Julkaisun pysyvä osoite on

Tiivistelmä
This thesis concentrates on Finnish people travelling to Mexico. Firstly, the writers conduct a quantitative research, a questionnaire, that studies Finnish people’s thoughts and presumptions about Mexico. Secondly, they create mobile travel guides of four different destinations. The questionnaire concentrates on the people’s point of view, asking what people think about Mexico, on what kind of trip would they go it they travel there, how long it would last and so on. The questionnaire also has a question about travel guides: what people expect a travel guide to contain? This question guides the writers into right direction when producing the travel guide.

According to statistics, the most important destinations for Finnish people in Mexico are Cancun, Mexico City, Los Cabos and Puerto Vallarta, and for that reason those destinations were chosen for the mobile travel guide. The majority of the respondents of the questionnaire were female and from 22 to 25 years old. When asking about what comes into their minds when thinking about Mexico, the majority answered food, while some think about indigenous cultures, violence, historical attractions and party. The majority would spend their money to restaurants, some to shopping, nice accommodation, tourist attractions and bars and clubs. The majority of the respondents would prefer a hotel when visiting Mexico. All these results were considered while creating the travel guides.
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