

CULTURAL TOURISM SERVICE CHAIN MAPPINGS

Turku and Tallinn

Report: HERRANKUKKARO

The service chain and cultural content of HERRANKUKKARO was observed through analysing the content of company web pages and consultant company's personal experiences 2011 (19.-20.8.2011 / Pöyry Finland Oy / Katri Énden).

Herrankukkaro is a unique place for group meetings and recreational events. The location is in Rymättylä which is an old fishing locality in the Turku area's Archipelago in South-West of Finland. From cultural point of view one of the most significant destinations for groups in the area.

The main points of observations:

Positive reactions

- Advance information is easy to find and it was reliable
 - Language versions – also Estonia!
 - Active use of social media (Facebook)
 - Newsletters, offer requests, "Friday recipes" and feedback form easily available at web pages
 - Service descriptions where well-defined and adequate -> good picture gallery
 - Service on the phone was friendly
 - Everything during reservation phase went well (contacts made by email and phone)
 - Contact information and driving instructions well presented
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- Tuning the positive atmosphere and building up expectations was good
 - The main service event was successful and the place is unique by its surroundings and atmosphere -> True experience
 - The culture and history is brought out in the form of an attractive story to visitors
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- After the event the organiser got at customer feedback form (link to survey) and was asked to fill in the questionnaire and also it was asked to send to all participants

Suggestions for development

- Cultural tourism year didn't show up in the products and services -> no particular offering
- Cultural events for individuals -> gathering groups

