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Consumer Value of travelling by land experience

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Abstract

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Title Consumer Value of travelling by land experience			
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<p>Traveling by land is a growing phenomenon, which causes increasing interest. Traveling by land utilizes the different surface transport modes, such as trains, buses, private cars, bicycles, ferries, and ships, to avoid flying when traveling. The concept of slow travel arises as a response the concerns about ecological footprint and climate change derived from air travel. The aim of slow travel is to encourage individuals to travel to their destinations more slowly (by land favouring also public transport modes), stay for a longer period of time in the chosen destination, and travel less. For slow travellers, traveling to the destination is a significant part of the travel experience.</p> <p>The aim of the research is to study customer value in traveling by land tourist experience from the customer perspective. Research is done with a qualitative manner, to understand the phenomena of traveling by land holistically. The research utilises Holbrook's (1999) typology of consumer value as a base for analysing the data. The framework consists of eight distinct value components. Social interaction value" togetherness" was added to the framework in this research, due to the tourist experiences nature of including social elements.</p> <p>The thesis studies the phenomenon of traveling by land by analysing posts retrieved from the Facebook – group, Maata pitkin matkustavat. (Those who travel by land.) The data consist of 185 posts, made in the group in January 2020.</p> <p>The research is done with a netnographic approach. Netnography is relatively new research approach, and it enables the scholars to explore and explain rich and diverse cultural worlds. Netnography is an excellent tool in researching cultural phenomena through social media.</p> <p>The research findings show, that important in traveling by land, is to minimize the travel time and travel costs. Members in the Facebook-group also value leisure time, and "having fun" on traveling by land experience. Thus, self-oriented, active value components, <i>Efficiency</i>, and <i>Play</i>, were most applicable in the collected data set. Even though the concept of slow travel can be applied to the research, the environmental concerns and the possibility to decrease impacts of traveling has to climate change, by choosing surface transport modes were secondary to contribute in customer value in traveling by land experience.</p>			
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<p>Maata pitkin matkustaminen on ilmiö, jonka kiinnostavuus kasvaa jatkuvasti. Maata pitkin matkustavat suosivat kulkuneuvoja, joita käyttämällä voidaan välttää lentäminen (esimerkiksi junat, linja-autot, yksityisautot, lautat ja laivat.) Termi ”hidas matkailu” (slow travel) on noussut esiin, koska on huolestuttu lentomatkailun vaikutuksista ilmastoon muutokseen. Hitaan matkailun tavoitteena on kannustaa yksilöitä matkustamaan matkakohteisiinsa hitaammin maata pitkin ja suosien julkista liikennettä, viipymään pitempään valitsemassaan matkakohteessa ja matkustamaan vähemmän. Matkakohteeseen matkustaminen on hitaassa matkailussa merkityksellinen osa koko matkailukokemusta.</p> <p>Tämän tutkimuksen tavoitteena on tutkia asiakkaan näkökulmasta maata pitkin tapahtuvan matkailun matkailukokemuksen asiakasarvoa. Tutkimuksessa on käytetty laadullista tutkimusmenetelmää, jotta maata pitkin matkustamista voidaan ymmärtää kokonaisuutena. Tutkimus hyödyntää Holbrookin (1999) asiakasarvoteoriaa pohjana tutkimusaineiston analyysille. Viitekehys koostuu kahdeksasta arvokomponentista. Kahdeksan alkuperäisen arvokomponentin lisäksi viitekehystä täydennettiin tässä tutkimuksessa ”yhdessä olemisen” -arvolla, joka viittaa sosiaaliseen vuorovaikutukseen. Kyseisen arvon lisääminen tutkimukseen oli välttämätöntä, sillä matkailukokemukset sisältävät sosiaalisia elementtejä. Maata pitkin matkustamisen ilmiötä tutkitaan analysoimalla tutkimusaineistona käytettyjä, Maata pitkin matkustavat -Facebook ryhmän jäsenten tekemiä postauksia ja kommentteja. Tutkimusaineisto koostuu 185 postauksesta, jotka on tehty ryhmään tammikuussa 2020.</p> <p>Tutkimus on tehty netnografisella tutkimusmenetelmällä. Netnografia on verraten uusi tutkimusmenetelmä, joka antaa tutkijalle mahdollisuuden tutkia ja selittää erilaisia kulttuurisia maailmoja. Netnografia on erinomainen työkalu tutkittaessa kulttuurillisia ilmiöitä sosiaalisessa mediassa. Tutkimustulokset osoittavat, että maata pitkin matkustamisessa tärkeää on minimoida matka-aika ja matkakustannukset. Ryhmän jäsenet myös arvostavat vapaa-aikaa ja hauskanpitoa maata pitkin tapahtuvan matkailun matkailukokemuksessa. Tehokkuus (Efficiency) ja Huvi (Play), eli itesuuntautuvat, aktiiviset asiakasarvokomponentit esiintyivät kerätyssä aineistossa eniten. Vaikka tutkimuksessa on hyödynnetty ”slow travel” -teoriaa, tutkimustulosten valossa matkailun ympäristövaikutukset ja vaikutukset ilmastoon muutokseen ovat toissijaisia verrattuna matkailumuodon tehokkuuteen ja mukavuuteen.</p>			
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1 Introduction

1.1 Background of the study

Tourism has been in the background in the literature on the economic implications of climate change, even though the industry is dependent on the climate factors and the economic significance of the travel and tourism industry. (Gössling et. al. 2012.) The reason why tourism is overlooked in the literature concerning climate change could be explained by the complexity of the expected tourism demand reactions and uncertainty of the industry. Key factors in destination choice and travel motivations are climate, natural environment income and discretionary wealth, personal safety, and travel costs. (Hall, 2005)

Most studies examining the environmental impact of tourism often neglect the effects of traveling to a destination (and back), and mostly just focus on the tourism's effects at the holiday destination. As Böhler et. al. (2006), states although car travel still dominates the holiday mobility, increasing global tourism there has been a significant demand for growing holiday air travel. (Böhler et. al., 2006)

The concept of slow travel arises with this context to a response the concerns about ecological footprints and climate change derived from air travel. The aim of the concept of slow travel, is to reshape the notion of sustainable destinations and conceptualize slow travel as an alternative to travel by car or air, for a short period of time, and instead encourage individuals to travel to their destinations more slowly (by land favouring also public transport modes), stay for a longer period of time in the chosen destination, and travel less (also within the destination, and making fewer trips in a certain time period, e.g. one year).(Losada & Mota, 2019)

The thesis will first introduce the background for the research, as in a context of the international tourism mobility's impacts to the environment. The objectives of the research, as well as research question are defined, after which the theoretical frame is presented, with two main concepts, customer value and tourist experience. Analysis in the research is based on to Holbrook's typology of consumer value. (Holbrook, 1999) The data is presented and analysed,

after which findings of the research will be discussed. In the last part the practical implications and suggestions for further study are presented to conclude the study.

1.2 Research question and objectives

The aim of this thesis is to understand customer value in traveling by land experience. The research questions defined are *How does traveling by land contribute to consumer value?* and *What is the desired consumer value in traveling by land experience?*

To understand the phenomenon of traveling by land, from the customer perspective, the research studies a Facebook group Maata pitkin Matkustavat (Maata pitkin matkustavat, 2020) *Those who travel by land*. The groups description says: “We want to travel environmentally friendly, without planes!” Data for the research is collected from the conversations and posts in the group, made in January 2020. The data collected consists of 185 posts, including the comments. The research starts from the assumption the members in the group have already made the decision of the travel mode, to travel by land (avoiding flights.) The discourses and themes discussed in the Facebook group will answer to the research question defined and help to understand traveling by land as a phenomenon.

1.3 International aviation’s impact to climate change

Traveling by land is a growing phenomenon and one reason for the interest around it could be explained by the increase in the environmental awareness towards the impacts of tourism mobility. Even though the reasons for travel mode choice can be complex, the research started with an assumption of people choosing to travel by land instead of flights, because of the environmental reasons and the negative impacts aviation has to climate change and it’s share in increasing the global GHG (greenhouse gas) emissions. Therefore, international aviation’s impacts in climate change are presented shortly here as a background for the research.

Global tourism has increased tremendously, and as a result also the number of trips and kilometers traveled to holiday destinations by plane. From the environmental point of view, crucial matters are the overall number of the trips, the distance traveled and the choice of destinations and transport mode. (Böhler et. al., 2006) Aviation is highly dependent on fossil fuels. (Baumeister, 2017) and therefore at its current form cannot be regarded as sustainable, based on all three dimensions of sustainability. (Environmental, social, and economic.) Increasingly global tourism demands for the growth of the holiday air travel. Aviation is anticipated to grow 3,5% annually. (Cohen & Kantanbacher, 2019) Although of the aviation's share in the global GHG emissions is still modest, the rapid growth of the industry will increase the emissions all the time. (Böhler et.al.,2006, Baumeister, 2017) Currently, tourism is responsible about 2 % of all the global CO₂ emissions, (IATA, 2018) but the number is predicted to rise to 22 % until 2050. (Cames, Graichen, Siemons, & Cook, 2015) In the terms of radiative forcing, tourism is responsible of 4, 6 % of global warming. The transport sector is responsible of the 75 % of all emission, with only aviation causing 54-75% of all carbon emission, compared to coach and rail only 13 %. (UNWTO, 2019) Emissions from aviation have a heavier negative impact on the climate compared to the surface transport modes, since the planes emit the pollutants and GHG in the upper troposphere and causes radiative forcing. Peeters et. al., (2016) state that although airlines have become more fuel efficient in the past decades, prospects for future efficiency gains are small. Growth in emissions has outpaced efficiency gains for decades due to the ever-growing passenger numbers. (Peeters et al., 2016).

It is clear, that the current tourism growth scenarios and forecasting of the airlines passenger kilometer growth are incompatible with significant and sufficient reduction of GHG emissions. Solutions to address this issue could be a behavioral change towards favoring more sustainable ways of travel, including reductions in consumption levels, more sustainable product offerings and de-marketing the energy-intensive trips. (Hibbert, 2012) Behavioral change could be addressed in encouraging to "slow travel". As Losada & Mota (2019) explain the, the aim of the concept of slow travel, is to reshape the notion of sustainable destinations and conceptualize slow travel as an alternative to travel by car or air, for a short period of time, and instead encourage individuals to travel to their destinations more slowly (by land favouring also public transport modes), stay for a longer period of time in the chosen destination, and travel less (also within the destination, and making fewer trips in a certain time period, e.g. one year). This, however, is in the contradiction of the current Development trend people taking more short

trips through the year, enabled low-cost airlines and more flexible working conditions. (Losada & Mota, 2019)

Also, Larsen et. al. (2013) suggested that there need to be changes in the temporal and financial context of holidays to effect change. Findings of their research showed that the holiday destination choice is highly influenced by minimizing the journey time and journey cost. This leaves the flight to the most preferred mode when choosing the holiday transport. Flight was seen as a *default choice* for holiday transport, as it is often the cheapest and the fastest way to reach the destination. (Larsen & al., 2013) Baumeister suggests market-based changes: taxes, charges, subsidies, cost of the carbon, which in return should reflect the cost of environmental damage caused by its release. (Emission trading in the EU) or emission trading. (Baumeister, 2017)

Cohen & Kantenbacher (2019) suggested an innovative approach to aviation reduction. They presented a co-benefit approach, where negative personal health impacts of flying are augmenting the pro-environmental messaging. They enlist a variety of benefits reducing flying has to one's personal health, such as avoiding chronic jetlag, improve social ties and decrease to radiative forcing. Personal nature of health impacts could according to the research have a great significance in efforts to reduce flying. (Cohen & Kantenbacher, 2019)

Since mobility (especially in the western, neo-liberal societies) has become a central feature of the contemporary life, it is difficult to address the emissions and the impacts of leisure travel in isolation, since travel, e.g. VFR and migration embroil the investigation. However, the most energy-intensive transport practices, such as long-haul aviation and international cruise ship journeys are not distributed across societies. Emissions from long-haul aviation are produced by the minority of the population; flying is still primarily the domain of the wealthy, who also use the low-cost airlines to fly even more frequently, despite the advent of the low-cost airlines claimed to increase social inclusion in air travel.

Finnish people flying are responsible of 0,27 % of all the global CO₂ emissions from aviation in 2018. (ICCT) On global ranking Finland is at place 47. Finnish people did 6,2 million domestic and international trips, so all together about 12,4 million in 2017. (Tilastokeskus, 2018) The trips of at least one overnight stay were made with planes, which was clearly the most popular choice of the modes of transport with 60 %. (SYKE, 2019) Rise of the low-cost airlines in the early 2000's to compete with the "traditional" national airlines (For example in

Finland, Finnair Oyj). Only in Europe all together 30 new low-cost airlines were established between 2001-2004. Some of the national airlines operate together with low-cost airlines, for example in Finland, Finnair OYJ and Nordic Regional Airlines (NORRA) buy some of the domestic flights from Norwegian. (SYKE, 2019) Increased competition in aviation caused especially the traditional airlines to make codesharing deals, acquisition and alliances together in order to maintain profitability and better capacity.

Nordic countries (Scandinavia) made the most trips in a global scale per person in 2014. Finland is in the top position with Finnish people making on average six domestic, one-overnight trips and two international trips in year. (The results of overall traveling, trips made with planes, car, ferries etc., not only flights.) Sweden, Denmark, and Norway are also in the top 5 of the most mobile nations. The high mobility of the people in the Nordics can be explained with cold winters, high income level, low unemployment rate and high costs of living which makes traveling to the countries with less expensive living costs tempting for many. (SYKE, 2019) From above mentioned, only Sweden and Norway collect a flight tax. Fuel used in the international aviation is usually duty free, based on the air traffics 1944 made agreement; Chicago Convention on International Civil Aviation (Article 24). (SYKE, 2019) Aviation industry also receives financial support from European Union. In 2017 air traffic got 105 million euros worth of support, road traffic 751 million, and for rail only 47 million.

1.4 Key concepts

Customer Value

Customer value is a dynamic variable, experienced before and during purchase, at the time of use and after purchase. (Sánchez, et. al., 2004) Customer value is traditionally seen as a trade-off between quality and price (Zeithalm, 1988) with emphasis on utility and value. (Williams & Soutar, 2005) In service-oriented context, e.g. tourism, however, it is important to include the emotional components and the role played by feelings in buying and consumption habits to understand customer value as a multidimensional construct. (Williams & Soutar, 2005) Value in the service sector includes both functional dimensions e.g. perceived price and

quality, and socio-psychological dimensions, such as social interaction and hedonism. (Williams & Soutar, 2005) This research utilises Holbrook's (1999) framework, distinguishing eight key types of consumer value.

Tourist experience

Tourist experiences happen outside an individual's daily environment and routine. (Komppula & Gartner; Ryan, 2010; Urry, 2002) "Tourism is an experience born in travel." (Ryan, 2010) Tourist experience can be shared (Ryan, 2010) but are individual to each tourist. (Sharpley & Stone, 2010) *The "tourist experience" concept includes elements from before, during and after the actual experience, which implies that thoughts, plans and memories are part of that experience.*" (Ram & al, 2013) Therefore, the traveling to and from the destination are viewed as integral part of the experience, and not separate experiences or inseparable "costs" of the experience. Not only the time spent in the destination of the holiday is a part of the experience. It includes all the planning before as well as all the memories after, not only on-site experiences.

2 Consumer Value of travelling by land experience

2.1 Travelling by land as a tourist experience

Tourism is an intangible product. However, the annual search for an escape from the daily routines has generated very large flows of capital investments and built infrastructure in the western contemporary society. (Sharpley & Stone, 2010) Tourism has evolved at least in Western, developed nations into social institution. It is expected, democratized, and accepted to the extent that if one might exclude themselves in participation to tourism activities of any kind that might be seen as unusual behavior. (Sharpley & Stone, 2010; Urry, 2002) Consumers want more than just a delivery and consumption of products and services, and seek for encounters to accompany services and products, that create memorable experiences. By focusing on the delivery of service products, tourism and hospitality companies can differentiate themselves from the competitors. (Walls et. al. 2011)

To consume tourism, is to consume experiences. (Sharpley & Stone, 2011) Experiences, however, are not similar to all tourist, even with the specific context and places. Tourist experiences are unique to individual tourist. There are as many tourist experiences as there are tourists.

Tourist experience is largely defined by the tourists own socio-cultural world. (Sharpley & Stone, 2011) Equally, the ways in which tourists interact with the destination environments, cultures and communities is a lot determined by the tourists own socio-cultural background. – the tourists own perceptions, values, experience, expectations, knowledge, attitudes and so on.

There is clutter and confusion regarding the definition of traveler experience across the studies in different disciplines, (e.g. psychology, anthropology, consumer behaviour, and sociology). (Adhikari et. al., 2016) However, even though there is no clear consensus of the exact definition of tourism experience, there are some aspects in tourism experience that researchers agree in. What is characteristic to tourism experiences, is that they happen outside of everyday life (Uriely, 2005; Cohen, 1979; Smith, 1978)

For example, Walls. et. al. (2011) “*consider traveler experience as a multidimensional construct that results from an interaction of internal factors, such as emotion and cognition of*

the traveler, and external factors, such as human interactions (e.g. with employees), physical experiences and situational factors.” (as cited in Adhikari, 2016 pp. 303)

Tourist experiences are individualistic, hence there is no tourist experience as such, as the notion of Cohen (1979) says: *The tourist’ does not exist as a type*” (Cohen 1979) Tourist experiences are diverse and complex. Lashley (2008) notes, that experiences engage emotions, which is essential in creating a memory. (Walls et. al. 2011) As well as Arnould and Price (1993) defines extraordinary experiences to be characterized by the emotional intensity. (Whalen et. al. 2011)

Mossberg’s (2007) definition also highlights a tourist experience involves the customer emotionally, physically, intellectually, and spiritually. O’Sullivan and Spangler’s (1998) definition continues with the same notion of experiences engage the individual physically, mentally, emotionally, socially, or spiritually. (Walls et. al. 2011)

Adhikari et. al. (2016) explain the concept of travel experience as being

“driven by the creation and consumption of tourism and related products that not only provide experiences for the traveler but also create sensory feelings when travelers directly or indirectly interact with the organization, product and purchase environment on different occasions.” (Adhikari, et. al. 2016 pp. 299)

In this research context, it is important to notice the tourism experience do not only include the on-site experiences. Tourism experiences create memories (e.g. Lashley, 2008; McLellan, 2000; Pine & Gilmore, 1998,1999) But also the pre-trip phase is part of the experience. Clawson & Knetsch’s (1966) *“recreational experience”* theory includes five phases of tourist experience: *anticipation, traveling to the destination, on-site experience, traveling from the destination and recollection.* Therefore, the tourist experience concept includes elements from before, during and after the experience from being outside of one’s everyday environment. The notion implies that both plans (before) and memories (after) are bot essential parts of the tourist experience. (Ram. et. al. 2013) Traveling to and from the destination are viewed as integral part of the experience, and not separate experiences or inseparable “costs” of the experience. Especially in the case of traveling by land as a tourist experience, being on the road and traveling as a means to dislocate are as important factors than the destination itself. (Oliveira, 2019)

Traveling by land as a tourist experience, is experienced in traveling with surface modes. In this research it involves transport modes on land, e.g. traveling with a car, bus, train, bicycle, ship, ferry or sailing. To say in other words, it is a traveling experience which can include all or some of the transport modes, excluding those of flying. The definition of Dickinson and Lumson (2010) of *slow tourism* can well be implied in explaining traveling by land as a tourist experience, it is: “*a conceptual framework that involves people who ‘travel to destinations more slowly overland, stay longer and travel less’*”. It incorporates the key factor of the experience, traveling to destinations using only surface travel modes. (Dickinson & Lumson, as cited in Oh. et. al. 2017) Also Lipman & Murphy (2012) highlight the same notions, of traveling less, with slower transport modes. (Lipman & Murphy, 2012) Slow travel therefore is in contrary to “fast tourism” such as holiday packages. (Oh. et. al. 2017)

2.1.1 Slow travel

The field of tourism has recently witnessed a growing proliferation of new forms of tourism, such as slow tourism. It emerges from two driving concerns, environmental sustainability, and personal/social well-being. Concept of slow tourism is relatively new, and often closely linked to speed and mobilities. Interest in slow tourism lies in the transport to and from destinations that could reduce environmental pollution by using low carbon emission vehicles. Therefore, slow tourism is frequently tied with sustainable tourism. (Oh et. al. 2014) Phenomenon needs to be understood also in a broader socio-cultural context of slow movement, (Parkins, 2004) situated in the context of contemporary society. (Sales Oliveira, 2019) Slow travellers are a group of people who choose to travel in an alternative manner and confront the dominant Western accelerated lifestyle. (Sales Oliveira, 2019) As practices of slow travel are not new, but the contrast ‘with many contemporary mainstream tourism practices’ as pointed out by Guiver et. al. (Guiver et. al., 2016) Slow travel originates from social movements, (such as slow food and slow cities) which started in 1980’s in Italy. Philosophy of these movements is being against Increasingly fast and artificial consumer societies, favour for the virtues of slow and authentic. (Losada & Mota, 2019; Sales Oliveira, 2019)

2.1.2 Slow travel as a tourist experience

As well as tourist experiences in general, slow travel experiences include the phases before, during and after the trip. Dickinson and Lumsdon (2010) emphasize that definitions of slow travel should focus on both transportation for the sake of protecting the environment, as well as participation in the slower forms of travel, for example; exploring local history, culture and people. (Dickinson & Lumsdon, 2010) When traveling by land, favouring public transport for example, can offer a means in engaging with the local people. As in compared to “mass tourism” which extensively promotes the use of transportation, with no attention to environment (Sales Oliveira, 2019). Slow travel also advocates a distension of time, and even from the clock time, which has become a central social institution in industrialised, Western countries. Yet, comparing to mass tourism, where vacations are experienced in standardized manner, for example tours, where people are concerned in seeing as much as possible in a fixed schedule, or spending a week at the beach resort, after which people return to their ordinary routines. (Sales Oliveira, 2019) According to this comparison, traveling slow enables people to travel at their own pace, being able to avoid fixed schedules if preferred. Slow travellers *independent, tough, resilient, and eager for new experiences*, shows existing literature. (Dickinson & Lumson, 2010: Sales Oliveira, 2019)

Development of the low-cost airlines and more flexible working conditions have resulted people taking more trips through the year, but shorter duration. This is development results in the larger GHG footprint compared to making one trip, (even for more distant location), but instead staying in the destination for a longer time. (Losada & Mota, 2019) The concept of slow travel arises with this context to a response the concerns about ecological footprints and climate change derived from air travel. The aim of the concept of slow travel is to encourage individuals to travel to their destinations more slowly (by land favouring also public transport modes), stay for a longer period of time in the chosen destination, and travel less (also within the destination, and making fewer trips in a certain time period, e.g. one year). Slow travel is increasing and for European countries especially, it is a promising niche market. (Losada & Mota, 2019)

In the first instance slow travellers are concerned on how to get to the destination, in contrast to the non-slow tourists. For the slow tourists, mode of transport is a meaningful part of the

whole tourist experience and it is equally important as is the stay in the destination itself. (Sales Oliveira, 2019; Losada & Mota, 2019; Oh, 2016) As in railway tourism for example, train provides the access to the destination and at the same time is a destination itself. (Lee & Chen, 2017) Therefore, traveling itself is an essential part of the holiday, for slow travellers. Slow travel provides an experience of travel displacement for its intrinsic value, and therefore the journey itself is intrinsic to the tourism experience. (Gardner, 2009) Mobility itself can be revealing and meaningful, especially when associated with other activities, such as listening to music. (Sales Oliveira, 2019)

Lin (2017) found in her research, that the tourism experience drives slow travellers to be more engaged with sustainable tourism. Slow travel experiences structure tourists' time, and enable tourists engage locations and locals deeply and develop *quality leisure moments*. Accessibility, ease, pleasure, safety, and informative guides at the destinations, are factors increasing the willingness of industrial tourists to try slow tourism. (Lin, 2017).

As comparison between slow travel and slow tourism, slow travel is strongly connected to the mobility studies. (Sales Oliveira, 2019) "*Slow travel is related to less travel intensive tourism*" (Sales Oliveira, 2019, pp.6) For example traveling by train or bus. In slow tourism, emphasis is also in the favouring local resources (Losada & Mota, 2019), slow food and longer stays (Oliveira, 2019). Slow tourism goes beyond mobility and the mode of transport. Slow tourists expect to see more than a gaze of their destination and instead they are more likely to have more immersive experiences. Emphasis is on quality over quantity. (Losada & Mota, 2019)

2.2 Consumer Value

The concept of consumer value has been, and still is highly discussed and yet a current topic in business research. There are several related terms, in the research literature. (Komppula & Gartner 2013). Even in the tourism literature, "the concept is somewhat vague due to the large number and varied users of them" (Murphy, Pritchard, & Smith, 2000 pp. 43, as cited in Gallarza & Saura, 2006). The term value itself is highly abstract and has different meanings not only consumers (Zeithalm, 1988) but also for researchers (Lai, 1995) and for practitioners (Woodruff & Gardial, 1996). Zeithaml (1988) has suggested one of the basic and often cited

definition of value. According to Zeithalm (1988) “the overall assessment of the utility of a product based on the perceptions of what is received and what is given” Trade-off “get” and “give” perspective. In most cases, the “get” and “give” components are evaluated between quality and price (Monroe, 1990) between benefits and costs, or between sacrifices and benefits. However, Sánchez-Fernández & Iniesta-Bonillo argue, that this conceptualization of “value” as simply trade-off between benefit and sacrifice, is suggested to represent a narrow approach to the concept. (Sánchez-Fernández & Iniesta-Bonillo, 2007) Williams & Soutar (2000) continue with this notion, acknowledging that in services, due to their nature of being intangible, heterogenous and complex, the trade-off model is too simplistic, as it emphasises functional value and utility. (Williams & Soutar, 2000)

It is important not to confuse the terms “value” and “values” to each other, since they are clearly distinct. “*Value*” (singular) is an outcome of assessed judgement, and “*values*” (plural) refer to the rules, standards, criteria, norms, goals, and ideals which serve as the basis for such judgements. (Holbrook, 1994, 1999). Therefore, perceived “value” and personal “values” are not the same concept. (Sánchez-Fernández & Iniesta-Bonillo, 2007; Gallarza et al. 2011)

Methodologically, the value construct can help explain different areas of consumer behavior, such as purchase intention, repeat purchasing, and product choice. (Gallarza & Saura 2006) The phenomena of “value creation” has created a great interest among the marketing researchers in academia and industry. (Sánchez-Fernández and Iniesta-Bonillo) The concept of value is crucial for marketing community. (Gallarza, et. al. 2011) According to Holbrook, (1999, 2005) The concept of “consumer value” has become the fundamental issue to be addressed in marketing activity. (Sánchez-Fernández & Iniesta-Bonillo, 2007)

According to Woodruff (1997) customer value incorporates both desired value (before the experience) and received value, (after the travel experience.) Desired value refers to the value, that the customers *want to receive* from the products or services and their providers while the perceived value means to the *actual experienced value* which forms through specific product/service. (Woodruff, 1997) Yet Gallarza & Saura (2006) highlight the notion that from a consumer research approach, the terms *perceived value* and *consumer value* should be understood as synonyms.

Nevertheless, as noted by Komppula and Gartner (2013) there are two primary works on customer value that are often cited in tourism studies, yet there are only few applications of them published. (Komppula & Gartner, 2013) Sheth et al. (1991) theory of consumption values

and Holbrook's (1999) typology of consumer value. Holbrook's typology will give a base for this research. Yet, to understand the extensive diversity of the value theories and to present some similarities to compare, Sheth et al. (1991) theory is briefly presented here as well. They identified five consumption values to explain, why consumers choose to buy or not to buy a specific product or a brand. Those identified consumption values are (1) functional value, (2) social value, (3) emotional value, (4) epistemic value and (5) conditional value. Several studies in the tourism context have supported the convenience of Sheth et al.'s (1991) theory. For example, Williams and Soutar (2000) who researched different value dimensions of a tourism consumption experience. The context in their research was a tourism experience involving a four-wheel drive adventure daytrip in Australia. (Willaim & Soutar, 2000). Tapachai and Waryszack (2000) used consumption value model of Sheth et. al. (1991) in a research of the use of beneficial image as a framework for the analysis of destination image. (Tapachai & Waryszack, 2000)

This research is implemented by evaluating customer value in traveling by land. Evaluating the customer value is done by using Holbrook's (1999) framework of consumer value to identify the different value components of the experience in traveling by land.

2.3 Holbrook's typology of consumer value

Value theory of Holbrook is used as a base for this research. According to Holbrook (1999, 2005), a consumption experience may create value for the customer. Holbrook has shown a long and consistent interest in the topic of value. (Gallarza & Saura, 2006) According to Holbrook, consumer value is defined as an interactive, relativistic, preference experience (Holbrook, 1999), emphasizing the interaction between b product and user from which value is derived. *This definition assumes that consumers purchase products and services to achieve value-related goals or to obtain their benefits.* (Komppula & Gartner, 2013) Typology of value is divided to eight separate categories of consumer value: efficiency, excellence (quality), play, aesthetics, status, esteem, ethics and spirituality. (Table 1.) Distinct categories are based on three-dimensional paradigm (Gallarza & Saura., 2006) consisting of extrinsic and intrinsic value (utilitarian vs. hedonistic), self-oriented and other -oriented value, (when in a consuming act includes a social dimension) and active and reactive value (active or passive control of the customer on the object). (Holbrook, 1999; Gallarza & Saura, 2006) Both consumers value

appreciations and priorities have a strong influence on the way consumer ultimately perceives an experience. (Komppula & Gartner, 2013).

Table 1. Holbrook's typology of consumer value (Holbrook, 1999, 2005)

	Extrinsic	Intrinsic
Self-oriented		
Active	Efficiency (O/I ratio, Convenience)	Play (Fun, leisure)
Reactive	Excellence (Quality)	Aesthetics (Beauty)
Other-oriented		
Active	Status (Success, impression, management)	Ethics (Justice, virtue, morality)
Reactive	Esteem (reputation, materialism, possessions)	Spirituality (Faith, ecstasy, sacredness, magic)

All of the dimensions are presented in here detail. *Efficiency* involves extrinsic value, which results from the active use of a product or consumption experience as a means to achieve some self-oriented purpose. The efficiency is measured often as a ratio of outputs to inputs ratio (O/I). Often in the minds of consumers efficiency is viewed as *convenience*. O/I ratio can refer for example to the amount of time (input) needed to reach a certain goal (output.) (Holbrook, 1994, 1999, 2005) *Excellence* involves a reactive appreciation of good's ability to serve as a means in achieving personal self-oriented goal. For example, one admires an experience, for its capacity to accomplish a goal. Utilitarian emphasis of appreciation of instrumentality relates closely to the concept of *satisfaction* based on comparison between performance and expectations, and therefore appears to constitute the essence of *quality*. (Holbrook, 1999, 2005)

To achieve *Status*, the consumer is more concerned on how their consumption of certain products or services impact others who observe or are aware of such consumption. Consumption decisions are made in order to making a favorable impression to someone else (other-oriented end). In other words, we seek status by adjusting our consumption to influence ones we wish. Distinction between Status and Esteem is the most difficult to clarify. Esteem is a reactive counterpart to status, in that esteem can result from a passive ownership of possessions, appreciated as means to building one's reputation with others. To appreciate one's

own consumption to enhance one's other-oriented public image. Esteem centered purchases therefore can involve pride in one's own purchase or consumption choices, in projecting a message to others about individuals social standing. consumption then is more reactive to other's opinions, rather than active. (Holbrook, 1999, 2005)

Play is a first to be introduced from the intrinsic values. According to Holbrook (1999), contrast between intrinsic and extrinsic is the one to address with greatest care. This side of the typology shifts the focus from consumerism and what effect the purchases might have on others, to more achieving self-directed satisfaction. Experienced are enjoyed for its own sake, play typically involves "having fun" experiences are pursued by the sake of one's own pleasure. The distinction, which is often made between work and leisure. *Aesthetics* is on a reactive side to play.

Aesthetics refers to an appreciation of some consumption experience, which is valued intrinsically as a self-oriented end in itself. As is the experience of beauty, depends on self-oriented perspective. Experience is enjoyed purely for its own sake, without any practical purpose that might serve as a means to any other end. For example, appreciation of a piece of art might have nothing to do with practical purposes.

Ethics is a value of active and other-oriented pursuit. It is merely about doing something for the sake of others. Consumption experience is valued for its own sake, as ends in themselves. The last of the values proposed by Holbrook (1999) is *Spirituality*. It is a reactive counterpart to ethics, and it brings with intrinsically motivated acceptance, appreciation, adoption, admiration or adoration of an Other, which can constitute of some higher power, something mystical or even a otherwise inaccessible inner self.

Added to these eight presented value types by Holbrook (1999) "*Togetherness*" value, based on the findings by Komppula & Gartner (2013) and Gallarza & Gil Saura (2006, 2008) will be used in this research. *Togetherness* as Komppula & Gartner suggested, is adapted from the value component Spirituality, where spirituality is divided into two dimensions. Spirituality therefore referring to "inner self" in most micro level and the most macro level representative of "other". Compared to *togetherness* where "other" refers to family and friends. (Komppula & Gartner, 2013) This social motivation is important as in the experience of traveling by land is often shared together with family or friends.

Holbrook's theoretical proposal does not consider negative dimensions of value, which is criticized by his co-authors and admitted by himself (Holbrook, 1999, p. 187). (Komppula & Gartner, 2013)

Holbrook's framework of customer value has been utilized in customer value research in travel-related context, for example by Gallarza & Saura (2004). They investigated dimensionality of consumer value in student's travel behaviour, adopting Holbrook's typology. (Gallarza & Saura, 2004). Since Holbrook's value dimensions lack negative value components, they combined negative inputs of value in their research.

3 Maata pitkin matkustavat – Those who travel by land

Maata pitkin matkustavat – *Those who travel by land* - is a public Facebook group, which was chosen for a case for this research. Also, the authors own interest and passion towards more sustainable traveling behaviour is a driver for choosing such topic and the group for the research. Altogether also the social media is increasingly important in tourism, affecting destinations and businesses. (Munar & Steen Jacobsen, 2014; Gretzel & Xiang, 2010) in all the phases of the tourism experience. Social media and its communities will be important channels for communication in the future too, and ways to impact people using such platforms. (Gretzel & Xiang, 2010)

Maata pitkin matkustavat - Facebook group is founded 29.6.2015. While research for the thesis started, the group had 16 189 members (26.9.2019). As compared to the finishing of the research, the current number of members is 21 087 (4.6.2020.)

The group gathers like-minded people interested in traveling by land, avoiding flights. It is active group, and there are several posts made every day, related to theme of the traveling by land. (Maata pitkin matkustavat, 2020) The group description is “We want to travel environmentally friendly without planes!” (Maata pitkin matkustavat, 2020) The group members aim therefore can be understood to reduce flying and find alternative ways to travel for the sake of the climate. (Maata pitkin matkustavat, 2020)

The posts in the group are user-generated and also mostly organic. However, it is not forbidden to post also ads or other marketing content, yet for such post’s administrators’ permissions should be asked. At the time, there is one post, where it is possible to market different service providers, in order to keep the marketing context clearly separated from the organic content.

There are no certain rules about the content, or any regulations what kind of content people can post to the group. Although there is one post, fastened to be the first one, appearing always when the group page is opened, which tells some general guidelines about the posting to the group. For example, by creating more clear discussion, it is not allowed to post any website links to the group, without any covering note about the link. When linking a newspaper article to the group for example, there must be explanation or comment included, why the link is seen important topic to mention in this group.

There are no rules of who can join the group. Not everyone needs to stop flying, maybe some of the members are in the group out of interest and need peer-support and inspiration to plan their future trips to be more economically friendly. Members therefore can have different levels of commitment to the common issue. Highlighted should be also the fact, that by traveling by land does not only mean automatically switching flights to rails, but there are other modes too, driving a car, traveling by bus, ferries, riding a bicycle, etc.

4 Methodology

4.1 Research approach

The research is made from the qualitative approach. Qualitative research approaches aim to have a holistic understanding of the issues studied, and the collection of data and analysis are sensitive. Many qualitative approaches are concerned with interpretation and understanding. Qualitative research approach is relevant especially when prior insights of a phenomena under research are modest. (Eriksson & Kovalainen, 2008)

The research is done with abductive manner. Abduction refers to the process of moving from everyday descriptions and meanings, to categories and concepts, which will create the basis for understanding the phenomena described. (Eriksson & Kovalainen, 2008). The research starts from the data, which is already existing and created by the members in a Facebook group. The research questions were defined to their final form, during the process, once the author got a holistic understanding of what kind of problems can be studied and what kind of answers the data can give, by observing the group. As in ethnography, participant observation is vital part of understanding the culture (Whalen, 2018) and it also allows the researcher to reassess and adjust the research questions defined even during the data collection. (Boellstorff et al., 2012).

Netnographic research does not evaluate interactions between the participants. (Whalen, 2018). Interesting although is, what kind of topics and discourses received comments and likes in the group, and to which kinds or topics related there is discussion and to which not.

4.2 Netnography approach as a research tool

According to the extensive content analysis of the use of netnography in hospitality and tourism research made by Whalen (2018) shows that there has not been a significant increase in using netnography in hospitality and tourism literature, between 2006 to 2017. The papers analysed in her review, mostly studied online communities/forums, reviews, and blogs. Majority of them also applied non-participative observation method in data collection, whereas thematic analysis was the most used method for the data analysis. (Whalen, 2018).

As in ethnography, where netnography is adapts research techniques to study for online consumer-based communities (Whalen, 2018) the cornerstone in the research process is participant observation. (Boellstorff et al., 2012; Marcus, 2012; LeCompte and Schensul, 1999)

Netnography is an established approach for qualitative research, and it is a relatively new research method. (Kozinets, 2014) The name draws from two terms, “internet” and “etnography” (Kozinets, 2010) The approach has several similarities to ethnography, from which it has been adapted from. *“It is a qualitative, interpretive research methodology that adapts traditional ethnographic techniques to the study of social media.”* (Kozinets, 2015, pp.76) Netnographers role is limited to analysing the existing data (online material) (Tavakoli, 2018) Netnography is compatible with other research methods, too. (Heinonen & Medberg 2018). However, this research is done with pure netnographic manner, and no other research method was combined.

Netnography is a flexible method, allowing the scholars to explore and explain rich and diverse cultural worlds. (Kozinets, 2014) Netnographic field sites are diverse, (Kozinets, 2014) yet the focus in this research is to only one site, Facebook group which can be defined as social networking site. Online data can provide insights into a naturally occurring community (Kozinets, 2010) and it eases to reach the population which might otherwise be difficult to reach for consumer research. (Wu and Pearce, 2014, Mkono, 2013). Originally netnography is developed as a response to customers increased internet use. (Kozinets, 1997) It helps to understand consumption-related aspects of customer’s lives online. Kozinets is the developer of the research methods and in this chapter, his book and work are the references mainly used.

In the past decades, participation on online conversations has grown from relatively marginal activity to mainstream and recognized and supported also by the businesses and media. (Kozinets et. al., 2014) As in today, customers are increasingly active online and share their opinions, experiences, and behaviour in variety of online platforms, where a lot of this information can be retrieved from. Understanding customers, is critical for both service researchers and practitioners. (Heinonen & Medberg, 2018.) Today’s service customers are active online; before, during and after interactions with the service providers. (Heinonen & Medberg, 2018). Netnography is an excellent tool in researching cultural phenomena through social media. (Kozinets, 2014) Since over a billion people worldwide use social media to communicate, create and share information, opinion and insights, the online social spaces have

become increasingly recognized as important fields for qualitative social scientific investigation. (Kozinets, 2014) Since netnography approaches to the cultural phenomenon in their local context, it provides a window to naturally occurring behaviours. The output of netnography can be both descriptive as well as analytical. (Kozinets, 2014). In this research the research is done with descriptive method, in order to explain the phenomena and the customer value behind it.

“Alongside its aims of understanding culture and society through its social media manifestation, netnography seeks to confront questions of structure and agency in the realm of social media, noting how transformation of political, corporate, and personal power are effected, hindered, managed, and empowered by different social media networks, practices, and forms.”

In netnography a significant amount of data originates from the data shared freely on the internet. With netnographic method it is possible to handle large digital datasets and analyse digitally contextualised data. (Kozinets, 2015) Netnography is a less intrusive approach than ethnography, (Kozinets, 2015) offering researchers a view to customer’s everyday lives. (Heinonen & Medberg, 2018.) and is also more naturalistic than surveys, experiments focus groups and personal interviews. Data used for the netnographic research is freely accessible in the internet (or in this research more specifically, social media), data is not prompted or elicited by the researcher and therefore the research might be more time-consuming than with the other possible qualitative methods. (Kozinets, 2015) The clear advantage of the netnography is that it offers a precise window into a content-rich world of social media communications, which yet has increasingly important role in many the contemporary social phenomena.

Kozinets (2015) presents the principal guidelines when choosing a netnographic site for further study. These were used also when reflecting if Maata pitkin Matkustavat is appropriate site for further research and if it would offer an ideal database. At first, researchers should search for a particular locations or communities which offer a context that is more directly relevant to the study’s research orientation, topic, or question. The research site should have a high number of postings and offer a larger number of discrete message posters. The diversity of the posts and active participants will ensure the site to have a lively feel. If relevant for the research, the site should offer also recent data and the posts to be accurate. In the case of Maata pitkin Matkustavat group, there are multiple postings every day, so the group offers a lot of current and versatile data for the research. Kozinets (2015) highlights the good research site should

also exhibit data that is more detailed or descriptively rich and offer more conversational data exhibiting interactions between the members of the group. Understanding the data on the way of collecting it. (Kozinets, 2015, pp. 169)

Participation in a netnography allows the researcher to experience what it feels like to be a community member, and therefore both Kozinets (2010) and Beaulieu (2004) emphasise the fact that only “lurking” netnographers might miss parts of the phenomenon that are not publicly visible so the engagement and participation in the cultural world is important. (Kozinets, 2014, pp.266) From the perspective of data collection it is important to keep field notes, and collect screen captures and other permanent records from participation for the further analysis. In this study, author applied the role of a *passive observer*. Passive observer originally meaning as to lurk around the online community under the research, without informing the community about the research being conducted. As in compared to active participants being the counterpart, and in that case the researcher would notify the community members about their research activities. (Heinonen & Medberg, 2018). Vast majority of the netnographic researches made, have adopted a passive observer position, Heinonen & Medberg, write in their extensive research of netnography as a tool for researching online communities. (Heinonen & Medberg, 2018).

Netnographic research and the data collections should continue as long as there is new insights or important topical areas related to the research topic/question still being generated (Kozinets, 2015) in order to get the saturated dataset. This research above all, seeks for the cultural understanding of the phenomena of traveling by land. (Heinonen & Medberg 2018.) Tracking the amount of text read and collected might be very time-consuming in the current and complex social media environment, and also drag the attention away from the more substantial matters. To convey every Facebook status liked or reacted somehow is therefore not necessary in this sense. (Kozinets, 2015)

Netnography has proven to be a sufficient research method about authenticity, closely related to be a theme in the tourism research. Customers discussions online can play a vital role in creation or destruction of the perceived authenticity of a product or service. The experiences, tips and the advices regarding the route planning and purchasing the tickets, impressions of the good destinations and all, could be regarded as a e-VOM. (Heinonen & Medberg, 2018) This kind of information sharing can also easily be noted in the case of Maata pitkin matkusvata Facebook- group, and is those posts asking for support to route planning, got many very

informative comments. E-VOM has a powerful effect on customers' choices of both products and services, marketers have noticed the fact and therefore try to control and influence e-VOM.

5 Data collection

Data for the research is auto-archiving, which was very helpful in the process. The two most fundamental techniques to collect netnographic data are: (1) to copy and paste the content of a forum post, for example, into word processing software files such as a Microsoft Word document; and (2) to capture a screenshot of data using a pro-gram such as Windows 7's snipping tool. (Kozinets, 2014) In this research, both previously mentioned ways to record data were used. Posts from the Facebook group were first saved to their own file on in authors Facebook, and later one by one copy pasted to a Word document. A website links to the original posts were saved as well in case it was needed to go back and inspect the text in its original format and environment. Especially in the regards of the posts with pictures, screens savings were used to capture and save the data. The study was mainly done in computer, but some of the discussions were also followed on the mobile device via Facebook app and the screenshots taken with a mobile, too.

Field site accessibility was very easy. Online fields offer the environment, where geographically dispersed members can meet and communicate. Social fields are accessible to the ones with a proper internet-connection. (Kozinets, 2015) And in this case, for the ones with a Facebook-account, too.

In netnography, data collection takes three forms: *archival data*, *elicited data* and *fieldnote data*. (Kozinets, 2014) *Archival data* is already recorded and restored. It comprises any and all online social experience-related data that the researcher find, collect and gather from social media communities. Archival data does not entail the researcher's involvement in creating the data. Archival data serves as an historic record as well as a cultural baseline for the research. (Kozinets, 2014)

Elicited data on the other hand, involves interactions between the netnographic researcher and the relevant community members. In this research, no elicited data was used, since the author did not participate in the online-discussion in the Facebook-group chosen for the research.

Finally, *fieldnote data* comprises of the researchers own notes about their participations and reflections about these interactions. The researcher could chart the way the increased

knowledge of the current research topic is influencing their own ideas and travel behaviour, and in this case, consumer value. Field note data is not shared to the social media and neither to the field site itself. It is generated directly by the researcher by the purpose of research recording, reflection and analysis. (Kozinets, 2014) Although netnographers have been conducted to use only observation and downloads in their research, without including the fieldnotes (or not even writing it.) In the thesis, the author made several fieldnotes through the process of writing the thesis, anyhow including those to the final research was not necessary.

5.1 Sample period

The research assessed group posts in the two weeks period in January 2020. Post collected and analysed for the research are from between 12th to 31st January. The time was chosen, since the author wanted to have a data set, which was not too influenced by the topics related to COVID-19. COVID-19 was a current issue at the time of conducting the data collection, in April 2020.

A total of 192 posts were identified. Since the interest in this research was in the customer value in traveling by land in total of 7 posts were excluded from the analysis, if: 1) the posts were written in any other language than Finnish, in order to avoid misinterpretation, 2) were not relevant to the research, hence the topic of the post was not about traveling by land, (For example, posts only saying; “Thanks for letting me join the group!” or a lottery.) and 3.) only included a picture or a link to another webpage (blogpost or YouTube Channel for example) with no explanation, why such picture or website is related to the groups subject.

Although COVID-19 turned out to impact to international tourism industry and therefore to the airline industry in a way that no one could have foreseen, it also makes the topic of the research highly current.

6 Methods of data-analysis

This section of the study reports how the data collected for the research is analysed. This research adopted a manual approach to analyse the data. The approach is seen as effective, once the dataset is reasonable in size, can be organized quite readily and the researcher is very familiar with the context. (Kozinets, 2010) This criterion applied to the presented case material. Even if a software for analysis of qualitative data could have been a constructive tool when analysing downloaded text, without any participant observation (Whalen, 2018), manual analysis was seen more suitable in this research. Mainly because of the analysis was partly done simultaneously with the data collection. It is important to understand the data while collecting it. (Kozinets, 2014) The data was carefully read through out to get a “holistic sense” of the topic. The group discussions were followed long before the actual data collection as well. It was also important to interpret the data in its original context, and therefore using a computerized technique was not seen as suitable to be applied in this research. (Mkono, 2013) After analysing all the collected, 185 posts, the data set was saturated, and there were no new insights to new insights or topics generated. (Kozinets, 2015)

There are several ways to analyse qualitative netnographic data. As Whalen (2018), cited Mkono (2012)

“to be more accurate, netnography is a combination of various methods and techniques which can include content analysis, historical analysis, semiotics, hermeneutics, narrative analysis, and thematic analysis, among others” (Mkono, 2012, p. 389).

Mkono (2013) used manual analysis in her research of the authenticity of touristic dining experiences. The analytic process was made manually, since the data collected to her research was relatively small. For the study was downloaded webpage marketing messages as well as tourist reviews of two restaurants. (Mkono, 2013)

Also, Wu and Pearce (2014) analysed their netnographic research data manually. They analysed blogs of the Chinese recreational vehicle tourists who had visited Australia. Established qualitative data analytic process was adopted in their research, and they also highlighted the use of manual analysis, as the data for the research is reasonable in size.

However, they coded the material, and then created categorial themes, after what the material based on the codes. (Wu and Pearce, 2014).

The analysing method used in this research is close to the one of thematic analysis as well as content analysis. Thematic analysis involves coding and categorizing the data for emerging patterns and themes. (Heinonen & Medberg, 2018). Once the data was collected, each of the posts and their comments were carefully read and examined. The posts were analysed in a chronological order, from older to the latest. Author wrote her own notes to each of the posts, and categorized the posts, based on the value component the posts represented, and the main topics from the posts. In the analysis, Holbrook's (1999) framework of consumer value was used to categorize the posts under different value components. In the data, some of the posts represented not only one value component (Holbrook, 1999), but several of them.

The research is about understanding the phenomena of traveling by land, and not too much of an individual members' input or opinions to it. Also, in this research it was impossible to study the socio-economic- and demographic factors impacting the choice of surface travel and the use of public transport when traveling, since the characteristics of the members in a group were not investigated.

6.1 Research Ethics

In qualitative research, it is important to maintain the confidentiality of the material collected (Erikson & Kovalainen, 2008) In netnographic research of online spaces, such as social-media group, information is not directly provided to the researcher, and not to researchers use only. In some sense, the researcher must take the data. People who originally created the data, do not necessarily intended it to be used in the research, nor will they probably know their data's input to the research. (Kozinets, 2015)

At the initial stage of the research, the author examined the groups terms and restrictions of how the contents can be used before extracting the data for the research. There was no mention about the rules regarding the use of the content in the group. Even if the group chosen for the study is public, permission to research the group conversations and posts was asked from the

group's administrators. Administrator already gave the permission in September 2019, to study the group and use the findings in the thesis, for the academic purposes.

At the level of specific posts, due to the groups open access nature, it was not considered necessary to obtain the poster's permission to code and assess their online contributions. Overall conversations and general themes in the discussions were analysed, and no individual members neither their contributions to the discussion can be tracked. Due to the open access of the group, an individual only needs to have a Facebook account and be a member of the group if they want to interact with other members. Initially, the author did not inform the group that she was going to observe the posts and conduct a research. The results of the research will be available to all group members, or anyone who ever finds the topic interesting enough to read the thesis. Yet it might be interesting for the group administrators and members to learn from the research.

Data for the research was collected by the author, utilizing her own private Facebook-account. All the posts saved, and copy pasted from the group, were saved to the authors own computer.

6.2 Limitations

As the specific research data only consisted of 185 posts from the Facebook group, to further highlight the issues or examining the topic in a deeper lever, bigger dataset would need to be applied. In order to get more general view to the topic, following the group discussions for a longer period of time would be recommended. The research data also consists of posts collected from one specific Facebook- group, and understanding phenomena of traveling by land even more holistically, more field sites should be researched.

7 Research findings

7.1 Overview of the findings

Like previously noted, from the vast amount of collected data, over the 2 weeks period, members are very active and there is a lot of discussion around the topic of traveling by land. It highlights the fact that the phenomena – traveling by land - is current, and there is a lot of interest around it. Since people are eager to find out more and search for practical tips, it can also be noted, that the way of traveling (by land, avoiding flights) is relatively new phenomenon and alternative way to travel and yet people need peer-support in organizing the trips. This also highlights, that traveling by land is not (yet) made as easy as it is to travel by plane from place A to B but requires relatively more planning and effort before the actual travel begins. Some of the members are also ready to travel long distances by land. In the data, some of the longest journeys and distant destinations members are planning to visit/or had visit were Japan, Vladivostok, Iceland, and USA. The conclusion of the increasing interest around the topic can also be drawn from the increased member number in the group, during the research process.

The writers of most of the 185 posts adopted a detailed mixed text and image style presentation. There was a notable amount of posts (70) also including links to different websites, most of them news articles, blogposts related to traveling (by land) or YouTube videos related to the groups common interest. Members invariably used their own photographs in the posts. Since members post pictures and stories from different destinations, it can be noted, that all this planning of traveling by land has led to action as well. Screen savings of train timetables and maps were posted as well, to ask for more specific information from other members or others experiences of particular timetables or routes.

Generally, members of the group are very eager to help one another and tell about their own experiences in a very detailed manner. The discussions are mostly positive and encouraging. Since there were a lot of posts asking for tips and recommendations for different routes or places to visit while traveling, members seem to trust the peer-support of other members in the group. The comments are supportive, and some members take their time to compare the routes for each other and comment with different alternatives. There is discussion about the destinations too, and what to see on the way. In some posts, there was even recommendations

for the music for the road, to get into the mood of the destination. Not only are the discussions encouraging, but members also seem to be keen to know real facts and are looking for scientific information about the issues discussed in the group. If it is about the emissions on different travel modes, some of the members often compare different result from different sources. They also do not trust completely to different surveys results posted to the groups but try to aim to understand the margins of errors. Sometimes also the sources for some controversial statements are asked from other members.

By far the dominant topic in the discussion is traveling by train. Most likely it is the most convenient way of travel and there is a vast rail network within Europe, where most of the members primarily travel. (Maata pitkin matkustavat, 2020) There is also a lot of discussion regarding the Interrail travel. It needs to be noted however, that traveling by land includes also other transport modes, such as buses, private car, ferries, ships, and bicycles. All the mentioned were presented in the data as well, but in the lesser extension than discussion about the trains.

The discussions in the group form a massive “data bank.” From the earlier posts, members can search for topics they are interested in or need more information of. By reading the older posts, member do not necessarily need to make a post of their own, but they can use the already existing information, shared experiences, and practical tips, for example in planning their holidays. Since there are many posts made in a single day, in some of the posts chosen for the analysis, the comments suggested the member who made the original post to “search” for the group and the previous discussions about the topic. There is one post telling;

“Our family has decided to travel to Malaga by land this time and hopefully in the future as well. The group has been a great help in planning the trip and choosing the places to visit. Group has been helpful in the problematic situations. Thank you for the inspiration”

There was not specific information asked in a post, related to the trip, but to thanks about the group in general. From this example it can be interpret that since there is already a lot of discussion regarding planning the routes all over Europe in the group, members can use the existing information when planning their trips.

In some posts members also commented with website links to another pages where to find more information, their own travel blogs, Instagram pages, or other Facebook- pages related to traveling by land (more specifically ones about a certain destination, "*Sputnik – Venäjän omatoimimatkoilijat*" or ones related to a particular vehicle. "*Karavaanarit ulkomailla*", or similar groups with different language "*Tågsemester*").

Not only are the older posts beneficial, but in the data set, there were new postings made which could be interesting to the group to know. These included newspaper articles about the new train routes under consideration, maps showing all the night trains around the world, map of long-distance trains in Germany, mentions about current a radio or TV programs discussing traveling by land, YouTube channels and podcasts.

This chapter is further divided to represent the findings of each of the values, and how those were interpreted from the data. The table below (Table. 2.), shows the research results and the extensivity of the data collected. It includes the dates posts were collected, value components retrieved from the posts, main themes/topic of the posts to acknowledge the value components, and the type of the posts (whether it included pictures, or information shared from other websites, such as: blogposts or YouTube Channels.). All the posts used in the analysis, included a text written by the member, and therefore it is not separately mentioned. All the posts, which only included a link to another website, or only a picture, with no explanation or writing from the member who did the post, were excluded from the research. Pictures or website links with no text, were difficult to analyse, and those are also against the group's rules.

Research findings (in Table 2.) also shows how one post could mirror several values in traveling by land experience. Some of the posts were categorised under one value component, and some included even four different value components.

Table 2. Research findings

Post type	Value component(s)	Topic/Theme in the post
	Efficiency	Route planning, change from ferry to train with a tight schedule
	Efficiency	Night train ticket offers
	Efficiency	Route planning, from France to Finland as fast as possible, with interrail ticket
	Efficiency/Play	Ticket prices (insecurity of when to book, will the prices increase)
	Status/Esteem	Podcast recommendation
	Excellence/Efficiency	Route planning, looking for recommendations of the transport companies
	Efficiency/Play/Togetherness	Route planning, leisure road trip with a spouse
news article	Efficiency/Excellence	New night train routes from Sweden
	Aesthetics/Play	Experiences about scenic routes on Alps
	Play/Excellence	How and from where to buy night train ticket, insecurity
News article	Efficiency/Excellence	More demand on night train Malmö-Berlin
	Togetherness/Play	Travel fair
Blog post	Ethics/Efficiency	Discussion about turbo prop planes
	Ethics/Play	Choosing the most environmentally friendly mode of travel
	Excellence/Togetherness/Play	Travel fair
	Excellence/Efficiency/Play	Traveling with a bicycle on board in train
	Efficiency/Excellence	Route planning
YouTube Channel	Status/Esteem	Video from the road
News article	Play	Travel tips to Estonia on TV news
	Play	Route planning, USA
News Article	Excellence	New night train connections under considerations
	Efficiency	Route planning, refunds in case of a train strike
Picture	Togetherness/Play	Travel fair, panel discussion about traveling by land
Facebook Event	Togetherness/Play	Travel fair
	Efficiency/Play	Route planning, Helsinki - Milan
	Excellence/Play/Togetherness	Route planning, traveling together with spouse and a dog, destination tips
	Play	Tips of a TV series
Picture	Play/Excellence	Travel fair, speakers
	Play/Togetherness/Efficiency	Route planning, traveling together with a family, the most convenient route, Finland – Central Europe
Blogpost	Excellence/Efficiency	Blogpost about new night train connection under consideration, Sweden-Germany
News article	Excellence/Efficiency	News article about new night train connection under consideration, Sweden- London
	Play/Excellence	Tips of sightseeing and restaurants, route planning, Krakow-Prague
	Play/efficiency/Togetherness	Route planning, traveling together with family, experiences from Legoland, Germany
Picture	Esteem/Status/Togetherness	Travel fair, presentation at the event
News Article	Ethics	Survey, Reducing flying for environmental reasons
Facebook Event	Status/Esteem	Travel fair, presentation at the fair
	Togetherness/Play/Excellence	Looking for tips of the places to visit on route, Denmark by train, traveling together with family
	Efficiency/Play	How does Easter impact traveling in Sweden/Denmark? (insecurity)
News Article	Play	HBL is offering its readers a unique train journey to St. Petersburg
Blog post	Excellence/Ethics	UK replacing diesel trains to battery to make traveling more environmentally friendly
	Efficiency/Play/Togetherness	How to plan interrail trip, traveling together with kids
	Efficiency/Play/Togetherness	Tips about booking an accommodation
	Play	Offering two tickets to Auschwitz for free
	Play/Efficiency/Togetherness	Route planning, traveling together with a family, destination Lofoten islands
Link to travel fair website	Status/Esteem	Speaking in travel fair

	Efficiency/Play/Togetherness	Route planning, traveling together with family, Finland-Berlin-Budapest
	Play	Free ticket to travel fair
	Efficiency/Excellence/Togetherness	Recommendations of travel agency offering a one-night trip, Helsinki – St. Petersburg – Helsinki
	Efficiency	Route planning, London - Hamburg
	Esteem	Experiences from travel fair
Text-pictures	Esteem/Status	Travel itinerary enriched with members' own pictures, France-Spain
Text-pictures	Efficiency/Esteem/Status/Play	Travel itinerary, enriched with pictures, Finland-Spain
	Excellence, Play	Route planning, Experiences on train route in Nizza
	Play, togetherness, efficiency	Route planning, Helsinki – Prague, traveling together with a child
	Excellence/Efficiency	Questions of maintenance works in train tracks in Sweden (insecurity of the impacts)
Blogpost	Ethics	Germans switch flight to trains because of the flight shame.
YouTube page	Excellence/Play	Travel journal, meeting rock starts in train
	Excellence	Booking tickets to train via e-mail from customer service, DB
	Efficiency	Route planning, Helsinki -Japan “as fast as possible”
News article	Ethics/Play	Sweden is planning to make new night train connections to Central Europe, looking for more environmentally ways to travel
Text/picture	Efficiency/Play/Togetherness/Excellence	Route planning, Tallinn-Zagreb, traveling together with family
Dropbox link	Esteem/Status	Presentation from travel fair
	Efficiency/Excellence/Play	Route planning, Helsinki- Tbilisi by train
	Efficiency/Excellence/Play	Route planning, best route Finland-UK
News article	Excellence/Ethics	<i>“Brussels-Vienna night train returns as travellers seek alternatives to flying”</i>
Picture/text	Esteem/Status, Excellence	Greetings from Barcelona
Museum website	Aesthetics/ Play/ Spirituality	Museum recommendation in France
Picture and text	Ethics/Esteem	Discussion about the flight tax
Newspaper article	Efficiency/Excellence	6hr train connection between Helsinki and Moscow under consideration
	Play/Togetherness/Excellence	Traveling together with son, Finland Frankfurt, route planning
	Efficiency/Play	Route planning, where to buy the tickets, France-Finland (price concerns, interrail vs. separate tickets)
YouTube Channel	Status/Esteem, Play, Efficiency	Experiences from the route Stockholm-Haparanda
Pictures	Esteem/Ethics/Play/Aesthetics	Experiences from the route Rovaniemi-Iceland
	Ethics/Efficiency	Travel mode alternatives, private car vs. public transport, Helsinki – Kuusamo, most environmentally friendly option
YouTube Channel	Esteem/Status	Experiences of traveling in Switzerland
Blog Post	Ethics	about the lack of investment to the railways in Finland
	Play/Excellence/Aesthetics	Route planning, Helsinki-Rome, “slow travel”, scenic routes
	Ethics	Where to look for information of GHG emissions on route Helsinki-Tallinn
	Play/Excellence	Route planning, Experiences of traveling by train in Caucasus
Travel Agency Facebook-page	Status/Esteem	Ad of trips made by traveling by land
	Ethics/Play	Route planning, Joensuu-Berlin, most environmentally friendly alternative, GHG emission concerns
Post shared from Another Facebook-page, incl. photos	Esteem/Status, Play, Excellence	Experiences from an adventure in Italy
Picture	Excellence/Play	Tips of what to do in a new city on early morning while waiting for check-in or next train/bus
	Ethics, Esteem/Status	Ad of travel agency offering tours traveling by land in Finland
	Efficiency, Excellence, Play	Route planning, St. Petersburg-Moldova, others' experiences (visa concerns)
Train company's website	Play/Excellence	Map showing the most important train connections in Europe

News article	Excellence/Ethics	"Sweden reveals tentative plans for overnight trains to several European cities."
Picture	Play, Esteem/Status	Trips to Europe start from Helsinki harbour, picture from upcoming book
	Efficiency	Route planning, Malaga-Stockholm, few changes as possible
Blogpost	Excellence/Efficiency	Draft of upcoming night train routes from Sweden to Central Europe (2022)
	Efficiency/Play/Excellence	Route planning, Moscow-Vladivostok, experiences, opinions
Screen saving of a google Maps	Efficiency/Play/Togetherness	Route planning, two adults and two dogs traveling, tips and recommendations
Pictures from route	Esteem/Status, Excellence	Travel itinerary from Barcelona
Picture of travel companions	Play/Togetherness	Route planning, traveling together with a family, tips and recommendations for route and accommodation (Milan, Germany, Denmark)
Opinion piece in magazine	Ethics	discussion about how there is not so many investments on railroads in Finland, as there is in Sweden.
Link to train company's website	Efficiency	Ticket offers
	Efficiency, Play	Route planning, Berlin-Lisbon, cheap tickets, tips, recommendations
Link to train company's website	Spirituality, Esteem, Aesthetics, Play	Train company offering luxurious train journeys through Europe, "Orient express"
	Excellence, togetherness	Tips of similar Facebook groups on other languages
Link to train company's website	Efficiency	Discount tickets on sale
	Efficiency	Route planning, Malaga- Travemünde, "as fast as possible"
	Ethics, excellence	Concerns about invoice from rental car company
	Excellence, Efficiency, Ethics	Discussion regarding the problems in train services on the scale of Europe, solutions and ideas
Map showing all the night trains around the globe	Excellence, Efficiency, play	From the map it is possible to see if there is a night train which would fit to someone's travel plans.
YouTube Channel	Esteem/Status, Play	experiences from the road in Switzerland, France, Italy
	Play	Route planning, traveling through Russia (East to West – Vladivostok-Moscow)
	Efficiency	Route planning, Rome-Palermo-Rome, where to book
Post shared from another Facebook page	Excellence, Esteem/Status	Pictures and story telling how a trip to Brussels went, tips were gathered from the group
	Efficiency	Looking for a fastest route to Bratislava, using surface travel modes
Screen savings from Rail planner	Efficiency	Showing an interesting route to Venice via St. Petersburg, travel time under 31 hrs
Map showing average train speed in each country in Europe	Efficiency, Status	Discussion about the problem in interpretation of the map, experiences of different countries
Pictures about railroads	Aesthetics, Spirituality, Esteem, Play	Praising Marseille and atmosphere in trains and traveling by train
	Efficiency	Comparing bus and train travel times and ticket prices on a same route Krakow - Ostrava
Blogpost	Status/Esteem, Play, Efficiency	Weekend trips traveling by train (destinations in Finland and neighbouring countries)
Pictures of old maps in museum showing old ship routes cross-Atlantic	Spirituality, Play	Nostalgia, and comparison to today's ship connections
Article in magazine	Efficiency, Excellence, Ethics	People are switching flights high-speed train in Italy
Blogpost	Excellence, Ethics, Efficiency	Blog post about night trains and if they could replace flights or not
	Efficiency	Route planning, ticket prices (struggles in planning the trip with a schedule)
	Efficiency, Play	Where to buy interrail pass
News article	Aesthetics, Excellence	New uniforms of Deutsche Bahn employees
Map of long-distance trains in Germany	Excellence, Efficiency	Route planning

	Efficiency, Play	Route planning, Finland-Bordeaux -Lisbon), advice and tips, ticket prices, timetables
	Efficiency	Route planning, Lubeck-Paris, timetables
YouTube Channel	Esteem/Status, Play	Visit in car museum in Italy
	Efficiency	Route planning Helsinki-Oslo, tips and advice
	Excellence, Efficiency, Play, Togetherness	Route planning, two weeks trip in Central Europe
Article in magazine	Efficiency, Excellence	Report about possible night train connection between Scandinavia and Amsterdam
	Efficiency, togetherness, play	Route planning, traveling together with kids, tips and advices for the route, Finland - Liepāja
	Play, Excellence	Good day trip destinations near Prague
	Efficiency	Route planning, concerns about maintenance works on train tracks in Sweden (insecurity)
Another Facebook – page shared to the group	Esteem/Status, efficiency, togetherness	Blog about traveling from Spain to Finland “as fast as possible” without flying, tips collected from the group
Picture from rail company’s Facebook page	Efficiency	Eurostar opening a new train route from Amsterdam to London
	Efficiency, Play	Route planning, Finland - Barcelona
	Efficiency, Play, togetherness	Route planning, Dolomites, traveling together with kids, public transport, where to buy tickets
Picture from past travels	Efficiency, Play, togetherness	Route planning, Helsinki-Estonia-Latvia
Blogs Facebook page shared to the group	Esteem/Status, Play	Tips to travel from Helsinki to St. Petersburg with train
News article	Ethics	The use of biogas in public transport
Blogpost	Efficiency, Ethics	In Italy, the high-speed trains are replacing the flights (same topic discussed earlier)
	Excellence	Visa concerns, e-visa not valid between Finland and Russia once traveling with train (lack of convenience)
	Efficiency, Play, Togetherness	Route planning, traveling together with a spouse, tips and advices for route to Berlin via Copenhagen
	Play	a radio interview, which is about traveling to Alps by train.
Blogpost	Esteem/Status, Play, togetherness	Blog post about traveling in the North of Scandinavia, from Sweden to Rovaniemi
News article	Excellence	News about the future improvements (2021) in the railroads, between Keminmaa – Haparanda
	Excellence	Lack of luggage spaces in ferry terminals, reasons behind the development? (issue)
	Efficiency, Togetherness, play	Route planning between Sweden and Oslo, concerns about the maintenance works in railroads, traveling with a child
	Efficiency, Excellence, Aesthetics	Route planning, across the Alps in Switzerland, traveling together with a family, routes “worth seeing”
Article in Magazine	Aesthetics, Excellence	Beautiful train routes in Balkans (travelled together with a dog)
Newspaper article	Ethics, Efficiency, Excellence	How to book a holiday without flying (From UK)
	Efficiency, excellence	inquiry if anyone is traveling to Milan and could deliver a parcel
	Efficiency, Play	Route planning, Finland -Scotland, timetables and ticket prices (as fast as possible)
Pictures	Play, Excellence, Esteem/Status	Pictures and experiences about traveling in Barcelona
Pictures	Play, Excellence, Esteem/Status	Pictures and experiences from festival in France
Pictures	Play, excellence, spirituality, Esteem	Nostalgia, old travel pictures shared in comments
Picture	Play	a riddle, guessing which place in the picture
Screen saving of train timetable	Efficiency	Route planning, fast route from Hamburg to Barcelona
	Efficiency, Play	Route planning, tips to route Finland -Portugal, which tickets to buy “slow travel”
	Esteem/Status, togetherness, play	Traveling together with family, Helsinki – Malaga, Instagram page, tips from the group
	Efficiency, Play	Route planning, to Asia through Russia, tips and advice
	Togetherness, Play	Traveling together with family, Finland – Spain – Finland, Interrail
Pictures from the trip	Togetherness, Play, Esteem/Status	Experiences from a trip to Sortavala, traveling together as a group, “slow travel”
Magazine article	Esteem/Status, Play	Travel tips to Canary Islands

Blogpost	Esteem/Status, Play	Experiences from 3 weeks trip, from Finland to Malta
Newspaper article	Play	Article about how a movie is filmed in a train on a way to Murmansk
Blogpost	Excellence	Serbia investing 3,5 million euros to country's railroads
	Efficiency, Aesthetics, Play	Route planning, Traveling to central Europe with a van
Blogpost	Efficiency	Impacts of CoVID-19 in Wuhan
Blogpost	Ethics	Discussion about the GHG emissions of ferries
	Efficiency, Excellence	Train connections and interrail in Estonia and Latvia
Newspaper article	Play	The same links as earlier, movie filmed in train to Murmansk
Pictures	Esteem/Status, Play, Aesthetics	Experiences and pictures from the road,
	Efficiency	Route planning, France – Finland, where to book tickets
	Efficiency, Play	Route planning, tips to traveling in UK, Edinburg to London
Link to website comparing routes and tickets	Play, Efficiency	Is the website trustworthy and useful, route planning
Newspaper article	Ethics, Excellence	Thoughts about flying and COVID-19
	Efficiency, Play, Togetherness	Traveling together with kids, route planning, ticket concerns (interrail or separate tickets)
	Efficiency, Play	From Helsinki to Leuven, with "student budget", route planning, tips and advices
	Efficiency, Play	Route planning, ferry to Stockholm, continuing with train to Hamburg
	Efficiency	Experiences from ferry between Sweden and Poland (to save time)
	Efficiency, Excellence, Play	Traveling with bicycle on train, best trains, from Finland to Czech Republic
Newspaper article	Aesthetics, Excellence	10 of the best scenic rail journeys in Europe
Train company's Facebook page	Efficiency, Aesthetics, Play	Video filmed on a high-speed train, Paris - Barcelona
	Play	VR will give a gift card for the member who is 20 000 to join
Picture	Play	picture presenting Marvel movies ranked by if there are trains in them
YouTube Channel	Esteem/Status, Play, Aesthetics	Experiences from car museum in Italy
All together 185 posts were analysed.		

Table 3. Value components represented in the data set

Play	100
Efficiency	92
Excellence	64
Esteem	37
Togetherness	34
Status	32
Ethics	25
Aesthetics	14
Spirituality	4

Table 3. shows how often different value components were applicable in the posts. Play and Efficiency were the most representative ones, as spirituality only applied to four posts. All the nine value components used in the analysis and their realization are further explained in this section. Starting with self-oriented values, which were most representative, and followed with other-oriented values. Each chapter also examines the comments written in posts, and gives some examples, what members have written and from which the value components can be realized from. As it can be noted from the table 3., some of the posts were categorized under several value components. This was noted by Holbrook (1999) himself too, that any consumption experience can entail many or even all the different types of consumer value, which are identified in the typology. (Holbrook, 1999, pp. 186)

7.2 Self-Oriented values

Play

Characterising to many of the posts is also the value component *play*. People travel by land since they eventually want to travel. Traveling for holiday, in this research can be regarded as something members do for the sake of traveling itself. In regards of Holbrook's (1999) definition of the component play – it merely involves having *fun*. Traveling can be self-oriented experience; people seek to enjoy traveling by its own sake. (Holbrook, 1999) Traveling for holiday district the time between work and leisure. 100 of 185 analysed posts, were categorized under the value component play. (Table 3.) Play being the most applicable value component members in a group desire, can be explained by the fact that according to the data, majority of the members plan and discuss about their *leisure* trips in the group. Discussion about business travel, or work-related travel was recognized only in three posts.

“Hello those who travel by land! In September, I will have a work trip to Dresden. I live in Helsinki. How do I best travel by land to Dresden?”

“Thanks for letting me join the group! I will have a work trip to Barcelona in July, so I am lurking for tips!”

“This Autumn I asked for tips to work trip to Brussels, thank you for those! Here are some impressions how the trip went.”

Most of the posts, however, describe the plans for leisure travel. For example, one post, which was primarily categorized under the value component play, but also includes togetherness value, since it tells about the travels with spouse and a dog.

“Looking for good tips. Aim is to travel in November-December. (Or in October – November), with our own car, to “somewhere”. We have just become pensioners, and we are traveling with a small dog. First plan was to travel somewhere in South of France. It is a long drive. We want to make proper stops on the way, in nice places for day or two. The duration of the whole trip is between 6 to 8 weeks. We are not looking for sun, but not heat, neither too much rain nor storms. – Any recommendations?”

The posts highlight the components of slow travel too. Taking time to be on the road, making stops on the way, and chosen the “slower” mode of travel, driving a private car. The car enables also to plan the route (as well as the destination) according to one’s preferences. From the post can also be interpreted, that the travel time is flexible, the duration might be from 6 to 8 weeks, and maybe the ones making this trip can even decide the length on the way.

The post with most likes in the data set (over 1200 likes) had a pair of pictures of a member traveling in train. Pictures were taken 31 years apart, and the post encouraged other members to share their pictures of past travels in the comments. In the comments there are pictures from the 70’s and 80’s as in some of the members clearly have a long traditions and experiences in traveling by land. Some members have done the same, taken a new picture in a place they have visited years ago. Such nostalgia and re-living the experiences from before, can be categorized under *play* in Holbrook’s framework. A certain *nostalgia* can be interpreted from the posts and the comments. Some members reminisce their past interrails and other trips travelled by land in the comments. Members compare their past experiences to the latest ones. Some of the routes do not exist anymore.

Under the value component play, were also categorized the posts asking for other recommendations about good destinations. Members also want to stop on the way, to spend time in the nature, museums, see different cities on the way, enjoy restaurants, etc. For example:

“Traveling from Krakow to Ostrava in April. Any tips of sightseeing in Ostrava? I am also interested in nice restaurants!”

“Experiences or tips about Germanys Legoland?”

I am happy to hear destination and route tips when traveling in Denmark by train. Parents and 5-year old traveling together. Interested in for example, princess castles, Legoland, history, good food, relaxing, best museums and beautiful nature.

Not only do members want to choose traveling by land instead of flights because of environmental reasons, but there were also pragmatic choices behind the travel mode choice arousing from the data. Fear of flying was mentioned in the discussions and in the comments several times. As in this case, fear of flying is connected to the risk. Thus, traveling by land provides safety. Therefore, the value for members having the fear of flight, is then first not being scared and still having the possibility to travel. (Hunecke, et. al., 2001) However, placing this value category to Holbrook’s typology is not straight forward. At least it is a self-oriented value, as members first consider the traveling according to their *own* capabilities. According to author’s interpretation of the comments, traveling by land for the members with a fear of flying contributes to adding the value component play. They still could *have fun*, while traveling, and can travel despite the lack of possibility of choosing a flight.

Efficiency

In regards of the data, majority of the group members want to travel efficiently. 92 of the posts (Table 3.) analyzed, were categorized under value component: *Efficiency*. Traveling by land from place to another clearly takes more time, flight. Yet, in most of the posts analyzed, members were concerned about the price and time variants of their travel. For example, how to travel as fast as possible from one place to another, how to plan a route from A to B with only a few changes to the trains, where to buy the cheapest tickets and to which train, comparisons of the ticket prices for trains and buses on a same route, etc.

There were also several postings including a website link to different rail companies websites operating in Europe (renfe.com, oui.sncf), when the ticket sales on those websites were open. Especially once a rail company was offering tickets at a promotion price, those were mentioned in the group. These posts highlight, value convenience, and therefore the value component *efficiency* (Holbrook, 1999) represents such posts.

Also, several posts where a member has made a preliminary plan of their route, and they want to ask other opinions if the time planned on traveling is enough for such route. For example, if a four days interrail pass is enough in traveling from Stockholm to Edinburg, two days of traveling per direction. Comments under this post do not recommend doing it, but to have at least one more day of traveling to each direction. It is possible but is also said to be a “sports performance” and the route probably will lack in convenience. Other members comment if something happens on the road, it is better not to make too tight schedules, just to be sure. (if timetables are late, missing one train/bus, etc.)The member who made the original post, writes that they are short on money, and want to spend as much time at the destination as possible, so it is necessary to make compromises. This also highlights the fact that *saving both time and money* when traveling by land, is difficult on some routes and that once traveling by land, the part of being on the road is essential part of the journey.

Efficiency is presented in other posts as well; For example, one member writes *“I need to travel from Lübeck to Paris in one day. DB [Deutsche Bahn] suggests routes with a change times between the trains only 16 minutes. Is that enough? If not, how long the change should be?* The member wants to travel in one day, from country to another and avoid the long changes between trains.

“Is here anyone who has travelled to Japan recently? We are two adults and our goal is to travel from Helsinki to Japan “as fast as possible” using surface travel modes.”

” What should I take into consideration when traveling with interrail ticket? My goal is to travel with few changes as possible, no stops for one day, as a tourist. Maximum 4 travel days.” [From South of France to Finland]

Since members mentioned trains to be more comfortable than planes, can it be seen as a reason behind the travel mode choice of some members. For example;

I live in Belgium and unfortunately from here it is cheaper to fly to Heathrow, than to travel by train to St Pancras. Although train is in the end more comfortable and faster.

Some also compare different surface transport modes:

“I was supposed to travel from Helsinki to Tampere, I tried to buy the tickets two weeks ago, when they were 8,90 €. At the time I couldn't buy them. Today I remembered and the price was 28,90 €. So now I am traveling by bus, even though the train would've been more comfortable.”

Trains are more also spacious and also more relaxed about the baggage requirements. Also, regarding to the value of *efficiency* saving money from one hotel night when choosing a night train instead, was mentioned several times in the comments.

Excellence

Value components excellence was applicable to 64 of the 185 posts (Table 3.) The possible improvements on train connections and new routes under consideration were also discussed on the group. New connections mentioned several times in the group are between Sweden and Germany. The routes under consideration are from Malmö to Köln and from Stockholm to Hamburg. Connections would be helpful for those traveling from Finland to Central Europe by land. Other possible connections mentioned in the news articles posted to the group were between Sweden and London, Helsinki and Moscow, London and Amsterdam, and the new night train routes in Austria. Not only does the excitement towards the new possible routes highlight the value component *efficiency*, but also *excellence*. This kind of development would be encouraged according to the discussion in the group, and many of the members see the new, fast connections as beneficial. Under the discussion about the route between London and Amsterdam, members discuss the travel time compared between a flight and train. As in considering the total travel time, from door to door, train is possible faster and more comfortable, but flight in between the two cities, is often a lot cheaper, according to the comments. Especially when considering people who would like to use the time when traveling yet again efficiently, train is a better option. One can work on a train, almost the whole time, as in a plane is not so comfortable, and all the formalities at the airport take time from the total travel time, which is then, not possible to use in working. Booking the seats in the trains in advance, also increases the quality of traveling.

Some comments also highlight that many times train stations are in the city, possible in the center, and one do not need to consider further traveling, as it would be the case when flying. Travelers do not have to think how to get from the airport to the city or the destination, as in airports might be located far outside the city. Travel time to and from the airport should be calculated to the total travel time as well. Many group members hope that train routes could compete to the flights also in the prices, in the future.

Other benefits using public transport is that one does not need to use time in operating the vehicle (having to stop for gasoline etc.) but they can read, sleep, and write while traveling. The notion was under the conversation showing a route how fast it can be traveled from Hamburg to Barcelona. The discussion compared the times between traveling the same route with a private car, which could be faster but tiring for the drivers, as one needs to concentrate to driving for a long time at once. The private can could be less expensive, if the costs are shared with many, yet again, not as comfortable as the train. In this light, traveling with public transport gives value to the members in being more relaxed mode of travel compared to private car.

Aesthetics

Not only efficiency was important when planning different routes, but *aesthetic*, too. 14 out of 185 collected posts were categorized under the value component *Aesthetics* (Table 3.). Several blog posts or articles were linked to the group, some of them comparing or listing the most beautiful train routes in Europe. Some of the members wanted to hear others experiences on some of the routes, in order to find out which one of them offer beautiful landscapes to see on the way. (On Alps, “*Is a route between Luzern- Erstfeld- Lugano worth seeing?*” Balkans “*The most graceful train route through mountains in Serbia to the sea in Montenegro*” coastal routes, etc.) Members who do not consider *efficiency* as the most valuable value component during their travel, want to make most of their journeys and enjoy also the time spend on the road. Beautiful landscapes from the train can add value to this kind of customers, who value aesthetics over the efficiency. Comments to highlight the fact that being on the road is part of the experience are such as “*Landscapes [from the train] are such, that traveling slow is a*

blessing” and *“There is no rush, especially when it is about the journey, not the destination”*. The comments refer to the value component *“Aesthetics”* to being dominant for members appreciating the sceneries on the way, since they would choose a route which is slower, but visually more beautiful, than a faster option, with no guarantee of such landscapes on the way. This is also noted in the definition of value component aesthetics, as in it is enjoyed purely for its own sake, with no regard in its practical purpose it might serve to any other end. (Holbrook, 1999) Considered to add a value component *“Aesthetics”* was an article about Deutsche Bahn’s employees’ new uniforms, which were complimented in the comments.

Even though majority of the post chosen for the research fall for under the theme *Efficiency* being the most describing value component, some members value the opposite. There are comments highlighting the flexibility of traveling by land. One can change the route from previously planned if they have more time in being on the road and choose where to visit on the way more impulsively. One member is asking for tips to route from Finland to Portugal and back and wants to make the return slowly, and that she could book the accommodation where to stay while traveling only few days before. From some of the comments can be read, that members also value *“slow travel”* and traveling itself being part of their holidays and the whole tourist experience. For this kind of members too, traveling by land could be even a *“lifestyle choice”*. Enjoying the part of being on the road and stops on the way are part of the holiday, not only the time spent in the destination. If routes are not planned to travel as fast as possible from one place to another, it is easier to visit many places on the way, compared to the flights. Especially with the road trips made with private cars, making many stops on the way, and seeing different places on route, was highlighted to be a positive attribute. Also, the vast rail network (especially in Europe, where in regards of the data, most of the members travel) offers a variety of options to plan different routes. In this regard, one need to have a different mindset towards traveling by land as it takes more time and patience. As in one member writes *“This group is inspiring. I will travel by land. I just need to think about traveling differently.”* Another comment in the same post further highlights that: *“If you travel by train or bus, every change [of trains] is a possibility. Connections which are too straight, will bore you eventually. Being on the road is tiring itself, so remember to have breaks.”* People join the group because they are curious of the alternative way of traveling, and then they see people just like them travelling without flying. This way, they get confirmation from the group, to travel by land as well.

7.3 Other-oriented values

Ethics

Unlike it was pre-assumed, the most discussed topic in the group are not the environmental issues. In the data set, there were not many posts highlighting the emissions reduced by traveling by land instead of choosing the flights, or that members would have changed their travel behavior dramatically only to reduce the emissions. However, *Ethics* was applicable to 25 of 185 posts (Table. 3). Yet, another reason for the lack of posts representing the value component *Ethics* (in regards of wanting to reduce emissions while traveling, concerns about the climate change etc.) can be, that members already have made the conscious choice about traveling by land, pre-joining the group or posting and commenting to the topics in discussion. Therefore, to find out about the motives to choose surface travel modes over the planes, need another research approach. There is also a lot of information on routes and alternatives for flights so maybe once the amount of knowledge about the economically friendly ways to travel increases after joining to the group, it might lead to change in the current travel behaviour.

Anyhow, there were few posts highlighting the costs for the environment of traveling and the willingness to consider the emissions between surface travel modes, too. Some members asked help and opinions from the group, in choosing travel modes and routes, which would be the least polluting and the most environmentally friendly choice. In this regard, some of the members want to travel by land and still consider even more about the impacts of their travel. Not only they want to avoid flights, but also minimize the negative impacts to the environment and climate while traveling by land. The pursuit of *ethics* refers on doing something for the sake of the others (Holbrook, 1999) as in this case, doing something for the environment by choosing the least consuming travel mode. Although, by posting to the group, of one's intentions to go as far as possible in ones endeavors to travel as environmentally friendly as possible, could be also regarded to add a value *esteem*. *Esteem* the referring in doing something to gain reputation in the eyes of others. By the tone of the posts can nevertheless be read the sincere want to ask for the help and opinions from others in choosing the most ecological travel mode, so therefore value esteem cannot be placed to such posts.

For example, one member asks the groups help in whether to travel from Helsinki to Kuusamo with a private car, or with train and bus. The comments suggest choosing the latter option. Based on the comments, the member who originally made this post chose the most ecological option (public transport), even though it made them to sacrifice comfort and convenience of own car and pay more for the trip. This highlights the fact, that the decision in this case was made not considering first the easiest option for oneself (traveler themselves) but the impact on others (environment).

One example of these posts was a post representing different scenarios for one specific route, with different vehicles. In the comment's members were keen on comparing the alternatives presented in the post, and the comments highlighted that there is no clear answer to the question of choosing the most ecological mode of travel from the surface travel modes. When traveling with a car, motorcycle or with a camper van, one must also consider the fuel used, which fuel is used, how many people are traveling in one car, how old is the vehicle etc. Discussion under the post continued in considering also the most ecological ways to accommodate and eat when traveling. Drawn from this, for some, traveling by land can be a part of their lifestyle in living environmentally friendly, and considering to choose ecological alternatives in all of the choices they make during their holiday (accommodation, eating.)

Even though traveling by land requires more planning and takes more time than choosing a flight, members in the group are ready to make this effort. Some of the reasons for choosing the alternative in traveling by land were arousing from the data. Even though it was not necessary to examine the reasons behind the decision of a travel mode of the members in this research, some notions from the data were saved. Members want to travel with less consuming and polluting ways, as says the description of the group. There was an interesting discussion about whether to travel across the sea with a plane or by ferry. This is an issue traveler from Finland need to take into consideration, as they need to cross the Baltic sea on a way to mainland Europe (if not traveling through Russia.) One member linked a blog post about the issue to the group, to raise discussion. According to the blog post, turbo prop plane causes same amount of emissions, as Viking Grace, between Turku and Stockholm. According to the comments to the post, there has been discussion before about the same matter in the group. Many times, the emissions from the cargo in the ferries are often allocated falsely too big. There are several problems in measuring and comparing the emissions between ferries and

planes. The ferries will also operate, even though there would not be passengers and if there is a lot of passengers on the flights, the planes are easily replaced to bigger ones with bigger emissions. All in all, small turbo prop plane is anyhow a better option than a jet airplane. One member also states that: *“The emissions will only reduce by reducing the routes and departures. Waiting for a tunnel to Tallinn!”* continuing to this another member writes that: *Our decisions impact only in a way that departures [of planes] either increase or decrease based on the demand.* In this discussion, members are keen on finding the actual facts of the emissions on different routes and between the planes and ferries. Seems like, they do not take anything what is stated in a blog post or similar, given, but they want to check the facts themselves too. Some members are very conscious of the emissions and travels impact to the environment.

Unlike in discussion about the possibility to travel with small turbo prop planes, where members were agreeing about not to fly, there was more opinions in the discussion about the flight tax. One member posted a chart showing peoples’ and parliament parties opinions if Finland should regulate a law about a flight tax for passengers. The member who made the post, assumes that most of the members in the group have probably already signed the citizen initiative. Perceptions about the flight tax were for and against it. In the whole discussion was more than 100 comments, and in the collected data set it was a significant amount under one post.

There is some discussion about the problems with flight tax and to whom it would be concern. One member suggests the idea of only those who buy their flight in/from Finland (as in meaning Finnish citizens) would be obligated to pay the tax. Otherwise there could be economical issues, if people from Asia (for example) would use another airport than Helsinki-Vantaa, to avoid paying the flight tax. (Helsinki-Vantaa airport is a popular transfer point between Asia, Europe, and North America, due to its geographical location.) In Sweden flight tax is similar to the emission compensation in the flights (Which have been possible to buy before the flight tax as well) Flight tax would be beneficial, since it would make flights (as polluting mode of transport) less appealing, and thus traveling by land would be considered as an alternative by more people. The competition between different travel modes is not fair now, since aviation gets a lot of benefits and eases on tax. Some members think that a flight tax would increase social injustice and impact the most to those who do not have a lot of money to travel in the first place. As one member states the criticism towards the flight tax: *Flight tax is vulnerable*

for speculation, and it divides the audience a lot. Instead, removing the tax benefits from the air traffic, would better suit both to peoples' perceptions of equitable actions and the definition of wealthy economy. In this group it is probably okay to ask, why there is a tax of 57% in the fuel used in the surface travel modes, and correspondingly in aviation the same number is 0%?

Comments highlight that currently flying is too cheap in the regards of its environmental impacts. Some members are rather for whole European union's common flight tax than national one. At least members would like to see giving up on free kerosene benefits aviation currently have. While waiting for the European Union's common decision about the topic, it is good to sign this motion on a national level. In the comments there is also a link where the motion is possible to sign. Clearly many people are for the tax, but some are not. Discussion is turning into arguing at one point, so there is reminder of the group's rules in the comments too. It is highlighted that this group and its discussions should be based on the facts. In the group it is not allowed post comments about things made up from one's own head. The group is not made for arguing about climate changes impacts, and especially lying about the climate change is forbidden in the group. The topic clearly arises emotions amongst the members in the group, even though it could be assumed that a possible flight tax would not impact to them much since they favour to travel by land.

Members who are for the flight tax argue their opinions about the matter by saying for example:

"Flights GHG emissions will impact all, and therefore it is wanted to have a tax added to flights and kerosene."

"Taxes are not marked to a specific use. The taxes impact to peoples' behaviour and consumption, not to how the collected money on tax is used." "The meaning of collecting a flight tax is to decrease unnecessary flights"

Interesting was also an article posted from Helsingin Sanomat. The articles headline tells that *"in a recent survey, almost half of the Chinese, and most of Europeans and Americans want to reduce flying because of environmental reasons, but the air traffic is still growing."* From the comments under this post, it can be noted that some of the members realize the problems around aviation. Not only the intention to reduce flying is significant, but the actions. The aviation's potential to grow is also noted, as one member writes: *"Most of the Chinese haven't travelled by plane once, so the growth potential in the domestic routes comes from the new passengers"*.

Togetherness

Traveling together as a family, and especially with young kids is very common according to the data. (*Togetherness*) All together 34 of the posts, were categorized under the value component *togetherness*. Togetherness was implied in many posts, together with other value components, like efficiency and play (Table 3.). In many posts, members ask for tips when traveling with small children, what to take into consideration and what would be nice places to visit together with children. For example, posts like:

“We are traveling to Central-Europe this summer, together with family, (two adults and 10-year old.)”

Has anyone driven to Lofoten? We are considering our first road trip with children, 4 and 7 years old. What would be the smartest route to the destination?

“From Tallinn to Zagreb in June, by car. Exactly one week (seven days) planned for traveling. Which route should we drive, where to stay on the way and why? We are two adults and five children, between 6-15 years. The whole family likes nature and historical destinations.”

“Half of my family lives in British Isles. Which is the best route to get there?”

“We are planning approximately two weeks road trip for next summer. Traveling with a private car. The group consist of two adults and two dogs”

” Any suggestions for a trip from Helsinki to Prague? Traveling together with 6-year-old, so not too long (boring) bus rides.”

It seems to be that especially the families want to travel more slowly, and not to make too long transfers at once. The possibility to make as many stops as possible, is creating value for them. (Kids being impatient on long train or bus rides or getting bored on the road.) Families seem to enjoy the flexibility of planning their own routes, seeing many places during one trip, and possibly traveling by land can be more inexpensive option for them compared to flights. The cheaper transport is possible for example when adult has an interrail pass, their children (under

12 years old) can travel with same pass for free. Other companions on the route mentioned in the data were a spouse, friends, and a pet (dog).

Some of the comments even highlight the fact that when traveling on public transport for long distances (trains and buses) it is a time spend together with a family, and that time spent together is adding value to them who highlight this fact. Not only the travel companions are mentioned several times, but the purpose of members trips, e.g. traveling around Europe to meet friends and/or family in a different country. Experiences with making new friends on the road are mentioned as well.

Esteem and status (reputation, materialism, possessions)

In this research it was difficult to separate the posts to under either the value component esteem or status. Therefore, the findings of both other-oriented, extrinsic values are presented in a same chapter. From posts collected to the analysis, *Esteem* was applicable to 37 of the posts, as status was to 32. (Table. 3.) Esteem is a reactive counterpart to status. In this research, status was not placed separately to any of the posts analysed, but it was always applicable with *esteem*. To study the differences in a more detailed manner, and to find out which one of the value components would be more suitable, the actual reasons for the travel mode choice and the motives to post should be investigated. To receive a measure of status requires that decisions about consumption (about traveling by land) are undertaken to make a favourable impression on someone else. As in to receive *esteem*, individual appreciates their own consumption choices passive way, as a means to enrich their other-oriented public image. (Komppula & Gartner, 2013).

What it comes to the travel experiences and travel stories posted to the group, the values behind them can be interpreted in two ways. Either the person who have made such posts, wants to help other members with telling how they have travelled, for inspiration and help to others. However, those can be also posted to the group in order to receive status or esteem, and other members acceptance. Reasons and motives for making such posts can be multifaceted. In posting to the group, the impression and/or reputation is received from other members in the

group. Posts can highlight the persons *success* in traveling by land. How they have successfully made a trip, avoiding planes.

There are several posts telling about the experiences of different trips using surface travel modes. Like previously noted in representing the findings, posting pictures from the road also tells that intentions have led to action. As an example, one post which was categorized in the research for under both efficiency and status/esteem, is a travel itinerary which was presented in a very detailed manner. The post includes telling about the experiences and different vehicles used on the way (traveling from Finland to Southern Europe), timetables, about accommodation and calculating the total costs of the trip. (price concerns fall under category efficiency) The post includes a lot of details; for example, how did the Wi-Fi work on different vehicles. Post was also enriched with pictures and a map which presents the route. The person was traveling “with a student budget” and by telling about their travel, this person wishes to inspire other students to “*think outside the box as well*”. The tone in the post sends a hint about a message “if I can do it, others can do it too”.

Under the value category *Esteem* in this research were categorised also the posts including members own YouTube channels, podcasts, blogs, and Instagram pages. There were several of them in the collected data set. With posting ones own social media channels, members can gain a certain “*reputation*” in the eyes of others. Highlighting one’s own social media channels in the group, is also interpreted as an advertisement. Especially in the case, if a member continuously posts a YouTube channel to the group, whenever a new video is published. Some comments under in the posts of a YouTube channel, praise nice posts.

There was also one post, advertising a tour company, organizing tours in Finland, using surface travel modes. Of course, the intentions of such posts, is to make the company visible, for potential buyers and customers, which clearly the members in a group are. In the post it is also mentioned, how the company’s buses run on biofuel, which is made from waste. (*reputation* as an environmentally conscious, *possessions* of buses running on biofuel.)

Some comments in the post tell about the interest towards this kind of tours. However, administrators’ comment is saying to ask for a permission before posting an advertisement to

the group. Usually advertisements regarding traveling by land are allowed, but they do not want to have too many ads in the group. Links to the company's website were included in the comments for those who are interested.

Travel Fair in Helsinki was held on January 17th to 19th. Several posts about the topic was made in the Facebook group as well. Some members were speaking about their experiences in traveling by land at the fair. They published in a group about their upcoming presentation. There was even an own stage for traveling by land at the fair. Of course, this was praised at the group, that traveling by land gets visibility at the fair. Posts promoting one's own appearance and presentation at the fair, were categorised to under value component *esteem*. As a presentation at the fair, can improve one's public image and by doing so, one can have pride of their traveling choice. Those members can gain a reputation in the eyes of others for being a successful in traveling by land, as they are at the fair telling about their experiences and opinions.

Spirituality

It is clear that the vast number of members are looking for different experiences during their travels. As in one-member comments; people look for different things on their holidays and travel; *"Some look for new experiences and encounters, while others seek for peace, rest and even some sort of meditative state."* This implies, that even though the value component *togetherness* was highly presented in the data set, not everyone travels together with someone. Some members might travel alone, in order to look for time spent alone with oneself.

Comments in the post comparing different modes of travel to find the most environmentally friendly option mentioned the fact that sometimes even the flights are cheaper than surface travel modes. One member comments anyhow: *"as long as you don't fly, your soul is clean"*. Flying for some of the members therefore most likely is the last option to choose. This comment represents the value *"Spirituality."* Traveling by land could be seen as something that doesn't bother the mind of the traveler. Everyone who flies nowadays has that nagging voice in their

heads. That comes up with the other posts as well. The expression “flight shame” is used in several connection in the group. The expression itself roots from the Swedish term “Flygskam”.

7.4 Problems and issues in traveling by land experience

Since Holbrook’s (1999) customer value typology lack the negative value components, issues and problems arousing from the data are inspected separately in this chapter.

Distinctive character for traveling by land is that it takes more time than flight. This notion was seen both as a positive and a negative factor in the group, depending on the situation and the type of the trip. Also, the possibility of making different routes from place to another was both good thing but also a factor causing insecurity and indecisiveness.

Practical issues when planning the routes, were for example the strikes rail companies had. For example, one member writes: *“France and the train strikes. What if strike happens during a travel day, or the following days? -- Then the whole travel plan and tickets need to be replaced, so what happens to the refunds?”*

So as in this case, the value for the member comes from their possibility to travel as they have planned, but the possible strikes can destroy the value, and it causes insecurity.

There were examples of the maintenance works on train roads also impacting the members travel plans. Planned maintenance works on train tracks on the way and how those impact on different timetables and routes, caused discussion. This concern was mentioned several times, since maintenance works were planned on the tracks between Stockholm to Malmö, which is one of the often-used routes when traveling from Finland to mainland Europe. For example one member posts:

“Does anyone know what is the situation on the train tracks between Sweden and Oslo? – It seems like the journey from Goteborg and Karlstad would continue with a bus? We are traveling with a small child, so we would prefer to travel in a train than in a bus without a safety seat.”

Issues about visas when traveling to Russia, and Belarus were mentioned several times. Interestingly, while traveling from Finland to Russia by train, free e-visa is not valid, since due technical issues those are not possible to check in the trains, but the passengers need a hard copy of their visas. *“What can be the reason that specifically the passengers in train cannot have free e-visa? It cannot be that way that the visas cannot be verified in the train, when it is possible in the buses?”*

Such problems do not exist, when traveling with other vehicles (bus or a private car). This is a practical matter, which will be solved in the future, and will ease the travel for those choosing the train to travel to Russia. This was explained in the comments to this post.

Members do not seem to have a full trust on trains being in time all the times. Especially, posts asking for tips in planning long routes (from country to another), and routes requiring many changes of trains, highlight this insecurity. Members ask for peer-support in considering how much time is enough from changing from one train to another, are some trains usually late and how much, does it take a long time walking around in different train stations, or even between stations or what happens if one misses the initial train. Adjusting the train timetables can be tricky, when traveling with different train and/or bus companies.

The price concerns also cause insecurity. In many posts it was asked, if it is cheaper to travel with interrail pass, or by buying separate tickets to each train on a route. For this, there were no clear answer, but it depends on many factors. If booking well ahead, separate tickets may be cheaper, especially if one finds good offers or campaign tickets some train companies have. On the other hand, traveling with interrail pass offers more freedom, since missing one train and then choosing the next one is not a problem, since there is no money lost (the price of a new ticket). Some of the train companies in Europe require the separate seat reservations made, even when traveling with interrail pass, and those can add up the total costs of the trip. Ticket prices to train also increase, the closer the traveling date comes. This notion became clear in some of the posts, in which the member asked for a help to plan a route, since they had to travel with a short notice and now would like to find the cheapest tickets possible to the destination. In some cases, especially if the travel party is bigger in size, one member finally had to book flights instead of traveling by land, to save money.

The lack of luggage storage spaces in the train stations was mentioned. Luggage and the problems arising from it was also the fact that one need to carry it with all the time when traveling, and the distances between stations might be long. Carrying a lot of luggage, or special luggage, for example bicycles in a train might need more planning, as in not all trains accept to carry a bike with.

The table below (table 4.) shows all the value components and how they are realized in traveling by land.

Table 4. Value components and their realization in traveling by land experience.

Value component	Realization
Play	Having fun while traveling, traveling for a holiday, exploring new places and cities on a way, visiting museums, amusement parks, beaches, natural parks, enjoying restaurants and culture
Efficiency	Time and cost variants; being able to travel as fast as possible from A to B, choosing the most inexpensive tickets for train/bus while traveling, saving money by traveling by land (instead of flying)
Excellence	Excitement of the new opening routes, new faster connections, choosing the best places to stop on the way when traveling, considering which transport mode is the best when traveling long distances, booking seats in train/bus in advance, being able to use the travel time in reading, relaxing, writing etc.
Togetherness	Traveling together with family, kids, spouse, friend, or a pet, And/or to travel by land to meet friends and family.
Status/Esteem	Successfully making a trip traveling by land, having a blog, Instagram page, or YouTube channel about traveling by land (the possibility to influence others while making one's own consumption patterns visible in social media) Reputation traveler receives from others by choosing the surface travel modes.
Ethics	Choosing to travel by land because of the environmental reasons. The possibility to reduce emissions by choosing the least polluting mode of transport. Being able to travel according to one's own (personal) values.
Aesthetics	Enjoying the landscapes from the train/bus/car, choosing scenic routes to travel
Spirituality	Feeling of making a "right choice" by traveling by land instead of flying.

8 Conclusions and discussion

The purpose of the research was to understand the phenomena of traveling by land, and what is the desired consumer value of the traveling by land experience. The research was done in netnographic approach, and therefore it also discusses the applicability of the research method in customer value research. The research answered to the research question defined; What is the customer value of the travellers in traveling by land experience.

As it came to notice after analysing the data with using Holbrook's framework of customer value (1999) as a base for the analysis, traveling by land contributes most to adding self-oriented values for the members in a group. (Play, efficiency, and excellence). Apart from *ethics* three other-oriented values (status, esteem, and spirituality) were not much represented. Drawn from this, traveling by land contributes to adding self-oriented values, as in aspects of the consumption is prized for *one's own* sake. Self-oriented means to consider the consumption experience (traveling) for how *I* react to it, or what kind of effect it has on *me*. (Holbrook, 1999) It does not exclude the consumption experience for providing further types of value involving others as well, but the primary source of value received from, (in this research) traveling by land, comes from its capability to contribute members *own* consumption experience. However, *togetherness* (Komppula & Gartner, 2013) further added to complete Holbrook's framework in this research, is divided from Intrinsic, *other-oriented*, reactive value *spirituality*. As is spirituality referring to "inner-self" at the most micro-level, and the most macro level to "*other*" (Cosmos, Deity) whereas in togetherness the "*other*" refers to family and friends. Dickinson et. al (2011) and Sheller (2004) continue to this statement, with the notion of private cars becoming mobile leisure places. (Hibbert, 2012) This notion, based on the current research, could be placed to imply other public transport as well. As retrieved from the data, time spent in a train or bus, can be used in relaxing and spending the time together with a family or other travel companions. This is also highlighted in the definition of slow travel, as the part of traveling to the destination is an essential part of the experience.

The value component togetherness was necessary to add for the research, as in many of the posts analysed included referring to traveling together with family and friends, and the time spend together was valued in many of the comments as well.

Value component play was the most applicable in the collected data set. That can be understood as traveling is mainly something the members in the group do “*for fun*” and enjoy in their leisure time, as there was no discussion about the work-related traveling in the group. Efficiency was also applied to more than half of the collected posts (92). The short travel time is appreciated according to the data collected from the members discussions in the group. Also, the convenience of the travel is important. For example, the changes between trains need to be long enough for there is no rush in running from train to another, or a risk in missing a next connection. The convenience is also highlighted in the discussion for booking seat tickets in advance, and not to have too long transfers at the time (e.g. sitting in a train/bus for 10 hours or more.) The possibility to arrange a route and travel times to fit one’s own schedule is important. Concerns of the prices of tickets and the costs of the trips also speak for efficiency being an important value component. According to the posts and comments in the group, it is possible to save money by choosing to travel by land (compared to the flights) but one need to be ready to compare prices between buses and trains, between different days and times, and between different transport companies as well. One need to be also in time with the bookings, as the ticket prices increase the closer the travel day becomes. The concerns of time and especially the price, are often compared to the flights in the group.

The research findings were surprising, as the pre-assumption when conducting the research was that members value the environmental reasons and chose to travel by land in order to minimise the emissions and their GHG footprint. However, the value component “Ethics” was not placed to even to majority of the collected posts (25 posts out of 185). From this can be drawn, that environmental reasons are not the primary reason for traveling by land, for most of the members. However, like previously noted in this paper, it can be also since members have already made the conscious choice to avoid flying, which is more consuming for the environment than traveling by land.

As noted by Gallarza and Saura (2006) it can be assumed that Holbrook’s typology of consumer value can be utilized to explain a travel experience. (Gallarza & Saura, 2006). This research however continues the criticism of the lack of negative value components in Holbrook’s customer value typology. (Gallarza & Saura 2006, Komppula & Gartner, 2013) Based on the notion made by Oliver (1996) self-oriented dimensions of Holbrook’s typology (Efficiency, Excellence, Play and Aesthetics) of consumer value, are representative of consumer behaviour. It applied in this research as well. Other-oriented values were more difficult to operationalize.

As following the research of Gallarza & Saura, (2006) who used the self-oriented values in Holbrook's typology in their research, which investigated the dimensionality of consumer value in the context of students' travel behaviour. In the research they applied fifth positive input of received value: based on other-oriented dimension, combining *status* and *esteem*. (Gallarza & Saura, 2006) As noted earlier in this research as well, the operationalization of esteem and status, and especially separating only one of them to represent the value received from traveling by land, was difficult with the current research approach. There was challenges to operationalize the value dimension spirituality as well, and like noted by Gallarza & Saura (2006), it should be left for further research. Since the consumer value typology of Holbrook lack the negative value components, operationalizing the framework in service context, is challenging.

As a prior research demonstrates, tourists do not often consider the environment when making transport mode decisions, but instead they rather focus in minimising the cost and travel time. (Larsen et. al. 2013) Yet important aspects in travel mode choice are also comfort, convenience, and flexibility. (Hergesell, 2017) As noted also by Ram et. al. (2013) mobility aspects of traveling are often considered as necessary evil of making a vacation trip. This consideration highlights the fact that for some tourists the "real holiday" begins only at the destination, not yet on the way to it. (Ram et. al. 2013) Frew and Winter (2010) observed that tourists' concern about time and cost of travel, family commitments and the simple desire to "see the world" can outweigh any consideration of the environmental impact of their travel. (Hibbert, 2012)

This implies, to the research findings presented in the thesis. However, those who have decided to travel by land, avoiding flights have already chosen to use less consumptive way of traveling using surface travel modes, but the reasons behind the decision are not necessarily derived from environmental concerns (only). Yet, like the findings in this research show, tourists primarily make the transport mode decisions based on efficiency, considering the time and cost variants of their travel. Yet, for some travellers, the possibility to choose scenic routes and plan the trip according to their own pace, was important, yet those were in minority according to the data.

As it was seen in the research finding as well, stories written and published by other travelers can inspire one's vacation plans and inform the decisions. Tourists may get first-hand knowledge as well as highly relevant information from others who they like and/or perceive as

similar with themselves. (Xiang & Gretzel, 2010) The members in the Facebook-group, can consider the others being similar with themselves, as they have at least one thing in common; the desire to travel by land, avoiding flights. Therefore, they are willing to ask tips from each other in the group, and trust each other's support. According to the data and the posts analyzed, the group *Maata pitkin matkustavat*, is especially important to its members in the pre-trip phase. As Xiang & Gretzel (2010) also not, tourists may need to make high-involvement decisions about the products or services, which lack standardization, are difficult to describe, cannot be inspected before purchase, are high in emotional content, so for these reasons experience-based content and information is critical in the context of tourism. (Xiang & Gretzel, 2010) Yet, telling about the travels (recollection phase) in the group, also enables the members to reflect their experience, and travel narratives can also be important part of social interactions. (Xiang & Gretzel, 2010)

8.1 Managerial conclusions/implications

Traveling by land for some could be seen as “Lifestyle choice”, according to the research. From the managerial perspective, traveling by land could be the mostly attractive alternative for flying for those, who are ready to make environmental choices in other aspects of their lives as well. What it comes to the highlighted notion of traveling by land taking more time than a flight, the potential groups choosing this alternative are most likely students, pensioners and those who are not restricted by the yearly holiday allowances off work, or for those who have the possibility in working remotely and are not detached to one place. People in work life might find it difficult to arrange more time to use for traveling and choosing a flight rather than traveling by land can easily be more attractive option for them. However, for those who can find their everyday life's stressful and determined by timetables and following the clock time, traveling slow, could be a tempting alternative. Oh et al. (2016: 205) argue that ‘people desire to “slow down”’. (Sales Oliveira, 2019) And exactly might those people be the ones, who need a break from routines, or want to revisit their position of work-life balance.

As it came clear from data, also families with small children are willing to travel by land. Encouraging families to choose traveling by land instead of flying could be done in promoting the value component togetherness. Experiencing the holiday together already when traveling

and not only in the destination. Families with small children can also benefit from different discounts, as for example the possibility for the children under 12 years to travel together with a similar interrail ticket as their parent.

Important is also to think the holiday differently, when traveling by land. People should consider that a holiday starts already when being on the road, and not only once reaching the destination. Being on the road and traveling is a part of the overall experience, and that implies to the concept of slow travel. Also, considering the destinations which are close, should be encouraged more. Could people find the experiences they are looking forward about the holiday, within the distance easily reached by the surface travel modes as well? This kind of thinking would also be favourable in increasing the domestic travel. Larsen et. al. (2013) also found out in their research, that distance desires of the holiday can be also satisfied with the choice of a closer, yet culturally different destination. Those destinations can be reached with the surface transport modes. (Larsen et. al. 2013)

Due to the notion of insecurities and issues in planning the routes to travel by land, especially in the context of international travel, it could be suggested to improve search platforms for planning the route using only surface travel modes. Such search engines exist for the search of flights (e.g. momondo, skyscanner), but there seem to be a lack of similar platforms for surface travel modes. Planning a route from one country to another, using surface travel modes, can take a lot of time and effort, especially for the first times. Incorporating a booking system for the tickets in surface travel modes to the search engines, would ease the efforts in planning and booking the tickets from various different operators, as the current situation demands.

The industry operationalizing different surface travel modes can benefit the findings of positive value components traveling by land contributes to. For example, train and bus companies can use the findings retrieved to create value "*Aesthetics*" to their competitive advantage over to flights. Marketing to travel by land with the notion of seeing more while on the road, (compared to flights) could be beneficial for such companies operating on land. Other benefits trains and buses have compared to flights are the more relaxed restrictions to luggage. What was highlighted in the data as well, was the possibility to use the time on the road for working, sleeping, and relaxing. This is already something that VR has done in Finland, by listing famous creative works done in the train, to encourage more business travel to utilize trains. (VR, 2020)

After a consistent research of the aviation's impacts to climate change, the author is in favour for the flight tax and to extent kerosene (aviation fuel) to tax. The tax exemption in kerosene is based on the Chicago convention 1944 of international civil aviation. Back then, the convention was made to promote international aviation, which was seen to increase the friendship and understanding among the nations and peoples in this world. (ICAO, 2019) It is about a time that, after 76 years, with more environmental awareness we change our perspectives and regulation on something that causes serious and inevitable harm to the planet.

8.2 Critical evaluation of the research and the results

Including the table of the research results in the findings part, gives the research transparency and it shows the actual research findings of the extensive amount of data collected. It includes the value components applied to each post analysed. The amount of data was vast enough, to make generalization of the most important value components the consumers desire and appreciate in traveling by land experience.

All in all, the analysis of the data was made manually. Therefore, the interpretation of the posts and analysing them accordingly to the consumer value framework, was done by the author. In this case, it was seen necessary, due to the netnographic research approach, which allows to address data in its original environment and to retain a close familiarity with the original postings. (Wu & Pearce, 2013)

The authors findings continue the criticism towards the lack of negative value components in Holbrook's (1999) framework of customer value. The application of the consumer value typology in customer value research in the context of tourism experience, should be further researched as well. As the findings earlier show, especially the other-oriented values were difficult to operationalize in this research.

It must be noted that since the research only studied traveling by land experience by collecting data from one Facebook- group, the research results can only give *directional insights*, of the consumer value in traveling by land experience. The Facebook-group, and its members cannot represent all tourists traveling by land, even though the data used in the research was rich. Yet, there are over 20 000 members, and not all of them participate in the conversations in the group

but can only follow the conversations with no personal input in the discussions. As it is noted, tourist experiences are individualistic, and so the desired value of those experiences as well can be different to each tourist.

8.3 Suggestions for future research

To compliment the research, reasons, and motives behind the travel mode choice of those traveling by land could be studied. Interesting is also the participation in online communities. Why do people want to contribute to online communities, and what are the reasons and motives behind the participation? To research online communities and participation in the online discussion could be done in a netnographic approach, like the current research was made. Interesting would be to know, to what extent can the online communities motivate members to change their traveling behaviour. As to find out more about the underlying motivations members have chosen to travel by land, a different kind of research approach is recommended, for example interviews and/or surveys.

In this case, the author saw the opportunity to use netnographic approach, and used it because of her own willingness to learn more about the approach. Netnography was effortless approach to apply, since the amount of discussion already existing in the Facebook group is enormous, and sufficient amount of data for the research was easily collected. Netnography offers a potential method to enrich both customer value and tourism research.

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