overall summary highlights the most essential elements of the findings.

Hofstede's cultural dimensions analysis. Russia in comparison to Finland

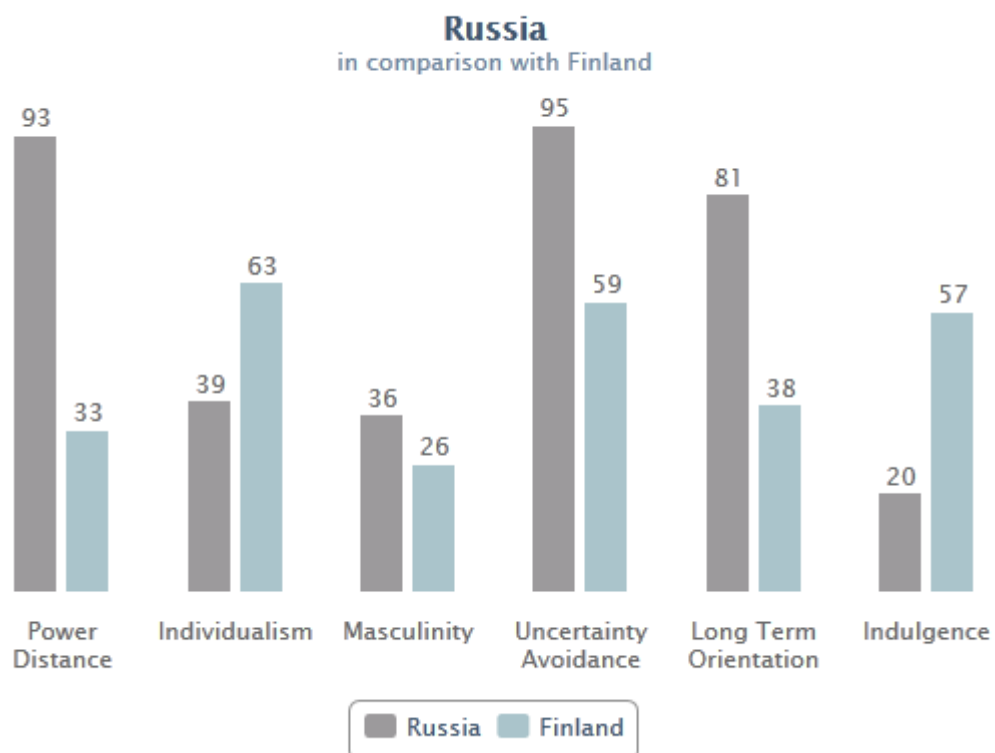


Figure 10. Hofstede's cultural dimensions analysis. Russia in comparison to Finland

(The Hofstede Center. 2015)

5.1.1. Power distance index (PDI)

The score difference between Finnish and Russian PDI is 60 points or more than 50 per cent. The index shows us that Russia has strong hierarchy while Finnish society is rather equal. This fact leads us to the point that the mentality of two neighbours is different and the problem might arise due to it.

Firstly, it is very essential to remember that depending on the region, Russian behaviour might alter. It is a typical belief that those who reside in Moscow have much money and therefore are more influential in the society. People from this region like high-quality service and expect to be served as fast and well as possible. If people are ignored or wait too much from their viewpoint, they might get annoyed and angry. The residents of St. Petersburg are considered to be well – natured, good mannered and well educated. The city itself is called “Cultural Capital” of the Russian Federation. Other provincial regions also have images but not well-known all over the country.

Secondly, in general, the communication type in Russia is top-down meaning that people expect to get clear instructions, supervision and guidance of those who is on the higher level. Comparing to Finns who are used to ask something if they do not understand or know, It is very uncommon for Russians to ask for an advice because Russians think that they are expected to know what they are doing if the instructions were already given. That is why it is very crucial to ask them if they understand everything or not. It is even better to repeat yourself a few times because Russians might be shy to say that did not understand anything just to make a smart impression.

5.1.2. Individualism versus collectivism (IDV)

It is apparent that Russian and Finnish societies are the opposites in terms of Individualism and Collectivism. Russians like huge amounts of people, noise, action, showing off etc. Finns prefer silence, narrow round of friends or even be on their own, as imperceptible as possible.

That is why, it is crucial to make sure that Russians are not going to annoy participants from other countries. For example, it is quite possible that during the night, Russians will

be quite noisy and drink some alcohol. Ideally, the alcohol should be forbidden during the event and if the rule is broken, the consequences must be severe, for instance immediate disqualification. Anyway, the fun is one of the key elements Russians look for in any activity and it should not be forgotten. Fun might be different. However, for Russians, it is often connected to alcohol.

5.1.3 Masculinity versus femininity (MAS)

Both Russian and Finnish societies are feminine. It means that people care for each other and quality of life. The quality of life is the symbol of success. Being different is not appreciated. The main motivation of people is the desire to do what they like.

In general, there is no potential problems that might arise from this cultural dimension during the event since the score is almost equal.

5.1.4 Uncertainty avoidance index (UAI)

Uncertainty avoidance is common element of Finnish and Russian communities, meaning that both peoples like everything to be well planned beforehand and secure. It is quite typical for Russians to ask many questions before they decide to do something. On the one hand, they are very careful if they believe that there is some threat to their life. On the other hand, Russians might become extremely calm and fearless because they feel so tired of fear to lose something, planning the future, constant stress from work and studies, life challenges that emerge because of low quality of life. In other words, they just stop caring of themselves and ready give their life for others and to become famous. A good example of this phenomenon is a huge quantity of “crazy Russians” videos on www.Youtube.com.

This might cause some problems because Russians might lose the feeling of reality during the competition and get themselves into trouble. For example, they can go through some forbidden areas to make shortcuts or break the rules of the “game” by using auto. Moreover, Russians do not like to lose and in the trials to be the first ones, they can hide the fact that some of the team member has injury or other serious problems because they will get disqualified.

5.1.5 Long term orientation versus short term normative orientation (LTO)

Russians and Fins see the truth in the opposite ways. The former believe that the truth can be changed depending on the situation. The latter are the fans of traditions.

The only issue that might arise here is that Russians might find boring the way things are happening in Finland. Otherwise, Russians can easily adopt to new culture and accept the Finnish traditions with great respect. However, they might be reluctant to understand new culture if they think that it is not useful for them and this might offend some Fins. That is why it is crucial to introduce Russian participants to Finnish culture and the way of life. What is considered to be a good tone and what is a bad tone.

5.1.6. Indulgence versus restraint (IND)

Finnish way of life is quite different from Russian one. The restrained Russians quite often do the things they do not like at all just because they need some financial resources to survive. The indulgent Fins follow their dreams and realise the inner desires into the reality.

For the majority of Russians, opportunity to take part in the international event such as Lost in Kajaani is fantastic since it includes travelling abroad and escapism from daily routine. It is vital to remember this data when planning a marketing strategy.

There are no problems that might emerge from this dimension.

5.2 Similar event analysis

Adventure races is the type of sport that represent the combination of two or more sport disciplines such as orienteering, running on the rugged terrain, mountain biking, paddling, climbing etc. The expedition race can last from 2 to 10 days and more. Meanwhile, sprint race lasts around 1 day and sometimes just several hours. It is quite common that race does not stop when the darkness comes. The choice of time and location for resting is determined by the participants. (Academic web-site.2010. Adventure race article)

The source of adventure races in Russia was probably quite wide-spread competitions such as tourist multi-racing, sport orienteering and various cycling marathons. For example, during 30 years, St. Petersburg has been holding the race “March”, which grew from small inner tourist club event of LSU (Leningrad State University) into one of the most famous races in St. Petersburg. (Academic web-site.2010. Adventure race article) According to the event calendar, there were around 60 adventure races in 2007, 80 in 2008 and 110 in 2009, 130 in 2010. (Event Calendar.2015. Online programme)

In this section, the similar event analysis will be conducted. The purpose of the analysis is the investigation of the Russian adventure market and its potential for Lost in Kajaani event with the adoption of the race for the Russian market as the final aim.

To be more specific, the task of the research is to evaluate the quality of Russian events by finding out the main marketing channels, understanding the target group, events organization (in terms of activities, size, services, distances, difficulty level, location etc.) The investigation will be based on 3 different but at the same time similar races. The research starts with the analysis of the Race of the Heroes. Then, The Red Fox Adventure race and finally, the Running City race. Each race is analyzed in its own way depending on the information available. Additionally, at the end, more examples of Russian adventure races will be included. The section ends with the conclusion containing most essential information and recommendations for Lost in Kajaani development.

5.2.1 Race of Heroes

"Race of Heroes" is the teambuilding corporate event. It is the first nationwide scale race, based on to the standards of GTO, which was organized for the first time in 2013. GTO stands for “Gotov k trudu i oboroni USSSR” which can be translated as “Ready for Labour and Defence of the USSR”. It is a Unified State athletic training program developed in the USSR. The original idea of the event comes from Spartan Race, which is organized in the Northern America, Europe, South Korea and Australia. (The race of the Heroes.2015. Web- site)

More than 8 thousand people (men and women) have managed to reach the finish and complete all the challenges by overcoming themselves during 2 years. Teams are called,

in a military style, platoons. Maximum amount of people in one team is 20 and in the competition, 1000. Participants must be at least 18 years old. Under 18 year old children must have permission from the parents. The price per person is around 46 euro. The price for one platoon is 920 euro. At the moment the race is not divided into different levels of difficulty. The dates of the race depends on the amount of people registered for the event. 500 people is the minimum number of people to organize the race. The location might vary depending on the demand. (The race of the Heroes.2015. Web-site)

The race distance is 10 kilometers on the rugged terrain and it includes 60 various obstacles. The participants will run on the track with simulated warfare and face the challenges such as fiery assault course, river crossing, underground tunnels, barbed wire, climbing walls, hanging bridges, cross under the explosions of shells. (The race of the Heroes.2015. Web- site)

The Official web-site of the race: <http://www.gtorace.com/> (only Russian language)

Target group

The focus is put on the corporate organizations who want to:

- Increase staff performance
 - Develop the effectiveness of teamwork
 - Improve communication between the colleagues
 - Raise the loyalty of personnel
 - Teach employees how to solve tasks outside of the box and be flexible towards routines tasks
 - Create the image of an attractive company to work for
- (The race of the Heroes.2015. Web- site)

What makes the race of heroes different from other competitions?

- Original scenario
- Total immersion in the military atmosphere
- Real challenges, not symbolic ones
- Adrenaline instead of boredom
- Exciting adventure , not the set of physical exercises

(The race of the Heroes.2015. Web- site)

Why the race is attractive?

- The challenge which should be taken at least once a life by every person.
- The running on the rugged terrain with various obstacles which helps to open your highest potential.
- It is a chance to escape from the office routine.
- The competition for all ages and skill levels
- An exciting adventure and a source of adrenaline
- The Challenge on the edge of your possibilities
- Teamwork (the Race of the Heroes can only be overcome by working in a team)

(The race of the Heroes.2015. Web- site)

Marketing channels

The main marketing channels of the event are official web-site social media and mass media: Facebook, Vkontakte, Instagram, Twitter and TV channel “Rossiya 2”

Web-site consists of the following elements: information on the track, photo & video, reviews about the event, celebrities’ reviews, info about partners and how to register for the event, contact information. The description of the event and prices are not given. The site is still under the maintenance.

Facebook is used mainly for posts on different topics connected to: directly to the event, to the life of the organizers, information about other challenges, nutrition, propaganda of healthy and sport lifestyle, human abilities and Russian military heroes. There are not so many photos and videos. In general, the community is not very well developed. The quantity of followers is accounted for just 99 followers.

Vkontake is the main tool of communication with the audience. The community consists of 11,174 people. People can find many discussions related to the event and ask questions. There many videos (198) about the event, the posts about interesting people, sporty and healthy lifestyle, nutrition etc.; 223 albums with pictures from the race; audio files; important links; Contact information. The community looks quite well-developed.

Instagram is used to share the photos from the race. The number of photos is not very high. The quantity of followers is 288 people.

Twitter is used as a news line consisting of short (advertising) messages with links mainly to Vkontake, where the discussion might take place.

TV channel “Rossiya 2” - the General information partner of the event. Marketing of the event on the national level.

5.2.2 Red Fox adventure race

One of the largest races “Red Fox Adventure Race” allows the best multi - sportsmen, orienteers, climbers and cyclists to challenge themselves in “non-stop” surviving adventure race. (The Red FOX.2015.Web-site).

The race gathers many famous Russian and Foreign sportsmen, hundreds of spectators, attracts mass media and the officials from sport communities. The teams come from the CIS countries, Poland, Denmark, Sweden, France, Turkey, and Netherlands. (The Red FOX.2015.Web-site)

One of the best attractions of the race is unique and fantastic nature. For more than 10 years of the race existence, participants had a chance to compete in several Leningrad regions, Karelia, on the Kola Peninsula, in the Khibiny Mountains, Krasnaya Polyana, Sochi, and even in Norway. (The Red FOX.2015.Web-site)

The designer of the race is the master of sports orienteering, Vitaliy Chegarovski – the legend in the orienteering circles and multisport events, with more than 20 year of experience in the organization of sport orienteering. (The Red FOX.2015.Web-site)

The high quality of the race organization was noticed by many professional sportsmen. The race was recognized as the best event in multisport season and received the certificate: “the most beautiful and hardest adventure race of the year.”, and the certificate of National Russia competition “RUSSIAN EVENT AWARDS 2012” in the nomination “the best project in the sport sphere”. (The Red FOX.2015. Web-site)

In 2009, the race became international becoming the part of the European multisport races – AR (Adventure Races) Euro series. (The Red FOX.2015. Web-site). 164 teams took part in the race in 2014. The price per 2 people is 37 euro and per 4 people – 74 euro.

In 2015 the largest expedition Russian race “Red Fox Adventure Race” will be included in the calendar of the European multisport races AR Euro series for the 4th time. It means that the results of the race will be added into the common result list allowing the strongest Russian teams to compete with the best international teams. For the foreigners RFARXV is a wonderful chance to get familiar with unique Russian nature and adventures. Each year the participants can expect new challenges, glorious and gorgeous areas and severe adventures. RFAR is the race that widens the boundaries of human possibilities. (The Red FOX. 2015. Web-site)

The Official web-site of the race: <http://adventure-race.redfox.ru/>

Attractiveness

The main activities of the race are cycling, running, kayaking, and climbing. There are two levels of difficulties depending on the distance. The first level is RFAR “Short” - 48 hours. The second one RFAR “Long” - 72 hours. The team might consist of:

1. 4 people - at least 1 woman.
2. 2 persons - 2 men
3. Two persons – 1 man and 1 woman or 2 women.

(The Red FOX.2015.Web-site)

The attractiveness of event is incurred in long distance, activities, nature and extreme location of check points. The races are held in the beginning-middle of June. The age limit is 18 years old. Red Fox Adventure Race I was organized on the 14 of June in 2003, in Leningrad area. (The Red FOX.2015.Web-site)

The Aims and Tasks of RFARs

- Propaganda of healthy lifestyle.
- Popularization and development of adventure races like type of sport in Russia
- Motivation of population to engage into the regular sport trainings in the natural environment.
- The introduction of unique North-western region nature

(The Red FOX.2015.Web-site)

The target group

The target market of the race includes both foreign and Russian people who are interested in sport, orienteering, nature, racing, surviving, and speleology. The main sport activities of the event are cycling, running, kayaking, and climbing. The fitness level is playing a significant role in the competition. (The Red FOX.2015.Web-site)

Marketing channels

The race is mainly marketed via internet with the help of official web-site and Facebook. Vkontake.ru is not used even though the race is Russian.

The components of **the web-site** are following: News line, List of teams, Documents with the information about the race, Results of the previous races, Photo and Video, Info for press, Contacts. The structure of the site is not very clear and important information, such as the description of the race, is missing as well as some sections are empty. (The Red FOX.2015.Web-site)

The Facebook page is the main communication tool both with Russian and foreign audiences. The language of the posts is Russian and English. The content of them is mainly related to the upcoming races but also may include information about the participants' and organizers' life, some important news and congratulations on some holidays, propaganda of sporty and healthy lifestyle. (The Red FOX. 2015. Web-site)

5.2.3 Running City

Description

In 2000, St. Petersburg hosted the first in Russia and in the world competition in urban orienteering "Running City". (Running city race.2015. Web-site)

The project idea comes from the long-standing desire of the organizers to share their city. To show it from an unexpected side. To join together the parts that might seem unrelated. To tell about unknown or unfairly unnoticed picturesque corners, and, of course, to give the opportunity to "feel the city with the feet" - to study it in the dynamics of everyday life.

Thus was born the new cognitive-adversarial form of active local history course - urban orienteering competitions. The aim of the participants is to find and reach, in the shortest possible time, the objects in the city given by the organizers. Competitions are typically built on the use of urban displacement means: public and private transport, bicycle, roller skates and walking. (Running city race.2015. Web-site)

In contrast to the classic sports, urban orienteering has several methods to define/set control points. They can be addresses, local names and landmarks inherent to urban landscape; schematic diagrams and photographs; combined descriptions and urban riddles. "Running City" are held in St. Petersburg, Moscow, Yekaterinburg and other Russian cities as well as near foreign countries' cities such as Kiev, Riga, Prague, and Helsinki. (Running city race.2015. Web-site)

The Official web-site of the race: <http://www.runcity.org>

Target group

The target market includes people who are interested in urban orienteering and city life, sport activities such as cycling, rolling etc., the culture and history of different cities, people who prefer the comfort and environment of the city to severe nature and discomfort of outdoor life. The main nationality are Russians. (Running city.2015.web-site)

Marketing channels

The marketing channels used by the organizers are following: the official web-site, Vkontakte, Facebook, YouTube, Twitter, Livejournal, TV news.

The official website consists of the next elements: information about the project, map of the events, the event calendar, the rules section, the faces (participants and organizers), Press room, photo gallery, contacts and forum.

The Forum is the main tool of communication with and among participants. It has both the discussions made by the organizers and by the participants.

In general, the structure of web-site is quite clear and easy to use. The interactivness of the web-site is pretty simple. The design is quite plain. The languages available are English, Russian, Ukrainian, and Latvian.

Vkotankte is also one of the main communication tools. The community consists of around 14 000 people. There are many albums and videos related to the event. The posts include the information about upcoming events and interesting news. The discussion board is used as forum but the scale is smaller. Finally, there are links to other important communities and sites on the page.

Facebook page is not used properly. The number of followers is just approximately 1000. The target market is also Russians. No English posts. They represent the same information like in Vkontakte. There is only one video. Quite many pictures related to the marketing of the event and photos from the races. To sum up, there is a need in the development of the page and refocusing on the foreign market.

Youtube is not the main marketing channel at all, with just 26 participants. It has 11 videos from the participants, 1 video from organizers, and 4 videos from TV. To conclude, the tool is misused and there is much potential hidden.

Twitter is quite popular in comparison to Youtube. The number of followers is almost 700. It is used as the news line with the links to the official site and Vkotantke page.

Livejournal is (was) used as the blog where organizers post interesting stories about the race organization. They usually contain long articles and photos. The only language available is only Russian. The last post was made in 2012. 113 notes were made. 384 comments were received. The social status is less than 10.

5.3 The characteristics of Russian adventurers

The conduction of the survey can be considered successful. The total number of responses during 2 weeks is accounted for 116 which makes the questionnaire valid. The total number of questions is 52. The results are the following:

Gender, age, education

The results of the survey represent that the female group (54 %) is slightly bigger than male (46%). It is quite interesting because according to the Adventure tourism market study (ATTA, 2013), the majority of the adventurers are male (57 %). The average age of the respondents is 21-35 (52 %).

More than 60 % of the participants have higher education. To be more specific, Bachelor degree (31 %), Master degree (25%). Some of the respondents (30 %) are still studying in the University.

Occupation

Almost half of people (46 %) are employed. The average salary varies from 375 euro to 714 euro per month. It is also essential to notice that the other half consists of students (47%). However, only 37 % of people do not have any income. The main reason for the unemployment is studies.

Location

The majority of the people (43 %) are residing in St. Petersburg or its region. 22 % live in Petrozavodsk. 8 % of respondents were from Moscow and only 4 % from Kostomuksha. More than 20 % of respondents chose option other location. These people were mainly from Karelian region, Murmansk, Finland and some were from Ukraine. The reasons for this distribution can depend on the next factors: the closeness of some location to Finland, income level in the certain city and the amount of online communities existing in Vknoktake.ru.

Fitness level

More than half of people train less than 5 hours per week. 35 % train 6-10 hours and only 9 % train 11 hours or more. It means that half of the respondents could probably try to participate in “Almost Lost” series. Around 30 % in “Lost” series and 9 % could take part in “Extremely Lost” episode. Despite these assumptions, 27 % of the participants decided that they can take part in any distance. 24 % are ready for “Almost Lost”, 23 % for “Lost”, 13 % for “Extremely lost” and 13 % are not fit enough to take part in the competition.

It is also crucial to notice that 30 % of all respondents have cycled more than 100 km per one day at least once. Only 9 % have participated in the race similar to Lost in Kajaani.

Even though, 39 % make at least one adventure trip per year, 16 % make 2-3 such kinds of trips, and only 10 % have more than 3 adventure trips yearly. Altogether, more than half (65%) do engage in adventure trips.

Sport brands

More than half of all participants prefer to use/wear foreign brands. The top five foreign brands include: Nike (54%), Adidas (49%), Reebok (38%), Salomon (22 %), and Puma (19 %). Only 20 % of the respondents wear/use Russian brands: Red Fox (19 %), Demix (19 %), Nordway (13 %), Outventure (11 %), and Forward (7 %).

Favorite sports and adventure activities

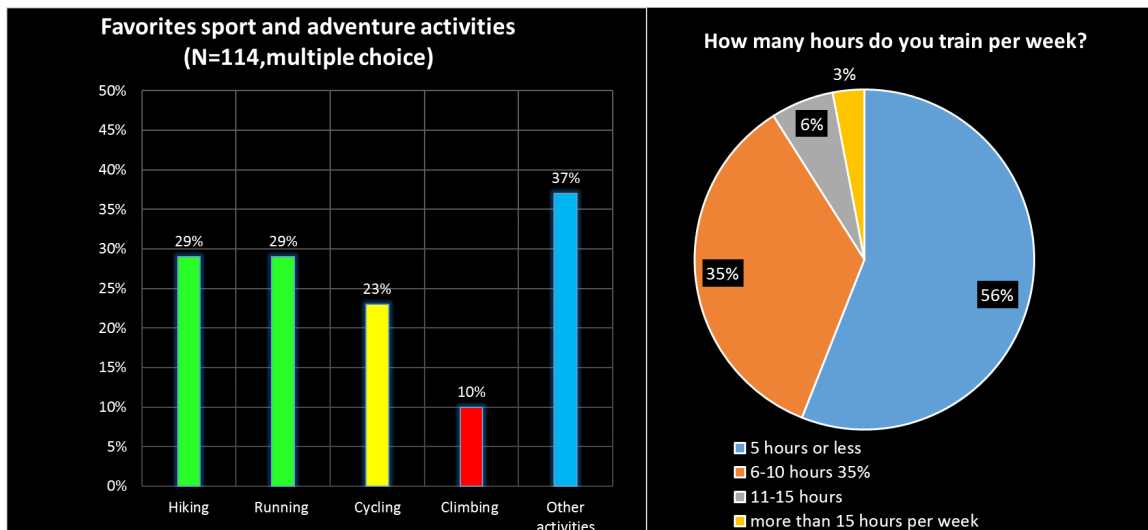


Figure 11. Favorite sports and adventure activities

Hiking and running are the most desired activities (29%). Then comes cycling (23%) and climbing (10%). It is easy to notice that, even though almost all respondents (86%) are engaged in some sport or adventure activities, only 29 % consider the main activities of the race to be their favorite ones.

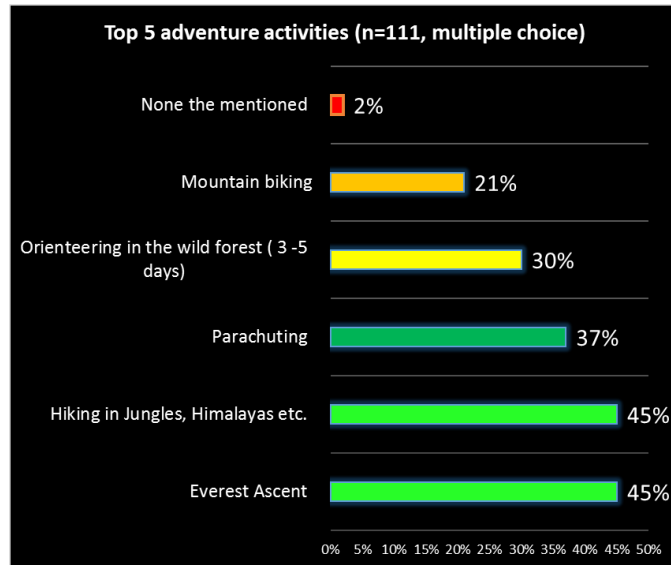


Figure 12.

Top 5 adventure activities

The most adventurous activities are Everest Ascent (45 %), hiking in Jungles, Himalayas etc. (45%), Parachuting (37 %), Orienteering in the wild forest (3-5 days) (30%), and mountain biking (21 %). Only 2 % of people do not find these activities adventurous.

Meanwhile, top risky activities are Everest Ascent (43%), parachuting (28 %), kayaking 100km (21 %), and Orienteering in the wild forest (20 %), Hiking in Jungles and Himalayas (15 %). 26 % of people do not find these activities too risky to take part in them.

Everest ascent (48 %), kayaking 100 km (32 %), orienteering in the wild forest for 3-5 days (17%), parachuting, climbing up 6-10 meter rock (12 %) are so physically challenging that people would not want to engage into these activities. 26 % are ready to participate in all of these activities.

Most of the participants (43%) are ready to get fully wet and dirty during the event. 38 % would prefer to stay dry and clean, and only 14 % consider that it is not for them at all.

In other words, it is possible to say that these people are looking for something really unique but not too physically challenging and risky. In terms of Lost in Kajaani, it could be an ascent of some small or middle size mountain, with elements of climbing and mountain biking

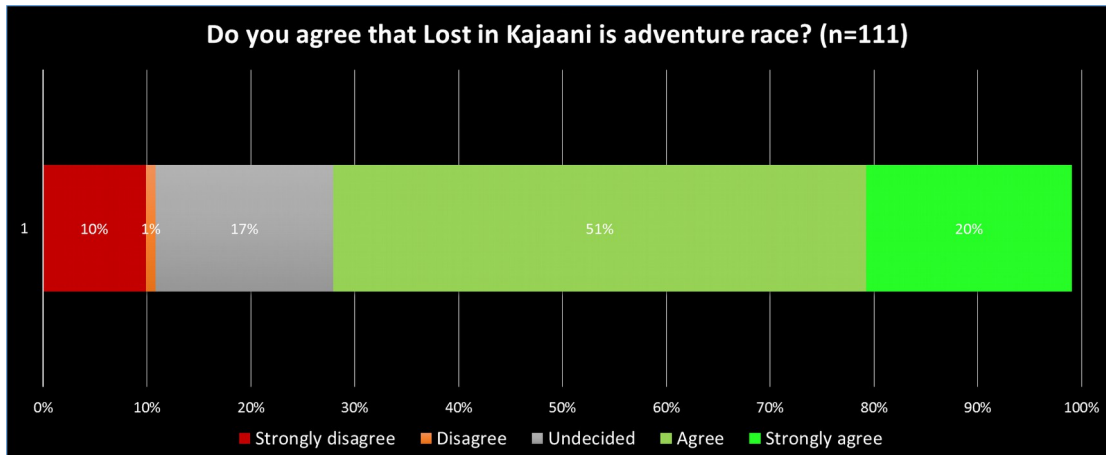


Figure 13. Do you agree that Lost in Kajaani is adventure race?

It is interesting to highlight that 11 % do not find Lost in Kajaani to be adventurous at all. 17 % are not sure how adventurous it is. Those who claim that LiKa is not adventurous say the following: it is too close to the city; Typical adventure race. Nothing special; Do not have enough information about the race.

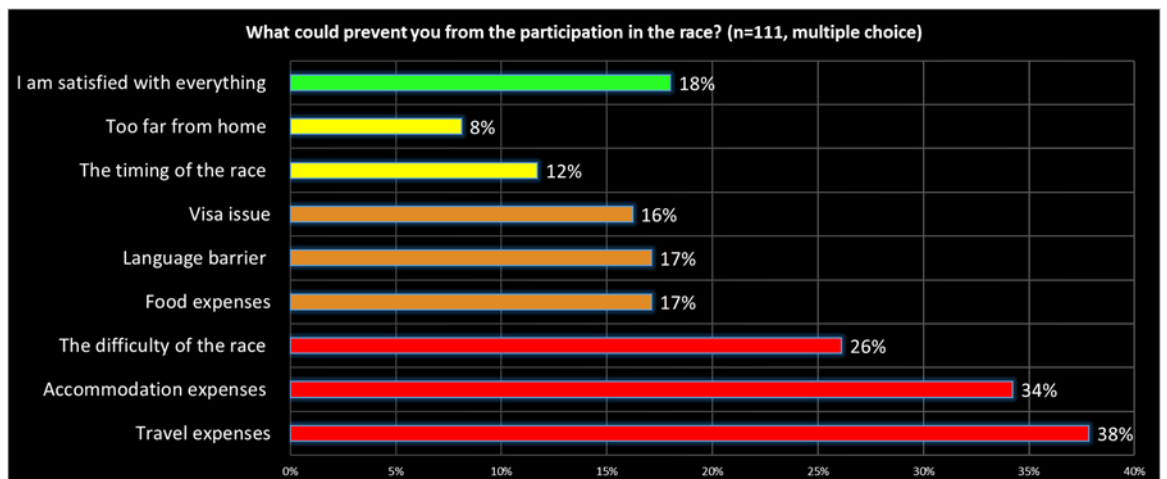


Figure 14. What could prevent you from the participation in the race?

The main prevention factors are travel (38%) and accommodation expenses (34%) as well as the difficulty of the race (26 %). Less important preventers are food expenses (17 %), language barrier (17 %) and visa issue (16 %). Finally, 12 % of people find the timing of the race unsuitable for them and 8 % think that the race is too far from home to engage into it. 18 % of people are satisfied with everything.

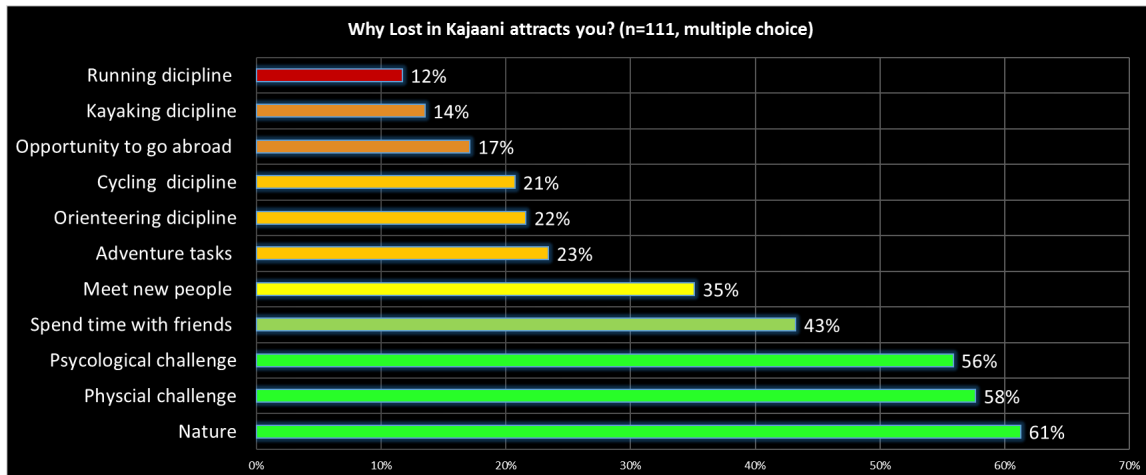


Figure 15. Why Lost in Kajaani attracts you?

The response statistics shows that Nature (61 %) is the most attractive aspect that LiKa offers. Then comes Physical (58 %) and Psychological challenge (56%). After that come the opportunity to spend time with friends (43 %), Meet new people (35%), Adventure tasks (23 %), orienteering discipline (22 %) etc. The least attractive thing is running discipline (12%).

Marketing channels

Top 5 tourism related magazines are “National geographic” (35 %), “Around the world” (22 %), “Geo” (18 %), “Discovery” (11%), and “Vertical world” (6%).

Top 4 glossy magazines are “Esquire” (20 %), “Local Newspapers” (14%), “Men’s health” (13 %), and “Cosmopolitan” (11 %).

It is relevant to make a note that less than half of the surveyed read magazines about tourism (35 %) and lifestyle (20 %). Relying on this information, it is possible to say that magazines are not the best marketing channels to contact the Russian adventurers. However, it could be a good step to advertise the race in “National geographic”, “Around the world” and “Esquire”.

The same situation can be seen in TV channels, where only 27 % watch TV. Top 5 channels are “Perviy” channel (27 %), “TNT” (22%), “Discovery” (21%), STS (19%) and “Rossia 1”.

Nearly everyone (97%) is using Vkontakte.ru, more than half (62 %) use Facebook and slightly less than half (45- 46%) use YouTube and Instagram. Finally only 15 % are in Twitter.

In addition, more than half (53%) of the respondents would like to join Vkontakte community. 15% decided that they did not want to be part of the community and 30 % claimed that they did not know what this concept meant. 34 % would like to join YouTube channel, while half of the participants did not know what it was, and only 15 % did not want to join the channel.

In conclusion, it is important to say that the majority of people are switching to internet technologies nowadays and internet could be the easiest channel to contact the target group.

Services

More than half of all respondents (68%) have been to Finland more than ten times (70 %) and have valid Finnish visa (55 %). Only 8 % visited Finland to participate in the sport competition. 30 % would want to visit Finland so as to take part in the sport competition. Others (55%) consider Finland to be the holiday destination. Only 30 % of all respondents have heard about Lost in Kajaani before the survey. Only 8 % do not have valid abroad passport. Only 1 person said that he would never come to Finland because it is not interesting. Nearly everyone (89 %) speaks English. 16 (%) speak Finnish and some people (8%) speak German. Only 9 % do not know any foreign languages. In spite of the above information, only 23 % of all participants do not find the translation of the web-site into English to be essential.

33 % of all respondents would like organizers to provide accommodation and transportation from their location to Kajaani and backwards. 26 % would like to have food provided in Kajaani and during the race. They also want to rent good hybrid mountain bikes. 23 % are concerned about the Visa issue. 17 % need transportation and camp cooking equipment. 14 % would like to have Bus excursion in Kajaani and rent tents and sleeping bags. Only 9 % need interpreter's services.

Almost half of the surveyed (42%) would like to have team member search option. 37 % want to have Vkontakte community and 22 % would join Youtube channel

Prices

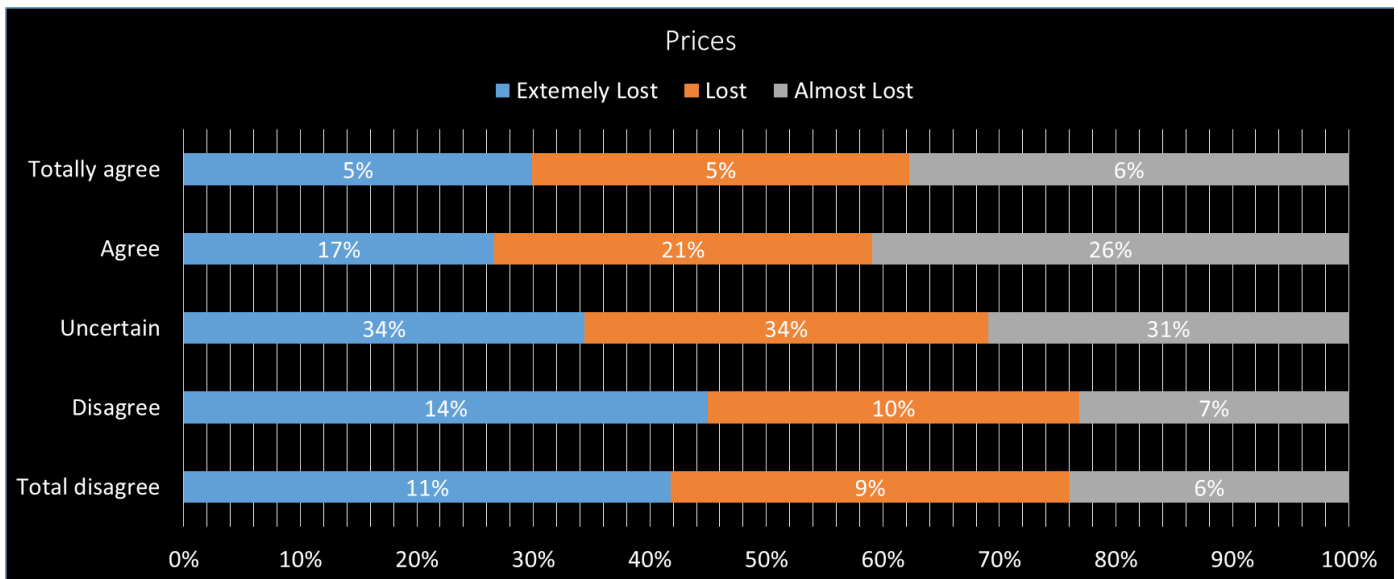


Figure 16. Prices

The majority of people (31-34%) are not sure whether the prices for all distances are reasonable or not. 25 % consider that the prices for “Extremely lost” are too high. 19 % believe that the cost of “Lost” episode is too expensive, and 13 % claim that “Almost lost” is expensive.

What do people expect from Lost in Kajaani 2015?

People expect to have new positive, bright, challenging experiences for the rest of the life; engage into Challenging tasks and Real Adventures; They seek more adventure tasks; The atmosphere/spirit of international adventure race ; Unforgettable emotions and impressions; Good weather; Beauty; gorgeous Nature; The staff professionalism ; Interesting routes ;Something new in this type of sport ; Good Maps; To Escape from city routine; To Have nice time with close friends; To meet new interesting people

6 DISCUSSION AND SUGGESTIONS

In the below part, the main discussions and suggestions of the thesis can be found.

6.1 Hofstede analysis

The comparison of two neighbour countries cultures shows that there exist both similarities and differences which might cause some misunderstandings between two nations or even serious problems. Therefore, it is crucial to be prepared for the potential problematic situations or try to avoid them. Below, the problems are described and recommendations on how to solve or prevent the negative situations are given.

The first potential problem might emerge on the basis of high power distance that exist in Russia. To be exact, People coming from regions such as Moscow and St. Petersburg, where all the financial power is concentrated, can be very demanding in terms of service. They might expect to be served first and fast because they have high status. People from Moscow like to complain about everything because they know the difference between good and bad service.

Solution:

This issue could be resolved in several ways. Firstly, those who interact with clients from this region must be instructed about their mind-set and just be ready to act as professional as possible. Secondly, these clients should be put into special section marked as “potential difficult clients” and served separately.

The second potential problem is that Russians do not speak English well enough and might misunderstand the instructing part during the event. Considering that they can be quite shy to ask to repeat everything again, because Russian communication style is top-down, it is crucial to assure that everything was clear.

Solution:

This can be solved by giving separate additional instructions in Russian language, for instance. In addition, some Russian speaker staff should be always nearby in case there emerge some questions or problems.

The third potential problem might appear from the fact that Russians are quite collectivistic and like to have fun by drinking alcohol and making lots of noise around themselves.

Solution:

This should be prevented by the alcohol forbiddance and severe penalties in case the rules are broken.

Uncertainty avoidance may play a bad trick since it is the reason of **the fourth potential problem** known as “Crazy Russians”. The life in Russia might be quite tough and routine. It makes people mad and they are ready to do crazy things and do not care for themselves.

Solution:

It is important to keep an eye on the condition of the team members and actions of the team so as to make sure that everything goes well and no one cheats.

The fifth potential issue to take into account is that Russians might be a bit offensive towards or afraid of the new culture if they do not like it or find it strange.

Solution:

It is crucial to introduce the participants to Finnish culture and communication style. They should understand what is normal and what is wrong from Finnish viewpoint.

To sum up, the discovered potential problems can be easily controlled and avoided. Moreover, Russian are considered to be restrained people and might see Lost in Kajaani as unique, lifetime experience that allows them experience new culture. Engage into fun activities and escape the daily routine that makes it easier to make them happier and diminish the potential problems to the very minimum.

6.2 Similar event research

There is no doubt that adventure tourism market in Russia is an essential growing segment of Russian tourism industry and the adaptation of Lost in Kajaani for this market will bring great economic benefit both for organizers and the region. The evidence of this statement can be the above research on 3 in some way different, but similar adventure races.

Personally, I believe that adventure is the essence of Russian soul. Since it is always in search of something new, problematic, and unusual from the daily routine, something that allows the soul to grow and be proud of itself.

What should be taken into account be the organizers after reading the above research?

Looking at the first race “the race of the heroes”, it is essential to notice several things

Government support and the image.

The event is supported by the government which makes the marketing and organization of the event much easier since it is advertised via the main TV channels of the country and probably has some financial support.

It should be suggested that “Lost in kajaani” could become a national event, which promotes physical development of population, healthy lifestyle and personal growth. The logo of the event should become the symbol which is perceived by people as the sign of physical and mental strength, the command to grow and develop yourself. Lost in Kajaani should be seen as the challenge which should be taken, at least once a life, by anyone who really wants to compare himself with the best sportsmen, and winning the competition should mean that you are the fittest person in the whole country.

The obstacles and atmosphere

Another aspect which should be looked upon is the variety of different adventure obstacles (60) and atmosphere existing in the race that make the race much more exciting and breathtaking. Lost in Kajaani is not very rich with adventure tasks. More diverse tasks could be added.

Target group

The primary target group of the race is corporate groups. The aims of the event clearly state what kind of benefits it will bring to the participants. For example, the employer might expect that staff performance will increase, the effectiveness of teamwork will improve etc.

The organizers of Lost in Kajaani could also think about the clarification of the race aims so as to attract more corporate companies.

Marketing

One more thing to pay attention to is the web-site which is really well-developed, easy to use, and has pleasant design. English version is not available at the moment. Perhaps, it will never be because the event is focused completely on the Russian mentality and war theme. Finally, it should be highlighted that the main marketing channel and tool for communication of the race is Vkontakte with 11 000 people. Additionally, for interaction with racers, twitter is used as the news line with the links to Vkontakte and official web-site.

Looking at the second competition, Red Fox Adventure Race, it is important to highlight the following aspects:

The difficulty level.

The “extremely lost” level of Lost in Kajaani does not already sound so extreme when it is compared with The Long distance of RFAR. 72 hours of non-stop race against 16-18 hours with overnight.

The activities.

Kayaking is represented as different stage instead of just being a small task. Kayaking stage distance is accounted for 100 km. Another activity, climbing is also presented in a more serious way. People do have to climb the rocks to reach some control points. Moreover, sometimes they even have to jump into the water from the height to save time or just as a part of entertainment (ascending on the long sloping air crossing). The participants carry the climbing equipment themselves and do leading climbing. One more exciting activity is the speleology – investigation of caves. In general, the RFAR is wilder than LiKa both in terms of distances and activities. The participants do feel lost. That is why, the organizers of Lost in Kajaani should think about more challenging series and new disciplines as Speleology.

Target group

It is almost the same as in LiKa but people seem to be more experienced in orienteering, cycling types of sports, have own climbing equipment and ready for really serious challenge. The event aims state clear that the race promotes nature and physical education.

Marketing

The RFAR marketing is mostly focused on video and digital marketing. It is possible to find advertising videos from each race on YouTube as well as there are many pictures on the official web-site.

The organizers use only web-site and Facebook page to communicate with the audience. There is no Vkontakte page. The site has an English version.

In addition, Russian television is making a good marketing for the race. Especially, “Perviy kanal”.

Lost in Kajaani could also use more advertising videos. The only official video existing is rather old and not so actual in terms of quality and content. Yearly marketing video must be made to refresh the interest of the racers from previous competitions and attract new racers.

Looking at the third event, The Running city, it is important to mention the next:

Target group

It could be interesting to organize Lost in Helsinki series or Lost in Oulu where people have to use not only bicycle but public transportation, moped, roller, segway etc. It is the way to attract those people who are afraid of long tiring distances and feel discomfort when they spend too much time outside far away from the comforts of home.

The main attractions of these series are historical and cultural aspects. People do not just need to search for some control points located in some area but they are being directed to some cultural and historical places of the area (city) where they get familiar with local culture and history by completing small tasks.

Marketing

The main marketing channels of the event are the official web-site and Vkontakte (14 000 people). The Facebook page is not used properly. There are no English posts and the information about the race is not complete, some important parts are missing. The website has English version, well-thought structure, and not too strong design. The main tools of communication with the audience are the site forum and Vkontakte community,

which has all the necessary information. The additional communication tool, used as the news line, is twitter (700 people)

The idea of episodes

Lost in Kajaani could be divided into several episodes. The first episode is for all the participants. The second one is only for the first 10 teams. The final episode is for the 3 teams of the winners. In this way, the competitiveness of the event might increase and the results of the sportsmen will be higher. Each episode is unique and has own challenges. The most interesting tasks can be in the first episode so everyone could try them but the most challenging and extreme are in the second and third episodes.

To sum up, the research has revealed that Russian adventure tourism market is not empty and is developing year by year. The number of adventure races is growing and their nature can be different in terms of activities, difficulty, environment, atmosphere, and the initial aims of organizers. Lost in Kajaani will definitely benefit from the adoption process for Russian market both in the organizational and financial ways. For instance, by adding new activities, changing the difficulty level, distances, obstacles or even developing new version of the event such as Lost in Oulu. The main marketing channels are Vkontakte, official web-site, twitter and TV channels like “Rossiya 2”. In general, the size of the Russian adventure market seems to be various, quite large and still growing (relying on the followers in Vkontakte which equals to about 20 000 – 30 000 thousands).

1.1 The characteristics of Russian adventurers

In regard to the findings of the survey, the following can be stated:

Demographics

The majority of all respondents live in St. Petersburg. Therefore, the marketing could be focused on this region. The gender is distributed rather equally. Even though the number of female is higher. The reason for that can be the short duration of the questionnaire and low response rate. Perhaps, if the duration of the survey was longer, the picture would be slightly different.

The results of the age analysis are quite unexpected. According to Thomas Armstrong's 12 stages of Human Life Cycle, this age gap known as "Early Adulthood" represents the period of time when people are busy with the establishment of their personal life. They are looking for a mate, job as well as want to make a family etc. Therefore, we can make an assumption that these people are either still close to the "Adolescence" group (18-20 years), when everything is still new and attractive (36 % of the respondents) or, in the opposite, they can be related to the next age group "Midlife" when everything is already established and clear. These people desire to escape from the daily routine (8 %). Another factor that might influence the results is that 75 % do not have any children meaning that people are not occupied with responsibilities and can spend their money on the entertainment. Anyway, to understand this phenomenon, the further research on the age could be done.

Marketing strategy

The best channel to communicate with the Russian audience is social networks and media. To be more specific, Vkontakte and Facebook as well as Youtube and Instagram. Therefore, community in Vkontakte can be created, posts in Russian can be made in Facebook group. In addition, Youtube channel can be created for video marketing and Instagram can be used for digital marketing. Video marketing should include yearly videos from the race, while digital marketing can consist of the pictures with adventure tasks, most challenging moments and gorgeous nature etc.

Magazines such as "National geographic", "Around the world", "Esquire" and local newspapers can be used for the advertising. The best TV channel is "Perviy kanal". The cooperation with this channel should be made.

The official web-site should be translated into Russian properly. The Member search function should be added to the site.

Unique activity

In order to satisfy Russian adventurers, some unique activity, and atmosphere should be created as well as some landscape or location should be used. For instance, People do love nature, spend time with friends, and communicate with new people from different countries. They also seek new acquaintances. Running is least attractive in comparison to kayaking, cycling, adventure tasks, and orienteering.

In other words, it means that some unique route must be created. It should go through some mountainous area, near lakes and rivers. The highways usage should be minimal and the forest usage should be maximal. Throughout, the whole route, people should be able to mountain bike and engage into breathtaking adventure tasks including climbing and cooperation with other (international) teams. Hiking and running can also be included but only if there are some adventure tasks on the way. Physical and Psychological challenges should come from cycling or adventure tasks, not just running.

The difficulty level of the race can be too low for some of the racers. The longer series can be added to Lost in Kajaani (2-3 days). However, People who are not ready for any distances can be offered urban version of Lost in Kajaani, which will consist of cultural and historical aspects.

The reason for that can be the short duration and low response rate. Perhaps, if the duration of the survey was longer, the picture would be slightly different.

Cooperation

So as to understand the Russian adventurers and their expectations better, it is very important to cooperate with Russian adventure races. The most well-known adventure race in Russia is Red Fox. It would be useful to contact them and offer employee exchange. In this way, the required knowledge will be collected to plan the route in the way that meets the requirements of Russian races.

Another important cooperation should be done with Russian sport outdoor outfit and equipment brands. Red fox and Demix are most popular Russian brands. Other developing Russian brands can be also taken into account (Olly, Nordway, Outventure, Forward).

Tour packages and Price strategy

According to the statistics, people need good rental opportunities (hybrid mountain bikes, tents, sleeping bags, camp cooking equipment); transportation from the main target cities to Kajaani and backwards; assistance with visa issue; meals during the race and in Kajaani; The package tours can be compiled for this target group.

Moreover, the main prevention factors are quite similar to the services needed. They include accommodation, travel and food expenses as well as visa issue, and language barrier. It means that the package tour should cost less than just self-organized trip. The cooperation with local companies (hotels, restaurants) can be made to receive the discounts.

Some people do not have income at all. They are usually students. The discount system can be made for this target group. In addition, marketing strategy should be built in the way that the parents of these people would want to support their ideas financially.

All in all, the survey has revealed many essential factors that must be taken into account so as to adopt Lost in Kajaani adventure race for the Russian adventurers.

7 CONLSUION

The study was made to find out “How to adopt Lost in Kajaani adventure race for the Russian market?” After a literature review, the theoretical part was written in relation to the research purpose. The role of the theoretical part was the foundation for the characteristics of the Russian adventurers’ survey and the similar event analysis. By applying various adventure tourism/tourist concepts, the analysis of the global adventurer profile, lifestyle and lifecycle concept, it became possible to draw the hypothetical target group of LiKa and compile the questionnaire in a way that the results would allow the organizers to make a good marketing plan and the adjustments in the organizational process so meet the expectations of the Russian adventurers.

So as to answer to the main research question, three research sub-questions were used. The understanding of the Finish and Russian mentalities was the purpose of the first question. To answer it, the Hofstede’s cultural dimensions analysis was made. It revealed that the mentalities of two peoples are both similar and different to some degree. Although, the difference is the reason for the 5 potential problems that might occur during the event (demanding clients, language barrier, Alcohol, crazy Russians phenomenon, culture shock).

The marketing channels, target group, activities, size, location, prices, tasks and aims were the elements of the second question which was focused on the analysis of the similar adventure races in Russia. The analysis showed that there exist many alike races. However, only three most fascinating to the researcher races were chosen for the detailed analysis, which showed that the best marketing channels are: Vkontakte, Facebook, YouTube, and Official web-site. It also shed light on the way how the race can be targeted and developed. The main target groups are: corporate groups, sportsmen (cycling

types of sport, climbing), nature and extreme lovers, the fans of adventure tasks, city life and culture. The Lost in Kajaani can be developed in the next ways:

The race should become the national (international) event which would attract more domestic and foreigner adventurers, including those from Russia. There should be more adventure obstacles to make the race more diverse and breathtaking. For example, speleology could be added. Marketing for the specific target market, such as corporate groups, is required. The difficulty of the race can be increased (like in the Red Fox AR). The event should be included in AR Euro series so as to let the athletes from different countries to compete with each other. The marketing videos should be made each year because the visual marketing is the best way to sell intangible experiences that can be acquired by the participants. The official web-site should be updated in accordance with modern technologies capabilities. It should also be “Russified” in the proper manner: the complete Russian version of the web-site must be created. So as to interact with the Russian adventurers, it is important to use the social networks such as Vkontakte and Facebook, social media like YouTube and the Russian TV. Lost in Kajaani idea must be spread to other regions and not only Finnish ones. For instance, it could be Lost in Oulu, Helsinki (urban orientation version), Lapland, and Sweden etc. Finally, the race can have episodes to give the best teams the opportunity to compete with each other.

The demographics, lifestyle, adventure and services were the aspects of the third sub-question. In order to find out the answer for this question, the online survey was made. The total number of responses was 116. According to these responses the Russian adventurer can be described as: the majority of adventurers are female (54%). They have either Bachelor Degree (31 %) or Master Degree (24 %), the half of respondents are students, the average income is 500- 2000 euro. The average age is 21 -35 years old. The larger group of respondents come from St. Petersburg region (52 %), then

Petrozavodsk (20%), then Moscow region (8 %). The most favorite activities are hiking (30 %), running (29 %), and cycling (23 %). The Most popular foreign brands are Nike (54 %), Adidas (50%), and Reebok (38 %). The most popular Russian brands are: Demix (20 %), Red Fox (19 %), Nordway (13%). The Russian adventurers need package tours that would include transportation, accommodation, food etc. Other characteristics can be found in the discussion and suggestion parts.

In conclusion, the question “How to adopt Lost in Kajaani adventure race for the Russian market?” is answered. The necessary results for the further development of the race are acquired.

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