

## **BIBLIOGRAPHY**

Title of Thesis: Outdoor Activities in Finland as Offered by Czech Travel Agencies  
(case study of chosen travel agency)

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Year of Presentation: 2016

Abstract:

**Aims:** This thesis is about the winter sport activities available in Scandinavian countries. It presents an analysis of travel agency Periscope Skandinávie, s.r.o. and examines Finnish travel agency Lapland Safaris' range of winter sport activities. This thesis also describes the outdoor activities available in Finland.

**Methods:** The data presented in this thesis has been acquired by analysing documents produced by travel agencies (reports, figures, catalogues sold). The questionnaire method of research has been used to assess the level of interest future clients show in the offers promoted by the travel agencies. Details about working in travel agencies have been acquired through structured interviews with the general managers of the travel agencies.

**Conclusions:** Finland is a promising country for Czech travel agencies (please see: Great Prospects for Outdoor Activities in Terms of Nature Conditions and Organisation). The travel agency being examined for the purposes of this thesis, Periscope Skandinávie, is successfully widening its range of winter tours in Finland. The agency cooperates with the largest travel agency in Lapland. Those interested in the tours are generally within the age range of 40-60 years, show interest in winter outdoor activities and tours offering unique experiences, such as the aurora borealis. It is suggested that Periscope Skandinávie improve its catalogue distribution and website, and focus on marketing for outdoor activities.

**Key words:** travel agency, Scandinavia, Finland, offer, sport tourism, travelling, outdoor activities