

REGIONAL ECOLABEL

CUSTOMER SATISFACTION AND
CONSUMER BEHAVIOUR
CONCERNING ECOLABELS

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CUSTOMER SURVEY

- One criterion to get the label is researching and monitoring customer satisfaction
- Survey concerning consumer behaviour, values, knowledge of regional ecolabel and customer satisfaction with services in the area has been made in Koli resort → started 1st of July and ended 30th of September

Dear visitor. We are developing services in Koli National Park together with the municipality of Lieksa and with enterprises and associations of Koli resort. Our goal is to get the highest regional ecolabel (certificate) of European national parks for Koli National Park. We want to develop services in our park by listening our customers and paying attention what they want. This survey is planned to gather this feedback. It is also important that our customers recognize their responsibility in protection of the nature and the national landscape.

1. How important do you find the following matters in Koli resort? Tick your answer with x.

	Very important	Rather important	Difficult to say	Rather insignificant	Completely insignificant
Enterprises of the area are protecting the nature and environment as well as they can					
Municipalities and the government develop the area in way that it won't harm the national landscape					
People who live in the area and people who own cottages in the area appreciate the nature of Koli and won't harm it					
Visitors in Koli resort won't leave garbage in nature or harm otherwise the area					
Information about nature and conservation is available in Koli resort					
Visitors in Koli resort respect the local culture					
It is possible to go to the sightseeing places with a wheelchair or a baby carriage					

2. Do you know what is a regional ecolabel? Tick the right answer/answers with x.

- An award of high quality work to protect the nature and the environment which is given to local actors
- A borderline sign that EU directive demands for national parks
- It shows that a national park is established by the law
- A quality label of sustainable tourism that is given to actors in the area
- I don't know

3. Which one would you choose when both have the same price or the distance to reach them is the same. Tick your answer with x.

Service, product or area	My choice	Label won't affect my choice	My choice	Service, product or area
Meal in restaurant which has label that shows high quality (the swan label)				Meal in restaurant which doesn't have quality label (the swan label)
Guide who has quality label that guarantees good professional skills				Guide who hasn't this quality label
Hotel which has the Nordic ecolabel				Hotel which doesn't have the Nordic ecolabel
National park which has an European ecolabel				National park which doesn't have an European ecolabel

4. Would you visit Koli more often if the area had a regional ecolabel?

- Yes
- No
- Difficult to say

5. Is it acceptable that a product or service that has an ecolabel costs more than a product or service that doesn't have one?

- No
- Yes, but the price can be _____% more than the price of the regular product/service.

6. How satisfied are you with the services and the landscapes of the Koli resort? Evaluate the service or landscape with scale 4 (bad) – 10 (excellent).

Service or area	Grade 4-10	Place is not familiar
Heritage Centre Ukko		
Sokos Hotel Koli		
Retkitupa shop in the building of Hotel Koli		
Skiing slopes of Ukko-Koli		
Koli harbour		
Ryynänen café in the village		
Audibility of mobile phone in the national park		
Paths and cross-country skiing routes in the national park		
Koli national park on the whole		
National landscape from Ukko-Koli		
Scenic beauty of the road from Kolinportti (Ahmovaara) to Koli village		
Scenic beauty of the road to the Loma-Koli fair site		
Scenic beauty in Koli village		

7. Sex Male Female

8. Year of birth _____

9. Your hometown and country? _____

10. Your basic education?

- Primary school
 Secondary school
 A-levels

11. Your monthly income liable to taxation in euros (your personal gross income)?

- Under 1000 € 1000-2000 € 2001-3000 €
 3001- 4000 € Over 4000 €

12. Do you have visited Koli before?

- No, never Once 2-4 times More

13. Are you now in Koli resort on

- Holiday Visiting friends/relatives
 Business trip Staying in a cottage
 Group trip Something different,
 Educational trip what? _____

14. How big is your traveling party?

- I am traveling alone
 Size of your party? _____ persons (including yourself)

15. What were the three factors that affected your decision to travel to Koli resort? Tick the factors with x.

- | | |
|------------------------|---|
| ___ Nature | ___ Sightseeing |
| ___ Scenic beauty | ___ Culture (exhibitions, cultural programs etc.) |
| ___ Hiking trails | ___ Cross-country skiing and downhill skiing |
| ___ Holiday in cottage | ___ Other activities |
| ___ Peace and solitude | ___ Something else, what? _____ |

THANK YOU FOR YOUR HELP!

There is a lottery where you can win one week holiday in the Pärnälahti cottage of the Koli National Park or a free weekend at Hotel Koli for two persons. If you want to take part in the lottery, please give your name and address below.

Name _____

Address _____

CUSTOMER SURVEY

- 426 valid and 8 invalid answers
- Answers gathered in six different places in Koli resort: Heritage Centre Ukko (202), Hotel Koli (77), Alamaja House in Koli Harbour (87), Koli Corner Stone –House (29), Ryynänen café (29) and Retkitupa shop (2)
- Women 58,5 % and men 41,5 %
- 65,5 % have A-level education

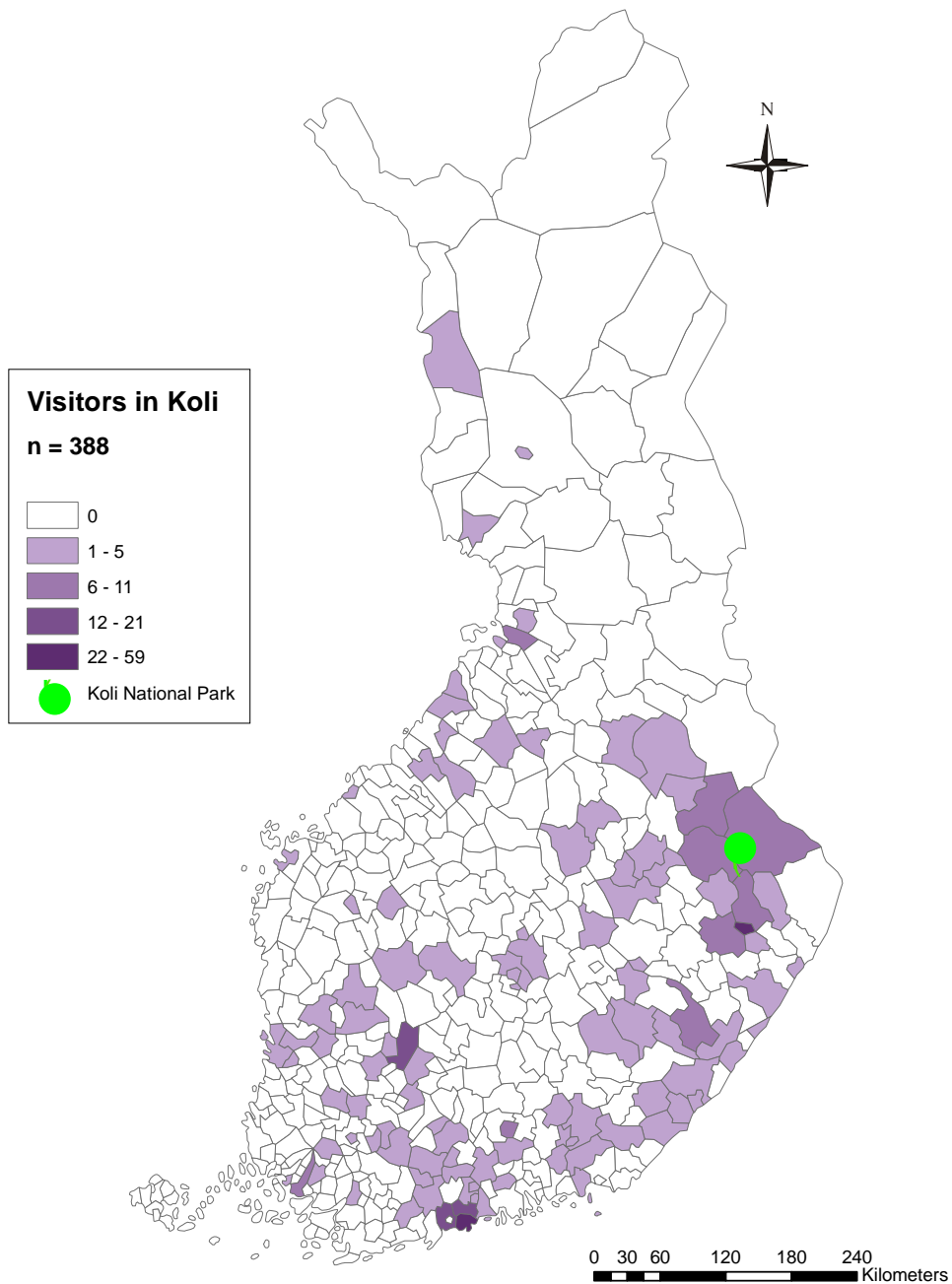
CUSTOMER SURVEY

- 34,9 % of respondents have visited Koli more than four times and 28 % haven't visited Koli resort before
- Nearly 70 % of respondents were on holiday
- The effect of ecolabel on consumer behaviour, when customers are choosing: meal in restaurant, guide, hotel or national park to travel
- Would they visit Koli National Park more often if area had regional ecolabel

CUSTOMER SURVEY

- Are customers willing to pay more if product or service if it has an ecolabel → and if they are, how much more

VISITORS IN KOLI RESORT



IN FUTURE

- Follow-up surveys
- Have knowledge of regional ecolabel and customer satisfaction with services changed

WIDER RESEARCH

- Comparative research between different protected areas
- Mainly concentrated to areas that have EUROPARC Charter for Sustainable Tourism
- What different areas have done to get regional ecolabel/ecolabels or what they have to do
- Same kind of survey for customers in different areas



THANK YOU!

ANY QUESTIONS?