



INTERVIEW INSTRUCTIONS

- Tampere Airport -

Airport





Project Information

- **TAK Rajatutkimus/TAK Border Research** is a visitor survey project conducted by interviewing over 10 000 travelers who are leaving Finland.
- All the interviewees are over 14 years of age and are residing outside of Finland
- **The clients of the project** are e.g. **Statistics Finland, Visit Helsinki and many other tourism developers.**
- **The goals of the research** is to find out where do the people who visit Finland come from, for how long do they stay here, where do they sleep, what do they buy and how much money do they spend during their trip.
- The interviews are collected throughout the year at the most popular border stations:
Helsinki, Turku, Tampere, Lapland and Eastern border.
- Travelers for the interview are **selected randomly** first by choosing **a sample frequency** and then **systematically interviewing people** according to the set frequency.
- Electronic questionnaire is used for the survey. It's translated to 13 different languages.
Finnish, Swedish, German, Estonian, English, Spanish, French, Italian, Polish, Russian, Korean, Chinese, Japanese
- Tablet computers are used for collecting data.



Preparations



Name tag



Tablet

- Tablet should be fully charged before the interviews
- Saunalahti prepaid Sim card is the best option



Sim card (optional)



Charger



Proper dress code for the location



Usage of Tablet



- We provide **Tablet** and **instructions** on how to use **Kiosk Browser** during the orientation day. Contact us, if you encounter problems with the tablet, or something is unclear.
- Check before your shift that Kiosk browser is working and ready to record replies.
- You shouldn't need the web connection when interviewing until you upload the replies!



General Instructions



5. Choose your name, location and sample frequency



6. Ask Destination



7. Interview

5. Choose the right language from the “star”

Pick **the right sample frequency (otos)** for the amount of people waiting.
(Refer to Selecting sample frequency slide)

6. Always ask the destination of a traveler.

If a person is not on the flight you are currently interviewing, then he doesn't belong to the sample. In this case don't mark him to the questionnaire at all!

7. Interview people according to the frequency(otos) you've chosen.

- Start from the outermost bench and proceed in order.
- If you manage to go through the crowd right before boarding, the sample frequency was **picked correctly**.
- If you finish interviewing before boarding, **you can wait for the passengers** arriving to the gate.

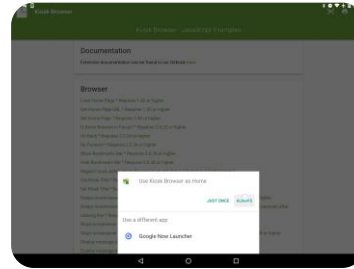
- ***You are able to interview people in front of shops, coffeehouses etc***
- ***However, Ask permission from the cashier***
in case you want to interviews inside of a cafe
- ***Your shift starts when you enter security zone and ends when you leave it***



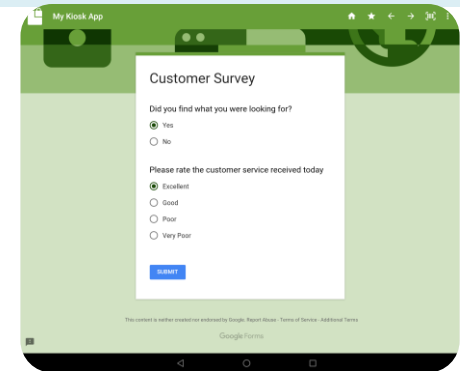
Usage of Kiosk Browser



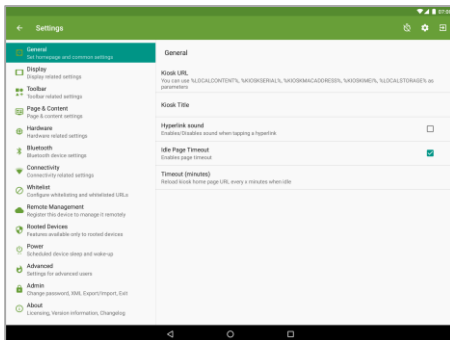
Kiosk browser works without Internet connection when interviewing.



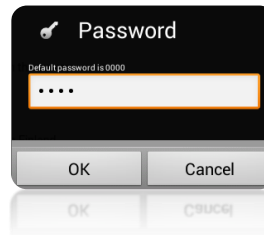
Select **Kiosk** and **Always**, the display varies depending the tablet brand



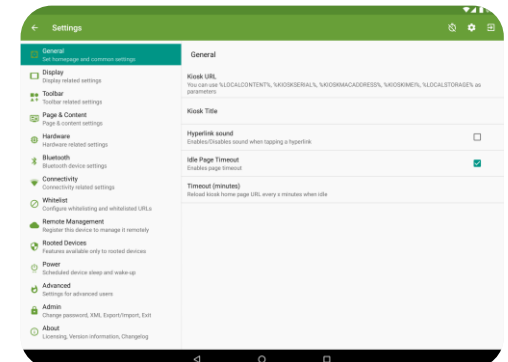
The border research runs inside Kiosk browser



You can go to **“Settings”** from 3 dots on the right upper corner



The password is **2580**



Go to **Remote Management** to get the survey uploaded to your tablet, code C717P



Starting the survey

+ Record a Response

☒ Include partial responses

☒ Include disqualified responses

Partial Responses (8)

Response #2 - 12/17/2018 9:42am
Response #3 - 12/17/2018 9:53am
Response #4 - 12/17/2018 10:05am
Response #5 - 12/17/2018 10:06am
Response #6 - 12/17/2018 10:30am

Start the survey with “record a response”.



The survey

[Select another language](#)

To be completed by the interviewer
☐ Respondent was not reached
☐ Only email

Finnish tourist board (Visit Finland) is conducting a survey of non-Finns visiting and travelling in Finland. We kindly ask you to answer the questions in this survey, which will only take approximately 3-7 minutes of your time. All replies will be submitted anonymously.

☐ I do not wish to participate in the survey
☐ I am under 15 years of age
☐ I am not travelling away from Finland
☐ I live in Finland

1. Which country do you live in?
– Please Select –

2. Are you a citizen of the country where you live?
☐ Yes
☐ No

Start the interview

After you have finished the interview, a new one will automatically start after 10 seconds



Uploading responses

Complete Responses (10)		
Response #9 - 1/3/2019 9:17am		edit upload delete
Response #10 - 1/3/2019 9:18am		edit upload delete
Response #11 - 1/3/2019 9:18am	.	edit upload delete
Response #12 - 1/3/2019 9:18am		edit upload delete
Response #13 - 1/3/2019 9:19am		edit upload delete
Response #14 - 1/3/2019 9:20am		edit upload delete
Response #15 - 1/3/2019 9:20am		edit upload delete
Response #16 - 1/3/2019 9:21am		edit upload delete
Response #17 - 1/3/2019 9:24am		edit upload delete
Response #18 - 1/3/2019 9:30am		edit upload delete

Kiosk On ☒

[Refresh Survey](#)

[Upload All Local Responses](#)

Upload the responses "Upload All Local Responses" or single upload (not recommended) when your tablet is logged in Web



Selecting Research Sample **_Pay attention**

- To ensure validity of the research, it's really **important** to **select a right sample**.
To properly randomize the sample, **we have to make sure that the interviewer won't consciously or subconsciously prefer one group of people to another**.
For example interview mostly young people or avoid large groups of tourists.

EXAMPLE

1 (Start)	2	3	4	5 (Target)
6	7	8	9 (Target)	10
11	12	13 (Target)	14	15

- In practice we do it by using systematic sample frequency.
For example **picking every 4th person** in the area for the interview.



Over 14-years old / Live outside of Finland / Leaving Finland

- The research sample** includes all travelers **over 14-years old** who **live outside of Finland** and **are leaving Finland** at the time of the interview.



Dealing with Unusual cases _01

Under 15

Important!

- If a person who you interview is younger than 15, lives in Finland or doesn't want to answer the survey, you should **at least ask his/her nationality & home country**.
- If the person in question is a **small child**, you can **ask the nationality & home country from his/her parents**.

Big groups

- If you encounter a group of e.g. 20 people and only one of them agrees to fill the questionnaire, mark rest of members who refused
ex) if you are using sample frequency 5, you need to mark 3 times of people refused.

Uncompleted

- If the survey is not completed with some reason, then you need to click all the way through the survey to be recorded.
(Do not mark according to your imagination but mark it if it is so true e.g. gender)

***** Remember always to ask nationality & home country for all the sample !**

This way we will get the right number of tourists from that country in the research.



Dealing with Unusual cases _02

Destinations with a lot of Finns

- Keep doing as usual, there is a chance for foreigners to appear

Flights during the night

- No night shifts at the moment

Students according to period

- **Students:** Those taking short-term courses (less than one year) are visitors, whereas those taking long-term courses (one year or more) should be considered within their usual environment in their place of study and be excluded from visitors although, in both cases, they are considered as non-residents.
- Less than 1 year : You can interview them as a visitor
- More than 1 year : Mark that they live in Finland but ask their home country for nationality.



Minimizing Refusals



- **Anonymous !**
 - **About 5 mins !**
 - **Improve tourism services in Finland tourism**
-
- **Saying that**
 - the survey is just around **5 minutes long**
 - survey is completely **anonymous**
 - the goal of the survey is to find ways **to improve Finland** as a **tourist destination**
 - However be considerate when persuading,
The person shouldn't feel too disturbed or pressured.
 - If the person **refuses** the survey,
ask Nationality & Home country to mark and then **go to next target person.**



Dress Code

- The personnel of port and airport is expected to **be dressed appropriately**. Avoid for example shorts during the summer.
- All the interviewers should have **a name tag during the work**. It helps you announce what you are working on clearly.



Be dressed appropriately



Name tag



Enjoy the work



- **Enjoy yourself meeting new people** coming from various background and nationality !!
- Mostly they are **happy with answering** the survey

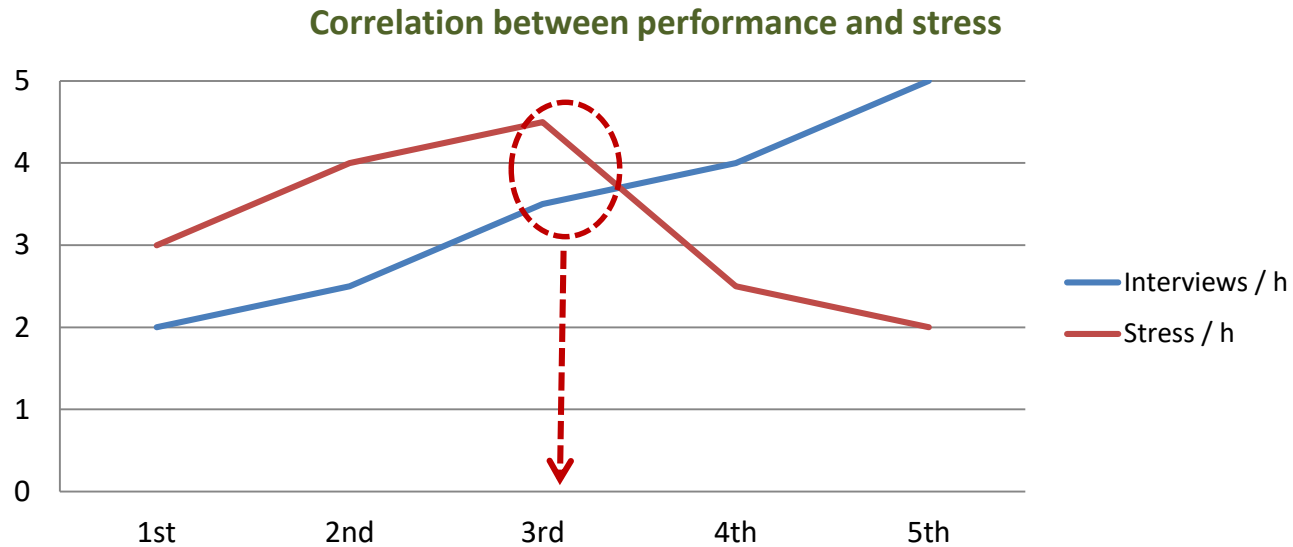


Don't take it
personally

- But you might face some impolite people expressing in not a good way
- **You must not to take it personally** that doesn't help you out in any way
- Just let it go as their wishes, you don't have to force them to answer if they don't want.
- However, **do not AVOID or JUDGE them in advance** before you try.
Try all of target people systematically as usual.



Work performance / Stress



- You need a time to get used to the work.
- There could be, of course, some stress but see how it goes later on.
- You are going to be relaxed and comfortable around 3 months later from the beginning, that is why we have many people that working for many years together.
- **Feel free to contact us, if you have difficulties during the work.
We are ready to solve the problems together. (Personal & Publicly)**



Contact Information

- If you make a mistake such as frequency, email us to correct them.
- Also if encounter something useful and/or interesting, which can help us to improve the interviewing process or further develop our survey, please give us feedback.

Also don't hesitate to contact us if problems occur.



- **General feedback:**
- Jari-Matti Laasonen / 045 137 5099/ jari-matti@tak.fi
- **Technical feedback:**
- Jaakko Roponen / 050 538 0325 / jaakko@tak.fi