# Travel motivation and image of a long- haul destination- how young Brazilian visitors see Denmark as a tourist destination and what marketing implications follow from that

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# ABSTRACT

PROBLEM FORMULATION

Considering Brazil's development and economic growth in recent years the country has turned into a desired source of outbound travelers. Thus, the main objective of the thesis is to focus on the understanding of the travel motives and image formation process of young Brazilian outbound tourists in order to provide information for the marketing implications for the positioning, promotion and advertising of Denmark on a long- haul market.

APPROACH

The approach to the thesis is a mix of induction and deduction, the methods used are qualitative and the study is based on social constructivist ontology with interpretive nature. The theoretical frameworks utilized include destination image and its components, types of destination image, image formation process and factors that influence it, combined with factors that differentiate long-haul from short- haul travel, destination selection process and Travel career patterns framework.

DATA

Data for the thesis was acquired through a combination of an extensive literature review on destination image theory and qualitative semi- structured interviews with 10 Brazilian respondents who have visited Denmark. The data was further processed, coded and content analyzed to reveal the findings of the thesis.

MAIN FINDINGS

The results identify that the young Brazilian respondents combine travel motives of different layers from the Travel career pattern framework but predominantly they are searching for satisfaction of their self- development and self- actualization travel motives thus they are at lower levels of their travel careers. The image of Denmark on the long- haul market of Brazil is a function of predominantly word- of- mouth and autonomous information agents. The image is mainly positive and can be used to position Denmark more prominently on the Brazilian outbound tourism market.

CONCLUSION

Additional research is needed to determine the appropriate marketing tools and techniques for the marketing of Denmark as the gateway of the Scandinavian and Nordic cultures in Europe.

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# I. INTRODUCTION

## 1. Brazil and the BRIC countries

In 2001, Brazil and three other countries- Russia, India and China, were coined the next economic superpowers that would "rival the USA and other G8[1] countries in global economic importance" (Castree, et. al., 2013). The acronym BRIC was first used and implemented by Jim O'Neill- the chief economist of the multinational investment banking firm Goldman Sachs, based in America (Wanseleben, 2013:453). The company came out with a report that showed that some of the BRICs were about to challenge the members of the Group of 8 in relation to their economic size and "argued for a corresponding reorganization of world economic governance" (Wansleben, 2013:453). Publications of growth forecasts, analyses and studies on business prospects for the BRICs followed, the acronym was adopted in textbooks and global business strategies and in 2009 the countries, afterwards joined by South Africa, started meeting for various annual summits and sessions (Wansleben, 2013:454). Some forecasts are for a "dramatically different world" by 2050 (Wilson & Purushothaman, 2003, October:2) and if they get fulfilled Brazil, Russia, India and China will dominate in spending power thus turning their citizens into important potential customers to all industries in the world.

A report of the World Travel and Tourism Council indicated that "Travel & Tourism generated US$7.6 trillion (10% of global GDP) and 277 million jobs (1 in 11 jobs) for the global economy in 2014" and that the sector has recently been growing faster than "both the wider economy and other significant sectors such as automotive, financial services and health care" (WTTC, 2015:Foreword). International tourist arrivals and visitor spending also continue to increase (WTTC, 2015:Foreword) thus turning tourism into a major force for economic and social advancement. Furthermore, 46 percent of all international arrivals are comprised of visitors from emerging countries (WTTC, 2015:Foreword) proving their increasing importance for the global commerce.

As one of the BRIC countries, over the next 50 years Brazil has been forecasted to increase its GDP with 3.6 percent growth rate on average and to overtake the economies of Italy, France, UK and Germany by 2036 (Wilson & Purushothaman, 2013, October:10). In 2014, the country

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[1] Group of 8 nations- the 8 largest industrialized democracies, Canada, France, Germany, Italy, Japan, Russia, the United Kingdom and the United States (https://en.wikipedia.org/wiki/List_of_G8_leaders)

ranked 9th in the world in relation to total contribution of its Travel & Tourism to GDP (WTTC, 2015:1). Furthermore, its current population of over 205 million[2], makes Brazil 5th in the world and with a middle class that keeps increasing in numbers and that loves to travel and to shop (Danielsson & Larsson, 2013), the country turns into one of the top spenders. All this reveals its significance for the world tourism industry and its huge potential as a tourism source market. But where do Brazilians like to travel?

## 2. Where do Brazilians travel?

According to an ETC report, half (50 percent) of all outbound tourists from Brazil "land" in the Americas, and while the USA receives one fifth (21 percent) of the total number, "one third goes to neighbouring countries (i.e. Argentina 17% in 2012, Uruguay 6%, Chile 5%, Paraguay 2%)" (Nulty & Cleverdon, 2014:15). Furthermore, the report shows that over the past decade short-haul travel from Brazil to South America quadrupled and long- haul travel has increased 3 times (Nulty & Cleverdon, 2014:16) and while "all destination areas are sharing in the expansion" (Nulty & Cleverdon, 2014:16 ) the competition for attracting the Brazilian tourist continues.

## 3. Can Denmark strengthen its positions on the Brazilian outbound market?

Denmark is a long- haul destination for the Brazilian outbound market. In light of the previous paragraphs it can be argued that Brazil represents a great interest for Denmark related to the high numbers of potential visitors with great spending power. The two countries though are significantly different and it is interesting to explore what can make the Brazilian tourists choose Denmark as a destination for pleasure travel. Previous studies of long- haul travel have primarily focused on the attitudes and behavior of tourists from the developed countries traveling to the emerging economies (Cohen & Cohen, 2015). And Latin America in particular has not received a lot of study attention regarding the travel motivations and destination selections of its population. This identifies a gap in academic research. In addition, it has been found that young well- educated

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[2] https://en.wikipedia.org/wiki/Bra1zil, retrieved 19.05.2016

travelers are attracted to destinations with different cultures (Chen, et. al., 2013:198). So what does it take to appeal to the young Brazilian tourists and bring them to Denmark?

## 4. Problem formulation and research objectives

Considering Brazil's development and economic growth described above the main objective of the thesis is to focus on the following problem formulation:

**Travel motivation and image of a long- haul destination- how young Brazilian visitors see Denmark as a tourist destination and what marketing implications follow from that?**

In order for the research to be more exhaustive and coherent some sub-questions have been derived from the main topic which helps set the direction of the study and develop a clear understanding of its aims and intentions.

- How do Brazilians develop an image of a long- haul destination and what image of Denmark do they hold?
- What motivates Brazilian tourists to travel to a long- haul destination and what triggers them to choose Denmark for their travels?
- What are the marketing implications for promoting Denmark as a long- haul destination in Brazil?

The research of the first point will provide insights into the image formation process for a long- haul destination by focusing on Denmark as an example- how the image of the country is formed overseas, what expectations and perceptions it influences and how it changes after the visit while the second point will concentrate on the motives for traveling to Europe as a long- haul destination and for choosing Denmark as a part of the itinerary. The research of these questions will have implications for the marketing of a long- haul destination and can be beneficial for developing advertising strategies and campaigns aimed at the overseas markets of Denmark.

# II. METHODOLOGY

The following paragraphs present the scientific methods used throughout this research and describe the justification of the decisions made in terms of finding the most suitable approach for the study. Since "methods are tools" and "a researcher's methodology determines the way in which a tool will be utilized" (Hesse- Biber, 2010:456) the section includes 1) an explanation of the research design of the thesis; 2) a definition of the philosophy of science which determines the premises and consequences of my methodological choices; 3) delimitations of the research and 4) the types of data collected and how it was processed and analyzed to produce the final results.

## 1. Research design

The research design is a systematic plan that reflects my approach to the thesis and ensures that the research problem is effectively addressed and examined. It forms the blueprint for the collection, processing and analysis of data and also illustrates the research process from the problem formulation to the final conclusion on the topic. The research design for this thesis is presented on Fig. 1.

The approach for this thesis combines both inductive and deductive characteristics in that a number of pilot interviews provided data that influenced the search of relevant theory (induction) and afterwards the theoretical considerations have inspired the questions asked during the rest of the qualitative interviews (deduction). The findings are a result of a qualitative approach guided by a social constructivist ontology and the principles of the hermeneutic circle where neither the study as a whole, nor its separate phases and individual interviews can be understood without the reference to one another- hence the illustration as a circular diagram with interrelated parts. Each component of the research is derived and performed with the problem formulation in mind and in relation to the reflection of the other elements.

The qualitative data involves a literature review on destination image as well as interviews with Brazilian respondents who have visited Denmark so that the final database responds to the requirements for triangulation- "using more than one method or source of data in the study of social phenomenon" (Bryman, 2012:392) in order to compare and corroborate data and reduce potential biases (Bowen, 2009:28). From the four forms of triangulation- data, investigator, theoretical and methodological triangulation (Denzin, 1970 in Bryman, 2004) this thesis has made use of the last two types incorporating complementing theoretical frameworks as well as two

distinct qualitative methods in order to provide a more complete set of findings and a better overview of the motivation to travel to and the image of Denmark by the Brazilian tourists. The qualitative interview statements serve as the basis of the analysis and the following discussion of the results which both give the answers to the research question.

The theoretical framework used to analyze and interpret the empirical data is based on a literature review of destination image concepts combined with the factors that differentiate long-haul from short- haul travel and Pierce's Travel career pattern which ensures the abovementioned triangulation of theories and provides different angles to the researched matter. Additionally, the idea behind the travel decision- making process has introduced to the mix due to its relation to both destination image and travel motivation. The operationalization of theories is further described in part 3 of this section (see p. …) and each of them is examined in detail in section III. Theory (p. …) of this thesis.

The analysis of the data and the discussion of the results provide an understanding of the research question and contribute to a conclusion of the thesis and a reflection of the process behind it. The study of the travel motivation and destination image that Brazilian visitors have of Denmark leads to implications for the marketing of the country overseas and has wider significance for the general marketing of a destination to prospective sources of long- haul visitors.

**Theoretical frameworks**

- Destination choice

- Destination image

- Travel career patterns

**Conclusion**

**Problem formulation**

- Literature review on destination image

**Data collection**

- Qualitative interviews with Brazilian respondents

- Exploring existing destination image research

**Data processing**

**Data analysis through triangulation**

- Qualitative content analysis of interviews

**Discussion of results**

**Fig. 1. Research design**: *Illustrates the research process which is the foundation of the thesis and therefore helps the reader understand the logical consequence of the problem formulation, research of existing theory, collection and handling of raw data, analysis, discussion and final conclusion on the topic. The process is a continuous hermeneutic circle where each step is undertaken with consideration and in relation to the others and to the problem formulation thus ensuring constant reflection and reevaluation of the results.*

# 2. Philosophy of science

The aim of this thesis as defined in the study question is to focus on the travel motivation and image of a long- haul destination. Furthermore, as the second part of the problem formulation states in the center of the research are Denmark and its position in the minds of Brazilian tourists who have visited it. With such a complex question in mind in order to carry out the study and reach its goals various approaches can be taken depending on the specific worldview of the researcher and the choices made according to his or her basic system of beliefs. The ontological and epistemological positions of the scholar influence the outcomes of the specific study and "can lead to different views of the same social phenomena" (Grix, 2002:177) therefore it is necessary to specify and define them for each individual research. The following section presents the philosophy of science at the base of this study.

## 2.1 Ontological and epistemological considerations

In short, ontology is the theory of existence and it gives answers to fundamental questions like "What kind of being is the human being?" or "What is the nature of reality?" (Denzin & Lincoln, 2011:12). It is considered the beginning and starting point of all research "after which one's epistemological and methodological positions logically follow" (Grix, 2002:177) thus the ontological considerations of the researcher determine his epistemological stance and the methods utilized further.

From the two main ontological positions- objectivism and constructionism, this thesis is based on the latter. Since my position is that social realities and entities are being constructed through the discursive behavior of human beings, I have the world view of a social constructivist (Hannam & Knox, 2010:178). Travel motivation and the images of various destinations are highly individualistic, perceptions and experiences before, during and after the visit of a place are influenced by people's unique traits and characteristics and the internal world of every person determines the way they choose their travel arrangements and the way they participate in tourism. My goal for this thesis is to investigate how people decide to travel to a distant destination and how they come to establish a particular image of that destination and I am doing this through qualitative methods. Thus, depending on who I am asking and how I am asking them to describe their opinions and experiences of Denmark I will get a variety of answers, all reflecting the individual features of the respondent. As a result my conclusions will be based on analyzing

and interpreting subjective data and therefore the understanding of the reality will be socially constructed.

The second fundamental branch of philosophy- epistemology, is concerned with the theory of knowledge and "the possible ways of gaining knowledge of social reality" (Blaikie, 2000:8). Once again there are two main epistemological traditions- positivistic and interpretivistic and this thesis is a representative of the latter where the truth is not absolute but it depends on the viewer. The observer cannot be objective, he and the problem are "interactively linked so that the findings are mutually created within the context of the situation" (Sale et. al., 2002:45). This is the case of this thesis where qualitative data gathered through interviews, literature review and document analysis is interpreted subjectively and leads to results specific for this study at this point of time.

From the paragraphs above follows that social constructivism is the basic ontological position of this thesis and the research has interpretivistic nature. These considerations need to be taken into account for the following construction and implementation of this study.

## 2.2 Hermeneutic circle

As mentioned before this thesis is guided by the principle of the hermeneutic circle- that is "the dual process of discovering taken-for-granted meanings from their externalized products, and understanding the products in terms of the meanings on which they are based" (Blaikie, 2004b:455). Simply put this is the notion that a person's understanding of the whole is established by referring to its individual parts and vice versa- the individual parts are interpreted through the prism of the whole (Klüver, 2010:91). The entire research for this thesis was carried out with constant return to the problem formulation and when necessary revisions were made to every aspect of the study including the research question, the theoretical frameworks and the methods utilized in order to constantly reflect on what was achieved and learned and how the different parts correlate to each other. In addition, when collecting qualitative data through interviews with various informants after each new conversation the questions of the interview guides were adjusted, reformulated and improved in order to apply the new observations to the future dialogues. Thus, each interview was later on analyzed in relation to the others and to the whole study and the

entirety of the results can be understood only when related to the individual interviews. The same applies to the other methods of collecting qualitative information- namely the literature review and the document analysis- neither the thesis, nor the separate part of the empirical data can be interpreted without one another and hence the formation of a circle.

## 2.5 Qualitative research

The qualitative methods approach of this thesis utilizes two different qualitative methods- semi- structured interviews with Brazilian respondents and a literature review of destination image theory. Qualitative research has proved itself able to provide understanding of the "dynamics of social processes, change and social context" (Mason, 2006:16) and to "offer a multilayered view of the nuances of social reality" (Hesse- Biber, 2010:456) thus it was seen as most appropriate for the exploration of travel motivation and image of a long-haul destination which are the focus of this thesis. The Brazilian respondents were viewed as "the experts" of their own social reality (Hesse- Biber, 2010:455) and the "multiple stories of lived experience" (Hesse- Biber, 2010:455) were interpreted both individually and conjointly to add to the hermeneutic circle.

# 3. Delimitations of the research

This paragraph presents my delimitations of the thesis for the reader and explains what I chose to leave out of my research in order to produce a more focused and defined study. There are four main "borders" determined by the scope of the thesis. First, the area of interest was limited to Denmark even though it is often viewed and analyzed in other studies in conjunction with Sweden and Norway. It was decided that Denmark as the point of entry and connection between Scandinavia and the rest of Europe possesses significance on its own, although some of the results and implications found in the thesis could potentially hold meaning and relevance to the rest of the Nordic countries. Second, the target interview respondents were limited to ones traveling for pleasure tourism and excluded those visiting Denmark for business, although in the end it turned out that two of the respondents had actually lived and studied in the country. Nevertheless, their answers were not omitted from the analysis since they were determined appropriate to widen the scope of the research question. Thirdly, only young people (between 20 and 40 years old) were chosen for the qualitative semi- structured interviews since the pilot interviews pointed that this segment would be easier to locate and contact. And finally, during the interview transcription the

focus was on the general content, leaving out any linguistic and discursive analyses. It has to be noted, that had I determined other delimitations of the thesis the results could have been different as the data collected would have had various implications.

# 4. Empirical data

## 4.1 Data collection

### 4.1.1 Literature review on destination image theory

The first type of data utilized for this thesis was the literature review on destination image theory based on existing research of concepts, theories, models, frameworks, etc. related to the image of a tourist destination. The data revised was published in English language in a variety of specialized journals, textbooks, electronic databases, etc. The aim was to explore what has already been written and studied on the topic of destination image, what methods were used and what results were achieved. My main goal was to inform myself of the previous knowledge on the matter in order to identify possible gaps and insufficiencies and also to familiarize myself with existing theories and frameworks related to destination image so I could afterwards choose the appropriate ones for my own research. An extensive number of publications was examined and incorporated into a narrative literature review (Bryman, 2012:110) and represented the foundation and starting point of the thesis. The pilot interviews as mentioned before, together with the problem formulation guided the search for literature (Bryman, 2012:11) and each new article examined led to the revision or establishment of the research question which is yet another example of the constant hermeneutic circle guiding this study.

### 4.1.2 Qualitative interviews

The next type of primary information is the one collected via conversations with Brazilians that have visited Denmark. The empirical data consists of 10 qualitative semi- structured interviews- nine of them were performed over Skype and one was in person. Since there is a lack of previous research on the travel habits and preferences of Brazilians and especially on the image and perception they hold of Denmark, the qualitative method for data collection was chosen as most appropriate as it would provide the necessary information for the research.

However, due to the limited number of interviews performed generalizability cannot be achieved and further studies of the matter are needed in order to make broader conclusions about the Brazilian tourists in Denmark.

- **Setting up the interviews**

The conversation as a main form of human communication and interaction was used in this thesis to gather information about the respondents' experience in Denmark. The semi- structured interviews were carried out in the form of a dialogue to collect "descriptions of the interviewee's philosophy of life in order to interpret the meaning of the described phenomena" (Kvale, 1997:19, MT[3]). Interview guides with specific questions relevant to the problem formulation were designed with inspiration from the research objectives and the theoretical framework developed for the thesis. Each time an interview was conducted the guides were revised and adjusted in order to apply and reflect the knowledge achieved from the previous interview. This form of interview was also chosen because it provides the necessary information to achieve later on an in-depth analysis of the travel motivation of Brazilian respondents and their image of Denmark as a long- haul destination.

Inspiration for the development of the interview guides was found in Kvale's (1997) and Launsøe & Rieper's (2005) works. The conversations were organized into 3 linked parts- introductory phase, main phase and ending phase (Launsøe & Rieper, 2005:137, MT). In the first phase a presentation of the thesis and the researcher is given and it is made sure that the respondents are aware that their opinions and views matter thus there are no wrong answers. Then the interview moves on to a more thorough dialog where the questions follow the research topic closely. When needed additional questions were asked to make a certain matter clearer or to push the informant to go into further detail. Finally, the ending phase of the interview is where the dialog is finalized by asking the informant if they have any other information to add.

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[3] MT stands for "my translation"

The content of the interview guides is also divided into three different columns: 1) Purpose, 2) Research questions and 3) Corresponding interview questions. The first column serves to roughly divide the interview into parts and to explain the purpose of each section. In the next column are the research questions that the thesis is trying to find answers to, and in the last column are the actual interview questions. This separation is done since "the academic research questions need to be converted into colloquial language so they can provoke spontaneous and extensive descriptions" and to avoid the feeling of attending an examination (Kvale, 1997:135-136, MT). Therefore, the interview questions were designed to be natural and comfortable for the researcher to fit into a light conversation and it also made it easier for the interviewee to elaborate and provide more details on the subject.

Each interview was recorded and saved[4] as sound files. They took between 25 minutes and 80 minutes. Due to certain restrictions that I experienced a journey to Brazil to meet the respondents personally and to have actual face to face conversations with them was not possible but the dialogues were successfully carried out via Skype which allowed for the interviews to be done in the comfort of the respondents' private homes. Thus, the setting contributed to the minimization of potential anxiety that could be caused by the fact that they were meeting with a stranger. In addition, the respondents were living in different and sometimes very distant parts of Brazil (see Table 1 below) so reaching all of them to meet in person would have proven hard in terms of financial and time- related expenses. For these reasons I believe Skype conversations were a good alternative to having carried out the interviews face to face.

The choice of interview informants was based on the needs of the thesis and is related to the problem formulation. Five pilot interviews were carried out in order to give an initial pool of information about the Brazilian tourists' reasons to visit Denmark and their experience in the country. The conversations led to additional questions that I had on the topic of destination image which inspired the literature review described above. After it was completed, a revised extended set of questions

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[4] All interview audio files are included in the appendix USB key (A2).

was derived from the theoretical frameworks and additional informants were sought in order to complete the data collection needed for answering the research question. As mentioned before a more extensive list of informants could have provided me with a wider database but time limitations as well as a general lack of acceptance to participate from potential respondents prevented me from doing so. Nevertheless, the data gathered through interviews was considered sufficient to form the basis of the analysis and together with the other qualitative methods described in this subsection it served adequately for the comparison and corroboration of data.

- **Selection of interview participants**

During the process of choosing interview respondents the two main criteria they had to answer to, were that they had visited Denmark at least once in the past and that at the moment they were residing in Brazil (even though one of them was studying in Belgium he was still considered a resident of Brazil, as he was only doing a short internship there). One of my goals was to find a variety of people to get a broader understanding of the way different Brazilian tourists acquire a specific image of a long- haul destination in Europe but I also wanted to focus more on the segment of young travelers, thus all my respondents are between the age 20 and 40. An extensive inquiry of my social network proved highly inefficient and provided me with only one respondent. For this reason and due to the inability to personally visit Brazil, I embarked on a journey through the social media websites to try to compile a list of potential informants. One respondent was reached through a Facebook group for finding housing in Copenhagen after his inquiry for a short-term accommodation option for his trip to Denmark. Another informant was found on the principle of "snowballing" where at the end of each interview one of the last questions was whether the interviewee knows of anyone else that answers to the necessary criteria and that would be able to give me the information I needed. All

the rest were found on Couchsurfing.com[5,6]. Initially, 12 people confirmed participation but later on 5 of them stopped answering to my messages and were dropped from the interview list. This left me with 7 respondents found on Couchsurfing.com, one respondent reached on Facebook, one respondent whose contact information was received from my network, and one respondent whose name came up from the "snowballing" effect for. The total number of 10 qualitative semi- structured interviews and additional information about them is summarized in the table below.

| Name | Age | Occupation | Living in (city in Brazil) | Useful information | Type of interview and date | Contacted by |
|------|-----|-----------|---------------------------|--------------------|---------------------------|--------------|
| Lucas | 25 | Lawyer | Sao Paulo | Studied in a Danish Efterskole for 1 year, afterwards visited friends and relatives in Denmark, backpacked in Europe | Skype interview, 01.11.2015 | Researcher's network |
| Camilo | 26 | International relations graduate, studying for a public civilian | Porto Alegre | Studied and worked in London for 2 years, traveled around Europe | Skype interview, 01.11.2015 | Couchsurfing |
| Maraisa | 30 | Tourism graduate, | Campinas | Traveled around Europe on a | Skype interview, 03.11.2015 | Couchsurfing |

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[5] Couchsurfing.com is a website that provides the opportunity of its members to "surf" on couches by staying as a guest at a host's home, to host other travelers, or to join various events related to the community. It was first founded in 2003 and at the moment it is a "global community of 10 million people in more than 200,000 cities" (http://www.couchsurfing.com/about/about-us/, retrieved on 18.05.2016)

[6] Couchsurfing.com gives the opportunity to filter hosts by city, after which it returns a list of results. A search of the name of Denmark's capital- Copenhagen, indicated 28,522 (as of 16.03.2016) people offering their couches as a temporary accommodation for travelers. Each host had a list of references including reviews from the surfers they had hosted together with their name, the month and year of their visit as well as their country of origin. The first 30 pages of hosts were screened for reviews they had received from Brazilians which gives a total of 1200 hosts checked. Of them 31 had accommodated Brazilian tourists and received reviews from them and thus a list was composed with those 31 Brazilian tourists that had visited Copenhagen. Each of them was contacted privately through Couchsurfing.com's internal messaging system- the message included information about the researcher and the aim of the thesis as well as a request for participation in the form of an interview over any convenient for them Internet calling application.

| | | Stay-at-home mom | | motorbike with her husband | | |
|---|---|---|---|---|---|---|
| Leonardo | 35 | Computer scientist, PhD | Rio de Janeiro | Lived and studied in Barcelona, lived and worked in the USA, also traveled around Central America | Skype interview, 03.11.2015 | Couchsurfing |
| Andre | 23 | Civil engineering student | Ilha Solteira, state of Sao Paulo | Studied 1 year in France, intern for 1 semester in Belgium, has travelled around 16 countries in Europe and only in Brazil in South America | Interview, Jorgensen hotel, Copenhagen, 14.11.2015 | Facebook |
| Anselmo | 37 | Manager in a printing company, graduated in publicity and advertising | Assis, 450 km from Sao Paulo | In 2003 lived and studied in London, has traveled extensively around the USA, South America and Europe | Skype interview, 26.04.2016 | Couchsurfing |
| Zoe | 25 | Psychologist, degree in psychology | Sao Paulo | Has been to 35 countries in the worlds, studied Italian in Italy, studied in Denmark for 6 months | Skype interview, 28.04.2016 | Couchsurfing |
| Luiza | 27 | Pharmacist | Porto Alegre | Studied and worked in Canada, studied in Germany, went to Norway for a conference and traveled through Scandinavia | Skype interview, 30.04.2016 | Snowballing (a friend of Camilo) |
| Paulo | 25 | Student in architecture | Floriano-polis | Studied English in London, went as an exchange student to Italy, traveled around Europe | Skype interview, 18.05.2016 | Couchsurfing |

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|---|---|---|---|---|---|---|
| Luciana | 32 | Program coordinator | Sao Paulo | Traveled as a part of her job as well as for leisure; has been in countries in South America, North America, Central America, Europe, as well as the Philippines in Asia | Skype interview, 25.05.2016 | Couchsurfing |

- **Respondent limitations**

The number and type of respondents chosen for interviews is a limiting factor to the research- they only provide a small portion of the views and opinions of the Brazilian outbound tourists. Thus, the data collected and analyzed for this thesis does not give the full picture of travel motives and images that Brazilian visitors hold after traveling to Denmark. Should I have interviewed a bigger number of people that would have potentially given me broader results and a wider overview of the topic. Furthermore, had I added interviewees from various age groups instead of limiting the research to respondents between 20 and 40 years of age, my findings would have been significantly different. Regardless, there are a few reasons that I did not attempt to contact and include the so called "senior sector". First of all, interviews with such respondents could have been affected by the language barrier- as I do not speak Portuguese, it would have been necessary either for the informant to have sufficient English skills or that the interview is carried out with the help of a translator which would have influenced the ease of communication and made it harder and more awkward for both parties. Second, my inability to travel to Brazil also affected my choice of target respondents- younger people are more present on the internet and social media websites thus they were easier to locate and contact, which is not the case for most senior citizens. Thirdly, young travelers have been found to possess significant spending power and lower constraint perceptions, travel longer and more often than other market segments, and are "more willing to take chances and explore new things"

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(Chen, et. al., 2013:198). For those reasons the focus of this thesis was kept to the travel motivations of the younger visitors of Denmark.

Moreover, the 23 potential respondents contacted on Couchsurfing.com who did not answer to my request for an interview could have been a valuable source for information, additional findings and comparison of data but due to lack of time and interest from their side I decided not to continue pursuing them. I am aware that if those conversations had been carried out this would have potentially provided me with different data to analyze which would have affected my overall results.

## 4.2 Data processing and analysis

The data gathered for the thesis needed to be further processed in order to become suitable for the following analysis and discussion. The considerations related to such data handling and transformation are laid out in the following paragraphs.

Certain citations from foreign publications were used throughout the study and whenever the case, the information provided in them was roughly translated to English. Such quotes were marked in the reference as MT for "my translation". This can often be a weakness for the outcome of the study since the author has expressed him/herself in a preferred language, and there is a risk that the exact meaning or expression will change from the original material to the translated sentence. Therefore, such citations have been sparingly used in cases when they were most needed.

The interviews resulted with a lot of raw material therefore they had to be transcribed[7] and prepared to serve for analysis. Since English is not the first language of any of my informants (nor it is mine), there is a risk that this has influenced the final outcome of the conversations. One could argue that the replies I got are simpler and less elaborated than they would have been if the interview had been conducted in Portuguese, however such option would require the need of a translator which as mentioned before could bring more trouble than convenience. Regardless, my interviewees agreed to speak English and since most of them had either resided, studied or traveled sufficiently around

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[7] All interview transcriptions are included in the appendix USB key (A2)

Europe, they had a vocabulary broad enough to express their thoughts and opinions. They were also encouraged to ask me to rephrase in case they could not understand the question.

To process the data collected through the interviews, I used meaning condensation which consists of shortening the statements of the interview into brief formulations, so that the most important facts of the text/interview are summarized into few words (Kvale, 1997:190, MT). Throughout the process of data coding, the interviews were content analyzed by using the interview guides and their focus points and thus derived the main themes for the analysis (Hannam & Knox, 2010:185) that would answer my problem formulation.

- Theme 1: Why do the young Brazilian respondents travel?
- Theme 2: What attitudes to long- haul travel do the Brazilian respondents have?
- Theme 3: What is Denmark's image in the minds of the Brazilian respondents?
- Theme 4: How does Denmark get included in the destination choice sets of the Brazilian respondents?

Next, I listened to the interviews and selected all the relevant quotes that gave information about my research question in order to place them under the appropriate theme. This process has been affected by my pre-existing knowledge and worldview but since I have accepted that full objectivity cannot be reached (see 2. Philosophy of science) I argue that this technique was suitable as it produced the outcomes needed even though results are influenced by my social constructions. It should also be mentioned that since the themes are interrelated and it is not possible to completely separate them I placed quotes that would fit under multiple themes according to my personal judgment, where I found they were making the most sense.

This concludes section II. Methodology of the thesis.

# III. THEORY

The following section displays the theoretical framework utilized for the needs of this thesis. It is divided into three main parts. The first part starts with a short overview of the principles behind the decision- making process and then describes the factors that differentiate long- haul from short- haul travel, the second presents a literature review on destination image theories, and the third segment focuses on the Travel career ladder. It has to be noted that the reason for including the travel decision- making process into the theoretical framework is its close relation in the academic literature to both destination image and travel motivations but as it is not regarded as one of the main interests of this thesis it is only briefly described only for the purpose of introducing the reader to it.

## 1.A. Short description of the decision- making process

The decision- making process is used in marketing as a tool for understanding how consumers choose to buy a certain product. Various models for its study have been developed in psychology, sociology, anthropology and geography (Bowen & Clarke, 2009:58) and with certain alterations reflecting the "intangibility, inseparability, heterogeneity and perishability" (Bowen & Clarke, 2009:61) of the tourism services, they can be modified to represent how an individual chooses to travel to a certain tourist destination.

Simply put, the decision- making process involves a number of stages related to the need recognition and its satisfaction through the purchase of a product (Bowen & Clarke, 2009:59). The same applies to the selection of a tourism destination to travel to- a number of integrated processes have been identified including: formation of subjective beliefs about destination attributes; decision to travel which initiates the destination choice process; decreasing the number of considered destinations on the grounds of situational constraints; active search of information and evaluation of the alternative destinations; selection of one or multiple destinations (Um & Crompton, 1990:434). Although multiple variations exist of the suggested model and its stages as well as on the factors that influence the consumer behavior those are the general frames of the decision- making process for selecting a destination. At each stage destination images play a critical role for determining which alternatives remain for further evaluation therefore knowing how they are formed and influenced is valuable for developing marketing campaigns by

destination promoters (Gartner, 1993:209). This will be presented and discussed broadly in the section "Destination image" (see point 2., p. …)

Additionally, previous studies confirm that variations exist in the decision- making process for remote and close destinations (Crouch, 1994; Boerjan, 1995; Lo & Lam, 2004, etc.). Thus, the following section focuses on the factors that differentiate long- haul from short- haul travel.

## 1.B. Factors, differentiating long- haul from short- haul travel

### 1.1 Introduction

The tourism literature has devoted a fair share of publications to distance as a problem for destinations when promoting to and attracting long- haul tourists (Harrison-Hill, 2001:4) but it has not yet achieved an agreement on the specific definition and parameters of long- haul travel (Feng, et. al. 2006). There is a general consensus though that long- haul travel significantly differs from short- haul travel in terms of its characteristics and due to the fact that "attracting visitors from long- haul destinations involves unique challenges" such as "airfare costs, travel time, and consumer confidence during periods of political instability, economic uncertainty, and terrorism activities" (Bianchi & Pike, 2011:737). Crouch (1994) for example suggested that "the most obvious of these differences are the increased cost and increased time of travel raising the monetary and psychological barriers to travel" (Crouch, 1994:3) but these are not the only diversifying factors. Later on, Prebsen (2007) showed that the familiarity of long- haul destinations is decreased, leading to uncertain perceptions of the destination characteristics and features and even to a distorted reality (Vigolo, 2015:564). Academic research has found that traveling in general is limited by barriers grouped in six categories- cost, lack of time, health limitations, family stage, lack of interest, fear and safety (Goeldner & Ritchie, 2003:319). Such restrictions have been named constraints and have been proved to "prohibit participation in tourism activities" (Chen, et. al., 2013:199). Since they "impact the formation of destination image at the early decision-making process" (Chen, et. al., 2013:204) their importance for long- haul destinations increases.

The increase in distance is a main factor leading to augmented barriers for long-haul travel. The academic literature refers to the negative relationship between distance and demand as "distance decay" (Bianchi & Pike, 2011:737) and it reflects the reluctance

of people to invest bigger amounts of time, money and effort in a long distance trip if it is possible to achieve a similar benefit from a close-by location (McKercher, 2008:368). On the other hand, it has been found that in certain cases distance can have a favorable effect on a destination's attractiveness- "the alluring qualities of more distant destinations may appeal to many tourists" as "tourists seek ever more exotic places to visit and ever more impressive stories to tell to their friends" (Crouch, 1994:3). Thus, there exists a general disagreement in the academic literature in terms of the impact of distance on the attractiveness of a tourism destination. Baxter (1979) also supports the argument that "distance may lead to enchantment (or familiarity breed contempt)" (Baxter, 1979:312) therefore reduced knowledge about a distant destination may actually make it more attractive than a well- known close one. Furthermore, from an economist's point of view, international tourism can be seen as a "luxury" (Crouch, 1994:3), thus the bigger the distance between the country of origin and the destination, the more "luxurious" the travel, the greater appeal it would have in the mind of the consumer. Agreement on the topic has not been achieved.

Travel constraints have been widely researched both by theorists and practitioners as a result of their influence on the decision- making process and because "understanding these constraints is critical to tourism planning and marketing" (Chen, et. al., 2013:199). There is also a big part of the academic literature devoted to constraint negotiation (Chen, et. al., 2013:199) showing that "when motivation to travel is sufficiently powerful, the barriers may be overcome, but these forces may still influence means of travel and destinations selected" (Goeldner & Ritchie, 2003:319). The same can be applied to long- haul travel- if an individual is driven by a specific motive and/or is determined to visit a particular remote destination that is the only one offering him a certain kind of benefit, then they will implement negotiation strategies to reduce or neutralize the factors limiting travel.

It has to be noted also that the perception, estimation and evaluation of all the barriers will be highly dependent on one's personality and cultural characteristics (Harrison- Hill, 2001:14) thus their worth will vary according to the individual's place of origin. Chick & Dong (2003, April) further confirmed that people from different cultural backgrounds classified constraints in diverse manners (Chen, et. al., 2013:199). That implies therefore that when researching these concepts it is important to keep in mind the

background of individuals. Furthermore, the information presented so far leads to the conclusion that in certain situations some people put positive value on the notions of distance, cost and familiarity. For this reason the term "differentiating factors" has been utilized in this thesis instead of "constraints" to avoid the negative connotations. Thus, distance, time, cost, familiarity, perceived risk and perceived attractiveness of the destination remain the six major factors differentiating long- haul from short- haul travel. Each one of them will be examined in further detail in the following paragraphs.

## 1.2 Factors, differentiating long- haul from short- haul travel and their effect on destination choice

### 1.2.1 Increased distance

As noted in the previous subsection, distance is "an especially important criterion due to the clearly inherent spatial dimension of tourist destination choice" (Nicolau & Mas, 2006:986) and as such it is a category well discussed in the academic tourism literature. While Crouch (1994) and Baxter (1979) support the proposition that distance acts as an incentive for travel, the general belief is that it prohibits remote destination visitation (Harrison- Hill, 2001:4) in relation to the inconveniences it creates. McKercher, et. al. (2008) carried out a research confirming the fact that "relatively few people are willing to travel more than 2,000 km from their home country and as a result, most destinations' ability to attract long-haul markets is limited" (Bianchi & Pike, 2011:738). More examples of the two opposing opinions can be found in the work of Nicolau & Mas (2006:986), which researches the relationships between distance, prices and travel motivations.

Another factor that contributes to the distortion of the concept has been named in the academic literature "cognitive distance" and refers to the "mental representation of actual distance molded by an individual's social, cultural and general life experiences" (Harrison- Hill, 2001:3). In other words, instead of the actual distance, it is the subjective perception of distance that individuals possess that influences the decision- making process when choosing a destination to visit. There is a plethora of studies that illustrate the significant differences between cognitive and actual distance (Harrison- Hill, 2001:3) because of which false perceptions can appear- overestimation can suggest an increase in all other

anticipated inconveniences, while underestimation can lead to unrealistic expectations, possible dissatisfaction (Harrison- Hill, 2001:3) and negative word- of- mouth influencing the destination images of other potential travelers. For long- haul destinations then it is extremely important to include in their advertising campaigns tools and promotional materials that contribute to the creation of realistic assumptions of the distance between them and the target market.

The general perception of distance decay suggests that "demand for tourism varies inversely with the distance traveled" (Bao & McKercher, 2008:102) meaning that increased distances will reduce the demand to travel. "Distance is not a deterministic factor, in and of itself" (Bao & McKercher, 2008:102) but on the contrary- it becomes a resultant element of the sum of other variables such as time availability, income, travels prices and "willingness to enter a culturally different environment" (Bao & McKercher, 2008:102). Furthermore, the distance overcome has been proven to have an impact on other characteristics of the journey or the traveler. All of this leads to the conclusion that in long- haul travel not only does distance traveled become a function of other deterministic factors, such as time, income, etc. but it can also provide information about the differences between the short- haul and long- haul tourist profiles.

### 1.2.2 Increased travel time

As time is a limited resource individuals try to optimize its use by selecting activities that have the highest importance or benefit for them. Any period of time spent not working has the worth of the same amount of time at work, thus the opportunity costs of taking a vacation is equal to the income that the individual could have earned, had they chosen to go to work. Therefore, people "place the same value on leisure time as they receive for working the equivalent amount of time" (Hooper, 2015:34) which indicates that how the time of vacation is spent will have great importance to them. Travel time is thus an implicit cost of travel and the longer the time transiting to a distant place the higher its price.

While usually the academic literature implies that the main aim of traveling for recreation is reaching the final destination and then engaging in leisure activities (Walsh, et. al., 1990:17), it has also been suggested that the journey itself can

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provide satisfaction (Baxter, 1979:312) and become an equally important part of the vacation period. The evaluation of the act of traveling by the tourist has a moderating effect on the distance decay (McKercher, 2008:368). This means that if an individual views the time spent transitioning to the final destination as a necessary production cost of the trip, they might try to minimize it by choosing to visit countries and places closer to their origin, while on the other hand, if they see it as a "pleasurable component of the total trip experience" (McKercher & Lew, 2003:160) they might try to extend it and thus will be more inclined to engage in long- haul travel even if they get to spend less time at the destination itself. It has also been found that tourists with extended time budgets "typically engaged in multidestination, longer distance, touring type holidays" (McKercher, 2008:368) with a slower rate of distance decay. The negotiation of the cost of time as a constraint then is related to the travel motives of tourists and to their perception of quality spent time. Long- haul destinations then will have different images in the minds of potential tourists depending on their reason to take the trip and on the benefits sought from it.

### 1.2.3 Reduced familiarity

The information gap for long- haul destination is greater than that for short- haul ones- tourists usually possess wider knowledge about their neighboring countries than about more distant ones (Crouch, 1994:4) as a result of the extended distance. As it was noted before (1.1 Introduction, p...) the academic literature has acknowledged that reduced knowledge of a destination can have varying effects on its image. Boerjan (1995) suggested that travelers to more distant locations spend more time acquiring information and planning the trip. Crouch (1994) pointed out that long- haul tourists are concerned about cultural differences, entry visas and travel safety. Lo & Lan (2004) found out that the lack of confidence when traveling to an unfamiliar remote destination leads to increased importance of the "Product features" and "Quality of counseling" and decreased sensitivity towards prices. Furthermore, McKercher & du Cros (2003) observed that tourists who avoid significant cultural discrepancies prefer visiting their neighboring countries whereas people who travel to distant locations want to engage and explore a

culturally different environment than the one they are used to. Thus, while certain individuals perceive the more remote destinations as more exotic and intriguing, others prefer the convenience of the known and more familiar locations closer to their place of origin.

Another important consideration related to the familiarity factor refers to the previous travel experience of individuals. It can be examined from two perspectives- general travel background and past visitations to a particular destination (Vigolo, 2015:565). Regarding the former, it can be argued that the first time a person chooses to leave the boundaries of the familiar, it would be to travel to a close destination to avoid cultural shock. Kim & Perdue (2011) for example found that "tourists with high experience and/or expertise are more likely to evaluate destinations analytically, using cognitive images, while tourists with relatively low or intermediate experience focus more heavily on affective images" (Kim & Perdue, 2011:236) thus as more knowledge and confidence are gained, the potential for selecting long- haul destinations will increase. As for the previous experience with a particular destination, "the frequency of travel would increase an individual's spatial interaction between the origin and destination and as such should increase the accuracy of estimations" (Harrison- Hill, 2001:7) this way decreasing the difference between cognitive and actual distance and reducing potential over- or underestimations of travel time. In addition, several studies confirm that past visitation of other long- haul destinations increase travel confidence (Lepp & Gibson, 2008; Sönmez & Graefe, 1998; Vigolo, 2015) while Kim, et. al.'s (2012) study proved that previous experience in an emerging long- haul destination increases the potential for repeat visits. It can be argued then that travel maturity will have a positive influence on long- haul traveling even when the destination is unfamiliar to the tourist. All things considered, the amount of knowledge an individual has of a certain destination influences their motivation or lack of motivation to visit it, but whether the relationship between familiarity and incentive to travel is positive or negative depends on a number of factors including (but not limited to) whether the person perceives novelty as daunting, intimidating

and even threatening or as exciting and appealing. This brings us to the next factor differentiating long- haul from short- haul travel- risk.

### 1.2.4 Increased levels of perceived risk

Risk- and perceived risk in particular- has high significance for long- haul destinations as it "has the potential to disrupt routine decision-making" (Sönmez & Graefe, 1998:120). Risk in consumer behavior literature is a category with many aspects (Sönmez & Graefe, 1998:121) but when related to tourism seven types of risk related to pleasure travel have been identified- financial risks, psychological risks, dissatisfaction, time loses, physical risks, social risks and equipment risk (Roehl & Fesenmeier, 1992). To those can be added danger of involvement in political unrest or terrorism while on vacation.

When choosing a destination potential tourists compare alternatives and usually pick the one associated with the most perceived benefits and the least perceived risks. All types of risk mentioned play a particularly important role in the case of long- haul destination selection as they tend to increase in direct ratio to distance. However, potential risk can be minimized by acquiring additional information about the country of interest as knowledge and preparedness can reduce the possible negative outcomes of traveling to an unfamiliar location. Trip planning is thus essential if concerns are to be battled (Basoglu & Yoo, 2015:S62) and word-of- mouth as a source of information has been shown to have a positive effect on decreasing anxiety related to tourist product purchase (Vigolo, 2015:566). This leads to the conclusion that familiarity with the destination, rather than its proximity from the place of origin of the traveler will have a greater impact on the choice of a long- haul destination.

The problem with security is that it cannot be measured and quantified (Cui, et. al, 2016:643) therefore its perception depends a lot on the personal characteristics of the tourists and their travel motives as well as the image that they hold of destinations. Research has shown for example that tourists who avoid risk travel to closer locations and make fewer stops while others who accept higher levels of potential risk travel farther but "spread the risk among multiple destinations" (McKercher, 2008:371). Furthermore, have been categorized in three

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groups and the members of the Risk Neutral group, whose behavior is actually the riskiest, perceive travel in general as a "relatively safe activity" and accept the uncertainty while travel as a part of the excitement of the trip (Roehl & Fesenmeier, 1992:21). Thus leading to the argument that when people travel for novelty and adventure they will be more inclined to choose a long- haul destination than those who perceive risk as an inhibitor to tourism.

### 1.2.5 Increased financial costs

The overall financial cost of long- haul travel entails multiple components- the prices of transportation to the destination as well as the accommodation, products and services there, the difference in currencies, potential local taxes and fees, etc. And while it can be calculated relatively easy after the trip is over, consumers are usually concerned with it before the purchase of tourism. As with most of the other factors discussed so far, the academic literature has not yet reached consensus on the influence of prices on destination choice (Nicolau & Mas, 2006:987). The determinant is once again related to familiarity and distance- "tourists tend to be more aware of prices in foreign destinations that are closer to home and so may not demonstrate much sensitivity to changing prices in distant destinations" (Crouch, 1994:3) thus the longer the haul, the less knowledge about the nature and extent of monetary costs. Furthermore, since "both long-haul and short-haul international tourism are income elastic" (Crouch, 1994:5) travelers with higher disposable income have a better opportunity to engage in distant tourism than those with lower income. The specifics of long- haul travel in this case are related also to the perceived financial risk- the higher the expected cost of the trip, the higher the danger of feeling dissatisfied as a result of inconsistencies between expectations and reality. On the other hand, it can be argued that if the perceived value of a distant trip is high in relation to the unique experiences it offers, this may act as a counterbalance to the increased expenses accompanying long- haul travel. Nicolau & Mas (2006) for example confirmed that when culture is the motive tourists are "generally more willing to pay higher prices, whereas those looking for climate are less willing" (Nicolau & Mas, 2006:994). Additionally, Lo & Lam (2004) found out that when purchasing a long- haul vacation from an agency,

travelers place more importance on the factors "Product Features" and "Quality of Counseling" and less on the price. All things considered, it can be argued that an individual's decision to purchase a long- haul trip depends on their travel motives and on the perceived benefits they expect to achieve in relation to the image they have of the destination in question. The constraint related to the increased monetary costs in that case can be negotiated by the perception of acquired benefits.

### 1.2.6 Perceived attractiveness

The attractiveness of a destination depends on a number of factors including the level of awareness about the place's attributes, the past experiences in similar destinations as well as on the positive word- of- mouth received from trusted sources of information (Das, et. al., 2004:106). From all elements influencing long-haul decision- making discussed so far, it can be argued that the attractiveness of a destination has a moderating effect on all other factors and vice versa. Thus, the existence of unavoidable restrictions to the trip or insufficient motivation may make certain destinations unattractive due to the inconveniences associated with visiting them. On the other hand, if the individual perceives the destination as able to satisfy his or her tourism needs and motives, the rest of the constraints will be negotiated. And when "the appeal of very attractive but distant destinations, such as London or Paris, may be so great that normal spatial resistance does not apply" (McKercher & Lew, 2003:161) the luxurious nature of travel (Crouch, 1994) will make constraint negotiation desirable as the inclination to visit a certain iconic place would turn into a motivating factor.

## 1.C. Summary

Point 1 of section III. Theory presented and discussed the factors that differentiate long-haul from short- haul travel in relation to the decision- making process for the selection of a destination. Six determinants were identified- increased distance, increased travel time, reduced familiarity, increased levels of perceived risk, increased financial costs and perceived attractiveness of the destination. After examining the connections and relationships between all factors, it can be argued that their influence over an individual's tourism choice depends on his or her travel motivations, personal characteristics and the image of the destinations. These categories will be further examined in the following subsections.

## 2. Destination Image

The next section presents a literature review of destination image theories together with a discussion of their application for a distant tourism location.

### 2.1. Overview

Among the first to research the concept of tourism destination image were Gunn (1972) and Hunt (1975) and since then a plethora of studies and publications have added to the pool of knowledge concerning the image of a destination, "generally based either on effective destination positioning and promoting […][8] or on its impact on tourist behaviors" (Kim & Chen, 2015:1). Additionally, there is a number of works which periodically have focused on the attempt to review, systemize and develop the existing theories into a concise framework - e.g. Echtner & Ritchie, 1991; Gallarza et. al., 2002; Pike, 2002; Tasci, et. al., 2007; Stepchenkova & Mills, 2010; etc. The importance of destination image for the human behavior has led to a multitude of disciplines taking interest in it, including anthropology, sociology, geography, semiotics and marketing (Gallarza, et. al., 2002:57). Nevertheless, there are still "almost as many definitions of image as scholars devoted to its conceptualization" and "consensus on the process and nature of destination image formation" has not been reached (Gallarza, et. al., 2002:58) even after four decades of research.

One reason for the lack of agreement between scholars are the existing difficulties when researching tourism destination image- the nature of the tourism product with its intricacy, multidimensionality and intangibility as well as the subjectivity in providing its services act as a hindrance for the image evaluation "as it depends on invisible elements of pre- visit selection and a pre- taste of the destination" (Gallarza, et. al., 2002:57). Another factor is related to the complexity of the image construct itself and its relations and connections to a multitude of other similar and intertwined concepts which include destination attractiveness, awareness, evaluation, perception, attributes and quality among others (Tasci, et. al., 2007:196). Regardless of these complications though the study and research of tourism destination image continue to have great importance and implications

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[8] Square brackets in a citation identify either an omitted word or phrase from the original quote that is irrelevant at the moment, or an added by the researcher word or phrase which is necessary to be included to make understanding the quote easier

for tourism marketers since image is believed to be the main factor in the travel decision-making process and as such if utilized properly it holds great potentials for the design of effective marketing strategies (Echtner and Ritchie, 1991). Thus, after Gunn (1972) and Hunt's (1975) initial works on destination image, the exploration of the concept takes various courses and multiple authors contribute to the academic literature on the topic by presenting an assortment of frameworks and theories. Some of the major tenets and main developments of destination image theory from the 1980's, through the 1990's and including the early 2000's are presented in logical succession in the next paragraphs. Those concepts which have been further utilized for the needs of this thesis are only briefly mentioned in the following theory review and are afterwards discussed in wider detail in the coming subsections.

Phelps (1986) differentiated between primary and secondary destination image where the former is developed as a direct result of visiting the destination while the latter is based on information acquired from various sources other than personal experience.

Gunn (1988) postulated that there are seven stages of the travel experience where destination image is formed and modified depending on the information source and that thus destination image can be: organic with non- touristic and non- commercial origins; induced when the information acquired is promoted and controlled by the destination; and modified- induced which is the outcome of personal visitation of the destination.

Chon (1991) carried out a study based on Gunn's (1988) seven stages mentioned above and his results indicated that a tourist destination has two main marketing objectives related to its image- to create a positive image through accentuating on its attractive features in order to inspire an initial purchase for first- time visitors, and to ensure customer satisfaction of needs by minimizing the difference between advertised and perceived quality of the experience to guarantee a favorable post- visit image and potential repurchases.

Fakeye & Crompton (1991), based on the Phelps (1986) and Gunn's (1988) works, suggested a path model demonstrating "the route taken by tourists in search of information" (Lopes, 2011: 311). According to the authors the process starts with a secondary organic image, goes through active information search producing induced images and ends with

visitation to the selected destination which generates a primary modified more complex image that afterwards affects any future destination evaluations and decision- making processes. Fakeye & Crompton (1991) also pointed out that "an image may continue long after the factors that shaped it have changed" (Chen, et. al, 2013:200). What follows from that are some implications for the marketing of destinations- as image acquires a stable position over time it is necessary to monitor closely the factors that influence it in order to avoid the formation of negative opinions about the destination as they will tend to "stick" in the minds of potential visitors and affect their buyer behavior.

Echtner & Ritchie (1991) provided a framework for conceptualizing destination image in which its multidimensionality is presented through three main axes- attribute/holistic, functional (tangible)/psychological (abstract) and common/unique,

Gartner (1993) developed a detailed typology of image formation agents influencing destination image. According to the author, the eight categories reflect the "amount and diverse nature of information sources to which individuals are exposed" (Beerli & Marti, 2004:661) and the mechanism of image formation includes the independent or combined effect of separate agents thus creating perceptions "unique to the individual" (Gartner, 1993:197).

Baloglu & McCleary (1999) based on previous literature created a path model which suggests that the overall image of a place is a result of an individual's knowledge of the destination combined with their feelings towards it.

Gallarza, et. al. (2002) after a comprehensive review of existing literature suggested a theoretical framework according to which destination image should be studied in relation to its four defining elements: complexity, multiplicity, relativistic character and dynamic nature.

This concludes the review of the main stages in the historical development of image formation from its origin in the 1970s to the beginning of the 21st century. To provide details on the particular conceptual framework chosen for this thesis the following subsections focus specifically on destination image and its components, types of destination image, the process of forming a destination image as well as the factors influencing it.

## 2.2. Destination image and its components

As noted above, many different methods to defining the notion of destination image exist as the authors are not unanimous on its specifics. There is a general consensus "that the concept usually corresponds to a global impression" (Gallarza, et. al., 2002:68) but the basic disagreement as Tasci, et. al. (2007) explains, lies in the fact that there are two opposing views of the consumer as a holder of that impression: the first one posits that he is "a logical thinker capable of effortful processing, who forms impressions by evaluating objects, attribute by attribute, each time" whereas the second one concludes that the consumer lacks that capability and rather "tries to simplify the evaluation process by using different criteria depending on the situation, thus having gestalt impressions instead of item-by-item evaluations" (Tasci, et. al., 2007:198). Tasci, et. al. (2007) also presents two of the most cited definitions of destination image as illustrations of the two contradictory theoretical descriptions. While Gartner (1986) considers image "one's perception of attributes or activities available at a destination" (Tasci, et. al., 2007:198) which is an example of the first view where the consumer evaluates the parts, Crompton (1979) interprets image as "the sum of beliefs, ideas and impressions that a person has of a destination" (Crompton, 1979:18) positing that the consumer actually appraises the whole. A criticism of both positions is the fact that neither of them actually captures all of the components of destination image due to prevalent focus on one aspect or another (Tasci, et. al., 2007:199) and thus an integrated framework such as the one suggested from Tasci, et. al. (2007) could prove most useful when researching the elements of destination image. The model is presented on Fig. 2 and its components and interrelationships are further explained in the following paragraphs.

**Fig. 2. Interactive system of image components:** *The holistic or overall image of a destination is a result of the combination of cognitive, affective and conative components, including the knowledge of the common and unique attributes as well as the feelings toward them. The system is "dynamically*

- Cognitive components are a "mental response that involves thinking about, paying attention to, remembering, understanding, interpreting, evaluating (good/bad, favorable/unfavorable), and making decisions about stimuli in the environment" (Tasci, et. al., 2007:199) and as a whole represent the "sum of what is acknowledged about a destination" (Kim & Chen, 2015:2).

- Affective components "represent one's feeling toward a destination" which can be positive, negative or neutral (Kim & Chen, 2015:2). Their magnitude can vary from the highly intensive "emotions such as love and anger, then come feeling states such as satisfaction and frustration, followed by moods such as boredom and relaxation, and at the low end of intensity are evaluations (attitudes) such as liking or disliking" (Tasci, et. al., 2007:199).

- Conative components are related to behavior (Gartner, 1993) and symbolize "the likelihood of trip intention toward visiting a destination within a certain

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time period that emerges from cognitive and affective images" (Kim & Chen, 2015:2).

- Holistic or overall image is a combination of the three major components listed above and represents "what one recognizes about the destination (i.e. cognition), how one feels about what is recognized (i.e. affect), and how one behaves in relation to cognitive and affective stimuli (i.e. conation)" (Kim & Chen, 2015:2).

All of the above presented components interact together to create the system presented in Fig. 2. In its basis are the cognitive knowledge of common and unique attributes of a destination as well as the feelings one has to those attributes which combined together form the holistic image. The purpose of this blend of all elements is to "simplify the task of decision making", in it "every item could be both a cause and an effect of a change at any time, and factors cannot be comprehended in isolation", (Tasci, et. al., 2007:199) therefore only their integrated research can give an exhaustive overview of the image a person holds of a particular tourism destination.

An ongoing discussion in the academic literature still exists on the relations and hierarchy between the above mentioned components of destination image. Gartner (1993) for example states that cognition influences the initial stages of the destination choice process establishing "which destinations move into the perceived, realistic and attainable opportunity sets" (Gartner, 1993:196), while the affective component only comes into play at the later stage of evaluation of the narrow destination choice set. The conative element then is directly determined by the other two- it "depends on the images developed during the cognitive stage and evaluated during the affective stage" (Gartner, 1993:196). According to Anand, et. al. (1988) "an increase in cognition about an object might lead to an increase in affect toward that object" (Tasci, et. al. 2007:199) and Baloglu & McCleary (1999) take a similar position supporting the idea that the knowledge and feeling toward a destination are intertwined with affect being subordinate to cognition. On the other hand, Russel & Snodgrass (1987) advocate separation of the elements "to better understand how people evaluate environments or places" (Stepchenkova & Mills, 2010:577). Moreover, Kim & Yoon's (2003) study of Korean overseas travelers gave results confirming that "affective image components […] have more impact on developing destination image than

do cognitive image components" (Kim & Yoon, 2003:17). It can be argued then that the appearance and the influence cognition, affect and conation have on destination image depends on the context- if the decision to travel to a particular destination occurred as a result of an impactful advertising campaign and favorable promotional prices, the emotional element was not present; if on the other hand motivation developed as a decision to find one's roots by visiting the land of one's ancestors, then the affective component plays the main role. Thus, the relationships of the elements in terms of the sequence of their occurrence becomes situational and has to be studied in relation to each separate case.

## 2.3. Types of image

The academic literature on destination image recognizes two main variations of its classification- organic vs. induced as well as primary vs. secondary. Detailed explanations and comparisons of both typologies are included in the following subsections.

### 2.3.1 Organic, induced and autonomous

Gunn (1972) suggested that images can be organic and induced depending on the kind of agents that influenced them- the former are a result of various unbiased sources of information while the latter are the outcome of the active role of marketing promoters of the destination area. Based on that statement, Gartner (1993) developed an extensive typology of images which includes a total of eight divisions described below. All of those categories fit into the original frame of organic and induced images with the exception of one- autonomous images- therefore, they will be presented and discussed conjointly in the following paragraphs.

Gartner's (1993) categorization system though fails to capture the effect of a phenomenon that has occurred after its development- the Internet. As Govers, et. al. (2007b) suggest the interactive nature of the Internet "radically changes the communication process" (Govers, et. al., 2007b:977) transforming it from one- sided and monologue- like to multidimensional "dynamic one of selecting, reflecting, sharing, and experiencing" (Govers, et. al., 2007b:977). The role of the tourists shifts from "image receivers" to holders of "unlimited opportunities for projecting destination images by sharing their travel experiences, photos, and diaries with

fellow travelers or potential visitors in virtual communities, discussion forums, and personal blogs" (Stepchenkova & Mills, 2010:596). This leads to the argument that the Internet needs to be included in Gartner's (1993) typology. Moreover, due to the fact that its various elements can be classified in many different ways- a destination's official website is an example of an overt induced agent, social networks fall into the solicited and unsolicited organic information sources, while online news websites can be classified as autonomous image formation agents, the Internet as an agent will be present in all of the categories.

- Organic images are "formed from sources not directly associated with a destination area" (Gartner, 1993:196) where the destination promoters cannot regulate and control the information source and the interpretation of the message. These can be:

  – Unsolicited Organic images which occur as a result of casual conversations and discussions with "individuals who have been to an area, or believe they know what exists there" (Gartner, 1993:203). If the information received from the source is unfavorable due to bad experiences it can cause indirect costs (lost sales) to the destination due to a potential change of plans of the information receiver (Gartner, 1993:204). Online social networks are a new example of this agent in the era of the Internet. Their constant information feed which includes the experiences of our friends, relatives and acquaintances during their vacations, can potentially cause desire to travel and boost the negotiation process of travel constraints even to long- haul destinations. Thus, online social networks turn into important agents of unsolicited organic images.

  – Solicited Organic images which are a result of an intentional search for information from friends, relatives, colleagues, etc. Such deliberate inquiries arise when the particular destination is being considered as a vacation choice and evaluated in relation to its alternatives (Gartner, 1993:204). It is also known as "word- of- mouth advertising" and since the sources of information have high credibility for the information receiver, their evaluation of the destination will impact greatly his or her image of the destination in question

(Gartner, 1993:204). In the Internet era, the online social networks mentioned above can also be a source of solicited organic information. Advice is usually sought from closest friends and relatives "who share common social class or family cycle with the requestor", therefore positive image reinforcement and adequate target group identification become detrimental for marketing agents (Gartner, 1993:204). Close monitoring of online platforms for sharing opinions and personal experiences related to the destination has also turned into a necessary part of image promoters' tasks as it can reveal hidden pitfalls of the advertising campaign as well as potential advantages of the destination that have not been explored before and that could be utilized in promotion.

− Organic images which Gartner (1993) suggests are formed after travel to the destination. As they are based on previous personal experience they have the highest levels of credibility and continue to be part of the information cycle as Unsolicited and Solicited Organic agents (Gartner, 1993:205). This is especially true in the age of Internet when people are more inclined to share their personal experiences and when opinions and beliefs have the ability to travel to even the most remote locations of the world.

The information acquired organically from friends and relatives can prove beneficial during the process of constraint negotiation as it can minimize the negative effect of the factors that differentiate long- haul from short- haul travel. When familiarity with the destination increases, there will be a positive effect on the perceptions of distance, time, cost, risk and attractiveness of the place, especially when the friend reviews have been favorable. Thus, regardless of the lack of control over organic images, destination promoters need to be highly aware of them since the level of guest satisfaction may influence the image and potential visitation choices of other travelers. This is especially true in the case of long- haul destinations, where promoting to distant markets could have high operational costs or other barriers and thus positive word- of- mouth can often play an important role for increasing awareness, peaking curiosity and can even

act as a tipping point in decision- making by providing motives for constraint negotiation.

- Induced images are disseminated and controlled by the destination and are "a function of the marketing efforts of destination promoters" (Gartner, 1993:196). Those include:
  - Overt Induced I and II agents which are all traditional forms of advertising (TV and radio commercials, brochures, billboards, guide books, banners on webpages, destination websites, etc.) as well as information distributed by the tour operators and tour agents who are "are gatekeepers of information" (Gartner, 1993:198) and as such they have an important role in destination image formation.
  - Covert Induced I and II images represented by celebrity use in the destination advertising campaign as well as "articles, reports, or stories, from an ostensibly unbiased source" such as travel writers whose expenses have often been paid for by the particular destination (Gartner, 1993:200) and including online travels blogs, peer destination reviews and magazines.

As it was mentioned above, the traditional ways of promoting to a distant market can prove challenging due to a number of factors- financial costs, cultural differences between the country of origin and the destination in questions, specifics of the market. All those complications can be mitigated through the use of online advertising. Other problems arise though- the more the Internet contributes to the information distribution, the more "overinformed" consumers become which can lead to confusion and difficulty in choosing from the wide array of competing destinations. The importance of induced images in the case of long- haul destinations will then depend on the personal characteristics and travel motives of the potential tourists. While promoters can do their best to influence consumers by incorporating in their advertising campaigns elements related to the unique characteristics of the destination, if there is not enough motivation to negotiate the constraints related to the increased distance and cost, the individual will disregard the long- haul travel in favor of a short trip.

Autonomous images have been identified by Gartner (1993) as a separate category which cannot be included in the other two listed so far. They are a result of information about the destination not controlled directly by the destination but acquired from "independently produced reports, documentaries, movies, and news articles" (Gartner, 1993:201). Both news reporting and popular culture in the form of movies, TV- series, documentaries, books, education, etc. can have detrimental importance for the dramatic change of a destination image over a short period of time "because of their high credibility and market penetration" (Gartner, 1993:203). In the age of the Internet, when news and popular culture are not confined to the limitations of TV and radio broadcasting, some of the factors differentiating long-haul from short- haul travel receive great significance for the image of a destination. Reports of terrorism and natural disaster for example get spread around the world almost with the speed of light and the chance that they will influence travelers' decisions increase dramatically, especially in the case of long- haul destinations since risk levels increase in relation to distance and tourists will be discouraged to travel to locations which are perceived as unsafe. Promotion agents therefore need to be aware of existing autonomous agents of information in order to be able to react accordingly should the need arise.

Gunn (1972) delineated clearly the difference between "organic" and "induced" images as depending on the role that the destination has in producing and influencing these images (Gartner, 1993:196). Gartner's (1993) typology is based on Gunn's (1972) work therefore it assumes his interpretation of "organic" and "induced" images and includes "autonomous" as a separate category. According to Fakeye and Crompton (1992) on the other hand, an "organic" image is acquired involuntarily and "exists prior to exposure to any promotional information from tourist destinations" while "induced images occur when desire to travel surfaces and prospects actively search and are exposed to promotional messages from tourism suppliers" (Fakeye & Crompton, 1992:15) thus induced images require voluntary information acquisition about the destination. Though both suggestions possess advantages and disadvantages, it can be argued that it is easier and more valuable to determine what destination images a person has

developed from controlled destination promotion materials, and what from independent sources, than to find out what images occurred before and what after the first moment of active search of information.

### 2.3.2 Primary and secondary images

Another division in literature exists between the types of images depending on whether they were formed before or after visitation to the destination. According to Phelps (1986) secondary images are a result of organic, induced and autonomous sources of information while primary images are the outcome of personally experiencing a place. As was discussed before, the selection of a destination involves the negotiation of potential constraints and involves certain risks, therefore secondary sources of information can serve as influence factors when they provide the positive connotations (Beerli & Martin, 2004:662).

According to some authors, primary image is "more realistic, complex, and different" (Beerli & Martin, 2004:662) while Phelps (1986) and Narayana (1976) found out that time and visits to similar locations sometimes lead to image fading or even reversion as a result of memory confusion (Jenkins, 1999:3). This leads to another unresolved discussion in destination image literature- whether mass media forms public opinion, attitudes and perceptions or whether it only reflects what already exists (Stepchenkova & Mills, 2010:585). In this situation, it is beneficial to turn to the model developed by Jenkins (2003) called "circle of representation". In her study she proposes that images get constantly reproduced and reinvented- the media projects certain depictions of a destination, potential tourists get inspired to travel to it, when they arrive they go to the main attractions and tourist icons from the promotion materials, photograph them as a record of visitation and then present their pictures to friends and family thus providing for the process to start all over and repeat in the form of the cycle illustrated on Fig. 3 (Jenkins, 2003:208). Of course, it has to be taken into consideration that this method of awareness increasing and advertising will only work if the appropriate visual images corresponding to the potential tourist's motivations are selected for the promotional material (Jenkins, 2003:315). Thus, the research of the target population and its characteristics becomes detrimental for the success of marketing campaigns. In the

case of long- haul destinations it is even more important to be aware of the specific preferences of the market in order to increase visitation and as a way of decreasing the negative effects of distance, time and cost.
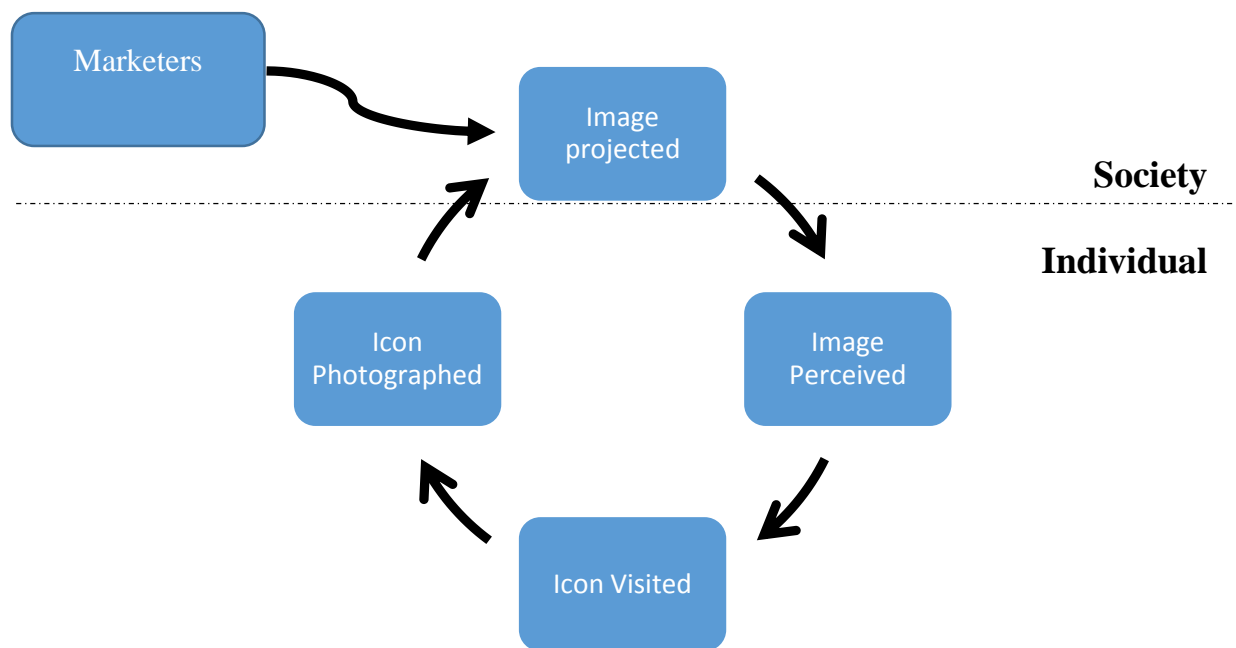


**Fig. 3. The "circle of representation" for tourist destination images.** *Visual portrayals of destinations circulate between mass media agents such as tourist brochures and travel websites and personal pictures taken as a proof for visitation. (Adapted from Jenkins, 2003)*

## 2.4. Image formation process and factors that influence it

In the previous sections the components of destination image and the types of images were defined, and logically an explanation of the mechanism of image development follows. Tourists possess images even of places they have not visited and additionally they are able to imagine the perfect destination and its alternatives (Matos, et. al., 2012:103). Various models and frameworks for studying the image formation process have been proposed in the four decades that destination image has been systematically studied and researched. Some of the more prominent ones chosen for the needs of this thesis are described in the next paragraphs.

Gunn (1988) is one of the first authors to describe the phases of image formation and modification. The seven stages include:

> (1) the accumulation of mental images about vacation experiences (i.e. organic image), (2) the modification of those images by further information (i.e. induced image), (3) the decision to take a vacation trip, (4) travel to the destination, (5) participation at the destination, (6) return home, and (7) modification of image based on vacation experience (i.e. actual firsthand experience) (Kim & Chen, 2015:2).

Gunn's (1988) model is important as it clearly delineates that in phase 1 destination image is evoked, in phase 2- adjusted and in stage 7 "the overall image is derived from the actual trip experience" (Kim & Chen, 2015:2). In reality though, it can be argued that the differences that occur in image during these stages might not be as strictly defined or that the formation of organic, induced and overall image does not even stop at their respective phase but their modification is intertwined and continues indefinitely. The important aspect of this framework is the depiction of destination image as formed in three stages related to the travel journey- before, during and after the trip (Kim & Chen, 2015:2). This separation is further utilized for the needs of the thesis.

Gartner (1993) based on Goodall's (1991) destination selection process described the order of destination evaluation when an individual is choosing a vacation place. According to him when the decision to travel occurs individuals filter through various sets of alternatives- an "initial opportunity set" formed from all possible existing destinations;

a "realizable opportunity set" composed of only the considered destinations which the individual is aware of and could potentially visit without being restricted by money, time or other constraints; a smaller "choice set" which is a result of reevaluation of operational constraints and expected returns and where destination attributes come in play and "place images acquired become secondary to attitudes" (Gartner, 1993:192); and an "evoked set" containing no more than 3 destinations. Finally a decision is made about the destination to be visited (Gartner, 1993:193). Thus "destination image becomes an important component of destination selection as soon as an individual decides to travel" and the stronger, more prominent and favorable the destination image in the mind of the individual, the bigger the chance the destination will be chosen against its competitors (Gartner, 1993:193). A raised awareness and a positive image can prove crucial for establishing a long- haul destination's positions in the tourism markets and can motivate potential consumers to negotiate their constraints related to the inconveniences associated to distant travel.

Baloglu & McCleary (1999) based on previous research suggested that stimulus
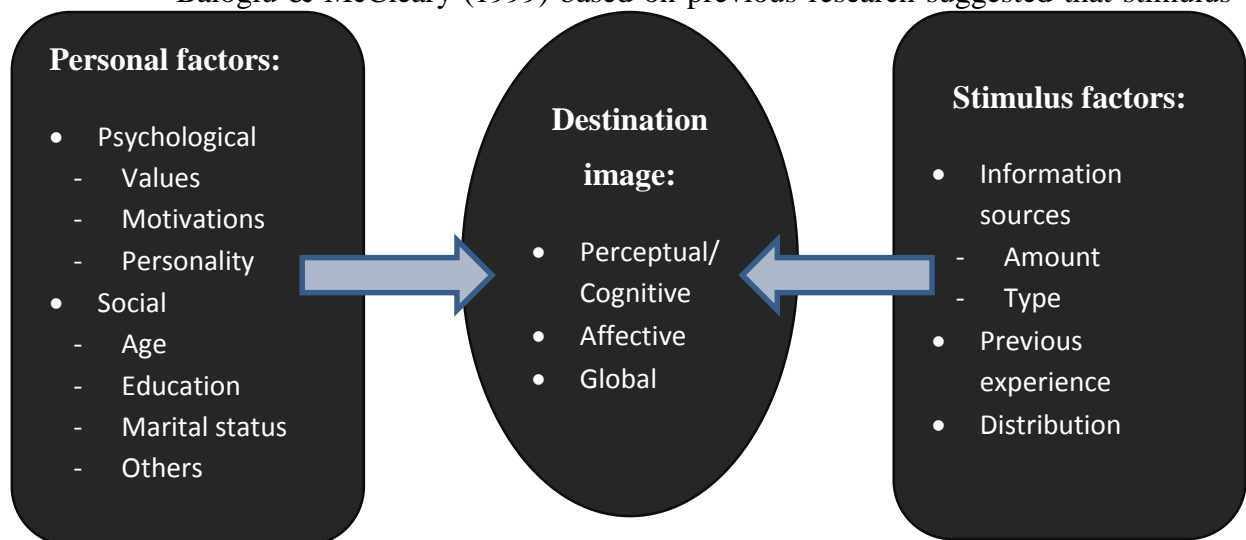


**Fig. 4. A general framework of destination image formation.** *Global (overall) destination image is a combination of cognitive and affective elements, influenced by stimulus factors and personal psychological and social factors. (Adapted from Baloglu & McCleary, 1999:870).*

factors and personal characteristics of the consumer influence the formation of destination image. Furthermore, the former are represented by the amount and type of information sources as well as by the previous experience of the individual, while the latter are a function of psychological features such as motivations, values and personality and the sociodemographics defined by age, education, marital status, etc. From this relationship,

illustrated on Fig. 4, the authors designed the path model for the determinants and formation of destination image before actual visitation. The model, presented on Fig. 5, is based on the assumption that "tourists form their feelings as a function of beliefs and opinions" (Baloglu & McCleary, 1999:873), so cognition determines affect and therefore the knowledge received about a destination influences its overall image both directly and indirectly. The discussion in literature about the relationships and hierarchy of the components of destination image was presented in point 2.2 of this section, "Destination image and its components" (p. …).
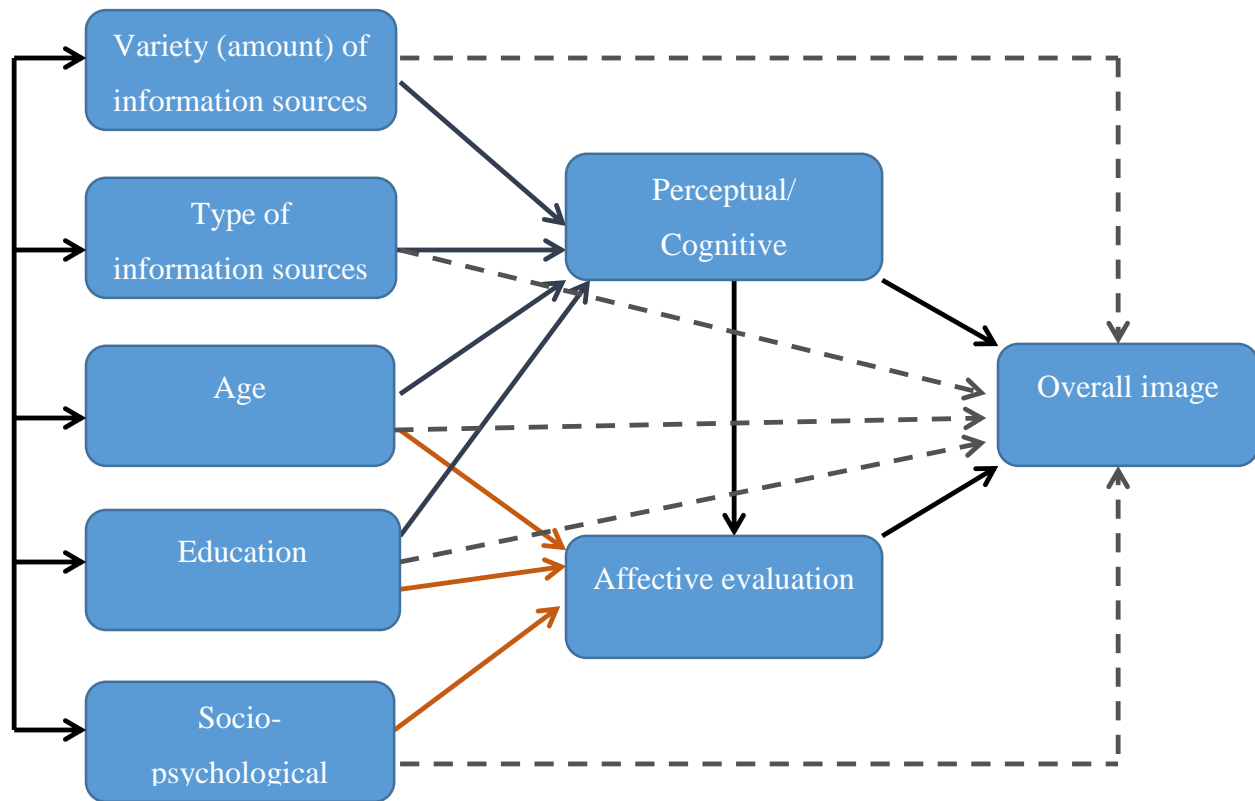


**Fig. 5. Path model of the determinants of tourism destination image before actual visitation.** *The information sources together with the individual's past experience influence his cognition of the destination, while his psychological and sociodemographic characteristics determine his affective evaluation of the destination. The combination of all of them gives the overall image. "Note: Straight lines from exogenous to endogenous variables denote the paths (effects) that are hypothesized and tested, while dashed lines denote the paths (effects) that are not hypothesized but tested to examine the overall pattern of the model". (Adapted from Baloglu & McCleary, 1999:871).*

Information sources (presented by Gartner (1993) as image formation agents), travel motivations and demographic variables are the factors proposed by Baloglu & McCleary (1999) that influence the image an individual holds of a specific destination. It is important to note that their study found out that particularly age and education from the statistical characteristics have an influence on cognition, but also that the variety and type of information sources are in fact related to affect and motivation- to cognition, which was not hypothesized in their original model. Beerli & Martin (2004) later on modified the concept by dividing the information sources into organic, induced and autonomous and included visitation as a factor for image formation. The results of their study show that destination controlled materials (including on the Internet) do not notably influence cognition, with the exception of travel agents, while autonomous and organic sources of information, especially word- of- mouth, have considerable impact on the cognitive factor of image formation. Furthermore, motivation's significance for the affective dimension of image was confirmed, and country of origin was pointed as the most important sociodemographic characteristic "which exerts the greatest influence on the cognitive and affective components" (Beerli & Martin, 2004:678). And finally, the level of travel experience was shown to have a positive relation to cognition, as it "results in tourists being more tolerant when assessing the destination because they know other realities of tourism that serve as points of comparison." (Beerli & Martin, 2004:677). Thus, the author's research confirmed some of the previous positions of destination image literature and disproved others.

Culture, as a part of the psychological factors discussed above, is another important component influencing traveler's decision- making process and it is worth examining since "various cultural or nationalistic backgrounds can result in multiple interpretations, aesthetic preferences, or judgments, thereby aiding in the formation of multiple destination images" (Bonn, et. al., 2005:295). This is especially true for long- haul destinations where "the key question is whether their geographical names are meaningful to people that have not visited the place before" (Prebsen, 2007:749). Culture also influences travel motivations (Prebsen, 2007:749) therefore it is important for destination promoters to recognize the specifics of their target market, especially if it is a distant one, in order to

ensure that the appropriate tools are utilized and the correct marketing campaigns are designed to attract the maximum amount of potential visitors.

## 2.5. Operationalization of destination image theories

The following paragraph presents my considerations when selecting the theoretical frameworks related to image theory appropriate for this thesis. Each theory or model was specifically chosen after a careful examination of the needs of the problem formulation and in relation to the main objectives of the study. However, it has to be noted that just as in the rest of the thesis, the preferred alternatives have been influenced by my philosophy of science and worldview of a social constructionist and interpretivist as well as by the principles of the hermeneutic circle. Every theory mentioned below has been presented in detail in its corresponding part of the following section III. Theory.

First of all, image theory was chosen as fundamental for this thesis as it can provide the necessary tools for assessing the awareness and perception that Brazilian outbound tourists traveling to Europe have of Denmark and thus it can give insight into the various specifics of the image formation process of a long- haul destination as well as serve as a means for identifying the necessary marketing implications for designing an adequate destination positioning strategy. Image theory can be regarded as based on constructivist ontology as it posits that every individual will have a different way of acquiring the image of a particular destination based on their personal characteristics, travel motives and past experience thus it was found suitable for the needs of the thesis. Furthermore, in order to get a better, more exhaustive and more detailed understanding of the image that Brazilian visitors have of Denmark as a long- haul destination, the holistic model developed by Tasci, et. al. (2007) is utilized for the research as it best examines and incorporate all the interactive components of the complex category of destination image. In the case of this thesis the combination of thoughts, opinions, feelings, visualizations and intentions of the Brazilian outbound tourists toward Denmark will be studied and analyzed in a unified manner so that their holistic view of the country can be revealed.

In addition to Tasci, et. al.'s (2007) model, Gartner's (1993) typology of destination images was adopted and modified for the needs of the research. The original theory was used as a foundation and it was extended to include one additional element- the Internet,

to reflect the changes that have occurred in the communication processes between destination promoters and potential tourists since the creation of Gartner's model. In other words, when the terms "organic images", "autonomous images" and "induced images" are used in the interview research guide as well as in the analysis of the interviews it is in relation to the images that Brazilian tourists acquired respectively from 1) word-of-mouth, 2) news and popular culture, and 3) from destination specific promotional material (brochures, websites, travel blogs, etc.) about Denmark. This will also assist for the identification of marketing implications for Denmark's promotion which is the final part of the problem formulation.

Another use of Gartner's (1993) work for this thesis is related to his destination selection process in which he describes the order of destination evaluation when an individual arranging their travel plans. Gartner's (1993) model is important for this thesis as it provides the necessary means to research which destinations are main competitors to Denmark in the destination selection process and how the country's image has influenced the Brazilian tourists in relation to the other potential destinations. Thus, the interviews with Brazilian respondents will contain questions related to the various stages of destination elimination to find out how Denmark compares to the other countries considered for traveling.

The significant aspect of Gunn's (1978) image formation process is the depiction of destination image as formed in three stages related to the travel journey- before the trip, during the trip and after the trip (Kim & Chen, 2015:2) therefore it will be utilized in this thesis on the basis that studying the image that Brazilian tourists have of Denmark during the different phases can provide interesting results for the development of Denmark's image in the minds of the Brazilian tourists as well as for the reasons for this transformation in terms of the information agents described in the previous section.

## 2.6 Summary

Subsection 2 of section III. Theory presented existing research on destination image. The topic covered the development of destination image theory through the years, existing definitions of the concept and its components, the types of image according to the different authors, the process of image formation as well as the factors that influence it.

Included were: the cornerstone notions and fundamental principles of Gunn's (1972) image formation and modification theory, Gartner's (1993) image formation agents and Baloglu & McCleary's (1999) path model; existing discussions between the different schools of thought in terms of the relationship between the cognitive, affective and conative elements of destination image. Additionally, the overview included relevant comments referring to the utilization of image theory for the study of remote destinations and the connections between the decision- making process and the factors that differentiate long- haul from short- haul travel.

This completes the literature review of destination image theory.

## 3. Motivation for traveling far

### 3.1 Travel career patterns

As was discussed previously, the image of a destination and the process of its formation are closely related and influenced by a combination of factors. In the academic literature the notion of Baloglu & McCleary (1999) has been established, positing that those factors are number and type of information sources, demographic variables and personal features of the individuals. To study the final part of the personal characteristics- i.e. the travel motivations of young Brazilians visiting a long- haul destination, Pearce & Lee's (2005) concept of Travel career patterns (TCP) was utilized for this thesis. It was deemed suitable as it provided the tools to examine and evaluate the respondents' motivations- by asking them questions about their travel ambitions, past experiences and destination preferences an assessment of their dynamic patterns of motivations was achieved. The pursuit of different travel goals as a result of past travel experience explains variations in travel behavior and destination choice- thus the specifics of the Brazilian outbound market could be studied contributing to the understanding of the problem formulation.

The original model of TLC developed by Pearce (1988, 1991, 1993), Pearce and Caltabiano (1983), and Moscardo and Pearce (1986) is based on Maslow's (1970) hierarchy of needs (Pearce & Lee, 2005:227) and was later on modified into TCP by Pearce & Lee (2005) to reflect on existing criticism regarding the nature of a ladder that

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predisposes people to concentrate on ascending the steps one at a time (Pearce & Lee, 2005:227). Maslow's (1970) theory of motivation is founded on the concept of the existence and recognition of five basic human needs and their consecutive fulfillment. Using that model, Pearce (1988, 1993) related travel motivations to the five categories and came up with the TCL where the lowest step represents relaxation needs, above it are stimulation needs, relationship needs, self- esteem and self- development needs, and the top of the scheme is occupied by fulfillment needs. The idea of the model is that in their lives people "change motivations over time" (Bright, 2008:240) as a result of participation in tourism, therefore the use of the term "career" by analogy to the work career (Chen, et. al., 2011:122)- with the accumulation of travel experience individuals ascend the ladder or in certain situations upward movement is not possible "due to external forces" (Bright, 2008:240). The usefulness of the idea comes from its ability to "capture the dynamics of tourist motivation" (Chen, et. al., 2011:122) by positing that in the beginning "people commence their travel with a relatively low goal such as relaxation and pursue higher goals as they become more experienced travelers, until they reach the highest level of self- actualization/fulfillment" (Chen, et. al., 2011:122). This is in line with Maslow's (1970) original argument that lower level needs have to be accomplished at least partially before individuals can move up to the fulfilment of the higher levels (Goeldner & Ritchie, 2003:253).

After receiving criticism (Ryan, 1998) regarding the misleading connotations of the term "ladder", Pearce and Lee (2005) reevaluated the model and suggested the concept of the Travel career pattern. The new framework overcomes the hierarchical implications of ascending the motives one step at a time (Chen, et. al., 2011:122) by focusing on the changes in motivation patterns as a result of acquired past travel experiences (Pearce & Lee, 2005:227) but it also keeps the original argument that "people have a range of motives for seeking out holiday experiences" (Goeldner & Ritchie, 2003:253). Pearce & Lee (2005) found in their study that travel motivation has 14 dimensions- novelty; escape/relax; relationship (strengthen); autonomy; nature; self-development (host-site involvement); stimulation; self-development (personal development); relationship (security); self- actualization; isolation; nostalgia; romance; and recognition. Of them four were identified as core factors- novelty, escape/relax, relationship and self- development (Pearce & Lee,

2005:230) forming the "backbone" of the TCP motivations for each individual. Thus, travel motivations can be seen to have three layers- at the core are the four most important motives, the middle layer is occupied by moderately important travel motives, and in the outer layer are the common, relatively stable and less important travel motives. The model is illustrated on Fig. 6.

Finally, the model suggests that no matter the travel career level, travelers as influenced by the "core" motives novelty, escape/relax and relationship as well as by the
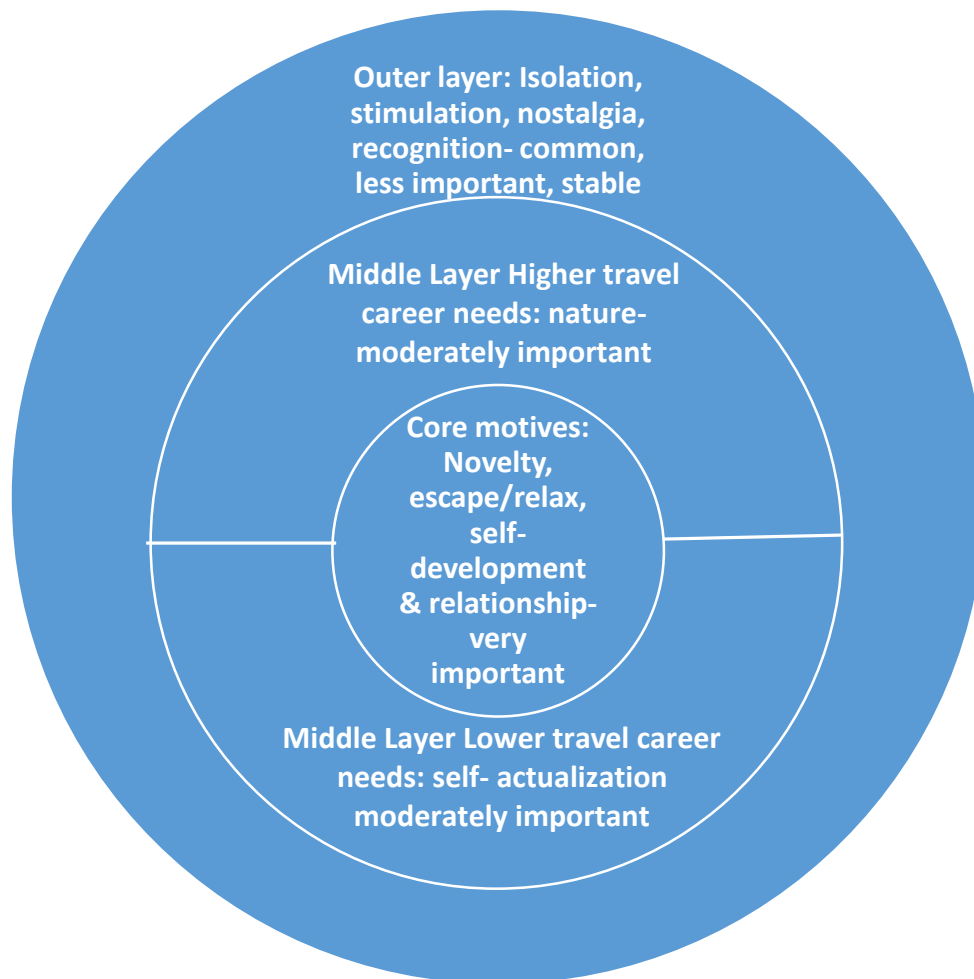


**Fig. 6. Travel career needs:** *Individuals' travel motivations are organized in layers with novelty, escape/relax and relationship establishment at the core, self- actualization and self- development in the middle layer and isolation, nostalgia and social status at the outer layer. (Source: Lee & Pearce, 2002)*

less important factors of the outer circle- such as nostalgia, isolation and social status. During the development of the travel career the middle layer is the one that undergoes

changes- travelers at further stages of their career shift from the internally- oriented to externally- oriented needs (Pearce, 2005:82)

## 3.2 Application of the TCP

The TCP concept and the 14 factors motivating leisure travelers identified by Pearce & Lee (2005) have been used as a tool for researching the self-reported learning achievements of backpackers in Australia (Pearce & Foster, 2007), in combination with theoretical frameworks on volunteer tourism to study the motivational patterns of sport event volunteers (Jarvis & Blank, 2011), for the development of integrated tourist motivation paradigms (e.g. Chen, et. al., 2012), as a complement to push- pull motivation frameworks in the examination of Chinese recreational vehicle users in Australia (Wu & Pearce, 2014), for the evaluation of Chinese travelers' motivations to choose Australia as a long- haul destination (Zhang & Peng, 2014), etc. Its usefulness for this thesis lies in the fact that it can help determine the patterns in the travel career of the interviewed Brazilian tourists through their answers to questions about their travel experiences. Understanding what motivates them has further implications for their choice to visit Denmark as a part of their trips around Europe and ultimately can help predict or influence their future behavior. The hierarchy of the motivations from the original TCL is thus disregarded in this thesis and the concept of repeating patterns is utilized. Furthermore, the division between the externally (other- directed) and internally (self- directed) oriented needs was considered irrelevant to the problem formulation, so they have not been examined.

Certain additional specifics of the TCP model need to be taken into consideration when applying it for this thesis. It has to be noted that the "career in travel" is not linked necessarily to chronological age but, like other careers, reflects an individual's mastery of the lower levels of the job or task" (Pearce & Caltabiano, 1983:17). Thus, since younger people can possess wide ranges of experiences depending on the frequency and variety of their travels, age should not be used as a primary source of judgment about an individual's experience but more complex methods need to be utilized in order to provide for the appropriate results. In addition, past experiences are highly subjective and "can have no absolute measure, except through its impact upon the individual's perspective, which unto itself is challenging to observe" (Filep & Greenacre, 2007:25) therefore evaluating an individual's travel experiences can prove to be difficult. Thus, the indicators of experience

levels discussed by Filep & Greenacre (2007) are utilized for the needs of this research. The indicators include the number of times a person has traveled; the number of different destinations they have been to; and the amount of time a person has spent travelling (Filep & Greenacre, 2007:26). However, due to the constructivist and interpretive nature of the study, the exact numerical values of those indexes have been considered irrelevant and only their descriptive assessment has been examined in the analysis of the qualitative interviews.

# IV. Analysis

After presenting and discussing in the previous sections the methodological choices and the theoretical framework utilized for the thesis, the following part offers an examination and analysis of the qualitative data with the aim to provide an understanding of the research objectives and answers to the problem formulation. The section is divided into themes according to the topics that occurred from the semi- structured interviews. The themes are organized logically according to the order of their appearance in the conversations with the respondents but it has to be noted that they also follow the interview guide for the dialogues designed with inspiration from the theoretical foundation of the thesis. Thus, one more time the study reflects the continuous process of hermeneutics.

## 1. Theme one: Why do the young Brazilian respondents travel?

When analyzing the travel motives of the Brazilian respondents through Pearce's TCP model it is important to examine which factors dominated in their answers. In the interviews some of the factors appeared in the statements explicitly, others were implicated through specific phrases or words, and a few were not mentioned at all.

Various elements of the self- development factor as one of the core components of travel motivation were mentioned in one way or another by most of the interviewees as their inspiration to visit different places around the world: "*There is a term in German […] Wanderlust […] It's the urge, the need to go to different places, just to know different places, just to… drift away….*" (Anselmo, A2:13:38). Furthermore, Paulo recognizes and explains the benefits and importance of traveling since early adulthood.

> "*I think when you start traveling when you are under […]18- 20- this is a very important age I think, you start developing, you start being more open- minded, […] you start meeting so many people, so many different cultures, that when you go back to your country you get bit by this "bug" of traveling.*" (Paulo, A2:01:21)

The experience is addictive and the need for personal improvement starts coming back in a recurring pattern: "*Every three years I start feeling […] that [I need] something to fulfil my mind […] "Oh, yeah, I need to travel!*" (Paulo, A2:24:20) In addition, the factor's satisfaction is facilitated by the nature of the couchsurfing experience- residing with the local hosts gives the travelers the opportunity to meet new and varied people and understand how they live:

*"So for example if I go to Russia I want to stay maybe in a Russian's place because I would like to know their lives, staying with them- like waking up with them and having breakfast and having lunch and maybe going for a stroll around the city, to get to know the place, the best things to do, the best things to eat, the museums, the culture, as a native."* (Zoe, A2:13:05)

*"I like encountering people from that specific city, I like to know how it is, maybe I fantasize "Mm, how is it to live here?"* (Luciana, A2:06:25)

The imagined reality can be examined and verified with the help of the couchsurfing community. Thus, it offers two main benefits- on the one hand, it serves as a constraint negotiation technique where the cost of traveling far is reduced by the opportunity to get free accommodation. On the other hand, exploring the everyday activities of people living in a different way provides the Brazilian travelers with various experiences as well as the opportunity to try contrasting to theirs traditions and thus gives them new ways of looking at the world and even new ways of thinking:

*"for me the most important thing is to immerse, to be inside the culture of the country. […] In some country it's a part of the culture to have for breakfast- like in England for instance- beans and sausages- so let's try it! […] In Brazil we never eat these kind of things […] but hey, you are in a different country, try it, you have to feel like what is it to live in this country, you have to think about… like you people think too. So for me the more important thing is to know the culture itself of each country."* (Anselmo, A2:07:18)

A lot of the times also the motives to travel are combined and interrelated which is in line with what Pearce's TCP posits. Paulo for example incorporates traveling for pleasure into his study trips:

*"The first time that I went [to England] was to study English, but my goal was to be fluent in English, not necessarily staying inside the school. Everywhere I would go, I would learn the language. […] So [during] the first trip I did other travels around Europe"* (Paulo, A2:04:27)

*"So the second time I could travel much more. And that was my main motivation for traveling was to discover different places. But what took me there was to study*

*architecture. So the two main reasons were- to travel around and study architecture."* (Paulo, A2:05:28)

At this point he is merging the internally- oriented with externally- oriented need for personal development- together with the acquisition of the new language skill he is able to satisfy his desire to get to know other cultures. And it pays off by giving a sense of accomplishment:

> *"I remember that when someone asked me something and I said "yes"- and I didn't think about translating my mother's tongue to English- I realized "Wait!"- that was the first time that I didn't think in Portuguese and then translate in English."* (Paulo, A2:04:27)

Additionally, the movement through the stages of life and the acquired travel experiences lead to a change in travel motivation patterns by bringing more confidence as a result of the improvement in skills and competences:

> *"…the first time that I went on this trip to England I couldn't travel a lot because I was 17 […] you are too young I think, or I was just too scared to travel to other countries. […] So the second time I could travel much more. And that was my main motivation for traveling was to discover different places."* (Paulo, A2:05:28)

The ability to speak additional languages removes some of the constraints to travel and thus opens the door to multiple new destinations. Risk is thus negotiated through the increased skills and achieved level of travel maturity. It is common that at the beginning of the travel career arrangements reducing potential threats are made- Luciana for example was taking an organized guided tour to familiarize herself with the new city and to mitigate the effect of her lack of experience: *"When I was not experienced in traveling, I used to do the bus city tour, so I could get a glimpse of what the city looks like and then I would go to places I wanted to."* (Luciana, A2:09:30). Today she can afford to explore the destination herself and the meaning of the tour has changed from a tool for reducing risks to a convenience factor in situations when there is not enough time or opportunities for preliminary information collection:

> *[But nowadays] the bus city tour for example is something I would do if I had no idea what to do in the city, I'm lost and I didn't have my time to research, so you*

*get the city tour, you get to know what the city is about and then you have ideas."*
(Luciana, A2:09:45)

Occasionally a certain motivation factor completely dominates or prevails over another. For Luciana for example meeting and interacting with the locals overpowers the common understanding that when you visit a place the most important thing is to see all the famous sights in it:

> *"For example when I went to Europe […] I had this idea that you have to go to all the places listed on the […] Lonely Planet guide. Or "Oh, you have to see all the museums you've been to". And by the second day I was already "No, I don't have to! I'm gonna do whatever I feel like!" And actually I didn't go to any of the most important touristic places- I did go to one or another, but I also spent time talking with my hosts, or just walking around the city and the market."* (Luciana, A2:07:33)

The will for autonomy and the traveler's desire to do things in her own way supersede the need for self- development through knowledge. Both are not self- exclusive, but what is important is negotiated and interpreted through the worldview of the individual so as to bring maximum benefit without causing stress. Yet other times the pure desire to find out what else is out there is enough to guide a person in their travels. "*To know the place, to know… I don't know everything- the history, the people, the culture, the nature, everything!*" (Luiza, A2:07:59). In those cases no particular features of the destination are important as every destination is the reason and the aim in itself: "*I don't think I have a specific thing I like to do when I travel abroad*" (Luciana, A2:08:30)

> *"Everything attracts me, I really like to travel […] For living maybe I would choose some characteristics but for traveling abroad just for tourism […] every country is different and I don't have any specific thing like "Oh, that's what I'm looking for".* (Luiza, A2:07:21)

Thus, the act of traveling is more freeing and liberating from the everyday responsibilities as it requires less arrangements and less consideration- choosing the next destination to visit will be as easy as pinpointing a place that has not been experienced before and evaluating and negotiating the constraints to travel to it: "*When I get there and when I wanna travel, I always put random to*

*travel- just go on RyanAir[9] and try to go to other places.*" (Paulo, A2:27:20). But sometimes visiting just the capital of a country is not enough to satisfy the need for self- development:

> *"And one thing that I like to do- […] [in] all the countries […] at least I visit one big city, like a well- known city, and another one that's like a small village […] because I like to know the difference."* (Paulo, A2:27:33)

For Paulo the true face of a destination only reveals itself after he has seen and experienced more than one part of it. In a world where the borders to travel are falling one by one and where more and more people are able to immigrate, the famous capitals have become "melting pots" of various nationalities but the smaller villages of a country still keep its original features and identity. Only the observation of both the big and the small city can refine the picture and contribute to a deeper more detailed understanding of the foreign culture and its people thus gratifying his need for knowledge and improvement of the self:

> "*Because if you go to London you don't know exactly how England behaves- because you don't see people from there, you don't see people doing what they do, it's just like the world wide living there, so when you get to go to a small town, you get a difference between the big and the small, and then you get to know the average of a country.*" (Paulo, A2:12:36)

In addition, the more distant the place, the higher the benefit of traveling:

> *"The advantages and the disadvantages- they are all the same- you are far and out of your comfort zone. I like […] being out of my comfort zone [when traveling]. […] When you're [thinking] "Oh, my God, I'm really far away from my home town, and really alone" [and] you start feeling "Oh, I'm alive, I need to survive"- That's a cool feeling that I have, I love to have that."* (Paulo, A2:34:48)

Long- haul destinations are attractive because they push the respondents to overcome difficulties and this way add to their skills and abilities. Andre's combination of reasons to explain why he travels also include learning how to be independent:

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[9] Low-cost airline in Europe.

*"Meeting nice people, knowing nice places, to finish my checklist of countries that I want to visit, like the "to do list" [...] I think by traveling you learn how to do [things] yourself. I really like to take my backpack- of course, I love groups, but sometime it's very nice to go on your [own] and have you own moment of- how to say this- intimacy... like in the bus, in the train, I really like it, I think sometimes more than go to the place I like to pack, to organize my stuff, to travel."* (Andre, A2:04:51)

The various motives mentioned incorporate the desire for self- improvement, self- actualization and isolation. Even the small details while on a journey- the act of preparing for traveling, the waiting intervals, the anticipation, are significant and bring him satisfaction. The peace and calm are a necessary element to make the trip enjoyable and meaningful.

Another core factor for traveling- novelty, came through in the statements of Maraisa and Zoe:

*"United States- I've been there, I lived there, I was born there, I love that country, I really do, but I know the places. [...] so "OK, let's search for something more different, let's go to place that people don't go" because- it's different and you have stories to tell people when you come back and you have experiences to change, and to switch…"* (Zoe, A2:12:57)

*"I just love visiting and getting to know new places so… normally it's for tourism, not for working. [...] For me [the dream holiday] will be to travel around the world in one time, going around non- stop."* (Maraisa, A2:01:47)

Both girls- even though at different phases of their lives- one married with children and the other one single, express the same desire to visit as many countries as possible and are in a constant search for the unexplored. Zoe uses traveling as a way of fulfilling her need for romance and she has the opportunity to just follow the flow and act and react according to the situation:

*"Last year I wanted to go to Cuba with my boyfriend to spend our summer holidays- but then we went to the agency and the woman told us that there were no tickets available for the time to Cuba- but she had instead to Canada. [...] "Why not-*

*Canada? Yeah, let's go to Canada" [...] I wanna get to know the whole world, I know it's a cliché, but it's true."* (Zoe, A2:10:44)

And Maraisa explains that her family stage has changed her priorities a little bit and for her previous vacation together with her husband and kids she visited Punta Cana in the Dominican Republic: *"...because it was on the beach and it's a resort... Now that we have kids it's easier to travel somewhere that I don't have to travel around"* (Maraisa, A2:02:27). The needs of the whole family dominate the personal needs and lead to adjustments in the travel motives of a person: *"It has changed a lot because of the kids now [...] we are always looking for a place where we can have fun with them... but normally I really like to travel to historic places and visit museums and getting to know the culture, talking with locals..."* (Maraisa, A2:02:47). Maraisa has experienced a shift in her life stage and thus has switched her travel patterns- in the past she traveled with her husband *"in Europe four months on a motorbike"* (Maraisa, A2:04:50) while now she is making arrangements related to the family situation and her relationship needs: *"Well, we are going to the Netherlands, because my husband is going to work there and while we are there, we are already planning to go to Thailand, to Morocco, to Greece again and few other places, closer to the Netherlands"* (Maraisa, A2:03:58). While the desire for novelty is the same in both, the constraints they experience and need to negotiate to realize their travel plans are different: *"I just go to the agency and [ask] "Ok, what is cheap for now?"* (Zoe, A2:10:44).

Camilo also usually travels in search of self- development and novelty: *"When I was in Europe of course I was working and some kind of studying as well but travelling was more about discovering a new culture."* (Camilo, A2:04:56) In the past moment his trips were aimed at fulfilling his need of exploring new and unfamiliar places. He is though currently at a transformative stage of his life where his ambitions have led to a change in his travel desires: *"Right now that I am studying, a holiday is for me not looking into books, not reading and then probably a really peaceful place, like [where] the pace of life is really slow. So that's why going to the beach, and maybe just sitting there, lying on the sun, not doing much."* (Camilo, A2:04:34). When the individual's everyday life is focused on psychologically stressful activities- such as intense studying in preparation for exams, traveling specifically to a peaceful familiar destination becomes a way out of the pressure and brings the mind the feeling of rest and the chance to recharge. The process is reversible and depends on the successful progression through the life stages: *"...probably when I will eventually get the job that I want travelling will resume to be [...]*

*going abroad to discover a different culture, taste new food, I don't mind museums, I like them a lot and just doing a lot walking. But it depends on the point of life.*" (Camilo, A2:04:42). This is in line with TCP's positions that the core travel motives do not change regardless of the individual's life phase but suggests that they may be pushed aside for periods of time when their gratification proves challenging in relation to other existing priorities.

Another example of travel motives directed by changing life stages is mentioned by Luciana who went to Europe to backpack guided by a self-proclaimed "30- years- old crisis" related to her perception of her future role as a mom: "*Because I was [...] thinking "If I get to be a mom, I'm not gonna be able to do it again. And who knows if I'm gonna have another life or not, I should be doing this in this life!" It was kind of a 30 year old crisis and I really had to go to do this [trip]*" (Luciana, A2:33:35). The experience was imagined and influenced by popular stereotypes: "*It was this idea I had since I was a teenager of flying away somewhere in Europe. We hear a lot about people going to Europe backpacking as they are teenagers. I didn't get to travel anywhere when I was a teenager.*" (Luciana, A2:32:54). The trip was also used to fulfil her desire for autonomy "*And I went by myself, on my own.*" (Luciana, A2:32:54) and stimulation and even though a little bit delayed Luciana could still live her adolescent dream of adventures.

> "*I can give you a short but deep explanation- I was already married to my first boyfriend since I was 16, so I didn't get the chance to do backpacking in Europe- like adventurous and with a friend- because when you travel with your husband it's different. You don't really backpack, you can be using a backpack but you're gonna do couple's stuff*" (Luciana, A2:33:03)

Luciana's decision to backpack through Europe was also impacted by her desire for self-actualization- her preference to travel alone is a result of her need to gain a new perspective and understanding of her own inner world. She recognizes the advantages of strengthening the relationship with her relatives "*I cannot say if I prefer one or another. It's good to travel when you have company [...] like my nieces and nephews it was really fun to be with them. Like family trips would be Disney*" (Luciana, A2:35:46) and appreciates them "*If I travel with family- it's an experience, it's good!*" (Luciana, A2:35:55) but can also recognize the personal benefits gained from embarking on a journey by herself "*Every time I travel by myself [...]it changes me, something in me changes.*" (Luciana, A2:35:58). Her pursuit for stimulation cannot be satisfied in

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the presence of her relatives so she waits for the appropriate moment to let herself explore the unknown and unexpected and to feel the excitement that brings her:

> "*I look for the amusement factor, I think. I look for things unexpected, for things that… "Wow, I did not know this existed, this is amazing." […] But still I can get amazed at very small things, I get into a supermarket and then I see, "Oh that's a weird cookie"… so I guess that's what I like when I travel abroad.*" (Luciana, A2:06:19)

As in the case of Luciana, the stimulation motive occurs in different variations of combinations with the other factors. Sometimes the search for self- development comes with surprising thrills as in the example of Paulo, who through his improved language abilities gained the opportunity to travel even further and experience "*cultural shocks*" (Paulo, A2:01:30). "*So I could travel to Morocco and have a completely big explosion [of] culture in my mind.*" (Paulo, A2:03:13)

The adventurous nature of the traveler can come through his preferences for physical activities as in the case of Leonardo, who among his search for different cultures likes recreation and searches for destinations that match his desire for sports *"… when I went to Mexico and to Puerto Rico I was just finding a place to do some sports- like scubadiving, something related to the sea like sailing, parasailing, and things like that, or caveing or rock climbing.*" (Leonardo, A2:05:56). The stimulation motive though is one that shifts according to the situation and can give place to the core needs for relationship strengthening and self- development by leading members of the family: *"[Other times] For example when I went to Copenhagen […] the first time I went there with my parents, I was kind of guiding them- I was taking my parents through the north of Europe for a month*" (Leonardo, A2:06:15). Thus, it can be argued that the outer layer needs from the TCP model are negotiable and their satisfaction as less important can be deferred until the appropriate times come.

Another person who likes to experience the limits and the extremes is Andre who would like to travel around the destinations in Eastern Europe:

> "*Mostly in Poland the concentration camps because I like history and I think visiting this places I can already see and feel what I read in the books, like going to Auschwitz for example- it's a very unique experience, I heard many people crying*

*and passing out. So I think it's something very strong and it's one of my main objectives.*" (Andre, A2:08:29)

The trip would be a chance for him to reflect on his knowledge about Europe's past and to examine the imagined reality of the concentration camps and people's remarkable reactions to them. Furthermore, Andre is also guided by the self-actualization motive in his travels- his past journeys through Europe have given him sufficient experience to move on to another pattern related to understanding more about himself and about his country. "*…since I know a lot of places in Europe, I really want to change a little bit my focus and go backpacking through the South American countries like Peru, Chile, Bolivia, Argentina and also Brazil because I don't know anything about my own country.*" (Andre, A2:10:05). The moment for him has come to turn another page and concentrate on getting a new perspective on life by gaining knowledge about his home place that seems to be long due.

The core relationship need from the TCP model also occurs in the replies of the Brazilian respondents: "*During a vacation if I'm travelling, I visit tourist places and also go out at night to meet some people.*" (Lucas, A2:05:16) The will to encounter other individuals with similar values and interests is an addition to the need for personal development through meeting the natives "*I want to meet people, local people. Of course I met many many other travelers from other countries- it is really nice because we are in the same situation sometimes you are a stranger in a strange land and you can be very good friends.*" (Anselmo, A2:06:26). The feeling of security and safety in a foreign place and culture can thus be achieved through the connection with other travelers who are also experiencing the challenges of trips to distant destinations. This though does not interfere with the desire to feel isolation because the traveler has the power to determine when and how much they want to get involved with other people:

> "*Recently I've been looking for hikes- even if I go to a […] big city, I'm gonna look for hiking that I can do close to that place. Or […] even though I like hiking- I like activities that are gonna make me meet people and engage in group activities or something like that. I travel by myself, I'm ok with traveling by myself, but all the time I'm talking to somebody or meeting new people.*" (Luciana, A2:08:26)

## 3.2. Theme two: What attitudes to long- haul travel do the Brazilian respondents have?

As it became clear from the theoretical framework chosen for the thesis, the decision to travel to a particular destination is closely related to the attitudes that the Brazilian respondents have towards the factors that differentiate long- haul from short- haul trips. It was discussed that some of the components have a purely negative effect on distant travel, while others add to its appeal and charm. As a result, it is important to interpret the interviewees' perceptions of the factors either as constraints that need to be negotiated and overcome or as elements that make traveling more attractive.

The academic literature identifies a number of common negotiation strategies utilized by individuals in their attempts to rearrange and reduce their travel opportunity limitations- no participation, choosing alternatives, skill development, time arrangement and money saving (Kimmm, 2012:3). No participation is irrelevant for this study therefore it will not be discussed. Selecting short- haul destinations as a substitute for distant travel is one way the Anselmo overcomes the limitations imposed by limited time: *"Well if we are talking about short vacations- I think I would say [I prefer] traveling in Brazil because as I told you before Brazil is a huge country so it takes a long time to go out from the country too.*" (Anselmo, A2:05:49)

In the discussion of long- haul destinations overcoming greater distances even using air travel services requires greater amounts of available time and can lead to aversion to visiting certain remote destinations. Brazil's size in this case acts as a deterrent from traveling internationally so when a selected motive to travel occurs the respondents have to satisfy it by visiting domestic places of interest. Regardless, the increased travel time was mentioned as a hindrance to traveling only by one of the respondents in relation to his reduced disposable time: "*I think the advantages of traveling close is [that] you do not waste a long time traveling, like sometimes taking long flights is quite stressful.*" (Anselmo, A2:21:01). The constraint is only technical though as the motivation to travel further in search of various cultures to explore overpowers the physical inconvenience: "*On the other hand, the furthermost you go, the longest way you go… you find the most different culture-[…] So there are stronger and weaker points of both- depends what do you want. It depends on the situation.*" (Anselmo, A2:21:15)

The motivation for self- development which was identified in the previous theme as a core factor for the Brazilian respondents, acts also as their reason to reevaluate the benefits sought and

the costs paid in search of methods to satisfy the need to travel. Occasionally, the long time spent in the airplane is perceived as just another element of travel "*I have no idea, but I spent I think about 13 hours […] It was fine- you have films, you have books- no, it's ok, I don't have a problem with that.*" (Paulo, A2:45:25). And to some of the respondents it adds to the excitement of the trip "*I love it […] because I'm there, I'm sitting, I'm traveling- I don't care, I love going to the airplane and eating the stuff there. Because I'm so anxious that everything is life's experience for me.*" (Zoe, A2:23:20). Zoe perceives every minute of the journey as a bonus- therefore for her the increased time related to visiting a long- haul destination does not have preventative outcomes to traveling, but on the contrary- it is evaluated as a positive feature.

A factor that was mentioned a lot in the conversations with the Brazilian respondents was the increased cost of traveling. Visiting a distant place in particular implies increased expenses associated with the price of transportation, potential administration fees for acquiring international passports and/or visas, implicit costs of differences between national currency rates, etc. Brazil's economy plays a direct role on the respondents' ability to select the destination that best suits their travel motives:

> "*We decide sometimes because of the economy of the country- sometimes it is cheaper for us to go to a place, a specific place… which is really really bad… but this is something that is happening in the last three years- before that we could choose for whatever reason we had.*" (Luiza, A2:08:12)

Luiza's inability to choose whatever "her heart desires" is related to the slowed down rate of development of Brazil- while in the past she was able to decide to go to a place based on her personal preferences, today she needs to negotiate her financial constraints and maybe choose differently. Luciana is experiencing something similar- the administrative border for visiting Europe has been removed but the higher exchange rates between the Brazilian real and the euro remain an obstacle that requires the utilization of negotiation techniques and methods: "*[It was] very easy for me. […] I can stay for 3 months in Europe without a visa, they didn't ask me for any vaccines or anything. So it's more about the cost- the euro for us is very expensive- compared to our money. So if I go to Europe I'm poor.*" (Luciana, A2:28:33). On the other hand, it turns out that due to certain transportation restrictions traveling around Brazil proves to be costly itself:

> *"One of them is that traveling abroad is as expensive as traveling in Brazil. The flight tickets here are so absurdly expensive that sometimes I'll find a ticket to travel abroad for about the same price. And if I'm taking time to travel for a long while I like to know countries and culture that are different from mine."* (Luciana, A2:03:46)

Thus, if she is spending time and money to travel Luciana prefers to visit destinations she is not familiar with because it helps her overcome the pressures of the mundane life. "*I don't know, for me when I travel the further I can get from my own reality, it makes me really feel like vacation.*" (Luciana, A2:04:45) The unknown and exotic becomes desirable, it adds to the feeling of disconnection and thrill. But it brings along other concerns: "*But like you said- closer to my reality or further from my reality- it's more exciting further. But also more scary- depending on where I'm going.*" (Luciana, A2:24:32) The levels of perceived risk increase in direct proportion to the distance and to overcome this, specific information needs to be acquired to prevent potential liabilities.

> *"One or two years ago, or maybe less- one Brazilian guy was caught in Indonesia I think- with some drugs. And he was killed because the local law said- drug dealers must be killed. So you have to think really really really, you have to research about the country you're going, to know the rules what you can and cannot do there- if you go to an Islamic country for instance you cannot bring some beers or some spirits… because otherwise you're gonna have problems*." (Anselmo, A2:22:36)

The situation though becomes inverted when the comparison is made between Europe and the destinations in South America- regardless of the distance, the old continent proves more reliable in terms of personal safety: "*I don't know, because the best destination are far. Well, near here […] usually it is not safe to travel alone for a woman… there is a lot of poverty here, so you need to choose carefully your destination*" (Luiza, A2:15:41) Careful trip planning facilitates risk minimizing: "*if you plan, if you travel a lot, if you know how is to travel- no risks, if you are smart*"

(Zoe, A2:25:00)but also language skills prove an important element in the constraint negotiation:

> *"But… I think now it's not hard for us to go to Europe. I mean most places in Europe people will speak English and I can also speak Spanish- so it helps. Getting*

*around in Europe wasn't hard… Germany maybe because not everybody spoke English but… still… it was possible to get around easily.*" (Luciana, A2:28:54)

The conversation with the respondents revealed also which international destinations are popular and attract most Brazilian outbound travelers. When time and finances are a constraint main places of interest are close locations with a good exchange rate: "*Argentina [...and] Sometimes it's cheaper going to the United States than going to Baiha or to the North East [of Brazil]*" (Zoe, A2:20:25) Traveling to the USA provides the Brazilians with various benefits- from shopping to experiencing fun and novelty motives: "*It's the American dream*" (Zoe, A2:23:20) "*Miami is I guess one of the best spots. There are many people going to Miami to do shopping as well- not just for Disney*" (Camilo, A2:9:06) Leonardo on the other hand explains this trend as a result of continuous advertising and political indoctrination over the Brazilian population: "*Probably [...] in a few words because of 50 years of propaganda of the United States in South America and I would say that 90% of South Americans would love to go to Disneyland, Disneyworld or whatever they think is the best place in the world- around Florida and New York.*" (Leonardo, A2:08:03) But there are dominant and preferred destinations in Europe as well:

> "*Oh, that's easy- I think number one in Europe [...] people love to go to [...] France, England, Italy, Netherlands and Germany [...] England for sure because of London I think. France for sure because of Paris. I think the main reason is that they are very well- known cities, everything happens there.*" (Paulo, A2:30:10)

The mainstream destinations in Europe- England, Spain, Portugal, France and Italy, are popular for a number of reasons. Some are related to the tourist sights: "*Every Brazilian posts photos on Facebook… like of the Eifel tower and Big Ben and… the Coliseum… and Berlin, because of the Wall.*" (Andre, A2:12:10) Others for religious reasons: "*Rome in Italy because Brazil is a Catholic country. There's lots of Catholic people here and because of the Vatican in Italy.*" (Anselmo, A2:20:52) For the older generation they represent a convenience: "*I guess most popular ones are Portugal and Spain and that is because of the language- 'cause as you probably know not many Brazilians speak English.*" Camilo, A2:7:47). Planning a trip to a familiar and similar culture where there's been a lot of predecessors is easier than searching for the unknown: "*Many people went there already so we can talk to people and get to know better [...] because if you want to go to Russia you have to plan a lot [...] so I have to search for it*" (Zoe, A2:21:20). Visiting the most popular destinations also acts as a constraint negotiation when time and financial resources are

limited but the desire to travel overseas overcomes the restrictions "*They go 15 days so they try to go to all the main touristic spots in the big cities- like Paris and London for example*. (Paulo, A2:30:12) The younger generation can also enjoy the benefits of the old continent *"[The younger people]- I think it would be definitely Amsterdam and Berlin.*" (Paulo, A2:31:55) *"I normally would choose Europe. And lots of Brazilians do too. [...] Because, you can have everything there- from historic cities to the beach, to staying... everything in a place"* (Maraisa, A2:06:06) Thus Europe turns into a "buy one, get many" type destination that incorporates cheap regional flights from the low- cost airlines, a variety of cultures and available experiences to satisfy an array of travel motives and facilitated travel arrangements where visas for the separate countries are not needed. And the advantages for young people increase with the opportunities to study and work: "*I have many friends that went to Ireland because they have some student programs and work programs and the visa is also easy*" (Luiza, A2:15:16) Some other reasons include the past colonial ties that connect Brazilians with Europe: "*Most Brazilians would also go to Portugal because that's who colonized us. But not as much as Paris.*" (Luciana, A2:13:16) The explanation why Paris is so popular is hidden in its romantic image inherited from the past:

> "*I think it would be a remainder from the 20th century. Even though we were colonized by Portugal, by the 1920s [...] everything the rich people could do in Brazil, they would imitate French people, so they would send their kids to study in France, and the French culture would come here, our food has a lot of influence from France... the clothes, everything. So there is this romantic idea that Paris and France... it's either a romantic getaway or a place where rich people go or... everything there is amazing, even though you have no idea what France is about. But people dream about France. And I guess that's still the romantic idea remaining from the 1920s- 1930s or something like that.*" (Luciana, A2:13:40)

## 3. Theme three: What is Denmark's image in the minds of the Brazilian respondents?

To further analyze the travel behavior of the Brazilian respondents it is important to clarify and interpret the image they hold of Denmark as a destination. The topic is divided in three subthemes which cover the three stages of the image formation and modification process as

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identified by Gunn. Included are also comments on the various image formation agents as categorized by Gartner in organic, induced and autonomous sources of information.

### 3.1 Pre- visit

Most of the interviewees responded negatively to the question of whether they had come across any kind of official advertising information: "*Denmark? Very little! We hear close to nothing about Denmark in Brazil.*" (Luciana, A2:42:05). The only one who based her trip in accordance to some promotional materials was Maraisa who actually turned to the services of Denmark's tourist office: "*No, in Brazil, no… but when I went there […] I was living in England and I've emailed the tourism office and they sent me some brochures- so it was great, I could plan my trip. But here in Brazil I had actually never heard anything about it*" (Maraisa, A2:06:29). Impressions about country can also be developed from the specialized tourist guides but only Camilo admitted to reading one of them to get an idea of the tourist places worth visiting:

> "*Lonely Planet was probably the Danish guide that I bought. And I enjoy reading and researching about the places that I wanna go. I remember- there weren't so many sightseeing amazing impressive things that I wanted to see in Denmark. But there were interesting things- like Christiania*" (Camilo, A2: ……..)

The lack of induced sources of information leads to deliberate attempts of the respondents to search for organic information about the country:

> "*You can seek in some forums, […] on some sites, like TripAdvisor […] or you can ask information to some friends that traveled to some similar countries- but basically […] I think the Internet is a very good place to seek for information.*" (Anselmo, A2:24:25)

The most utilized method for fact acquisition is word- of- mouth both through online blogs and through conversations with friends and relatives: "*Yes, a friend of mine… I have many friends that went to Denmark that said "Oh, you need to go there.*" (Luiza, A2:22:31). The information is mainly "*bits and pieces of things we hear*" (Luciana, A2:52:04) and it paints a scarce image of Denmark as a country: "*I knew just of course that the capital is Copenhagen and… basically I didn't know many things about Denmark […] everything was new to me*" (Anselmo, A2:35:51). Some descriptions from friends and relatives are very short and laconic, reflected through the personality of the information source: "*…before going to Denmark for the first time [my friend]*

*told me it was cold […] and he doesn't want to live in a place like that because it's too cold and there isn't too much sun. And that's it.*" (Leonardo, A2:13:35). Others are more detailed and rich and provide extensive information about the weather, the main touristic sights and the bike culture:

> "*I knew what my friends told me- that [it] was a beautiful city, that [the] people were beautiful […] [that] you could move [around] with bikes also but that it was a little bit rainy… What else… that I should visit the castles, I don't know if the name is correct- castles, but you have the Royal Family… [that] it was a safe place, we always talk about safety... What else… I heard about the food, I heard about the beer, I heard that it was very expensive to go- for us at least.*" (Luiza, A2:25:03)

The organic image of Denmark that circulates around through word- of- mouth is related to a number of facts about the country- the cold climate, the famous places of interest, the cleanliness and organization, the quality and equality of life, safety, etc. It sparks the interest of the Brazilian respondents as something that is very different than what they are used to:

> "*As my aunt lived there I really wanted to see what it is- I was really interested about the things she said, and it's a totally different culture from Brazil […] She really likes it there, she said [that] you can have a good life and it's easier than in Brazil.*". (Lucas, A2:14:10)

This description can appeal to the core motives of the travelers related to self- development and the desire for novelty. The word- of- mouth though often warns about the potential traps of an attractive destination: "*Everyone really loved the country- […] there's no one that went there and said "I didn't like it". But everyone complained about the prices of everything because of the currency exchange for us.*" (Camilo, A2:26:25)

The overall impression of Denmark is positive but with the exception of the high prices and the cold weather. Word- of- mouth is a source of information that can be trusted as it has high credibility in the people's minds therefore its significance for the circulating image of the destination. *"A friend of mine who lives in Hungary, I asked him because we are very close and I asked for [his] opinion if he recommends me either Denmark or Romania- because it's different and he said "Definitely Denmark!"* (Andre, A2:18:23) Sometimes analogies are made with other places in order to present a more precise picture of the country and its capital "*[My friend] made the comparison with Amsterdam.*" (Andre, A2:19:33) Other times its image is perceived in relation to the other countries in the north of Europe. The Scandinavian countries generally go hand in

hand in the minds of people- and what applies to one of them is often relevant to the others: "*I felt safe which was amazing- that's something I've heard about northern countries, not specifically Denmark*" (Luciana, A2:52:19).

> "*I had […] relatives who were from Finland and they often talk how Finland is very organized, everything works, everything is clean… I don't think I've ever met somebody who went to Denmark but I kind of have this general idea of northern countries being organized and being really clean and very stable […] not many ups and downs, like I said.*" (Luciana, A2:52:04)

As was discussed in the previous theme of the analysis risk perception is a very important factor that influences the destination choices of the Brazilian respondents so the fact that Denmark is known for its safety and security can add to its appeal as a destination regardless of its distance from the country of origin. This has further implications for the promotion of the country which on the Brazilian outbound market can be positioned as an alternative to traveling to other riskier destinations.

TripAdvisor and Internet blogs were the second most mentioned organic information source- several of the Brazilian respondents indicated their habit of searching for destination facts online and particularly on various forums. "*[I checked] places to visit mostly, I took TripAdvisor, also there's some Brazilian blogs, I've heard [about] 3 of them- about Copenhagen mostly*" (Andre, A2:16:56). These kinds of information agents help prepare the travelers for what they should anticipate during their trip and this way by increasing familiarity with the destination reduce the potential for negative experiences and disappointment.

> "*Yes, I looked [at] some tourism websites like "I went to Copenhagen and what I liked", we have some blogs here that you can describe your trip and say what you liked and what you did not like, what problems you have... Me and my mom- we looked for it, to know what we should do or should not do in Denmark.*" (Luiza, A2:33:16)

Certain autonomous sources of information that helped build their image and perception of Denmark were also mentioned by some of the interviewees. The focus and search for information are inspired and led by their personal characteristics and concerns:

*"By reading magazines and journals, on the Internet also [...] as you can imagine in Brazil- it is not very honest- the politics- often they release lists of the most honest [...] politicians [that] are not that rich [...] So I used to read something about the Scandinavian countries like Norway, Finland..."* (Andre, A2:14:16)

The comparison between the destination and the homeland brings along curiosity and interest to test the information received by visiting the place in person. General knowledge and past experiences also mix to produce certain expectations- in the case of Denmark they are often related to the prices which is a sensitive matter when it comes to long- haul travel: *"When I was in London I had gone to Sweden and Sweden had been really expensive… so I knew it wouldn't change that much from Sweden to Denmark"* (Camilo, A2:06:10) The similarities between the Scandinavian countries help reduce to a point the unfavorable effect of the high costs related to visiting Denmark- the travelers are aware of the facts and can make an informed decision. Thus, the image of the destination is spared the potential negative impact of unexpected dissatisfaction: *"I knew it [that it was cold][...] because of all the news on TV. Because I know that geographically Denmark is located in the north of Europe."* (Anselmo, A2:35:23)

*"I can't remember who told me it would be expensive. Of course because of whatever I had read- always those indexes about the most expensive cities and you always have one Russian city and then it's Oslo and Copenhagen or it's any kind of cities around there."* (Camilo, A2:34:38)

Denmark's popular culture is not very famous around the world. Even though the country has lately started to export some of its TV series, the effect of their dissemination has not been felt around the world yet. Furthermore, the respondents become more aware of the news and facts they receive about the country only after actually visiting it personally:

*"I probably started paying more attention to it after I came back to Denmark. So before I don't think I've paid much attention to news or documentaries or anything but after I've been to Denmark I've seen movies, I've heard about the Panama Papers or whatever… now that I've been there when something in the news comes up with Denmark I kind of pay attention."* (Luciana, A2:54:09)

Often times the traveler's image of a country reflects their individual characteristics as a result of the factors influencing the decision- making process and the image formation process.

Before arriving to Denmark Paulo for example had gained a lot of knowledge about the Copenhagen's design and architecture traditions as a part of his professional education:

> "*I see a lot in my university, in my classes, because we take many examples from architecture, because it's a very developed city, for sustainability and green architecture and this is the future. […] So I think this is the big example that Denmark shows around the world- the use of sustainability in general. Since you're using a bicycle, since your trash is all recycled.*" (Paulo, A2:48:13)

Other facts he researched on the Internet based on his personal interests and concerns "*When I was planning to go to Denmark and I was looking on the Internet for some of the things that mattered to me- […] ordinary things like weather, age average, and currency, and prices- like an average price list*" (Paulo, A2:46:56). His information search revealed facts that almost changed his mind to visit- "*Super developed country. Weather- kinda shitty. Beautiful urbanization. Beautiful architecture. Expensive things- everything very expensive. Average age more than 30 years old- that was something that I was like… "Aaa- I don't know if I wanna go there*" (Paulo, A2:46:09) but the desire to experience the culture and to see with his eyes what his education had taught him prevailed "*And of course I knew about all the architecture there- that it's beautiful. Especially that young architect that is called Bjarke Ingels- he's a guy that is transforming Copenhagen in another level*" (Paulo, A2:47:30)

Luiza and her mother showed general interest in the country- before their trip they organized a special "Denmark night" (Luiza, A2:26:50) during which they watched a documentary about the country with the idea to prepare themselves for what to expect. Though mainly concerned with the life of Brazilian immigrants in Denmark (Luiza, A2:27:10) the show still managed to leave them with some interesting impressions about the destination they were going to visit:

> "*It was really nice, it was a good place to live… […] because the summer is so short- and the people are always really happy in the summer- they said that […] the same people could be someone in the winter and someone [else] in the summer like different, completely different...*" (Luiza, A2:31:33)

Zoe on the other hand found out about the bike culture popular in Denmark from a documentary she watched: "*I don't remember exactly when and where but I remember it- I saw a documentary about Copenhagen and its bicycles*" (Zoe, A2:36:06). The impression was even further confirmed

and embedded in her mind when she finally visited the country: "*Oh- bicycles, bicycles, bicycles, bicycles… So the first thing I noticed was the huge bicycle system they had there.*" (Zoe, A2:34:17). The image she had acquired through the documentary and through the words of friends and relatives coincided with reality and thus she was positively satisfied.

## 3.2 During the visit

As image theory suggests the primary image of a destination acquired on site usually has more importance and is more stable. The respondents' experiences in Denmark then will have significance for the modified image they develop of the country and also for the information they will spread as word- of- mouth communication. The interpretation of their statements revealed that the adjusted image that the interviewees have of Denmark is a result of their encounters with the locals, the good and the bad surprises in relation to their expectations of the country, and the overall level of satisfaction or dissatisfaction of the time spent and the activities that they took part in.

The local people have a prominent space in the respondents' stories of their experiences in Denmark. Even more so when the couchsurfers are talking about their hosts. The general opinion and expectations about the natives are predominantly negative before the trip and turn into positive by the time of leaving the country. The reason for that is that Danes get coined as being cold and distant: "*Everybody told me that Danish [people] were closed people [and] that they don't relate easy*" (Lucas, A2:15:02). The preconception of the visitors is determined by the fame of the Scandinavians as being socially awkward: "*People always say "Oh, Danish people are real crazy because they don't talk to you and they are kind of this and this and this*" (Zoe, A2:42:38). But Lucas shared his curious revelations after living in Denmark as an exchange student: "*I made a lot of friends easy, they received me very well and I was surprised, for me it was really nice.*" (Lucas, A2:18:03) Zoe who also spent 7 months studying in Copenhagen had the opportunity to focus on the problem and thus came up with a very good explanation of the closed nature of the Danish people: "*It makes easier for one who is open to get to know the locals, especially if they are tagged as cold and closed. But if you are there and if you want to get to know them- just go, don't wait for them to come to you. […] So I really like Danish people!*" (Zoe, A2:42:38) The initiative should be in the hands of the visitor if he wants to get to know the real nature of the Danes. Furthermore, the secret is knowing that their behavior is closely related to their cultural background: "*I imagined people being really friendly but in their way- keeping a distance*" (Camilo, A2:32:20). This is something that can be difficult to comprehend by an immature uninformed traveler- not every

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nationality shares the same social values and behavior codes. But the Brazilian respondents interviewed had already acquired enough past experience and could easily understand that there is something more behind the prominent Danish distance. Camilo's familiarity with the mentality of the Europeans gave him the ability to interpret it:

> "*And now after living in Europe for 2 years I can assure you that it's not just about keeping a distance, but just a culture of respecting personal space. I guess here in Brazil, in Latin America we have this- the touching is really "talking". If you have Brazilian friends- you're gonna notice- we sometimes talk touching each other, and hugging and kissing and… we get close to each other very easily… and I just think that's a cultural thing. So in Denmark the people think – cold country, cold hearts… it's not like that, it's just a different culture.*" (Camilo, A2:23:52)

And Andre provided a description of the complexity of the Danish personality by comparing it to the Brazilian:

> "*Very happy, very closed I think. They are sometimes […] contradictory but they are closed because they respect your privacy. But since you get a real relation with these people they are really nice and if you ask for help, they surely will help like Brazilians… they are very helpful, very kind, very polite, they like to know about my country for example- how is in Brazil?... They are very curious and also very, very cultural*" (Andre, A2:28:24)

The multiple layers of the people's characters can be revealed only in the cases of sufficient communication with them. In addition most of the respondents share only positive experiences with the locals especially in relation to their couchsurfing hosts who provide them with free accommodation and advice: "*I didn't get to know many people from there, but the host […] was pretty fine, she was a very kind person, […] offered me food and drinks all the time in her house, she made myself [feel] so much comfortable, she didn't put any pressure on [me]*" (Paulo, A2:64:33) The local people were portrayed as kind, affectionate and accepting as well as very polite and helpful to the visitors:

> "*This couchsurfer who hosted me- his name is Ruben, he was extremely kind to me, because he took me to some pubs, some bars around his place […] I love tasting different beers so he took me to a bar [where] we had many many different beers*

*and he took me to have a really nice burger- I know a burger is not very Danish food but it was delicious.*" (Anselmo, A2:46:38)

The hosts were considerate to their guests and made sure to introduce them to the local culture and traditions. The opportunity to experience life as the locals live it is essential to the core motive of self- development and also helps strengthen the positive image of the destination in the mind of the visitors:"*…the family I was staying with […] they were very warm, so I spent a lot of time in the house- at breakfast or at night I would come back for dinner with them- talking about South America, talking about Denmark, talking about whatever. So I spent a lot of time indoors I think*" (Luciana, A2:46:10) Thus, the myth about the Danes seems to have been busted- they are sociable and accessible and "*...if you are open and if you want to get to know them- you can get to know them. It's just a matter of willing*" (Zoe, A2:41:11). The Brazilian respondents therefore have an advantage: "*I made a lot of friends at the school and they showed me around. As a Brazilian I talked to a lot of people on the streets*" (Lucas, A2:34:25) And most of the interviewees seemed to have positive on-site interactions with the locals especially related to visiting bars, pubs and parties. Finally, the Danes are also very approachable and friendly to people that need directions thus adding to the positive experiences of the visitors.

The positive and negative experiences in relation to the expectations the Brazilian respondents had of Denmark also influenced their modified image of the country. Satisfaction was usually related to the places of Copenhagen- the interviewees expressed amazement from a various touristic or non- touristic place in the city:

"*Definitely Christiania! It's a totally new concept- for me*" (Anselmo, A2:48:05)

"*I was in Tivoli- the park, it was really really nice! It was so amazing, I was so positively impressed about the park… I don't know what I expected but it was so much more, and it was so beautiful inside the park.*" (Luiza, A2:42:19)

"*I did the Canal tour, I walked around the city, I stopped at different stores… I was [surprised about] the sexshops that have the window open to the street displaying all the funny products- I had never seen that in my life, so I was also like "This is different!"*" (Luciana, A2:45:05)

"*My Brazilian friend who was living there- he spent one full day with us- basically walking the city and drinking and eating and we got drunk- that was the most Danish experience I had- with a Brazilian friend in Denmark. He took me to a very nice market- […] for very […] high cuisine products so you can buy very good seafood, very good cheese, very good wine- it's a very central market*" (Leonardo, A2:07:34)

Denmark and its capital offer interesting and unique experiences which can appeal to various groups of visitors. Positive impressions of the respondents were related also to the prominent element of urban organization, cleanliness and sustainability of the city:

"*I guess the organization [surprised me]. And it was really clean- it was more than I expected.*" (Maraisa, A2:16:34)

"*Oh, everything is so clean and everything works- everything works! The bike system works, the machines work, the education works- everything works!*" (Zoe, A2:44:27)

"*I liked very much the gardens that I passed through Ah! […] the one thing that I remember most about Copenhagen was- […] I was sitting down and the water was too bright blue- bright light blue, beautiful, and then I saw […] two white jellyfish going right in front of me when I was sitting on the bench and then I was "God, that's like [amazing]…" Because the jellyfish, it only stays in places with pure water.*" (Paulo, A2:61:43)

When positive expectations meet reality the overall effect is satisfaction and the image of the destination is constructively modified. In addition the safety and security felt in the atmosphere of Copenhagen reappeared multiple times in the conversations with the Brazilian respondents showing not only that this is a factor of great importance for them but also that their positive perceptions of Denmark have been boosted: "*And for a guy like me I think it's safe to go there […] Safe means that you can walk the city anywhere any time alone.*" (Leonardo, A2:18:55)

Sometimes though the negative effect of the weather factor cannot be mitigated: "*The main point I think- it is a safe place to live but it is quite sad when compared to Brazil, it's very sad the country, the weather is always grey and every time cloudy and raining all the time.*" (Andre,

A2:34:02) Other times the Brazilian respondents have experienced the occurrence of a mismatch between expectations and reality. "*In Brazil we don't know much about Denmark we just know that it's a cold place and the Scandinavian houses- I think that's all I knew […] and Vikings*" (Lucas, A2:……….) Two other respondents- Leonardo and Andre, also mentioned the Vikings as something they knew about Denmark before their actual visit. Andre's anticipation to encounter the remains of the Viking culture was not justified which turned into dissatisfaction with the trip: "*…there is something that I'm really disappointed- I did not see anything about the Vikings- because everything only talking about Denmark, everything directly to the Vikings… there is some museums but not that serious.*" (Ande, A2:32:40)   Leonardo expressed a similar discontent: "*Maybe I was expecting to see more exploitation of this Viking heritage but in the places I went it was basically zero.*" (Leonardo, A2:08:06) The fact that they could not pinpoint the source of this expectation is indicative of the complex nature of the destination image concept and its formation.

Other frustrations were related to some of the main symbols and most representative elements of Denmark- particularly the Little Mermaid. Two of the respondents were not able to actually see the statue as it was removed from its usual place and transported to China as a part of a world expo: "*and there was this screen- a live screen of the Mermaid in China… what it was, I don't know*" (Leonardo, A2:15:25)

> "*It was horrible because it was I guess the only time in history that the monument had left Denmark. So I got there- it was "Oh, it's the first thing you need to see in Copenhagen"- and she wasn't there- frustrating […] We couldn't see anything, I'm not sure if it was night time in China or there wasn't any light on top of it, but it was just dark, we couldn't see anything.*" (Camilo, A2:28:15)

The missing symbol brings confusion and high levels of annoyance as it is known as one of the main attractions and iconic places of Copenhagen and when it is not where it is supposed to be the city loses a part of its appeal and value. Two other respondents were also dissatisfied with the Mermaid but because it was not what they had imagined it to be:

> "*I think I went to see the Little Mermaid. Which was the worst thing that I did in Copenhagen! Very much disappointed! […] But when I [got there]- "Oh, ok, that's the Little Mermaid- yeah… Right…"*" (Paulo, A2:58:00)

"*it's only a statue [...] I think it's not magical… I don't know... I was disappointed, it was too far and deserted, there was nobody around.*" (Andre, A2:30:54)

Andre and Paulo were not impressed by the statue and they felt as though their expectations have been cheated. Depending on their consecutive comments in conversations with friends and relatives their discontent can potentially lead other people to believe that the Mermaid does not possess the value of an icon ascribed to it. Andre was also disappointed with another one of the exemplary images of Copenhagen- Nyhavn, because he expected that the whole city will have this appearance:

"*I was really excited, I think mostly because of the historical buildings, like in Nyhavn, [...] very colorful, I don't know this is the image I had to walk in the streets. [...] I thought that it will be amazing. [...] I thought that all the city will be like that place, but it is only this point of the place, only there.*" (Andre, A2:21:18)

And Leonardo felt like he hype around the Danish architecture and design traditions is unjustified: "*Honestly speaking [...] the design of the city and the buildings are not pretty surprising at all. Internal design for sure- but… they are too practical and sometimes this very practical approach of design lacks a little bit of comfort.*" (Leonardo, A2:18:34)

Disappointments were also related to the weather in Denmark. Even though the visitors are usually warned from the secondary image they have of the country's climate, they still get surprised it is not as warm as they have expected it to be.

"*So it was the end of summer, but it was already 15 degrees maximum in Copenhagen.*" (Camilo, A2:16:53)

"*I think in five days that I spent here I saw the sun twice [...] I don't think I will be happy here, I don't know- I don't feel it, I like to visit but I don't really want to stay.*" (Andre, A2:34:34)

"*It was June [so] it was supposed it to be hot, right? Like… warm- [but] the maximum temperature was 14 degrees. We are in the winter now and we have 14 degrees here.*" (Luiza, A2:44:20)

### 3.3 Post- visit

The final phase of the image formation process is the post- visit image modification when the travelers reevaluate their experiences and ascribe new features to the destination or establish and reconfirm old ones. The stage is not ultimate in that people acquire images throughout their whole lives but it marks the symbolic end that merges into a new beginning of a continuous process. The post visit image holds high significance as it becomes a part of the base for any future destination evaluations in the decision- making process. It also informs and adds to the images other potential travelers hold of the destination as it gets included in the new word- of- mouth information streams.

The first impressions that get shared are the encounters of incomprehensible elements:

> "*I told my friends [...] one thing that impressed me a lot [...] in the summer there is no darkness, it's always day, [...] Copenhagen was my first experience to have almost 24 hours of day in my whole life [...] Jesus, this is insane, how can you live without the darkness*" (Anselmo, A2:52:10)

In addition a lot of the comments are related also to surprises about the appearance of the local people who are quite different than the Brazilians: "*People are so good- looking, that's probably the first thing that I said about the guys there. Because I was taking hidden pictures of boys on my cellphone- I even actually made a collection and I put it on my Facebook.*" (Camilo, A2:52:59). Friends are advised to visit the country because of the attractiveness and intelligence of the Danes among with the incentive to experience their quality of life personally: "*Everybody there was handsome. [...] People speaking English, everybody looks to have good quality of life and those crazy concerts that I've been to that were really different for me.*" (Luciana, A2:56:30)

The specific characteristic of the capital compared to the Brazilian cities gives the opportunity of the traveler to get to know it and to easily become a part of it:

> "*It's a big city but a small city in the same way. For example Sao Paulo is huge [...] I don't know my whole city, it's impossible to know. [...] But in Copenhagen- it's big enough for you to live and get to know the city, so it's... perfect, it's the perfect size, I think, you have everything to do, you have museums, you have nature, you have the beach- when it's summer of course, you have the university, you have*

*many many many festivals, so you have a little bit of everything- it's the perfect size.*" (Zoe, A2:52:33)

The atmosphere and the touristic places for some of the respondents are the most memorable part of their experience that deserves to be shared with friends and relatives: "*Because everything is so beautiful inside- in my opinion, they have all the tourist points that are so interesting and inside the place everything is so carefully arranged and organized and everything is so beautiful too. And we could do a lot of stuff* " (Luiza, A2:49:03). While others focus on the opportunity to try and live like a Dane:

> "*I think [my friends] don't need to see places and stuff. I think every person should go and pretend to be a Danish [person], pretend to live there and just to see how they live, how they do… the simplicity they have, being polite and being sustainable and being… people going to work with a suit using bicycles- that's just something that we don't have here.*" (Paulo, A2:66:59)

And while for some Denmark offers unique experiences and opportunities to learn and take example from the local's way of life, for others it lacks the appeal of possessing exclusive features and characteristics: "*I think it's a place that is worth visiting… but there is […] nothing really exciting.*" (Leonardo, A2:21:42)

> "*I don't know, for example if I'm talking to my husband he normally says "I would go back to Denmark" but I don't feel the same way, I don't know why but... probably because I want to get to know another place, no that I don't like Denmark it's just- I still want to know other countries. But he normally says "Oh, we have to go back there.*" (Maraisa, A2:20:38)

And then there is the modest advice to friends and family if they have a chance to seize the potential opportunity and explore what the country has to offer:

> "*I don't think I would tell somebody "Leave Brazil and go to Denmark and do just that". But if somebody is already in Europe and has the opportunity to go there I would say yes, but I think since I haven't seen much I'm not able to tell someone "Yeah, get a plane and go to Denmark and spend 20 days there*" (Luciana, A2:57:45)

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When asked to describe Denmark with five words the respondents gave varying but interesting answers:

*"Amazing. Beautiful. Civilized. Funny- like you can have fun there. […] Hygge.*[10]*"* (Zoe, A2:50:58)

*"Organized, beautiful, kind, […] a lot of light and happy because the people seem to be very happy to me."* (Anselmo, A2:54:56)

*"Sustainability. Green. Architecture. Politeness… and I… just because I'm saying good things I'm gonna leave the last one for "expensive"* (Paulo, A2:69:27)

*"Educated people and warmer than I thought it would be."* (Luciana, A2:62:67)

*"Awesome. Organized. Clean… I don't know it was so beautiful and… how can say in one word… the city has this… this positive vibe that you get cheered yourself, you are happy to be there, it is some weird feeling that is so happy to be there.* (Luiza, A2:50:40)

*"Colorful, organized, nice people, good food… especially sweets."* (Maraisa, A2:……….)

*"Organized. Cold. Small. Beautiful. And interesting."* (Lucas, A2:………)

*"A little bit hipster. Interior design. Fatty food- greasy, a lot of greasy food… oh, there is something interesting which is a very good impression I have about Copenhagen specifically is that… there's not too many tall buildings so it gives you a very good feeling of not being confined to a city."* (Leonardo, A2:21:24)

*"Safety, education, health, equality and… cold… rainy."* (Andre, A2:37:40)

*"Blond guys. Sustainable energy- green. Low level of inequality… a place where I would like to live- so my dream definitely is… Copenhagen is definitely a city I would like to live, one of the top places… […] Safe, yeah, definitely safe."* (Camilo, A2:59:51)

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[10]Danish word for "cozy"

Cognition thus defined Denmark most of all as an organized beautiful cold country. Some of the respondents completed the description with comments about the quality of life, while others pointed out elements that reflected their view and perception of the people.

## 4. Theme four: How does Denmark get included in the destination choice sets of the Brazilian respondents?

The qualitative interviews with Brazilian respondents provided insights into their decision-making process. When considering alternative destinations the interviewees collected information and advice from their friends and relatives. As identified in theme two the most popular destinations in Europe- Paris and London, get recommended a lot: "*Definitely Paris, London- my friends are very… predictable [...] Eastern Europe- even though not as common [...] and Munich, in Germany.*" (Luciana, A2:12:30) But Denmark's capital also possesses its charms "*I've been told that it was really, really beautiful city Copenhagen, that I should go there- and I was really close because I was in Oslo- so I went to Stockholm and then to Copenhagen.*" (Luiza, A2:22:12)

In the selection process for a long- haul destination two main different factors are taken into consideration- time and finances: "*If I have more than three or four weeks definitely it's gonna be abroad. […] Second point- money… unfortunately I live in a third country, I have to think about money. […]*" (Anselmo, A2:11:32) Denmark gets included in the destination choice sets as an part of a wider tour of Europe: "*We were traveling around Europe for four months and Denmark was a country that we wanted to visit and afterwards we went to Norway, Finland and Sweden… so as we were in a motorbike we crossed Denmark.*" (Maraisa, A2:10:13) Its attraction as a representative of the unique Scandinavian culture provides a motive for self- development and self- actualization through visitation. "*Because I want to get to know different cultures and different places […] Because Brazilians usually don't go there- in Scandinavia and Finland and Denmark, and Sweden [...] The other reason is that I like studying so I chose Denmark [...] to do this exchange program".* (Zoe, A2:01:38) The location of the country as a gateway to northern Europe also plays a role for its selection: "*The reason- because it was on the route between [...] the north of Germany to Sweden- and so I did a road trip basically*" (Leonardo, A2:15:16)

Another reason for traveling to Denmark is to experience the destination as it was perceived before the visit:

> *"Main reason- architecture. [...] I love the way the city is organized and the city is planned. I like how so developed they are, the passions they have for bicycles, for having cycle [paths] everywhere [...] I also wanted to visit Christiania, because I think that's just fantastic what they did- it was supposed to be a trashy druggy spot and now it's artistic, so artistic. "* (Paulo, A2:39:21)

And the main motive revolves back around to culture and the image of the country of something new and something exciting: *"I was very curious about the [...] the Nordic countries' culture."* (Anselmo, A2:31:12)

> *"I was always interested, because it's different, it's different from continental Europe, even though Denmark is in continental Europe... so I had decided either I would go to Prague and Vienna... but I thought it's something that I can do easily when I'm 60 years old, it's nothing new, nothing would have changed or just go to Denmark and know it all."* (Camilo, A2:30:51)

> *"Denmark was the further away I could get from my own reality. [...] I was curious about the Nordic countries."* (Luciana, A2:22:07)

# V. Summary of results and implications for the marketing of Denmark

Some final remarks need to be made as a summarization of the four themes of analysis. First of all, the answers of the Brazilian respondents are in line with the arguments of the TCP model that the four factors- self- development, escape/relax, relationship and novelty, form the backbone travel motivations. Most prominent was the need for both inner- directed and outer-directed personal improvement through learning things, experiencing different cultures, encountering new and varied people, meeting the locals, acquiring additional skills, developing personal abilities and interests, gaining a sense of accomplishment and confidence. In addition, novelty, escape/relax and relationship played a supporting role by acting in combination with or as a complement to the self- development factor. From the middle layer of travel motives in TCP self- actualization which is a lower level career factor appeared most in the statements of the Brazilian interviewees- the need to experience and be in harmony with nature did not arise, thus leading to the argument that the respondents regardless of their varied travel experience have not

reached yet the higher levels in their travel careers. And finally, from the less important outer layer of TCP motives isolation, stimulation, romance and autonomy appeared in relation and in addition to the core self- development and novelty factors, while nostalgia was not mentioned by any of the respondents. In addition, from the analysis of the statements emerged various phases of the travel career of the Brazilian tourists- the fact that they are at different positions in their life span in terms of their relationship status revealed the transition of travel motives. The single respondents are in general inclined to go with the flow, they are searching for adventures and autonomy in their travels and are managing to negotiate their constraints through the combination of travel motives. On the other hand, when they transition into the parent phase, the interviewees presume additional responsibilities and "family obligations and inconveniences in traveling with children" (Goeldner & Ritchie, 2003:319) thus they need to reevaluate their travel motives and focus on the ones related to relationship strengthening.

The second theme of the analysis presented what attitudes to long- haul travel the Brazilian respondents have and which negotiation techniques they use to overcome perceived restrictions. The advantages of visiting a remote destination include the satisfaction of the core travel motives of the Brazilian respondents while the disadvantages were related mainly to the experience of higher financial costs and increased risks of traveling far. Europe was identified as a multifaceted destination with strong roots and high perceived benefits in the minds of the Brazilian respondents.

Overall it can be argued that before visiting Denmark the Brazilian respondents have a scattered image of the country which is a result of mainly organic and autonomous resources with a very little influence of induced information agents. Word- of- mouth plays an important role in the image formation process as suggested by the academic literature and the popular perception of Denmark is related to the cold weather, good quality of life of the locals but high prices for the tourists and a very widespread awareness of the functioning bike culture. In addition design and architecture are also popular topics of discussions and conversations between the Brazilian respondents and their friends and families. During their stay in Denmark the image of the destination undergoes certain transformations and modifications in the minds of the interviewees. The interactions they have with the local people usually lead to positive reevaluations of the qualities and characteristics of the Danish population while the personal experiences and the activities performed either enhance the country's image or lead to disappointment as a result of a mismatch between expectations and reality. In the post- phase of the image formation process the

respondents assess their cognition and affect to the Denmark and develop complex primary images of the country which play the role of new word- of- mouth sources of information.

As a result of Denmark's image the country gets included in the destination choice sets after its mainstream competitors in Europe have already been visited. Appealing about Denmark is the fact that it embodies a different culture, one that is foreign to the Brazilian travelers but also one that can satisfy all the layers of their travel career motives. As a representative of the Scandinavian and Nordic cultures Denmark is often associated and visited conjointly with the other countries in north Europe.

Certain marketing implications follow from all those results. When positioning Denmark on the Brazilian market special attention has to be paid to the image of the country and the overall awareness of its attributes. Brazilians are often not familiar with what Denmark has to offer to them therefore the autonomous and organic information agents need to be utilized for the marketing campaigns. Word- of- mouth as a particularly effective source of information with high credibility and market penetration can help reduce potential negative connotations about the country in terms of the constraints related to traveling so far. Additionally, through specifically designed marketing tools and their appropriate implementation the country can be positioned on the Brazilian outbound market as a contrasting alternative to other international destinations offering multiple benefits. The focus has to fall on the country's specific image of a gateway to the Scandinavian and Nordic cultures which resonates with the core motives for travel of the Brazilian respondents but also incorporates the other levels of needs and desires. Thus, the destination can provide full gratification of all travel motives.

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# APPENDIX 1

## INTERVIEW GUIDE FOR THE BRAZILIAN RESPONDENTS

| Purpose | Research question | Interview question |
|---|---|---|
| **1. Initial presentation**<br><br>An introduction of the interviewer, the thesis and the purpose of the interview. This section aims to ensure that the informant knows the exact goal of the interview. It is also important for them to understand that there are no wrong answers- their opinions and experiences are an essential part of this thesis. They are also made aware that it is best if they ask for clarification in case they do not understand a question completely. | | |
| **2. General questions determining the informant's travel motivations and preferences**<br><br>This part aims to set a comfortable start of the interview and "break the ice". The questions revolve around the travel experience of the informant and their purpose is to give me an idea of his/her travel habits and motivations. They will also reveal some of the informant's personal factors | **What are the psychological characteristics of the informant: values, motivations, personality?**<br><br>**What is the overall travel experience of the informant? How many times has the informant traveled in their life? How many different destinations have they visited? How much time have they spent traveling? => Is he/she a seasoned traveler, a** | - How often do you travel? How often do you travel abroad?<br><br>- Where in the world have you traveled? What did you do there?<br><br>- Why do you travel abroad? What are your reasons to choose an international destination instead of traveling around Brazil?<br><br>- Where do you go for short holidays/vacations? Where do you go when you have more time available? Why?<br><br>- What is important to you when traveling abroad? What do you look |

| in the image formation process. | "newbie" or somewhere in between? | for in a destination? What kinds of activities/features/ characteristics? |
|---|---|---|
| | | - What do you want to do when traveling abroad? |
| | Which holiday destination and what kind of vacation would be most appealing to the informant? What destination image is the informant mostly attracted to? | - How do you decide where to go? |
| | | - Who/ what inspires you to travel? |
| | | - How do you arrange your travels? What is your process? |
| | | - How experienced of a traveler do you think you are? |
| | | - Where would you like to go next? Why? |
| | | - In your opinion, which countries are popular holiday destinations for Brazilians? Why? |
| **3. Attitudes to long- haul travel**<br><br>These questions aim to reveal the informant's attitude to the long- haul travel constraints | | - Which one would you say you prefer- traveling close or traveling far? Why? What are the advantages and the disadvantages of both? What are the costs of traveling far?<br>- What are your reasons to travel to a remote destination?<br>- When you think about traveling overseas what are some things or arrangements that you think require more/ special attention? |
| | | - What are your links to Europe? Do you have any friends or relatives in Europe? |

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| | | |
|---|---|---|
| | | - When you travel to Europe which would be your first destination choices? Which countries did you visit when you traveled there?<br><br>- What would be your perfect day in Europe?<br><br>- How come you chose Denmark as a part of the trip?<br><br>- When you traveled to Europe were there any inconveniences that you had to overcome? How did you overcome them?<br><br>- Tell me more about your trip/trips. |
| **4. Questions about Denmark as a travel destination** | | |
| Before visit | **What mental (organic) images did the informant have about Denmark before travelling?**<br><br>**How did he/she accumulate them?** | - Before you visited Denmark, what did you know about the country?<br><br>- What did you think about it? What impressions did you have?<br><br>- What made you think of Denmark like this? Have you seen anything about it in the news there, in reports, documentaries, etc.?<br><br>- Do you have friends or family that had visited it and told you about it?<br><br>- Do you have family members in/from Denmark? Do you have friends in/from Denmark? |

| | | |
|---|---|---|
| | | - Before going there what had they told you about the country? |
| | | - Have you heard about or seen any TV- series or shows from Denmark? |
| | **What induced images did the informant have about Denmark?** | - Have you seen any promotional material of Denmark as a travel destination? Can you describe it to me? |
| | **What information source(s) did he/she use?** | - Where did you see it? |
| | | - How was Denmark presented in it? |
| | **What influenced the decision to choose Denmark as a travel destination?** | - Before you decided to come here what kind of research did you do? What kind of information about Denmark were you looking for? Where? |
| | | - Did you look up any information on the internet? Did you ask friends/relatives what they know about it? |
| | | - How did you decide to come to Denmark? What was the reason for your travel? What made you choose Denmark as a destination? |
| | | - How did you imagine your stay will be? |
| During visit | **What personal experiences did the informant have in Denmark?** | - How many times have you been to Denmark? |
| | | Please describe your stays: |
| | | - When did you visit Denmark? At what time of the year? |
| | **What is his perception of some of the functional** | - What was the purpose of the visit? What was the main reason? |

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| | components of Denmark's image? | - How did you get there? Describe your journey to Denmark. |
| | | - How long did you stay? |
| | **What is his perception of some of the psychological components of Denmark's image?** | - Who did you go with? |
| | | - What accommodation did you have? What is your opinion of the accommodation facility where you stayed? |
| | | - Where in Denmark did you travel? |
| | | - What did you do? What kinds of experiences did you have? |
| | | - Which places/ attractions did you visit? |
| | | - What activities did you take part in? |
| | | - What is your opinion of the prices? |
| | | - Can you describe the atmosphere of Denmark? |
| | | - What is your opinion of the local people you met? |
| | | - What surprised you about Denmark? Tell me something you hadn't expected before arriving. |
| | | - What were you not surprised about? What was exactly how you expected it? |
| | | - What kinds of interactions with the locals did you have? |
| **Post visit** | **What are the modified induced images of the informant?** | - After you went home, what did you tell your friends/ family about Denmark? How did you describe your stay to them? |

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| | | - Would you recommend your friends/ family to visit Denmark if they have a chance? Why?<br><br>- Did you bring any souvenirs?<br><br>- So when I say Denmark what are the overall feelings that you get/ what emotions does it spark in you?<br><br>Describe Denmark with 5 words.<br><br>Describe your stay in Denmark with 5 adjectives.<br><br>- What do you think is unique about Denmark? What is memorable about Denmark? What is common? |
| **5. Sociological data of the interviewee**<br><br>Intended to gather some general information about the informant.<br><br>The questions are simple and easy to answer. They will give information about some of the informant's personal factors in the image formation process. | **What are the demographic characteristics of the informant?** | Please tell me a little bit about yourself.<br><br>- How old are you?<br><br>- Where are you from? Where do you live now?<br><br>- What is your marital status?<br><br>- What is your occupation?<br><br>- What is the highest level of your education? |
| **Final thoughts and comments, anything additional that the informant wants to share** | | - Do you have anything else you want to add?<br><br>- Do you have any suggestions in terms of people I can contact with these kinds of questions?<br><br>- After I've told you about those series do you think you would be interested in watching them? |

| | | - If you end up watching any of the series I mentioned would you let me know? |
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## APPENDIX 2

**USB KEY:**     **Audio files**

**Interview transcriptions**

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