

## **Visiting Friends and Relatives Final Report**

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<p>This is a Visit Porvoo research project conducted by Tourism students of Haaga-Helia UAS in February-May 2017. The stakeholders are the Haaga-Helia class TOBBA 16, project manager Emils Hartmanis, project supervisors Leena-Aitto-Oja and Ivan Berazhny, as well as the commissioner Visit Porvoo. The students are divided into 6 teams, each researching a specified aspect of tourism in the city Porvoo, VFVR (Visiting Friends and relatives) being the theme for the team in question.</p> <p>The objective of the project is to map the current national and international brand image of Porvoo through field research in Porvoo, St. Petersburg, Stockholm, Tallinn and Tampere. The commissioner will use the data to improve Porvoo as a tourist destination. TOBBA16 students will gain experience in tourism research and methodology. For the VFVR Team specifically, the goal is to find out Porvoo residents' image of their hometown and the activities they prefer to do with their visiting relatives and friends.</p> <p>The methods used in the research on VFVR are gathering data on researching and on the subject, using online-based surveys and data analysing tools to gather and process the raw data, as well as field work in Porvoo and Stockholm by interviewing people at random.</p> <p>The research process is divided into four phases: Planning, Implementing, Analysing and Reporting.</p> <p>The survey had 203 respondents in total and it was analysed with the research objectives in mind.</p>	
<b>Keywords</b> Tourism, market research, research, VFVR, qualitative, quantitative, sample, analysis, report	

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# 1 Introduction

This paper is an academic report composed by one of the six teams of Haaga-Helia UAS' TOBBA16 students during the spring semester 2017. The students have been studying Tourism and Hospitality Management on Porvoo campus since August 2016 and the report looks into their second project, commissioned by Visit Porvoo, an official representative of the city of Porvoo.

This research report is written for several parties; for the commissioner Visit Porvoo, for teachers in Haaga-Helia UAS and for future students. The report provides insight on the market research that took place in spring semester 2017, from 15.01.2017 to 15.05.2017. The goal was to research and analyse a tourism destination, in this case Porvoo, both from locals' and internationals' points of view. All in all, 6 groups had different research questions and analysed Porvoo's brand image in Porvoo, Tampere, Stockholm, Tallinn and Saint-Petersburg.

This paper is about the third group investigating desired tourism activities in Porvoo from inhabitants' perspectives, as well as what these locals prefer to do with their visiting friends and relatives. In total, 203 respondents were interviewed utilizing a questionnaire and an online survey.

Finally, the paper provides some theory on what is VFVR market, criteria based on how tourists choose their destinations and variety of tourist activities, as well as discusses findings and developmental strategy to make a Porvoo better tourist destination based on the survey results.

## 2 Theory

The next two subchapters will introduce the reader to the concept of VFR tourism and their customer behaviour, define a tourist attraction and describe a variety of tourist attractions.

### 2.1 VFVR definitions and customer behaviour

"VFR is a form of travel involving a visit whereby either (or both) the purpose of the trip or the type of accommodation involves visiting friends and / or relatives" (Backer 2007, p.369)

According to King (1996), VFR tourism can be seen from four different perspectives:

- As a motivation for travel
- As a trip purpose
- As a vacation activity
- As a form of accommodation use

Further, Backer suggests a describing model of VFR adapted from National Visitors Survey (2010-2013) and International Visitors survey (2010-2013) conducted in Australia by Tourism Research Australia, that includes several types of VRF categorized on different criteria. Figure 1 depicts this model.





	Accommodation: Friends & family	Accommodation: Commercial
Purpose of Visit: VFR	 PVFRs	 CVFRs
Purpose of Visit: Non-VFR	 EVFRs	 non-VFRs

Figure 1: VFR Travel Definitional Model (Backer 2009a, 2009b)

According to Figure 1, Visiting friends and relatives can be categorised based on two main criteria. These are the type of accommodation used, which can be either commercial or non-commercial and the purpose if travel. By non-commercial accommodation authors mean staying at a friend's or a relative's house. Their purpose of travel may be, for example, visiting friends/family, business, vacation and leisure. The authors define commercial

accommodation as ex. hotels and hostels, and all types of facilities where you pay for sleeping.

So as seen from figure 1, Backer draws four types of VRF based on the criteria. These are PVRFs - Pure VRF travellers whose main travel motive is to meet friends or relatives who also accommodate them. Then there is CVFRs, whose main purpose of visit equally is visiting relatives/friends, but instead of staying with them they tend to use commercial accommodation such as a hotel or hostel. EVFRs are explorative travellers whose main goal may be to explore a new destination, business or vacation and not visiting friends or relatives. Still they stay at their relatives' house. Finally, there are non-VFRs whose purpose of visit does not include visit to a family/ friends and they use commercial accommodation instead of a relative or friend's house. (Backer 2015, 61-62.)

As can be assumed from the description provided above, tourism behaviour of different VRFVs may vary a lot based in the group they fall into. For example, while CVFRs tend to dine out bringing finances to a destination, PVRs may stay at home instead and have a family dinner here. When VFR tourism happens domestically, there is not much value to the transportation sector while with international FVR tourism, a definite gain to the transportation sector is insured since traveller need to use a plane or a train for instance. (Palgrave 2007, 203.)

Furthermore, in case of traveling in groups, the same person's motivators may greatly vary as they are adjusted to suit other individuals in the group. For example, a family with children will cope with the children's wishes. (Horner & Swarbrooke 2016, 77-79.)

Spending behaviour of VFRS may also vary according to the age group they fall into. While those visiting friends were more likely to spend money on entertainment and sight-seeing, people visiting relatives preferred shopping, buying souvenirs and classic sports such as golf and fishing. (Seaton & Tie 2015, 28-31.)

## **2.2 VRF tourist attractions**

To define a tourist attraction is not simple since there are several dimensions and definitions of it (WTO 2000). Still, one definition provided below describes well what is a tourist attraction.

"A physical or cultural feature of a particular place that individual travelers or tourists perceive as capable of meeting one or more of their specific leisure-related needs. Such features may be ambient in nature (eg. climate, culture, vegetation or scenery), or they may be specific to a location, such as a theatre performance, a museum or a waterfall"  
(Dictionary of Travel & Tourism Hospitality Terms / Robert Harris & Joy Howard, Melbourne, Hospitality Press, 1996.)

More attractions are often classified by being either natural or built by humans. When describing an attraction one can look at who the primary target group is; Is the attraction relevant to the local or national market, or does it attract tourists from far away and abroad? The next question worth asking is how is the attraction run and who is the owner? Is it public, private, or perhaps run by a charity? Relevant to this is also if the attraction is free for visitors or if a visit or access is charged in any way. For example, a permanent art exhibition can be free of charge, but a temporary exhibition can charge for entry. This way the free side of the attraction can contribute to the local community in an educational manner, while also remaining culturally relevant with temporary exhibitions and attracting paying tourists. (Fyall, Garrod, Leask & Wanhill 2008, 4-5.)

An attraction can be permanent or temporary. An example of a permanent attraction is the old town in Porvoo, which one can view for free all year round whereas temporary guided tours are offered only during summer months and for a fee. (VisitPorvoo.fi)



### **3 VFR research in Porvoo**

The following subchapters introduce the reader to a VFR research conducted in Porvoo between 15.01.2017 and 15.05.2017, its objectives and used methods.

#### **3.1 Objectives**

The survey's purpose was to gather people's opinions on existing tourist activities as well as gather suggestions for creating new ones, tendencies in spending finances and data on what is unique about Porvoo and what people appreciate the most about the city. On top of that it was to reveal the relationship between age and attraction preferences as well as spending behaviour.

The research goal was to find out what tourist activities locals of Porvoo appreciate the most, which of these activities they were most likely to do with their friends in Porvoo and how they allocate finances on those tourist attractions. Answering these research questions was necessary to get a picture of locals' preferences when it comes to attractions as well as activities, and to understand Porvoo's brand image in terms of attractions from local's perspective.

Research questions were posed as follows, 'What relatives are most likely to do with their friends and relatives in Porvoo?' In what type of activities, they would be happy to take part in, how do they spend finances on different activities? Where do they tend to eat together? What shops they would like to have in Porvoo?

#### **3.2 Methods**

The two next subchapters explain the basics of methods undertaken for the research in question.

##### **3.2.1 Quantitative and Qualitative survey**

The survey was done utilizing both qualitative and quantitative methods to understand people's inner motives and behavioural differences. First, to understand why a particular research method was used, it is necessary to be able to understand existing specific terminology and methods, which is why the authors engaged in research on those subjects.

According to Blaxter & al. (2001), research is a systematic investigation to find answers on an unknown topic. There are two types of research: Quantitative and qualitative. Quantitative research means research in which data is presented in numbers and can be analyzed

by counting of variables with assigned number or name. A classic example of this is statistics. On the contrary, qualitative research means focusing on a subject deeply, analyzing behaviors and feelings. Qualitative research may be e.g. an observation, an interview or a paper questionnaire. Because of the nature of qualitative research, data analysis is different from quantitative data analysis as the data cannot be counted. The only way is to divide them to different categories and name them accordingly.

### **3.2.2 Sampling**

A sample of 200 Porvoo locals was chosen for research methods of the study due to specific research theme being analysis of friends and relatives in Porvoo. Moreover, random sampling was chosen. Interviewees were gathered from several places such as Porvoo Bus station, Taidetehdas shopping mall, and area near public swimming pool. The respondents were questioned regardless of their age group.

Additionally, to ensure a goal of 200 responses would be collected, it was agreed to interview employees of companies in Porvoo, people on streets as well as get the remaining answers from the students and staff of Haaga-Helia staff who live in Porvoo. Therefore, the sample of 200 interviewees mostly represents locals of Porvoo who may be workers, students and just residents.

Last but not least, a non-probability sampling was used in the deciding who to survey, meaning that interviewing audience was not chosen based on some preselected criteria. The method was adapted to insure the validity of the research where various people had the opportunity to tell their opinions regardless of gender, age, status and similar factors. Thus interviewees were selected randomly in random locations in Porvoo.

## **4 Data collection**

The following subsections provide information on data collection strategy, schedule and how access, validity and reliability were insured.

### **4.1 Data collection strategy**

As authors of the report were unfamiliar with the data collection process, collecting 200 responses seemed to be rather challenging goal from the first sight. That is why, authors of the study came up with the strategy that ensured targeted amount of data collected and minimized potential risk of low rate of responses.

Each team member's goal was to deliver 50 responses, so that in total the team would have 200 responses considering that there were 4 team members. The team had paper surveys at hand and an online survey in Webropol. While the team used paper questionnaires mainly on the streets, the link to the online survey was used both to send the survey to the people who wanted to do it online and to Haaga-Helia students and staff. During the survey process, some more had to be printed to meet the demand of the paper copies.

### **4.2 Schedule**

Data collection took place between 16.03.2017 and 3.04.2017. During the 16 - 26 of March, paper surveys were distributed and collected by the team leader and team members respectively. After 03.04.2017, the team leader got permission for sending the survey to Haaga-Helia students and staff. Then online survey was sent a.s.a.p and the lacking amount of answers got gathered. In total, there were 203 answers including both paper questionnaire and online survey.

### **4.3 Access**

Access for data collection was performed by email and face-to-face. Amisto vocational school and other establishment were contacted via phone correspondence. Street participants were kindly asked to take part to the survey, were briefly informed about its goals, and the possibility to get the report via email. For companies e.g. shops, data collection was performed by entering and asking the managers and employees to take part in the questionnaire if that would be suitable for the company.

#### **4.4 Validity and reliability**

To ensure the validity and reliability of the research data we monitored the sampling of responses during the data gathering via the platform Webropol, as well as to meet the expectations of the commissioner, who asked for an even sample of all the gender and age groups. The goal amount 50 responses per team member was also set to ensure that the quantity of the data would be adequate to draw reliable conclusions later. Moreover, most questions were mandatory in the online survey, so that all participant would answer them all and authors would have the same amount of answers to each question. To ensure the reliability and repeatability of the research we detailed all the steps and methods used in a project report and used the same paper survey while interviewing people.

## 5 Data analysis

The following subsection suggests a strategy and methods used by authors to analyse a survey in accordance with academic guidelines.

### 5.1 Strategy

To analyse data correctly and reliably, authors of the study first turned to literature for suggestions on proper data analysis strategy, as well as consulted some teachers, and ultimately used Webropol and the Pivot table feature in Microsoft Excel to perform the data analysis.

According to Punch, to analyse survey research, the researcher needs to go back to research questions, and see what data responds to that research question. Ideally, a relationship between questions and answers must be identified.

According to Punch (2003, 44-45) there are three main data analysis steps that are used in survey analysis. These are:

- Summarising and reducing data – creating variables
- Descriptive level analysis – the distribution of the variables across the sample
- Relationships analysis – relationships between the variables

Firstly, variable is a factor that can describe and categorize objects to different categories. For example, a variable can be age, gender, weight. Thus, people can be categorised to youth and seniors based on age as a variable. (Punch 2003, 5)

Therefore, the first step in the survey analysis is to identify dependable variables that we try to find answers to. In our team, we have age and place of residence in Porvoo as chosen variables. Then we reduced the data by going back to our main question "What activities they want to have?" And cut down all survey questions that didn't directly answer that main question.

After we reduced data and identified variables by which we divide people, we created different groups based on answers received. For example, there were people who wanted cultural activities and sports activities.

After that we looked at relationships between different groups. For example, do younger people prefer different activities than elder? Is there a difference in spending behaviours? So first we built a general view of dependable variables that were researched (age, income, travel motive) then identified dependable variables- the answers to the questions.

Next we tried to compare how different variables answer the same question. Webropol reporting, Webropol reporting 3.0 and Microsoft Excel were used for data analysis.

## 6 Findings

The next subsections present the survey findings, the answers to each research question and consequent conclusions drawn from the survey findings.

### 6.1 Profile Questions

To start by getting some basic information of the respondents, we asked some profile questions such as Gender, Age, Nationality etc.

#### 6.1.1 Gender

The first question we asked participants was about their gender and had two options, male or female. The following bar chart visualises the results.

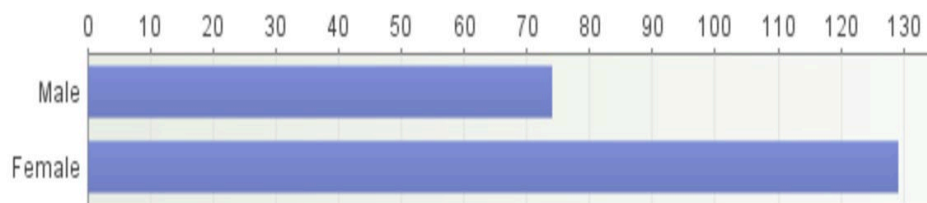


Figure 1: Gender of the respondents (n=203)

As can be seen from the precedent figure, most of the total 203 respondents were female (64%) and only bit more than one third were males (36%).

#### 6.1.2 Age

The second profiling question the respondent had to answer was age. There were several age group options; Under 18, 18-25, 26-35, 36-45, 46-64 and 65+. In the following figure the percentages of these groups are demonstrated in a bar chart.

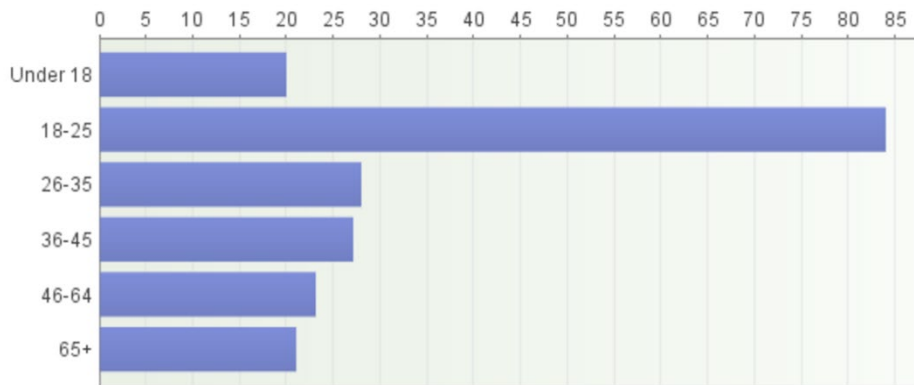


Figure 2: Age groups of the respondents (n=203)

Figure 2 shows that the age group "Under 18" represents about 10% of the respondents, and the 18-25 age group is the largest with 42%. Combining this information with the information that about 64% of respondents are female, we can decipher that an average respondent would be a 18-25 aged woman. In the age groups 26-35 and 36-45 there are about 13-14% of respondents in both groups. As for ages 46-64 and 65+ there are about 10-11% in both groups.

### 6.1.3 Place of residence

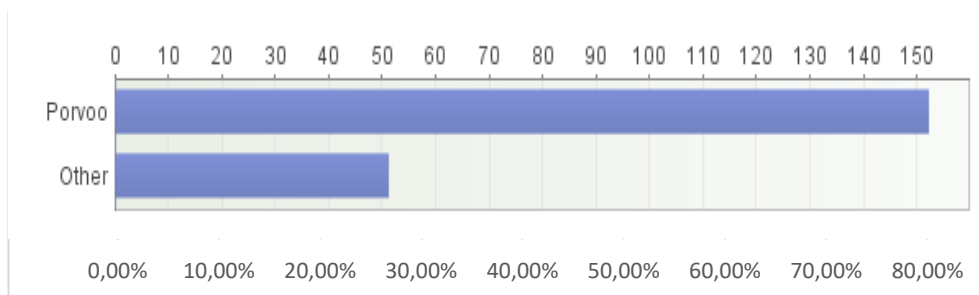


Figure 3. Place of residences of the respondents (n=203)

According to the Figure 3, 75% of respondents lived in Porvoo accounting for 152 persons. There were 51 respondents living in other cities, these being Helsinki, Espoo and Kouvola.



### 6.1.4 Nationality

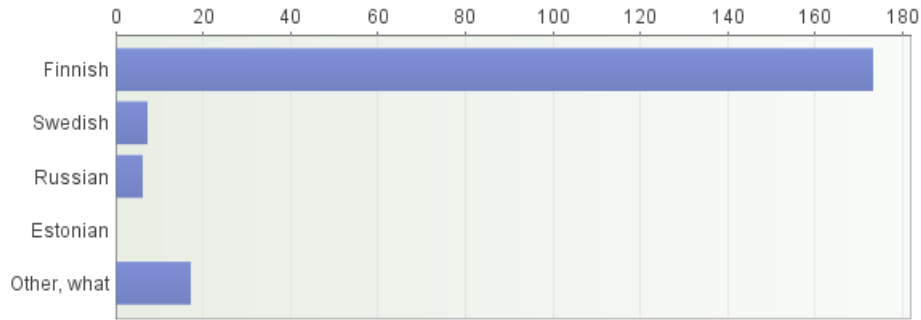


Figure 4. Nationality of the respondents (n=203)

As seen from figure 4, 173 respondents were Finnish citizens accounting for more than 82% of total responses. The percentage of Swedish, Russian and other nationalities were 3.5%, 3% and 8.5% respectively.

### 6.1.5 Purpose of being in Porvoo

To categorise respondents to different types of VRF described in the theory part, as well as separate the locals from tourists, we asked respondents about their purpose of being in Porvoo. The options were visiting family/relatives and friends, business, holiday, studies or permanent residence in Porvoo. The figure below depicts the results.

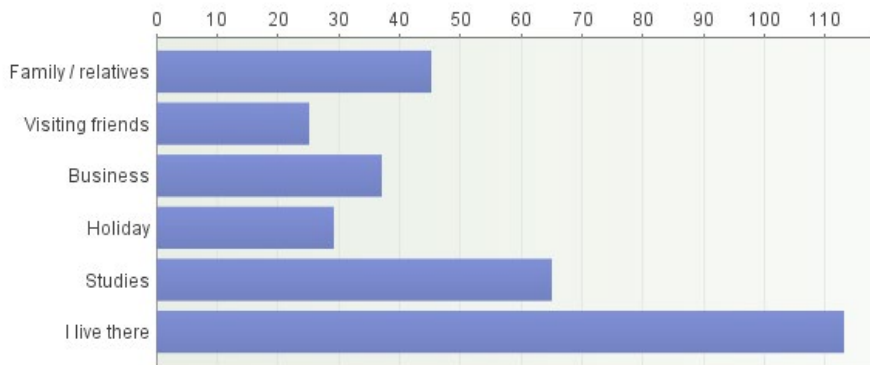


Figure 5. Reasons of the stay in Porvoo. (n= 203 )

As can be seen from figure 5, 70 respondents stated that their reason for staying in Porvoo is because of friends and relatives, making the number of respondents reported to be in Porvoo due to other reasons 133. In this question, the respondents could choose multiple options, as many of them could apply to a single respondent.

## 6.2 Traditional activities

Question 9 "What of these activities are you most likely to do with your friends/relatives in Porvoo?" revealed the frequency of the most traditional activities that VFVR travellers preferred to do, such as sightseeing, shopping and boat or bus tours. The question was also asked to further reveal preferences towards activities. Figure 6 suggests type of activity and the corresponding frequency of engaging in it. By frequency authors means three dimensions. These were 'always and regularly', 'sometimes and often' and 'never or rarely'.

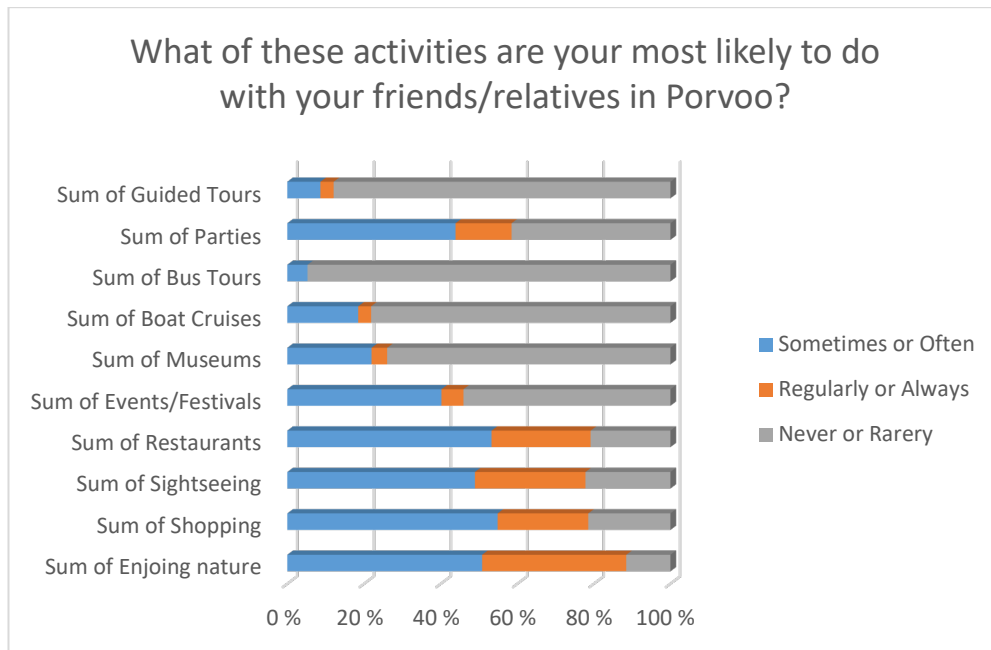


Figure 6. "What of these activities are you most likely to do with your friends/relatives in Porvoo?"(n=138)

As seen from Figure 6, around 80-85% of the respondents answered that they participate 'always and regularly' or 'sometimes and often' in enjoying nature, shopping, sightseeing and going to restaurants. Around 40-45% of them were happy to take part 'always or sometimes' in parties and events. On the contrary people would go 'rarely or never' on guided and bus tours, boat cruises and museums.

What we found curious is that approximately the same amount answered both 'often/sometimes' or 'rarely/never' on parties and events.

To sum this up, enjoying nature, shopping and sightseeing, going to restaurants were the most popular activities to do in Porvoo, guided tours, bus tours, boat cruises and visiting

museums were not that popular to do with friends and relatives in Porvoo. Moreover, parties and events were somehow in the middle frequency.

### 6.9 Spending behaviour

The next question was to find out how much money respondents were willing to spend on the traditional activities such guided tours, museums etc. Figure 7 depicts answers collected on each traditional activity.

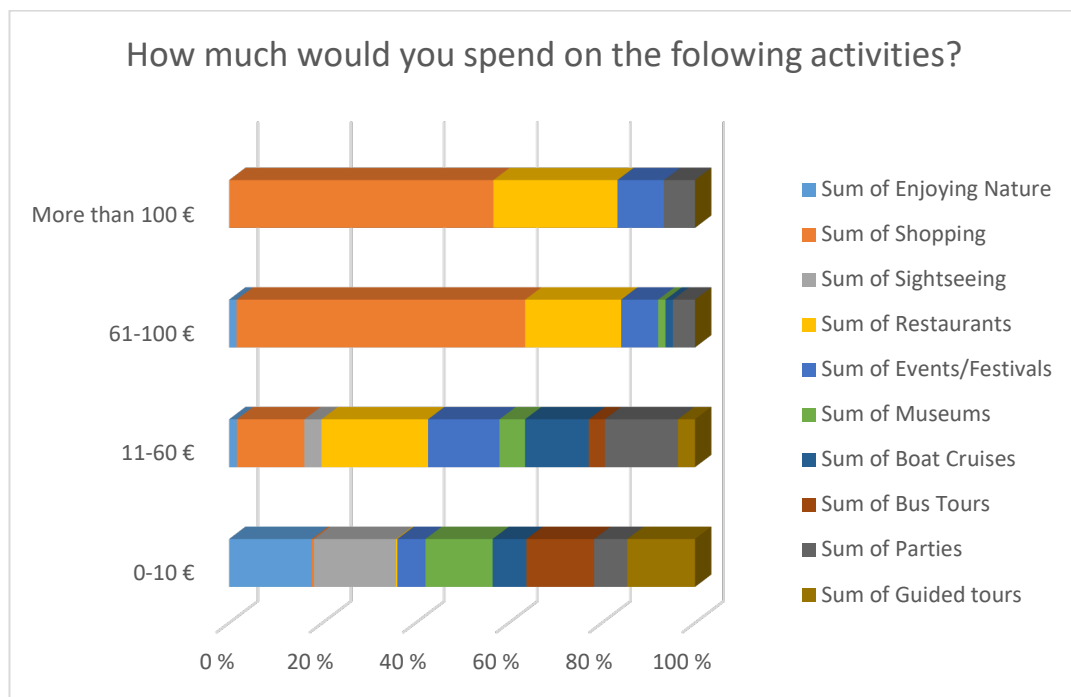


Figure 7. Spending behaviour on traditional activities (n=133)

As can be seen from Figure 7, the most popular activities on which respondents were willing to spend the most money were shopping, restaurants, events/festivals and parties.

### 6.3 New Desired Activities

Question 13 "In what type of activities would you be happy to take part in?" was aimed at gathering people's inner thoughts about tourism activities that they would be happy to take part in. 203 answers were divided to 10 groups according to type of activity. Figure 8 represents the answers collected.

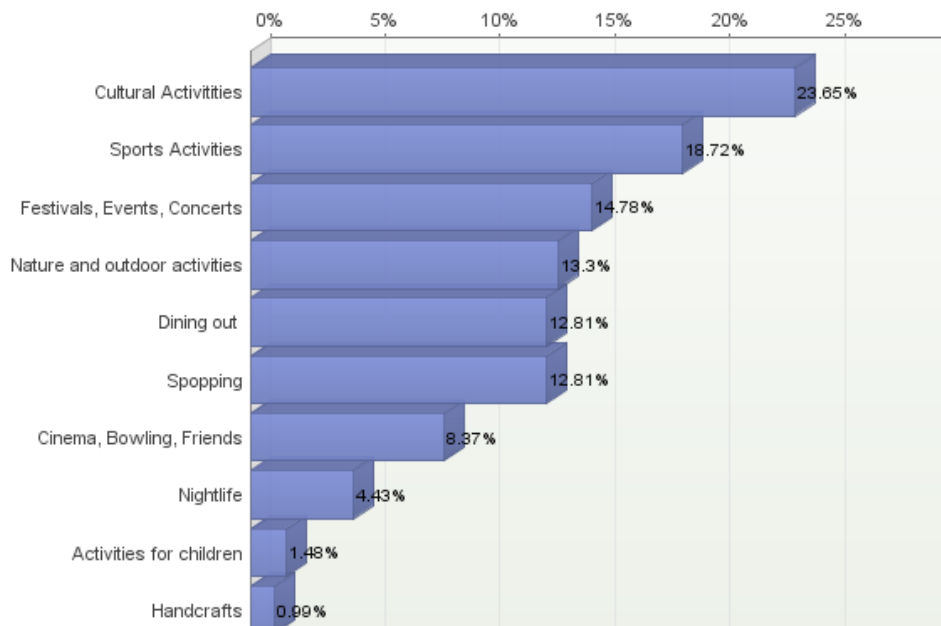


Figure 8. "In what type of activities would you be happy to take part in? Please suggest some."(n=203)

As seen from figure 8, 48 (24 %) respondents reported to be happy to take part in cultural activities, 38 (19%) in sports activities, 30 (15%) in festivals, concerts and all kind of events, 27 (13,3%) in nature and outdoor activities, 26 (13%) in shopping and 26 (13%) in dining out. The rest was interested in nightlife (4,43%), cinema and bowling (8%), activities for children and whole family (1.5%) and handcrafts (1%).

To sum this up, implementation of cultural activities, outdoor sports for summer and winter, along with outdoor events, and concerts as suggested by locals could be an advised strategy to develop tourist attractions in the destination in question. The next section provides insight into specific activities requested by Porvoo locals.

#### 6.4 Cultural activities

Cultural activities included sightseeing, guided tours in Old Town, walking around the city, visiting museums and galleries, theatre plays and events at Art Factory and Grand. Additionally, two interviewees reported that marketing of events was not well performed and that events were too expensive for students.

#### 6.5 Events: festivals and concerts

The identified events were festivals, concerts and sport events. Festivals mentioned were dog or cat shows, flash mobs, movie festivals, festivals for the whole family, as well as open air markets.

Then concerts mentioned were music events, rock concerts and theatre performances.

## 6.6 Sport events and activities

Sports included bungee jumping, jooga, Zumba, walking, badminton, tennis, swimming, riding bicycle, skiing, paddling, river cruises, SUP-boarding, ice hockey, football and floorball, swimming and outdoor gyms.

## 6.7 Nature and outdoors activities

Nature and outdoors identified were sightseeing in general, sightseeing of archipelago, nature walks, walk by the river, sunbathing, swimming, bicycling, and outdoor gym. Specific places of interest were Linnamäki and Jokiranta.

## 6.8 Recommended locations to visit with friends or relatives

Question 11 "Which locations/attractions would you show to your friends/relatives coming to Porvoo for the first time?" was aimed at gathering data on Porvoo's landmarks through locals' perspective (brand image) that are worth visiting for the first-time travellers to Porvoo. Figure 9 below depicts the results.

Number of answers: 203

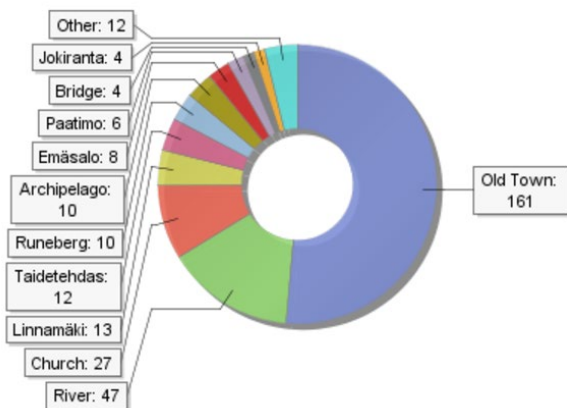


Figure 9. "Which locations/attractions would you show to your friends/relatives coming to Porvoo for the first time?" (n=203)

As visualised in the figure, Old Town (51%), River (15%), Church (9%) were identified as the most popular locations to show to people coming to Porvoo for the first time. Less attractive were Taidetehdas, Runeberg and Archipelago accounting for 4%, 3%, 3% respectively. Landmarks as Emäsalo, Paatimo, Bridge and Jokiranta were also mentioned by lower percentages. (3%,2%,1%,1%)

## 6.9 Popular restaurants

"Where would you take your visiting friends and relatives to eat in Porvoo?" With this question, we aimed to identify the most popular restaurants when it comes to VFVR travel, through asking locals where they would take their visitors when going out to eat in Porvoo. All in all, 201 people responded to the question, and they could choose more than one option. Below is a figure of the answers and the results.

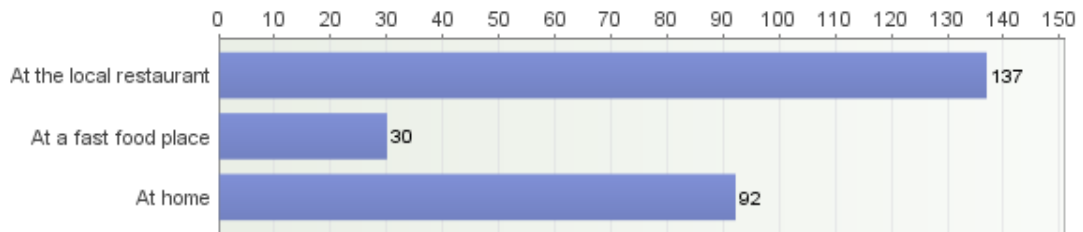


Figure 10. Preferred place for meals with visitors. (n=201)

The most popular answer was to go to a local restaurant, which 68% of the respondents chose, while 15% said they would go to a fast food restaurant. 46% of the respondents said that they would eat at home with their visitors.

The respondents were also asked to name one or many restaurants or cafés in Porvoo where they would be likely to take their visitors. The figure below details those responses.

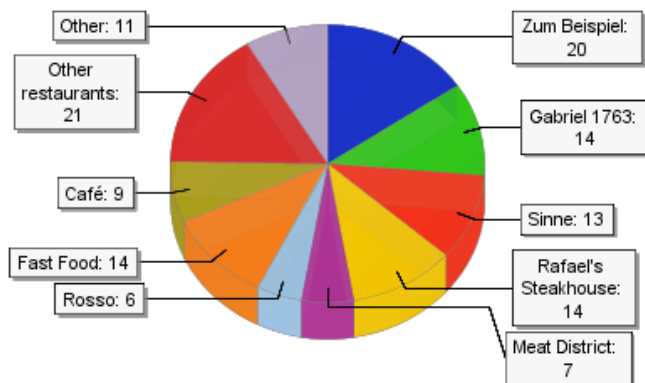


Figure 11. The 6 most popular responses.

Figure 11 lists the six most popular restaurants, as well as explains how many respondents picked each restaurant, as well as fast food places, cafés and other, less popular, restaurants. This was analyzed using the text mining function of Webropol.

The next figure is the word cloud of the responses, and lists the other mentioned restaurants and establishments.

1763 **beispiel** gabriel sinne rafael  
 town meat rosso district mcdonald steakhouse  
 food cafe sicapelle hesburger fiesta street house steak  
 gabriole thai paahtimo rafaels khukuri haikko johans oishi  
 pizza seireeni kiva postres amour sushi biespiel pokhara  
 sabai days topikapi pizzeria subway fryyserinranta hanna-maria  
 restaurant beisbiel fryysarinranta zumbiesbel fanny hanna-mari cafés  
 cabriole brasserie sevilla fredrikan gabriels hese sabaai  
 meatdistrict mäkkäri eloisa glory mcdonalds lähde donalds  
 oriental palace smiley

Figure 12. Word cloud of Porvoo residents' preferred restaurants.

The words in the figure are in the order of most frequently used. These were sorted through with Webropol's group function in order to make correct figures.

## 6.9 Precious Porvoo

Next question was asked to find out Porvoo's uniqueness from a tourist's viewpoint. The Question asked was, "What do your guests appreciate the most in Porvoo?"

**small** history nature river porvoo friendly  
 atmosphere riverside place beautiful finnish there  
 archipelago buildings helsinki houses close everything  
 swedish bilingual historical culture people shops feeling beauty  
 summer restaurants because location calmness authentic quietness  
 interesting historic pretty cafés destination useful especially

Figure 13. Word cloud of Porvoo uniqueness

Figure 13 represents travellers' most associated view on Porvoo and what is unique about the city. As seen from figure 13, most associated words with Porvoo were "old town", "the nature and beauty", "atmosphere", "restaurants", "small", "quite" and "clean". "River" and "archipelago" were also quite frequent in the responses.

Number of answers: 200

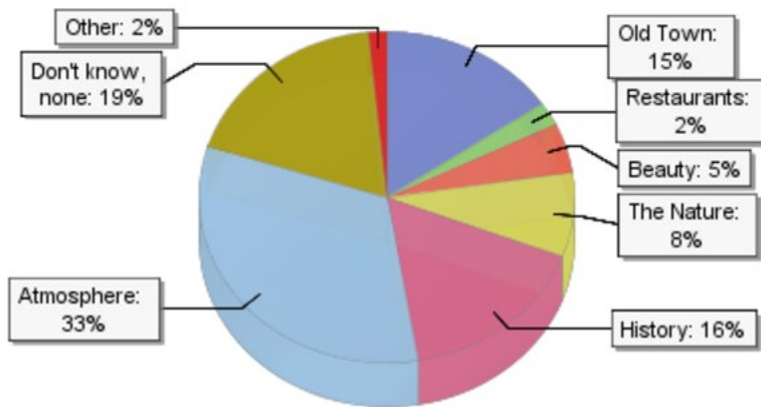


Figure 14. What your guests appreciate the most in Porvoo? (n=200)

Most precious turned out to be Porvoo's atmosphere, its history, nature and beauty. It is a bit surprising though that 19% could not make up their minds about what was unique in Porvoo or said that "nothing", "none"

### 6.10 Ideal weekend in Porvoo

This section's question "What would you do on an ideal weekend in Porvoo?" was to determine what the respondents would consider as an ideal weekend in a small city like Porvoo. The following Figure 15 will demonstrate what were the most popular words in the answers for the question.

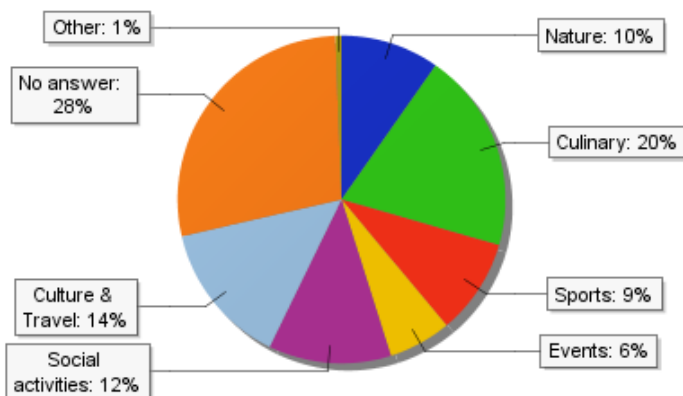


Figure 15: Word groups for "What would you do on an ideal weekend in Porvoo?" (n=200)

This figure shows in what kind of different groups the activities the respondents listed can be put in, produced by the "Text mining" tool in Webropol reporting. To define a bit the



groupings and the figure 15: There are 8 different groupings, “Nature”, “Culinary”, “Sports”, “Events”, “Social activities”, “Culture & Travel”, “No Answer” and “Other”. The biggest group was “No answer” with 28% of the answers, as the question wasn’t obligatory, and the smallest group “Other”(1%) with responses that were missing words or were incomprehensible. The groups were formed in context, by eliminating words from the group “Other” and putting them to the closest corresponding groups. The typos in the wordings are intentional for filtering to match the typos in answers.

The biggest meaningful group “Culinary” made up 20% of the words and had e.g. words “restaurant”, “dinner”, “restorant”, “pub”, “romantic meal”, “cooking”, “brunch” as well as names of restaurants. Culture & Travel group makes up 14% of the words and contains such words as “photographs”, “sightseeing”, “hotel”, “museum”, “traveling”, “haikko”, “old town”, “art”, “cinema”, “look around” and “movies”. The two themes were combined because of their close connection to culture. In the group Social activities we put e.g words “friends”, “hanging”, “terasse”, “people”, “hanging out”, “barbeque”, “shopping”, “hang out” and “relax”, and the group came to be 12% of the words. “Nature” themed group, consisting of 10% of the words mentioned in responses, included e.g. such words as “nature”, “walking”, “river”, “island”, “boat trip” and “archipelago”.

As for the smaller groups, the words “biking”, “sport”, “gym”, “swemming”, “running”, “swimming”, “walk”, “football” and “hiking” are the words forming the group “Sports”, that accounts for 9% of the words. The smallest group was “Events” with 6 % with words “festival”, “party”, “concert” and “la fiesta”.



Figure 16: Word cloud of "What would you do on an ideal weekend in Porvoo" (n=200)

Figure 16 shows the most popular words in the answers, the ones mentioned in most answers are in bigger font sizes. It shows that the most popular word was “restaurant” with 22 mentions, “shopping” was a good second (15) and “nature” with 13 was the third most mentioned and relevant word.

## 7 Conclusion

The conclusion consists of two parts: the first being improvement ideas for the city of Porvoo and commissioner visit Porvoo, and the second is an evaluation of students' learning process and valuable observations for future researchers.

### 7.1 Improvement ideas

Having conducted a research project in the city of Porvoo aimed at gathering locals' opinions on most liked tourist activities that included both traditional and new ones, authors of the study came up with developmental ideas of how to market Porvoo as a strong tourism destination. First, we would like to point out that participants of the study were inclined towards nature and sport activities as well as the whole spectrum of events and public gatherings. Furthermore, participants suggested such outdoor activities as open air markets, where the whole family could go, guided tours in Old Town, dog or cat shows, and some outdoor sport activities. Additionally, participants were fond of not only cultural happenings, sport activities and enjoying nature but also cultural activities such as sightseeing and museums.

To sum this up, since Porvoo is a place full of nature, it is obvious that the nature is something that must be taken advantage of and further developed to incorporate some nature based activities in the marketing and branding activities of Porvoo.

Referring to Figure 7 on page 15 of this report, we can also see that majority of the participants would be ready to spend more than 10€ per person on activities such as events or festivals, boat tours and parties, so these might be profitable to market more. Other than that, activities that the majority of respondents were ready to spend over 60€ on were mostly shopping and going to restaurants.

Since authors of the study did not focus exclusively on summer or winter activities it turned out that further research is needed to investigate desired winter activities. As it stands now, it seems that Porvoo locals think that there are more summer activities than winter activities. Compared to the amount of summer activities identified, there was one winter activity mentioned; skiing. Taking into consideration the length of winter period in Finland, which is longer than summer, it would be very beneficial to develop more winter activities during this long period, and incorporate these in the marketing of Porvoo.

This research paper also identified what Porvoo locals thought visitors should do or see on their first visit to Porvoo. Unsurprisingly the Old Town and the riverside were the most popular options. As these are already used in marketing material and in the branding of Porvoo the authors of this paper encourage that Visit Porvoo continue doing this.

Involving the public through pictures and videos in social media with these two topics might be a good way of attracting attention. For example, contests could be held on social media platforms such as Facebook or Instagram throughout the summer, where people could post their scenic pictures of Porvoo Old Town and of the river.

## **7.2 Evaluation**

First of all, the number of questions in a survey must be carefully considered since authors of the study collided with some participants saying that the survey was too long. It is better to ask several profile questions and then the majority part must be devoted to topic questions, needed for research purposes. Also, one may consider whether to put topic questions in the beginning and profile in the end so that participant would get more interested to answer the survey and topic questions in particular. Because when put differently, some of topic questions were left unfilled, which was disappointing.

So apart from length of the survey and order of questions, one needs to think about the form of the questions. Of course, it depends on the type of question, that may have several answer options, but it is better to have a balance between different forms of questions. For example, several tables, several multiple-choice answers, one scale and so on.

Last but not least, if researcher is unfamiliar with the terms research and survey research, they should promptly read some academic literature on the topic to avoid challenges and to know in which direction they should continue and form a clear plan of how to do it. A good book about how to create a survey, what elements it has, as well as how to analyze data and write a report is 'Survey Research: The Basics' by Keith Punch (2003). As for books about research there is a huge amount of them and one can decide on their own which caters better to their needs. One introductory book to research is 'How to Research' by Loraine Blaxter et al. (2001).

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# Appendices

## Questionnaire

### Tourism Activities in Porvoo

The tourism students of Haaga-Helia UAS are doing a market research for Visit Porvoo commissioner to find tourism activities that locals of Porvoo appreciate the most in Porvoo and how they treat guests visiting Porvoo. Students will use data to make suggestions to Visit Porvoo commissioner as well as to learn how to do and analyze research surveys.

Therefore, your contribution is important to make Porvoo a better tourist destination and enhance students' learning process. We will use data to write a report. All answers will be anonymously analysed and report won't be revealed to any third parties. Data collection will take place between 15.03.2017 - 3.04.2017. As participants, you may ask for both report and survey results if you leave your email.

The survey will take about 9-10 minutes of your time. Thank you for contribution!

**1. Gender \***

- Male
- Female

**2. Age \***

- Under 18
- 18-25
- 26-35
- 36-45
- 46-64
- 65+

**3. Nationality \***

- Finnish
- Swedish
- Russian

- Estonian
- Other, what

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**4. Place of residence \***

- Porvoo
- Other

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**5. Family Status \***

- Single
- Married /domestic partnership
- In a relationship
- Divorced
- Widow/widower

**6. What is the purpose of being in Porvoo? You can choose more than one \***

- Family / relatives
- Visiting friends
- Business
- Holiday
- Studies
- I live there

**7. Where would you take your friends and relatives to eat in Porvoo? \***

- At the local restaurant

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- At a fast food place  
\_\_\_\_\_
- At home

8. In what type of activities would you be happy to take part in? Please suggest some. \*

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

9. What of these activities are your most likely to do with your friends/relatives in Porvoo?

	Sightseeing	Shopping	Restaurants	Museums	Events/Festivals	Bus Tours	Boat Cruises	Guided Tours	Enjoying nature	Parties
Never	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rarely	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sometimes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Often	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regularly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Always	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. How much money are you willing to spend on following activities?

	Sightseeing	Shopping	Restaurants	Museums	Events/Festivals	Bus tours	Boat Cruises	Guided Tours	Enjoying nature	Parties
0-10 €	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11-30 €	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
31-60€	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
61-100 €	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More than 100 €	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



**11. Which locations/attractions would you show to your friends/relatives coming to Porvoo for the first time? \***

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500 characters remaining

**12. What your guests appreciate the most in Porvoo? \***

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**13. What would you do on an ideal weekend in Porvoo? \***

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I want to submit my answers