

Project Report Template



1. INTRODUCTION

Business tourism is one of the biggest non-leisure tourism forms and business

Tourists are seen as highest spending category of tourists. Business tourists are a

Major clientele especially in the hotels and it is important to understand business

Tourists; what they value in the hotel rooms and hotel's services so that hotels

Could satisfy business tourists' needs.

1.1. Aims for the research

The aims for this study are to understand business tourists' needs and wants for

The business hotel and find out business tourists' opinions of Radisson Blu Royal

Hotel Vaasa and how it fulfills business tourists' criterions. Another aim was to

See if there are differences between male and female business tourists needs.

During the winter time most of the guests of Radisson Blu Royal Hotel Vaasa are

Business tourists so this research will help the hotel to see its strengths and

Weaknesses as a business hotel. This research can also help them to improve their

Services towards becoming a better hotel for their target customers.

1.2. Structure of thesis

The thesis consists of a theoretical and an empirical part. The theoretical part

Mainly focuses on the hotel industry and business tourists' consumer behavior, but

Certain subjects, such as business tourism, sustainable tourism, hotel industry as

Well as consumer behavior, are clarified in general so that the reader would get the

Idea of these subjects. Based on this information, the theory continues to research

More deeply business tourists' consumer behavior in the hotel industry and

Understand what opinions and values business tourists have towards hotel.

The empirical part consists of explanation of research methods and which one is

Chosen for this research. The research itself, which is made for the business

Tourists who are staying in the Radisson Blu Royal Hotel Vaasa, focuses to find

Out business tourists' opinions and values for services in the hotel and their

Opinions of the services of Radisson Blu Royal Hotel Vaasa, and of how it has

Satisfied their needs. Because nowadays environmental, social and ethical issues are also taken into the consideration in hotels, in the questionnaire also had

Questions of these issues to understand how important they are for business

Tourists.

1.3. Restrictions

Business tourism and consumer behavior are broad concepts and these subjects

Include lots of different aspects. Because of this, the thesis is restricted only for

Business tourists' consumer behavior and the hotel industry. The aim was to

Understand business hotel and hotel's services.

The restrictions in the empirical part is that the questions of the questionnaire only

Focus on hotel services and Radisson's services and the aim was to get a general

Overview of business tourists' consumer behavior and evaluation of Radisson Blu

Royal Hotel Vaasa as a business hotel. There were also added questions dealing

With sustainable issues so that an image of business tourists' environmental

Awareness could be given

2. Disadvantages

Self-criticism.

Shyness.

Lack of knowledge of particular software.

Public speaking.

Taking criticism.


Lack of experience.

Inability to delegate.

Lack of confidence

3. Empathy Map


Template



Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

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[Open example](#)

Build empathy

The information you add here should be representative of the observations and research you've done about your users.



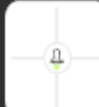

Says
What can we hear them say?
What can we imagine them saying?

Thinks
What are their wants, needs, hopes, and dreams? What other things might influence their behavior?

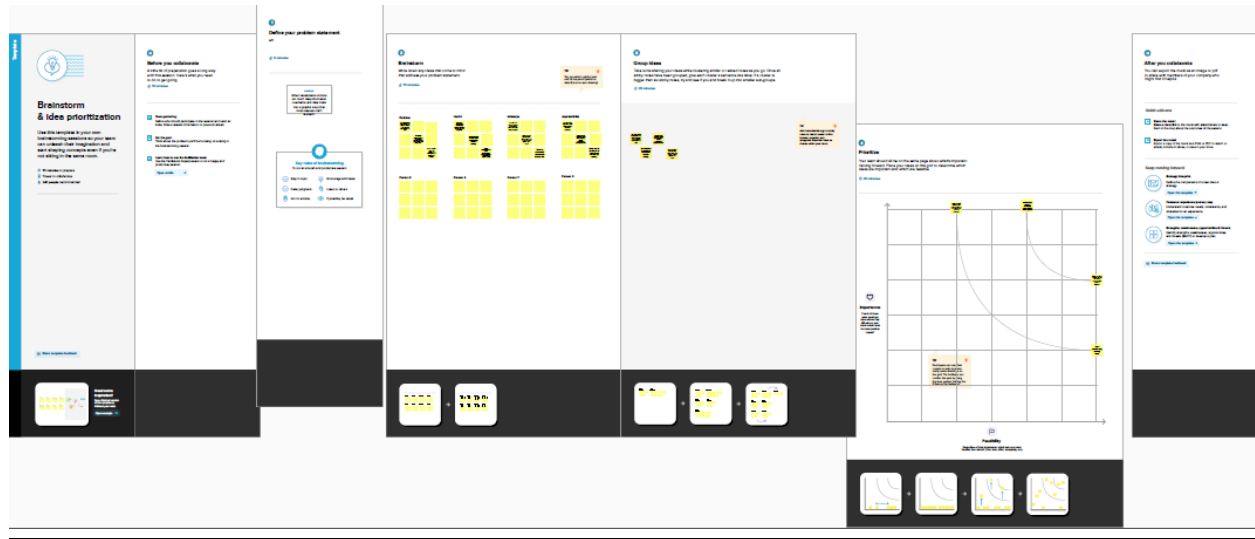
Does
What actions have we observed?
What can we imagine them doing?

Pain
What are their fears, frustrations, and anxieties? What other factors might influence their behavior?

Ready to get started with this template? Try it out now.



Brainstorm



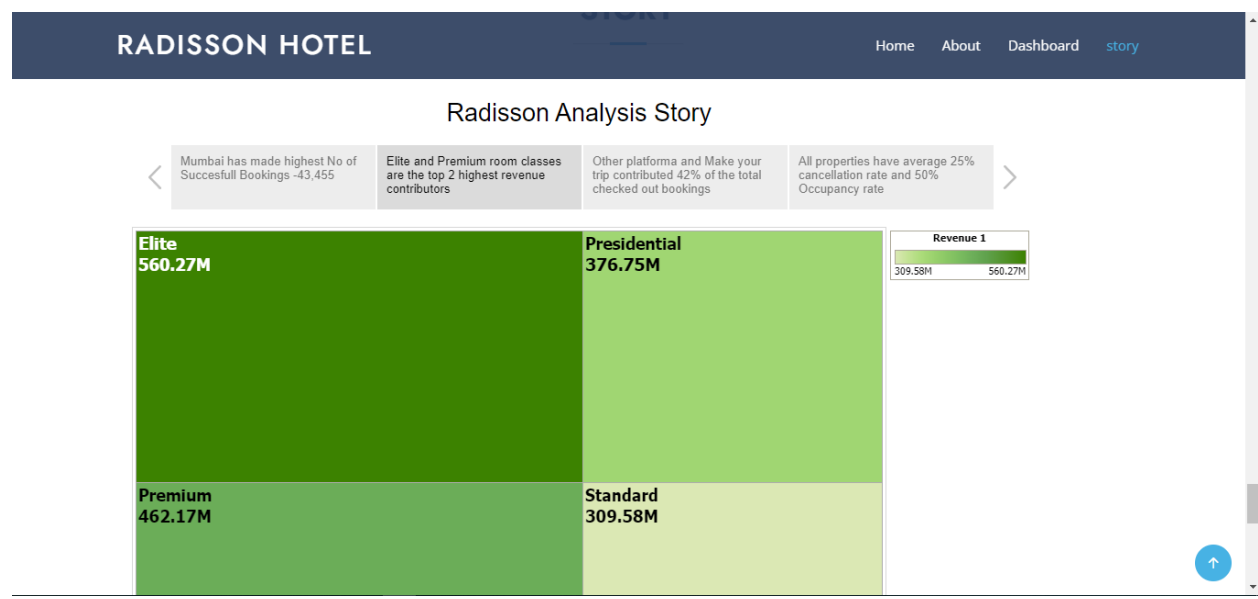
Web integration



Dashboard



Story



Appendix

Source code : <..\Desktop\Arsha\index.html>