

Adventure Tourism

Source: Visit Faroe Islands (2014)



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Abstract

The master thesis deals with adventure tourism in the Faroe Islands. The unknown Faroe Islands have been admired for its natural beauty, where it is possible to get unique and unforgettable outdoor experiences. Therefore, it will in the thesis be looked at how the Faroe Islands can attract more tourists to the country and hence expand the tourist season.

Therefore, the research tries to answer the research question:

- How can the Faroe Islands become an adventure destination?

This will be done by answering the following sub-questions:

- What are the adventure tourists looking for?
- How can the Faroese tourism actors be geared to receive adventure tourists?
- How are the Faroe Islands promoting tourism products aimed at adventure tourists?

The thesis is an explorative qualitative study, written under the interpretivist paradigm. The collected data for the study was collected in three stages. Exploration was the first stage, where passive netnography was used to find out who the tour operators within adventure tourism are and how they are promoting adventure tourism. Followed by the second stage, where possible tour operators within the Faroese adventure tourism, that could be relevant for an interview collected. Finally, in the last stage, were qualitative face-to-face interviews with the Faroese tourism board and a Faroese tour operator within adventure tourism conducted.

Theories on marketing communication such as the communication triangle and the communication process were explored, so the research question as well as the sub-questions could be answered.

The analysis showed that adventure tourists want to explore and learn about new places, meet new people, understand the visiting culture and through participation be engaged in the experience. To make the tourists aware of the Faroe Islands has great emphasis been placed on the work to promote the Faroe Islands towards people looking for soft adventure experiences.

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1. Introduction

1.1 Adventure Tourism

Tourism is one of the fastest growing sector in the world (UNWTO, 2014, p. 10), with adventure tourism as one of the fastest growing categories (UNWTO, 2014, p. 10).

Adventure tourism is an emerging niche market, representing one of the fastest growing market segment, with the potential to become very popular and high yielding (Thomas, 2012, p. 39). The term 'adventure' is some sort of an experience, involving around personal excitement (Kandari & Chandra, 2004). According to the Oxford Dictionary an adventure is 'an unusual, exciting or daring experience, where the excitement is associated with danger or risk taking' (Oxford University Press, 2017).

Adventure tourism can be divided into two sectors namely 'hard' and 'soft' adventures. Hard adventure require that the tourists have some experience and skills in the activity before undertaking the tourism experience, in contrast to soft adventures that not necessarily require previous experience (Swarbrooke, Beard, Leckie, & Pomfret, 2003, p. 33).

Adventure tourism is an activity that attracts tourists to a certain destination due to the adventure activities presented at the destination (Sung, Morrison, & O'Leary, 1997).

Adventure tourism can be both domestic or international and must include an overnight stay, but not last more than a year (UNWTO, 2014, p. 10).

Over the past years adventure tourism has been growing exponentially worldwide, where tourists are looking for undiscovered destinations (UNWTO, 2014, p. 9). As well as adventure tourists are travelling outside the peak season looking for authentic experiences (UNWTO, 2014, p. 6).

Adventure travel that often is used as an alternative to adventure tourism, is by Addison (1999) defined as 'any activity trip close to nature that is undertaken by someone who departs from known surroundings to encounter unfamiliar places and people, with the purpose of exploration, study, business, recreation, sport or sightseeing and tourism' (Addison, 1999, p. 417), showing that adventure travel is more extensive than tourism or leisure by including goals for the activity (Swarbrooke, Beard, Leckie, & Pomfret, 2003, p. 6).

Adventure tourism has become a cornerstone for tourists travelling widely in their search for unique tourism experiences. In the globalized world consumers are looking for authentic experiences where adventure tourism is in high demand (UNWTO, 2014, p. 6).

The search for unique and undiscovered destinations gives these unknown destinations the opportunity to market themselves towards travellers looking for unfamiliar places, where they can get unmatched experiences (UNWTO, 2014, p. 6)

1.2 The Faroe Islands as case

The Faroe Islands are one of these unknown tourist places with great potential as tourist destination (Hvidtfeldt, 2014). According to the travel agency KE Adventure Travel (KE Adventure Travel, 2017), one of the world's leading independent travel specialists, the remote Faroe Islands placed in the North Atlantic has been admired for their unspoiled natural beauty, as the islands have miles of rugged coastlines, colourful fishing villages and bird-life combined to provide a unique and unforgettable outdoor experience (KE Adventure Travel, 2017).

With the introduction of adventure travel the Faroe Islands could expand the tourism season as adventure tourists travel outside the peak season (KE Adventure Travel, 2017).

Therefore, it would be interesting to examine how the Faroe Islands can become an adventure destination?

To answer the main question, the following sub-questions are added:

- What are the adventure tourists looking for?
- How can the Faroese tourism actors be geared to receive adventure tourists?
- How are the Faroe Islands promoting tourism products aimed at adventure tourists?

To answer the first subquestion a literature review on tourist motivation was conducted as well as observations were performed during a hike to find the characteristics and underlying motivations on adventure tourists. To answer the second subquestion a website study and two expert interviews was performed to find out how the Faroese tourism actors can be geared to receive adventure tourists. Lastly, to find out how the Faroe Islands are promoting tourism products aimed at adventure tourists was Visit Faroe Islands promotion campaign: The Faroe Islands – Unspoiled, Unexplored, Unbelievable looked at, as well as netnography, a website study and an interview with the director of Visit Faroe Islands was undertaken.

The subject on adventure tourism will be looked at, as the small islands placed in the North Atlantic Ocean according Visit Faroe Islands (2017) are placed in beautiful settings

with real nature (Sansir, 2016), packed with unique and authentic adventures (VFI - Stay, 2017) that can be explored by sea or land (Sansir, 2016).

The topic is relevant now as the Faroe Islands are in a developing process, wanting to attract new tourist segments and expand the tourism season that today operates between May and September (Europe Travel, 2017), as this could result in more diversified tourism products, that will talk to other tourism segments than the current ones.

Even though the majority of the tourists are visiting during the summer, more tourists arrive earlier in the year as well as the market segment has become younger (Hjartardóttir, 2016). The expansion of the tourism season is something that the Faroese tourism actors are working towards, but there is still a long way to reach the goal (Hjartardóttir, 2016). According to Guðrið Højgaard, director at Visit Faroe Islands, it has for a long time been a heart to attract younger tourist segments and expand the tourism season (Hjartardóttir, 2016). It is especially the globetrotters, defined as 'a person who frequently travels to different places around the world' (Visit Faroe Islands, 2014-2015, p. 28), that choose to visit the Faroe Islands outside peak season. Many of them have already been to every place on earth and are now looking for unknown destinations (Hjartardóttir, 2016). About 75% of the tourists that visit the Faroe Islands do not know anyone who has ever been to the Faroe Islands (Hjartardóttir, 2016). The globalisation makes the world smaller as well as it has become cheaper to travel around the world, which makes the tourists look wither in their search for unknown destinations (Hjartardóttir, 2016).

Creating an adventure destination in the Faroe Islands would make the islands more appealing to other segments than the current, as well as it could help to expand the tourist season. The expansion of the adventure tourism will create several opportunities for development within the Faroese society, where adventure travel will benefit the local economy and at the same time generate employment and income (UNWTO, 2014, p. 6). The creation of the Faroe Islands as an adventure destination would be beneficial for the society, as tourism needs almost every services, that are necessarily in a modern society, as the tourists during their stay will require local services such as transportation, accommodation, food & beverages as well as experiences. Therefore the tourism industry is the foundation for the connection to the outside world, hotels, the restaurant industry and the experience industry, as it helps to increase the service level on the Faroe Islands (Føroya Arbeidsgevarafelag, 2011, p. 23).

1.3 Structure of the project

The master thesis is divided into 6 chapters, with the introduction as the first chapter, introducing adventure tourism and the Faroe Islands as a case. Theory that is the second chapter, introducing the theories used in the thesis as well as it defines adventure tourism and presents the new tourism strategy. The third chapter deals with the methodological choices of the project with philosophy of science, describing the methodological stance of the research and the methods used, followed by a presentation of the research design and the data collection methods used to collect the relevant material to write the thesis, followed by data processing, describing how the collected data are processed and analysed. The third chapter finishing of by evaluating the trustworthiness of the qualitative research.

The fourth chapter presents the analysis of the collected data on adventure tourism and the promotion campaign: Faroe Islands – Unspoiled, Unexplored, Unbelievable. The conclusion of the project is to be found in the fifth and final chapter of the project, summarising the findings of the project and answering the research questions.

Finally, as a subsection of the conclusion perspectivation and suggestions for further research will be presented.

2. Theory

The second chapter presents, examines and combines theories with the view to create a theoretical structure of the thesis. The theoretical structure will be used later in the analysis section as a tool to analyse the collected data. To get a better understanding of adventure tourists and what adventure tourists are looking for, literature on adventure tourism and tourist motivation are included. Additionally literature on marketing communication is included, to find out how the Faroe Islands are promoting adventure tourism.

The chapter is divided in parts. The first part is related to the main research question, where literature on adventure tourism and brand narratives are presented and explored. This leads to the first sub-question looking at the motivations on adventure tourists, to find out what attracts these tourists to a destination. After having figured out the motivations of adventure tourists it brings us to the search on how the tourism actors are geared to receive these adventure tourists, to find out if the Faroe Islands have got what it takes to attract and receive the adventure tourists. Lastly there will be looked at how

the Faroe Islands are promoting the tourism products aimed at adventure tourists, to find out what is done to promote the activities by looking at the marketing communication of the Faroese tourism actors.



Figure 1 Theoretical Framework. (Own creation)

2.1 Adventure Tourism

Humans have been engaged in adventurous travels for hundreds of years via exploration (UNWTO, 2014, p. 13). But commercial adventure travel as known today, where professional guides are hired to provide technical support and equipment, is a relatively new phenomenon (UNWTO, 2014, p. 13). Adventure tourism is a vibrant, dynamic and fast-changing sector where new variants are added to the experience. Companies within adventure tourism are mostly small owner-operated businesses led by entrepreneurs passionate to share their favourite places and passion with others (UNWTO, 2014, p. 13).

In recent years, there has been a growth within adventure tourism worldwide where tourists are looking for undiscovered destinations (UNWTO, 2014, p. 9). Adventure travellers are early adopters, which means they are looking for new destinations, activities and travel products (UNWTO, 2014, p. 24). Adventure tourism is especially popular among young independent travellers who are “adventurous in nature” (Richards and Wilson, 2006 in Schlegelmilch and Ollenburg, 2003, p. 44). Adventure travellers appreciate international travel travelling with friends, or a partner and other travel with their family, including children. Only a few adventure travellers travel alone (UNWTO, 2014, p. 15).

Adventure tourism can be both domestic or international and must include an overnight stay, but not last longer than a year (UNWTO, 2014, p. 10).

Adventure tourism can be defined as “travel and leisure activities that are bought into in the hope that they will produce a rewarding adventure experience”, provoke a range of emotions such as excitement (Swarbrooke, Beard, Leckie, & Pomfret, 2003, p. 27). The adventure experience is separated from everyday life as these experiences create joy,

induce learning, stimulate self-development or intrinsically rewarding while entailing intellectual, physical or emotional risk and challenge (Swarbrooke, Beard, Leckie, & Pomfret, 2003).

Within adventure tourism there are two main categories of adventure activities, soft adventure and hard adventure.

Soft adventure travel is travel to novel or exotic locations (Goodnow, 2005). The activities undertaken during the trip are low risk and low intensity activities. Soft adventure travel is a more luxury form of travelling. These types of tourists like to enjoy high quality food, stay in quality lodging and use quality transportation (Goodnow, 2005). Activities such as birdwatching, fishing, hiking, horseback riding, sailing and scuba diving are examples of soft adventure activities (ATTA, 2013 in UNWTO, 2014, p. 12)

Hard adventure travel is travel to new or exotic destinations. The activities are at a higher level of risk, that requires greater skills and a higher intensity level of activities (Goodnow, 2005). When it comes to accommodation, hard adventure travellers are looking for more rustic types of accommodation such as rustic lodges, tents or basic hotels. The food consumed during the trip is generally the traditional food of the region (Goodnow, 2005). Caving, climbing and trekking are examples of hard adventure activities (ATTA, 2013 in UNWTO, 2014, p.12).

2.1.1 Defining adventure tourism

As several definitions exist on the subject of adventure tourism, will the first part of the theory section look at some of the definitions.

Tourism is one of the fastest growing sectors in the world, with adventure tourism as one of the fastest growing categories (UNWTO, 2014, p. 10).

But before we look at the definition on adventure tourism it must be made very clear what an adventure is. According to Oxford Dictionaries (2017) an adventure is:

“An unusual and exciting or daring experience”

(Oxford dictionaries, 2017)

The statement above indicates that an adventure is something that is different from what the tourists normally experience (Meriam Webster, 2017). The excitement causes a feeling of interest and enthusiasm for undertaking an adventure (Meriam Webster,

2017). Whereas the daring element of an adventure indicates that tourists during an adventure expose themselves to danger (Meriam Webster, 2017).

Quinn (1990) notes that the human desire to experience the hidden and unknown triggers adventure (Weber, 2001, p. 363). Adventure is linked with exploration as the reward for those seeking adventure lies in the discovery and unveiling of the hidden and unknown (Weber, 2001, p. 363)

Adventure travel has been developed from the broader, wider growth of traditional outdoor and wilderness recreation (Sung, Morrison, & O'Leary, 1997, p. 49). Originally was adventure associated with exploration of faraway places to search for new land, wealth, and scientific advance (Weber, 2001, p. 363). Later in the late 19th century the reason for adventure shifted away from the search for land and wealth to reasons related to an individual's own personal desire (Ewert, 1989 cited in Weber, 2001, p.363). Until the end of the 19th century, outdoor adventure recreation did not have the widespread acceptance as it got in the following decades (Ewert, 1989 cited in Weber, 2001, p.363).

According to Ewert (1989) are an outdoor adventure involved around an interaction with the natural environment, that requires an element of risk, that often is exposed to physical danger. Based on these factors, adventure travel has been defined as:

“Any number of leisure pursuits which provide exposure to physical danger”
(Meier, 1978 in Sung, Morrison, O'Leary, 1996, p. 51).

Quinn (1990) supports Meier's definition, stating that it is the hidden and unknown elements in an adventure that triggers the human desire to experience (Weber, 2001, p. 363). According to Weber (2001) lies the reward for people looking for adventure in the discovery and unveiling of the hidden and unknown, which means that adventure is related with exploration (Weber, 2001, p. 363). The hidden and unknown elements in an adventure can be seen in Yerkes definition, defining adventure travel as:

“Outdoor activity involving the natural environment where the outcome perceived by the participants is unknown”
(Yerkes, 1985 in Sung et al 1996, p. 52).

A few years later Weiler and Hall (1992) created one of the most cited definitions of adventure tourism, seeing adventure tourism as activities taking place in the natural environment outside the participants local area:

“A broad spectrum of outdoor touristic activities, often commercialized and involving an interaction with the natural environment away from the participant’s home range and containing elements of risk; in which the outcome is influenced by the participant, setting, and management of the touristic experience”

(Weiler & Hall, 1992, p. 143).

Based on the same premises Sung, Morrison and O’Leary (1997) define adventure travel as:

“A trip or travel with the specific purpose of activity participation to explore a new experience, often involving perceived risk or controlled danger associated with personal challenges, in a natural environment or exotic outdoor setting”

(Sung, Morrison, & O’Leary, 1997, p. 66).

From the definitions above, it can be summarised that adventure tourism is an extension of outdoor recreation. The involvement of tourism means that the place where the activity takes place has changed from the participant’s home environment to the destination (Weber, 2001, p. 364).

For the use in the thesis is the definition of the Adventure Travel Trade Association used, defining adventure tourism as a trip that includes at least two of the following elements: physical activity, natural environment, and cultural immersion (UNWTO, 2014). However, adventure trips that include all the three elements provide the tourists with the completest adventure travel experience (UNWTO, 2014, p. 10).

The definition will be used in the assignment as the tourists during the adventure travel in the Faroe Islands will get the fullest adventure experience, as all the three elements are included.

On the island of Kalsoy the participants participated in a hike, which is a physical activity, in the natural environment to the most northern point of Kallin, giving the tourists rich opportunity for cultural immersion during the interaction with the guide Johannus, the other participants and the local people (UNWTO, 2014, p. 10).

2.1.2 Branding and the new strategy

In 2012, Visit Faroe Islands presented a new strategy, wanting to sell the Faroe Islands as an all year-round leisure and business destination (VFI - Brandið, 2016).

With the new strategy, Visit Faroe Islands wanted to create growth by focusing on three areas:

I Coordinate the marketing through one joint tourism brand

II Create the best possible framework for the industry

III Ensure sustainable development, as well as facilitate product development, investments and education within the tourism industry (Visit Faroe Islands, 2012, p. 1).

As mentioned in the first point above, all marketing should be based on a common brand, with the purpose to unite the tourism industry with a common message, making the Faroe Islands a unique and exciting destination (VFI - Brandið, 2016).

This is in line with the demand of today's tourists, that according Fog et al. (2010) demand products that:

“provide unique experiences; products that appeal to our dream and emotions, and add meaning to our pursuit of ‘the good life’”

(Fog, Budtz, & Yakaboylu, 2010, p. 21).

The brand tells a story about an unspoiled, unexplored and unbelievable destination placed in the North Atlantic. An island untouched and undiscovered speaks to today's tourists that wants to tread new paths, rather than follow the footsteps of others. For the tourists that are hard to please this is a special experience that they do not get anywhere else (VFI - Annual Report, 2014, p. 13).

The brand The Faroe Islands – Unspoiled, Unexplored, Unbelievable, helps to strengthen the knowledge about the islands in order to create greater visibility, interest and growth within tourism (VFI - Brandið, 2016).

The UN-words mark that the Faroe Islands are something special, something you have not experienced before. With these keywords, the Faroe Islands separates itself from the 'larger and better' tourist destinations, as they are unique and different from the rest (VFI - Brandið, 2016).

In the Faroe Islands is storytelling not just a modern word, but something, that always has been common (Visit Faroe Islands, 2012, p. 17). To come to the Faroe Islands is a feeling of coming home – there is a closeness, that touches people. There people will find an inner peace. A feeling of being part of the society, an authentic travel experience. An authentic society, with respect for the cultural-historical heritage and its nature (Visit Faroe Islands, 2012, p. 17).

Even though the country is tiny, it has a magnificent scenery with a dramatic and alluring nature. The colours and the air is so fresh. The ocean, that slowly sways and sends whispering waves against the land for a moment, the next moment it shows its strength and the most beautiful surf washes up on land (Visit Faroe Islands, 2012, p. 17).

The brand is telling the truth about the nature and the weather, with focus on the shifting clouds, the raw, the contrasts twisted into the raw nature. But the picture is also peaceful, beautiful and idyllic at the same time (Visit Faroe Islands, 2012, p. 17).

2.2 Motivation on adventure tourists

In this section the motivations of adventure tourists will be included to answer the first sub-question: What are adventure tourists looking for? The question was created to find out what attracts these tourists to a destination to uncover if the Faroe Islands have the adventure experiences that attracts the adventure segments to a destination as this will be helpful to find out if the Faroe Islands have what it takes to become an adventure destination. To answer the question a literature review on the motivations of adventure tourists was performed.

2.2.1 Adventure travel

Adventure travel is a newly developed and fast-growing sector within the tourism industry (Sorensen 1993; Loverseed 1997; Fluker and Turner 2000 in Sung 2004, p. 343), developed out of a broader growth of traditional outdoor and wilderness recreation (Ewert 1989 in Sung 2004, p.343). Adventure tourism offers exciting guided commercial tours through outdoor activities concentrated on the destinations natural landscape (UNWTO, 2014). The scope and appeal of adventure travel has been extended among travellers looking for specific adventure based activities during their vacation (Black and Rutledge 1995; Madrigal 1995; Vellas and Becherel 1995 in Sung, 2004, p. 343). Adventure travellers are well-educated and are willing to pay for exciting and authentic experiences (UNWTO, 2014, p. 10), with an average spend of USD 3.000 per person, with an average length of eight days (ATTA, 2014). Adventure travellers travel

internationally and in groups, only a few travels alone looking for areas of natural beauty as well as available activities. Adventure travellers have several reasons for travelling, such as relaxation, exploring new places and get to know new and different cultures (UNWTO, 2014, p. 17).

2.2.2 Tourist motivation

In today's marketing is it important to know the customers and meet their needs (Swarbrooke & Homer, 1999 in Sung, H., 2001, p. 225). As travellers get more and more diversified and set higher demand to their products, tourism marketers must be familiar with the characteristics and behaviour of the segment (Kotler, Bowen, and Makens 2002; Middleton 2001; Morrison 2011 in Sung 2004, p.344).

Tourist motivation reflects people's inner needs that make them choose the holiday experience that gives them satisfaction (Swarbrooke, Beard, Leckie, & Pomfret, 2003, p. 67). People feel the need to take a break from the usual routine to participate in leisure activities within the local area (Swarbrooke, Beard, Leckie, & Pomfret, 2003, p. 67).

The diverse nature of adventure tourism means, that the participants have a wide range of motives (Swarbrooke, Beard, Leckie, & Pomfret, 2003, p. 66). Several studies have examined participant's motivation in adventure tourism and recreation, and have identified some categories of motivations (Buckley, 2011, p. 962).

People are motivated to go on a holiday for reasons such as personal development, adventure, excitement, prestige, experiencing different cultures, socialization & meeting people with similar interests as well as intellectual enrichment (Swarbrooke, Beard, Leckie, & Pomfret, 2003, p. 66).

The motives mentioned above are also motives for adventure tourists besides that adventure tourists are looking for more nerve wrecking excitement (Krippendorf, 1987, p. 37 in Swarbrook, Beard, Leckie, & Pomfret, 2003, p. 67), involving inner needs such as risk taking, self-discovery and self-actualization and external needs such as rare bird and animal species, wild and rugged destination environments and suitable natural resources for adventure participation (Swarbrooke, Beard, Leckie, & Pomfret, 2003, p. 67). Additionally, Manning (1986) adds the desire for escape, affiliation, achievement, self-awareness and control as motives for people to participate in adventure activities (Manning, 1986 in Weed, 2008, p. 227). This is in line with Hall's (1992) attempt to categorize the motivation of adventure travel into risk seeking, contact with nature, social contact, self-actualization and self-discovery. The definition also indicates that adventure travellers have specific activities as motive for undertaking the travel as well as the

expected outcome from the experience (Weed, 2008, p. 227). The motivations can be divided in two groups, where the first group includes self-awareness, self-actualization, self-discovery and achievement, which is essential to people's value system, while social contact, control and affiliation is part of the expression category of people's self-expression (Sung, Morrison, & O'Leary, 1996, p. 345).

2.2.2.1 Learning

Adventure travellers are motivated to participate in adventure travel as they have a need for learning (Schneider & Vogt, 2012, p. 706), defined as:

“an enduring disposition to seek information resources”

(Mowen, 2000, p. 72 in Schneider & Vogt, p. 706).

Wanting to learn about other places, people, cultures as well as to get unique experiences (Scott & Mowen, 2007 in Schneider & Vogt, 2012, p. 706).

Exploration and discovery are core components of the adventure process (Swarbrooke, Beard, Leckie, & Pomfret, 2003), where education and the desire to learn from new situations are key motivations for adventure travellers (Addison, 1999 in Schneider & Vogt, 2012, p.706), searching for insight and knowledge (Walle, 1997 in Schneider & Vogt, 2012, p.706).

2.2.2.2 Cultural experiences

People participate in adventure travel as they are interested in getting cultural experiences, defined as activities taking place within different places, traditions, celebrations, art forms as well as experiences that show the beauty of the country as well as its people, reflecting the country's diversity and character (Tran and Ralson, 2006 in Schneider & Vogt, 2012, p. 706). The importance of culture in adventure experiences is supported in a consumer research conducted on the behalf of the Adventure Travel Trade Association, emphasising how important the cultural element is in the adventure travel experience (Schneider & Vogt, 2012, p. 707).

The newest research from ATTA reveals, that culture that has been an important motive for adventure tourists, now has changed into “cultural understanding”. The change has occurred as today's tourists are not content with just visiting a new culture. During the visit, they want to understand the visiting culture, so they can expand their horizons and broaden their perspective (Beckmann, 2017).

2.2.2.3 Activities

Within adventure tourism is it the activity that attracts people to participate in adventure travel (Ewert 1989; Hall 1992 in Sung 2004, p. 345). Adventure travel relates to activities where the purpose of the trip is to be engaged in the experience through participation rather than in sightseeing at traditional tourist attractions (Sung, Morrison, & O'Leary, 1996, p. 49). The difference between adventure travel activities and traditional outdoor recreation is the search for risk and uncertainty as described by Ewert, (1989):

“the deliberate pursuit of risk and uncertainty of outcome often referred to as adventure” (Sung, Morrison, & O'Leary, 1996, p. 49), *“where an individual often faces increased level of risk or personal threat”* (Hall, 1992 in Sung, Morrison, O'Leary, 1996, p. 50), which means that adventure activities normally demand specific skills (Weed, 2008, p. 227).

According to Iso-Ahola (1980) should the challenges within adventure experiences steam from ‘the interaction of situational risk and personal competence’, as the level of risk taking is related to the skills and level of experience of the participant (Iso-Ahola, 1980 in Weed, 2008, p. 227).

2.2.2.4 Risk-seeking

There are two categories of risk: the positive risk, that can be controlled and seen as a challenge, and negative risk, that a person cannot control and perceives as danger (Swarbrooke, Beard, Leckie, & Pomfret, 2003, p. 71). The level of perceived risk is associated with the individual’s knowledge, experience and skills of the adventure activity (Swarbrooke, Beard, Leckie, & Pomfret, 2003, p. 71).

Iso-Ahola (1982) argues that people are motivated to participate in adventure recreation to achieve something and to avoid something (Iso-Ahola, 1982 in Weed, 2008, p. 227). Ewert (1989) extended the definition to include ‘risk-taking’ as a third dimension, arguing that risk-taking is vital in adventure travel activities proposing outdoor adventure to involve around an interaction with the natural environment, including an element of risk, which often is exposed to physical danger (Sung, Morrison, & O'Leary, 1996, p. 50).

The thrill of risk attracts explorer travellers to undertake adventure tours. Instead of minimising the risk and having a safe experience, are adventure tourists looking for challenging and dangerous experiences that give them an adrenaline rush (Laing & Frost, 2014, p. 195). The acceptance of risk gives the tourists the opportunity to achieve

obstacles and extreme environment conditions, which results in higher satisfaction and gives the tourists greater insight as well as they develop their skills (Walle, 1997 in Laing & Frost, 2014, p. 195).

Risk is a strong motivator for adventure tourists, as *“Every adventure has its particular form and amount of risk which is stimulatory motive to participate in the activity”* (Swarbrooke, Beard, Leckie, & Pomfret, 2003, p. 70). Therefore, is risk-taking vital to adventure travel activities (Ewert, 1989 in Sung et al, 1996, p. 50), as risk plays an important part of the enjoyment of the adventure as well as the lack of risk can result in less satisfied tourists or even make the want to participate much smaller (Sung et al., 1997 in Swarbrooke et al., 2003, p. 70). This means that risk-taking has a positive correlation with the level of experience and skill of the participant (Ewert, 1989 in Sung et. al. 1996, p. 50).

2.2.2.5 Sensation seeking

As seen above is risk taking an important motive in an adventure experience, but another motive that is intertwined with the element of risk is ‘sensation seeking’ (Swarbrooke, Beard, Leckie, & Pomfret, 2003, p. 74), defined as:

“the seeking of varied, novel, complex and intense sensations and experiences and the willingness to take physical, social, legal and financial risk for the sake of such experiences” (Zuckerman, 1979 in Swarbrooke et al., 2003, p74).

Sensation seeking is a significant motivator for undertaking adventure activities, as people get an “adrenaline rush” when participating in a risky adventure activity (Swarbrooke, Beard, Leckie, & Pomfret, 2003, p. 74). But sensation seeking is not only about risk taking. Sensation seeking is part of people’s personality, thriving from doing risky and exciting activities (Swarbrooke, Beard, Leckie, & Pomfret, 2003, p. 76).

When it comes to the search for sensation, is it the overland travellers that are sensation seekers, as they;

“...have a greater desire to engage in risky and adventurous sport and activities involving speed and danger. It also appears that they seek more experiences through mind and senses, travel and non-confirming lifestyle”

(Gilchrist, 1994, p. 35 in Swarbrooke et. al., 2003, p. 76).

These people are always searching for experiences that can give them an adrenaline rush and therefore they are avoiding unchanging and routine situations (Swarbrooke,

Beard, Leckie, & Pomfret, 2003, p. 75). The experienced adrenaline rush when participating in risky adventurous activities contributes to the search for intense sensation (Swarbrooke, Beard, Leckie, & Pomfret, 2003, p. 75). The adrenaline helps people to get ready for the adventure as it makes them more active and aware (Swarbrooke, Beard, Leckie, & Pomfret, 2003, p. 78).

From the definitions above it can be concluded that experience, activity, the environment and risk are among adventure tourist's main motives (Sung, Morrison, & O'Leary, 1997, p. 227). This indicates that adventure travellers travel for pleasure and personal experience by participating in leisure activities in specific environments (Sung H. , 2004, pp. 344-345).

Historically has risk been a central element of adventure travel, but risk is not as an important element anymore, and are adventure travellers now prioritising other elements ahead of risk, when they think about the key elements of an adventure (Beckmann, 2017). In previous surveys have elements such as risk, power, extreme, danger and hardcore been mentioned as important elements in an adventure (Beckmann, 2017). Ewert (1985, 1993, 1994) indicates that several studies have shown that risk is not a motivation in itself, as it has an unimportant role (p. 59). Ewert & Hollenhorst (1989) argue that:

“although adventure recreators seek out increasingly difficult and challenging opportunities, they paradoxically do not necessarily seek higher level of risk”

(Ewert, 1994, p. 188).

Instead, adventure tourists want to match their skills and competences with the situational risk, which means that an adventure recreation experience can be defined as: *“a search for competence with a valuation of risk and danger”* (Ewert, 1989, p. 127). ATTA's newest research supports Ewert and Hollenhorst (1989) claiming that risk no longer is a motivation in itself, as the motives of adventure travellers have changed in recent years (Beckmann, 2017). Adventure travellers have a desire for transformative experiences, having a desire to enjoy “personal growth and challenge” looking for a “life changing experience” (Beckmann, 2017). This means that adventure tourists are looking for experience where they have the opportunity for transformation, wanting a sense of “achievement and accomplishment” and a feeling of “gratitude and mindfulness” (Beckmann, 2017).

Conclusively, can it be mentioned, that the latest research found that being in a new culture, learning, being in a natural environment and meaningful experiences have replaced risk as an element of adventure (Beckmann, 2017).

2.3 The cornerstones of good marketing communication

The Faroe Islands are an unknown destination to many people (62N, 2016), therefore have the Faroese tourism operators with Visit Faroe Islands in front put much effort in the work to develop the Faroe Islands as a tourist destination by improving the cooperation among the tourism providers, developing new tourism products and market the country towards the outside world.

As tourism is about attracting tourists to a destination, will the marketing communication be looked at to find out how the Faroese tourism actors are geared to receive adventure tourists?

This will be done by looking at the cornerstones of good marketing communication, that are target audience, message and media, to find out how the tourism providers are developing a dialogue with the goal to create brand equity - brand associations - awareness and increasing the knowledge about the islands and the adventure experiences they have to offer the adventure tourists.

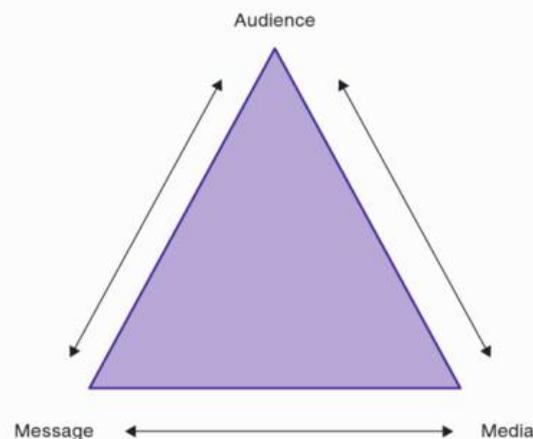


Figure 1.1: The cornerstones of good marketing communications

Figure 2 The cornerstones of good marketing communication (Dahlen, Lange, & Smith, 2010, p. 5)

2.3.1 Audience

To figure out who the tourists are that Visit Faroe Islands wants to attract with the promotion campaign, will the audience that the marketing communication is directed towards be looked at (Dahlen, Lange, & Smith, 2010, p. 542).

2.3.2 Message

As today's consumers have an incredible choice of brands, as they each day are bombarded with commercials trying to sell them products, It is important that companies are sending a compelling message that is different from all the other messages as well as it must manage to engage the audience (Dahlen, Lange, & Smith, 2010, p. 5).

The message will be looked at to find out how Visit Faroe Islands uses marketing communication to engage the audience with a compelling message differentiating the Faroe Islands from all the other messages sent by all the other destinations trying to promote tourism products aimed at adventure tourists.

2.3.3 Media

A media is the medium through which the message is channelled (Egan, 2015, p. 22).

The media will be looked at to find out how the tourism products aimed at adventure tourists are promoted. This will be done by looking at the media channels Visit Faroe Islands uses to promote the campaign Faroe Islands – Unspoiled, Unexplored, Unbelievable as well as the other media channels used by the tour operators within adventure tourism to communicate the message to the audience will be looked at.

2.4 Brand Narratives

The competition for the consumer's attention is hard in today's society, where consumers demand unique experiences that appeal to their dreams and emotions, adding meaning to their persuasion of 'the good life' (Fog, Budtz, & Yakaboylu, 2010, p. 19)

The competition is also visible within the tourism industry, where many providers offer the same tourism products, which makes it hard to stand out of the crowd. To get hold of the customers in today's competitive environment companies must create relevant experiences for the customers as well as the experiences have to be different from other brands. Therefore, storytelling can be used, as it is the story that creates the bonds between the consumer and the company, as the consumers are looking for stories and experiences in their search for a meaningful life (Fog, Budtz, & Yakaboylu, 2010, p. 20). For a destination to stand out of the crowd, a story that talks to the heart of the consumers must be told (Fog, Budtz, & Yakaboylu, 2010, p. 50).

*“Companies must tell a story that beats a path to the heart of the consumer. The best storytellers will be the winners of the future
(Fog, Budtz, & Yakaboylu, 2010, p. 50).*

By sharing a story, companies can tell 'who they are' and 'what they stand for', (Fog, Budtz, & Yakaboylu, 2010, s. 16) distinguishing themselves from all the other destinations.

Dialogue over monologue is at heart of good marketing communication, where storytelling is a requirement (Dahlen, Lange, & Smith, 2010, p. 13). Good marketing communication is based on a brand that communicates the message in a single voice (Dahlen, Lange, & Smith, 2010, p. 2), where the brand with the best story wins (Jensen & Jepsen, 2006). This means that companies must be creative and innovative to get attention and create a story that involves the audience (Dahlen, Lange, & Smith, 2010, p. 13). A brand narrative encourages the audience to engage with the story arc of the brand, where people interpret the meaning of their experiences by fitting themselves into the story (Dahlen, Lange, & Smith, 2010, p. 13).

*“Consumers in the postmodern world seek a narrative upon which to base their identity”
(Vincent, 2002, p. 9 cited in Dahlen, Lange & Smith 2010).*

A company which personalises their products can provoke memories, as the consumers feel that the products are an important part of expressing their individuality, notion of self and lifestyle (Dahlen, Lange, & Smith, 2010, p. 13).

Creating a brand narrative gives the companies a framework for the marketing communication, that engages the audience and establishes relationships (Dahlen, Lange, & Smith, 2010, p. 15). Marketing communication creates brands that provides meaning to the consumers by informing and persuading consumer suitability of the products and services by matching their wants and needs (Dahlen, Lange, & Smith, 2010, p. 23).

A strong brand is built around clear values, communicated in a good story in an easily understood language (Fog, Budtz, & Yakaboylu, 2010, p. 23). A strong brand has emotional ties to the consumers and a good story speaks to people's emotions and bonds them together (Fog, Budtz, & Yakaboylu, 2010, p. 23).

2.4.1 The communication process

To find out how the process of marketing communication within Faroese tourism works and does not work and hence give an answer to “how the Faroe Islands are promoting tourism products aimed at adventure tourism, will Schramm's linear communication

model that was refined by Weaver and Shannon (1963) (Dahlen, Lange, & Smith, 2010, p. 36) in The communication Process Model (Dahlen, Lange, & Smith, 2010, p. 38) be looked at.

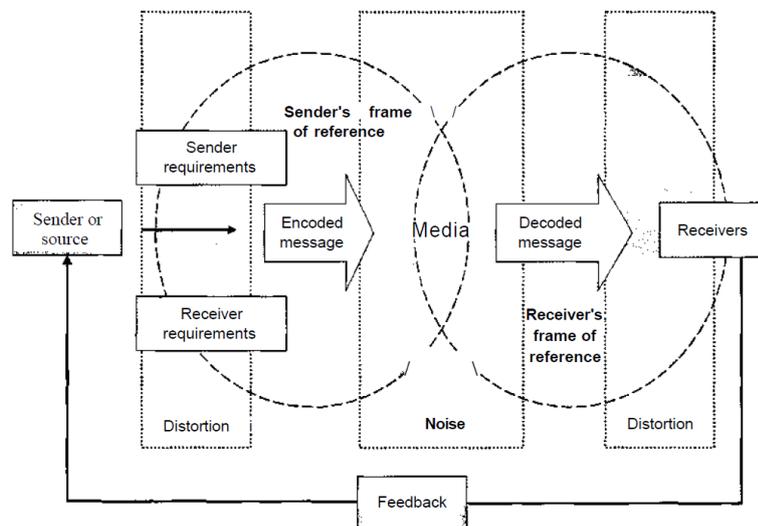


Figure 2.5: The communication process

Source: after Schramm (1954) and Shannon and Weaver (1963).

Figure 3 The Communication process (Dahlen, Lange, Smith, 2010, p. 38)

As there in recent years has been a large development within the Faroese tourism that has put a lot of effort in the work to create awareness about the Faroe Islands as a tourist destination, will the transmission model be used to find out how Visit Faroe Islands in cooperation with the other tourism providers have created and maintained a dialogue with the target audience, which media channels have been used to carry the message from the sender to the receiver and how the communicated message has been received and interpreted by the target audience, given the marketing communication a positive or negative feedback (Dahlen, Lange, & Smith, 2010, p. 36), as well as the element of noise gives an indication about what has been good and what could have been improved.

2.5 The integrated communication triangle

To figure out how the Faroese tourism providers are communicating their message to the target audience and hence answer the last sub-question: “How are the Faroe Islands promoting tourism products aimed at adventure tourists?”, will the integrated communication triangle be included as it looks at the planned and unplanned communication described by Grönroos and Lindberg-Repo (1998, p. 10) as “what the firm says”, looking at how the Faroese tourism providers communicate the message, “what the firm does” looking at how the products and services are produced & delivered

and lastly there is “what others say and do” looking at the publicity that the Faroe Islands as tourist destination has got (Dahlen, Lange, & Smith, 2010, p. 33).

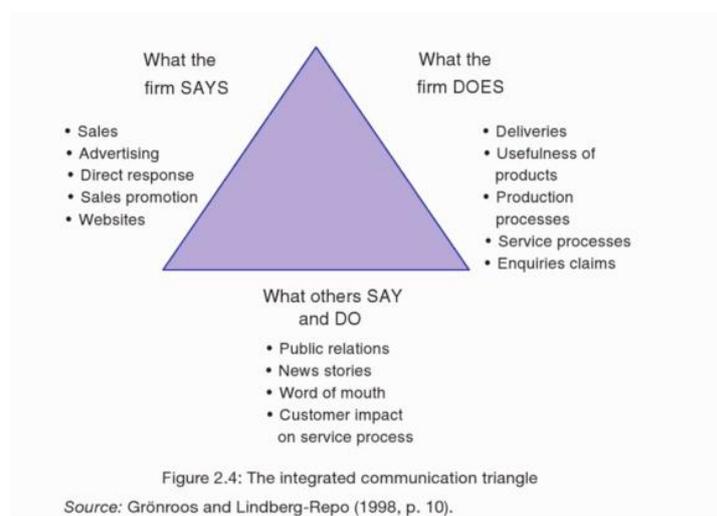


Figure 4 The integrated communication triangle (Dahlen, Lange & Smith, 2010, p. 33)

As Visit Faroe Islands cannot manage all of the communication, will the integrated communication triangle be included to look at the interaction between the Faroese tourism operators and the tourists. The interaction will be looked at to find out how the adventure products are communicated and received by the tourists, as the tourist when coming in contact with the brand has the power to influence the intended message by adding positive or negative associations to the message (Dahlen, Lange, & Smith, 2010, p. 31).

The theory section presented the theories that later will be used in the analysing chapter to analyse the collected data. Visit Faroe Islands promotion campaign was an important part of the theory section, making it possible to find out how adventure tourism is promoted. The cornerstones of marketing communication are included to find out who the sender of the promotion campaign was, what the tourism providers wanted to communicate and to whom. This was done in form of a website study and two interviews with Visit Faroe Islands and North Atlantic Xperience. The integrated communication triangle that looks at the brand encounter will be used to find out how the message sent in form of planned and unplanned communication is communicated to the intended audience, by looking at how the tourism operators are promoting and selling tourism products, how the products are produced and delivered as well as how the promotion campaign has been received. This was done through interviews, a website study and netnography. The communication process model will be used to find out how the tourism

providers are creating a dialogue with the target audience and how the intended message is interpreted by the target audience, by analysing the collected data from a website study, netnography and interviews. Finally, brand narratives were included to find out how Visit Faroe Islands establishes a relationship with the audience by telling a story that speaks to people's emotions, engaging them with an appealing message.

3. Methodology

The aim of the exploratory research is to examine how the Faroe Islands can become an adventure destination, by discovering the underlying motivation of adventure tourists for travel. To answer the main question, the problem statement is divided in sections trying to be subsections of the problem statement, so they together answer the main question.

To find out how the Faroe Islands can become an adventure destination, three sub-questions have been added.

Sub-question 1:

- What are the adventure tourists looking for?

Sub question 2:

- How can the Faroese tourism actors be geared to receive adventure tourists?

Sub question 3:

- How are the Faroe Islands promoting tourism products aimed at adventure tourists?

3.1 Philosophy of science

The thesis was written under the interpretivist paradigm, as the social phenomena is studied in its natural setting (Saunders 2009 p. 122), conducting research among people rather than objects (Saunders, 2009, p. 115), where the researcher adopts an empathic stance to understand the social world of the research subjects and understand their world from their point of view (Saunders, 2009, p. 116). The interpretivist research had a flexible research structure, as interpretivists avoid an inflexible structural framework as in positivist research (Carson et al., 2001), which made it possible to make adjustments based on the collected data. The purpose of the research was to understand the motivations of adventure tourists (Neuman, 2000; Hudson and Ozanne, 1988) and how the Faroe Islands can become an adventure destination, as the purpose

of interpretivist research is to understand and interpret the meaning in human behaviour rather than to generalize and predict cause and effect (Neuman, 2000; Hudson and Ozanne, 1988). For the interpretivist study does it mean that meaning and understanding of Faroese tourism is constructed based on qualitative interviews with the Faroese tourism operators, as the qualitative method according Willie et. al (2007) is the best way to find out how people interpret the world around them (p. 6).

Two interview guides with questions suited the respondents were formulated (Kozinets, 2002, p. 139), as interpretivists recognise that reality is socially constructed, acknowledging that people have different interpretations of reality (Saunders, Lewis, & Thornhill, 2007, p. 139).

The study of Visit Faroe Islands promotion campaign Faroe Islands – Unspoiled, Unexplored, Unbelievable was used as a case to find out how adventure tourism can become a larger part of the Faroe Islands as a tourist offer.

The answers to the ontological, epistemological and methodological questions will be explained in the section below.

3.1.1 Ontology

Ontology is concerned with the nature of reality, being or existence (Willis & Jost, 2007, p. 9), asking the questions: “What is the nature of the knowable?” or “What is the nature of reality?” (Guba, 1990, p. 18). In general, is the interpretivist approach based on the relativist ontology, seeing reality as intersubjective, based on a meaning and understandings on social and experiential level (Dudovskiy, 2011).

Interpretivists see the nature of reality as dynamic, participant-constructed and evolving, which means that there are multiple interpretations of reality. (Malhotra & Birks, 2005, p. 139). *“Realities exist in the form of multiple mental constructions, socially and experimentally based, local and specific, dependent for their form and content on the person who holds them”* (Guba, 1990, p. 27).

The focus of the research is to uncover the motivations of adventure tourists through a literature study, to figure out how the Faroe Islands can attract this tourist group and hence become an adventure destination. As interpretivist, I do not believe that the motivations of adventure tourists can be generalized, as the adventure tourists have different motives for participating in adventure activities. Additionally, I will try to understand the nature of multiple influences of marketing phenomena through an analysis of Visit Faroe Islands promotion campaign: The Faroe Islands - Unspoiled,

Unexplored, Unbelievable by looking at how they are promoting the Faroe Islands as well as the products aimed at adventure tourists.

3.1.2 Epistemology

Epistemology stems from the Greek word “episteme” which means ‘knowledge’, and “logos” meaning “study” (Truncellito, 2017).

Epistemology is about knowledge and is concerned with what we can know about reality and how we can know it (Willis & Jost, 2007, p. 10). Epistemology asks questions such as: “What is knowledge?”, “How do I acquire knowledge?” and “How can I be sure of my knowledge?” (Willis & Jost, 2007, p. 10).

Researchers working under the interpretivist paradigm are likely to use the subjectivist epistemology, as it is the only way to constructions held by the individuals. *“If realities exist only in respondent’s mind, subjective interaction seems to be the only way to access them”* (Guba, 1990, p. 26). Subjective epistemology believe that knowledge is subjective and co-created during the interaction between the researcher and the interviewee (Richards & Munsters, 2010, p. 133). This means that the result of the research is influenced by the interviewees and the researcher, due to the interaction between them. As well as the research is influenced by the researchers and his knowledge as the researcher is linked to the research object, which means that who we are and how the world is understood is an essential part of how people understand themselves, others and the world through their experiences and developments (Willis & Jost, 2007, p. 10).

As interpretivism is an epistemology that believes that it is necessary for the researcher to understand differences between humans in the role as social actor, is the research conducted among people in this case tourism operators and adventure tourists, rather than objects (Saunders, Lewis, & Thornhill, 2007, p. 105), as such were the ethnographic procedures of participant observation and open-ended interviews performed.

The interviews were performed face-to-face as it according Bryman (2012) is the best way to interact with the interviewee. Other data collection methods that were used will be explained in the section of data collection methods.

3.2 Research design

To give an overview of the project, the model below has been created to illustrate the structure of the thesis.

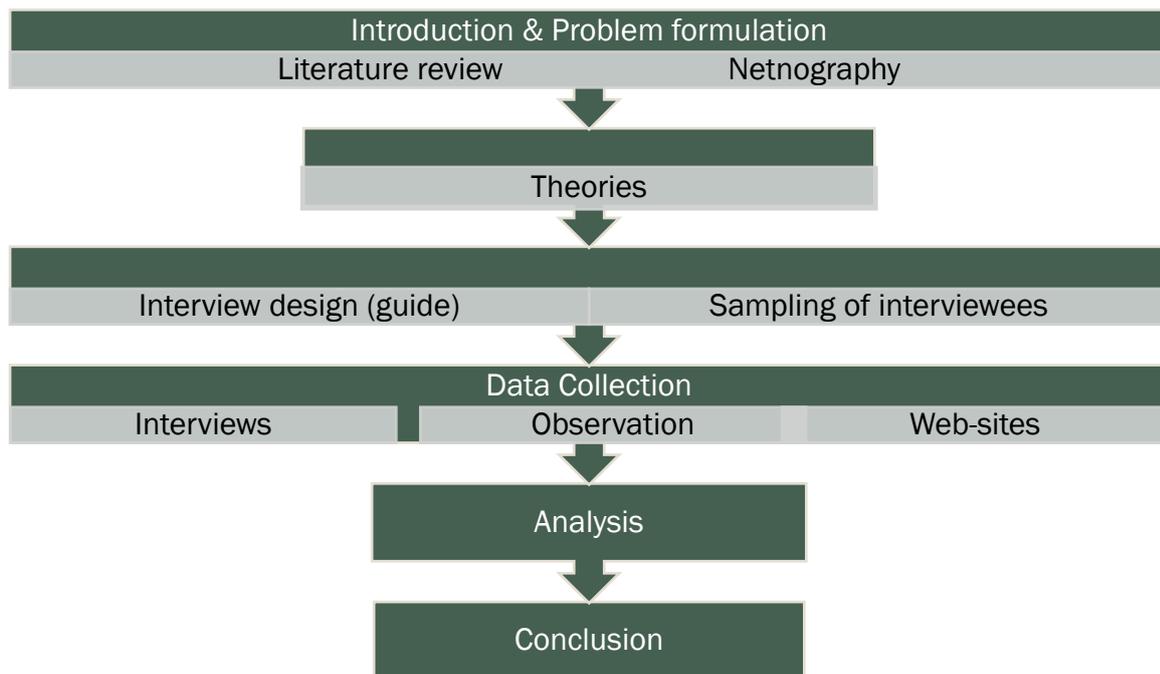


Figure 5 The research design. (Own creation)

The figure above illustrates the different phases of the project.

The paper starts out by introducing adventure tourism with the Faroe Islands as the subject of the paper.

The introduction leads to the problem formulation, which examines how the Faroe Islands can become an adventure destination by examining the underlying motivations of adventure tourists for travelling.

Before the writing of the project could begin, information on the topic was needed.

Information was gathered from a literature review, a website study and netnography. As a starting point, a literature review was made on the material used during the tourism course in form of books and articles, especially from the subject tourist experiences & market communications as well as project writing and methodology. At the University library, a literature search was made in the library's literature and project database to find relevant material and projects on the topic on adventure tourism. To answer the first sub-question "what are the adventure tourists looking for" a literature review was made on literature on motivations of adventure tourists.

To collect relevant information on the subject on adventure tourism online, was the data collection method of netnography, defined as ethnography on the internet (Meged, Blichfeldt, Hansen, & Hvass, 2014, p. 63) used as it is useful to get insight to how the Faroese tourism actors present and post themselves online (Meged, Blichfeldt, Hansen, & Hvass, 2014, p. 65). Netnography was used to study online communities, such as

websites and Facebook-pages to get an insight in the marketing communication of the Faroe Islands as an adventure destination, looking at how the tourism actors present and post themselves online (Meged, Blichfeldt, Hansen, & Hvass, 2014, p. 65). The data collection method of netnography was used to review websites, Facebook, Twitter, Instagram and LinkedIn.

To find out how the tourism operators are promoting adventure tourism and answer the third sub-question: “How are the Faroe Islands promoting tourism products aimed at adventure tourists?” were two qualitative interviews performed.

But before the interviews could be conducted were two interview guides (appendix 2) conducted, one for the tourist board and one for the tour operator, and interviewees were sampled.

The first interview was with the director of Visit Faroe Islands, Guðrið Højgaard (appendix 3), talking about the promotion campaign “Faroe Islands – Unspoiled, Unexplored, Unbelievable”. The interview took place at Visit Faroe Islands office in Tórshavn. The second interview with Eyðun Berg, director of the adventure company North Atlantic Xperience (appendix 3), talking about the Faroese adventure tourism took place at the office in the outskirt of Tórshavn.

To find out how adventure tourists experience the Faroe Islands as an adventure destination, the researcher participated as an observer in an adventure trip to uncover the characteristics and behaviour of the adventure tourists as well as to find out about their experience of the tour (appendix 7). The observations were made during a hike to Kallin in the village of Trøllanes.

To find out who the operators within adventure tourism are and what they have to offer, a study was made on adventure tour operators websites (appendix 8). Websites such as Rib62 and NAX were reviewed. Additionally, a website study was made on travel agencies websites such as 62norð, GreenGate Incoming and Smyril Line’s site Excursions.

Based on the collected literature an understanding of adventure tourism was reached and analysis performed. Data for the thesis was collected through a literature review, netnography, interviews, observation and a website study. Based on the collected data analysis were performed. Lastly, a conclusion was written based on the findings.

3.3 Data Collection Methods

Before the writing of the project could start, was data on the subject on adventure tourism and marketing communication needed. This section explains which data collection methods were used in the project as well as how the collected data was handled and analysed.

3.3.1 Literature review

Before the writing of the project could start, a literature review on adventure tourism and the material used during the tourism course, especially the subject of tourist experiences and marketing communication was carried out. Additionally, a search was made on the university library website to find relevant books as well as a search was carried out on the library's online databases in the search for relevant articles on the topic.

From the gathered literature on adventure tourism, a definition on adventure tourism was found and analysis of the gathered literature was made.

The literature found during the literature review was especially used to answer the first sub-question: What are adventure tourists looking for? looking at the motivations of adventure tourists for undertaking an adventure trip, to figure out if the Faroe Islands have what it takes to become an adventure destination.

3.3.2 Netnography

Within marketing research is netnography used to research behaviour of the consumers (Kozinets, 2002).

To find out how the Faroese tourism actors are promoting tourism products aimed at adventure tourists, were online communities studied to gather insight to the marketing communication of the Faroe Islands, looking at how the tourism actors present and post themselves online (Meged, Blichfeldt, Hansen, & Hvass, 2014, p. 65). The study of the online communities showed that tourism providers use several communication platforms to promote themselves online such as websites, Facebook, Twitter and Instagram.

Visit Faroe Islands main communication platform is their website

www.visitfaroeislands.com, where they promote the Faroe Islands as a tourist destination. Visit Faroe Islands is also present on Twitter, where they write blogs and tweets about the islands, on Instagram and Facebook are photos and messages about the Faroe Islands shared and the profile on LinkedIn gives the opportunity to gather contacts and search among qualified users. Adventure activities are also presented on

Visit Faroe Islands website. Under the tab “see and do” are adventure activities such as hiking, diving, fishing and helicopter tours promoted.

The various actors within adventure tourism present themselves on forums such as websites, Facebook and in online-folders.

On the website www.excursions.fo is the ferry company Smyril Line offering guided hiking tours (Smyril Line, 2017), the website also entails the folder “The Faroe Islands – weekly excursions and tailor made tours 2017”, with an overview of hiking and bus tours (Smyril Line, 2017). The adventure company Reika adventures promotes adventure tourism on their webpage www.reika.fo and Facebook-page, inviting the tourists to explore the Faroe Islands by offering activities such as rappelling, hiking and sailing in the Faroese nature. Rib62 promotes adventure tourism on their website www.rib62.com and on Facebook.

On the website www.puffin.fo is the tour company Sjóferðir offering boat trips to the Vestmanna sea cliffs. Fishing tours are promoted on the website www.fishingwithblastein.com as well as greengate.com. The adventure company North Atlantic Xperience presents themselves and their activities such as hiking, kayaking, sailing, climbing in the cliffs on the website www.nax.fo and Facebook. The Faroe Islands are also having videos on YouTube promoting the Islands as well as adventure activities. The video that has had most views is Visit Faroe Islands promotion campaign Unspoiled, Unexplored, Unbelievable Faroe Islands.

These adventure companies mentioned above are also presented on Visit Faroe Islands website, promoting adventure tourism and giving the tourists an overview of the adventure activities available around the islands.

Netnography was included to observe the interaction on online communities, used in the analysis to see how the Faroe Islands are presented and posts it selves online as well as it was used to find out how the promotion campaign has been received.

The advantage with netnography is that no interaction is needed as well as the citations do not have to be transcribed as they can be used directly from the site, making the data easy to obtain and less time consuming (Kozinets, 2002, pp. 63-64). The large amount of information available online can be a disadvantage, as it can be difficult to choose the right data for the project (Kozinets, 2002, p. 64).

3.3.3 Interviews

Qualitative interviews are useful as research method to access individual’s attitudes and values, that cannot be observed or modified in questionnaires (Byrne in Silverman, 2006, p. 114). A well-prepared interview with open-ended and flexible questions, that

can be rearranged and clarified if the participants may not understand, is more likely to give well considered and useful responses, that gives a level of depth and complexity that cannot be reached in surveys (Byrne in Silverman, 2006, p. 114).

Semi-structured face-to-face interviews were conducted based on an interview guide with questions that could be changed or rearranged during the conversations, as well as the researcher had the freedom to delete or add further questions (Bryman, 2012, p. 466). Subjectivity can be a disadvantage with interviews, as the study is dependent on the interviewer, as the interpretation takes place within the interviewer's own reference framework (Schjødt, 2016).

To prepare the interviewees about what was waiting them, they were informed about the topic and purpose of the interview as well as they were asked if the conversation could be recorded, which they agreed to.

The interviews had a duration of approximately 20 minutes each. The language used for the interviews was English, as the tourism course is undertaken in English and the tour operator do not have any problem of conducting the interview in English, even though Prodromou (2006) indicates that interviews conducted in a person's mother tongue will be deeper and shallower than using a foreign language (Prodromou, 2006, p. 68).

The interviews were recorded on a mobile phone, as it made it possible to record the conversation when it took place. The face-to-face interviews also made it possible to observe gestures of the interviewees during the conversation.

The interview with Guðrið Højgaard provided data about how Visit Faroe Islands promotes the Faroe Islands towards the outside world and which communication media they are using. Additionally, was data on adventure tourism collected from an interview with Eyðun Berg, North Atlantic Xperience. The interview with NAX made it possible to collect data about what the Faroe Islands have to offer adventure tourists.

After the conduction of the interviews the recordings were transcribed (appendix 3), as this according to Bryman (2008) is the preferred way of processing recorded qualitative interviews. Quotes from the interviews were used in the analysis, to find out how the Faroe Islands can become an adventure destination and how the tourism providers are promoting the adventure activities.

3.3.3.1 Type of interviews

Qualitative research interviews defined as "an interview, whose purpose is to gather descriptions of the life-world of the interviewee with respect to interpretation of the meaning of the described phenomena" (Kvale, 1983, p. 174 in Opdenakker, 2006) were used in the project.

Three different types of interviews were considered for the project, they were telephone, skype and face-to-face interviews. Telephone and skype interviews were not performed, due to the short distance between the interviewer and the interviewees, staying in the same city.

There will be the pros and cons with Face-to-face interviews, which will be looked at in the section below.

According to Bryman (2012) is the method of face-to-face the best way to do an interview, when it involves a small number of people.

Face-to-face interviews are suitable when it is important to get a depth of meaning and the focus of the research is to gain insight and understanding (Gillman 2000, p. 11) The advantage of face-to-face interviews is the direct human contact between the interviewee and the interviewer, which increases the cooperation and motivation of the interviewees (Neuman, 2012, p. 227).

The flexibility of the interview is also an advantage. The interviewer prepares some questions that he wants to cover, but during the conversation can the order of the question be changed according to the flow of the conversation as well as the interviewer can explain the questions as well as additional questions can be added (Saunders, Lewis, & Thornhill, 2007, p. 312).

Face-to-face interviews have the advantage of social cues, where it is possible to observe voice, body language, articulation and gesture, which gives the interviewer more details during the interview that can be added in the verbal answers of the interviewees question (Opdenakker, 2006). The value of social cues depends on which information the interviewer is looking for from the interviewees. If the purpose of the interview is to know the attitude of the interviewees towards a certain subject, is it important to include social cues. On the other hand, are social cues less important in expert interviews, that has nothing to do with the expert as a subject (EMANS, 1986 in Opdenakker, 2006).

Additionally, can face-to-face interviews be recorded on mobile devices, which makes the transcription of the interviews more accurate than writing notes during the conversation, the disadvantage is that the transcription of the interview is time consuming (EMANS, 1986 in Opdenakker, 2006).

3.3.3.2 Sampling of interviewees

Theoretical sampling, which is a non-probability sampling and a common approach in qualitative research was used, as it is a useful method to get information from people within the area of adventure tourism, knowing much about the Faroe Islands as adventure destination and how adventure tourism is promoted (Walliman, 2006, p. 5). The interviewees can be divided into two separate groups, the tourism board and the providers of adventure tourism. The two groups were chosen as North Atlantic Xperience is one of the largest provider offering adventure experiences in the Faroese nature and the Faroese tourism board, Visit Faroe Islands, was chosen as they have prepared the UN-campaign together with a Faroese and Danish advertising agency, respectively Sansir and Liquid Mindes (Ingemann, 2013).

After some research on Faroese tourism webpages, to figure out who is involved in adventure tourism and the creation of the campaign, were the tourism experts contacted through email, where they were told about the project and asked if they were willing to participate in a face-to-face interview.

3.3.3.3 Interviewees

This section presents the interviewees. The purpose is to get to know the background of the interviewees. This gives the researcher a better knowledge about them as persons and their point of view. Two experts within Faroese tourism were interviewed. The interviewees are married and have children. The table below presents the name, age, occupation and the type of interview.

Number	Name	Age	Occupation	Interview type
1	Guðrið Højgaard	44	Director, Visit Faroe Islands	Face-to-face
2	Eyðun Berg	42	Director, North Atlantic Xperience	Face-to-face

Figure 6 Interviewees (Own creation).

3.3.3.4 Interview guide

Before the interviews were conducted an interview guide was needed. The interview guide was prepared based on the theory section, created on Bryman's basic elements in the preparation of an interview guide (Bryman, 2012, p. 473)

As suggested by Bryman (2012), are the questions formulated in such a way that they helped answering the research question (Bryman, 2012, p. 473). The questions in the semi-structured interview-guide are structured in a certain order to create a natural flow. Two interview guides were created. The first interview guide was created for the interview with Visit Faroe Islands asking about the promotion campaign. The first questions are about the background of the campaign, the second part is about the communication of the campaign and the last part is about the effect and feedback of the campaign. The second interview guide is for the tour operator North Atlantic Xperience. Asking questions about the Faroese adventure tourism as well as what they have to offer adventure tourists.

The questions were open-ended and flexible, so the interviewer did not lead the interviewees in a certain direction as well as the questions could be rearranged, added or removed during the conversation, based on the flow of the conversation (Bryman, 2012, p. 473).

The questions were short and formulated in a relevant and easily understood language. To get the conversation easily going were the first question of the interview-guide about 'facesheet' information such as name, age and position in the company as such questions are useful in contextualising the answers (Bryman, 2012, p. 473).

3.3.4 Observations

To gain insight to the characteristics and the experience of the adventure tourists a participant observation was applied during a hike in the village of Trøllanes as described by Saunders et. al (2007).

Participant observations is a research method where the researcher participates in the activity as a member of the group (Saunders, Lewis, & Thornhill, 2007, p. 283). Giving the researcher the opportunity to not only observe what is going on but also feel it (Gill and Johnson, 2002 in Saunders et. al, 2007, p. 284). During a participant observation is the researcher immersed in the research setting, trying to understand their meanings' (Delbrige & Kirkpatrick, 1994 in Saunders et. al., 2007, p. 284).

The participant observer can adopt four different categorisations.

Complete participant where the researcher takes part in the activity without revealing his identity and complete observer where the researcher observes the activity without revealing his identity (Saunders, Lewis, & Thornhill, 2007, p. 287).

And then there is observer as participant, where the researcher observes activities and reveals his identity and participant as observer where the researcher takes part in the activity and reveals his identity (Saunders, Lewis, & Thornhill, 2007, p. 287).

In the study, the researcher participated as an observer, revealing the identity and purpose of the research to the participation, so the tourists knew it was a fieldwork (Ackroyd and Huges, 1992 in Saunders et. al., 2007, p. 288). The behaviour of the tourists was observed as it took place in the natural environment (Malhotra & Birks, 2005, p. 243) The observation was unstructured as it is appropriate for the exploratory and ethnographic research, where flexibility is needed as the researcher observes every element relevant to the problem (Malhotra & Birks, 2005, p. 242).

Primary data were generated by the participant observation, noting what happened during the tour (Delbrige & Kirkpatrick, 1994 in Saunders et. al., 2007, pp. 289-290), observing the participants, their activities and emotions. The openness of the researcher about the purpose of the researcher, made it possible for the researcher to make notes during the observations (Saunders, Lewis, & Thornhill, 2007, p. 291). The data obtained from the observation during the hike in Trøllanes was transcribed and used to support the statements in the analysis. The advantage with observation is that it can reveal behaviour that the respondent is unaware of or cannot communicate in an interview as well as potential bias caused by the interviewer is reduced (Malhotra & Birks, 2005, p. 248).

That the participants were awareness of the observation study can be a disadvantage, as people's behaviour can be influenced by the awareness that they are being observed. Another disadvantage with observations is that they are very time consuming, compared to surveys (Schjødt, 2016).

3.3.5 Websites

To get an insight into Faroese tourism and adventure tourism was an online search made on Faroese tour operators websites to find out who the providers of adventure activities are and how the tour operators are promoting adventure tourism.

To find out how The Faroe Islands has been promoted as adventure destination, was the website of the tourism board www.visitfaroeislands.com reviewed. On the website was an

overview of the adventure providers found. To find out what the Faroe Islands has to offer adventure tourists, were the websites of adventure operators such as NAX, Rib62 and Reika reviewed. Additionally, was a research made on travel agencies websites such as 62norð, GreenGate Incoming and Smyril Line's adventure site www.excursions.fo as well as news portals and Facebook-pages were reviewed.

3.4 Data analysis approach

The data processing section explains how the collected data are processed and analysed in the research. The interviews were the most important data for the research paper. Therefore the interviews were transcribed so the data could be analysed. To make it possible to transcribe the interviews, the interviews were recorded on the occurrence of the conversation (Silverman, 2006, p. 161). After the conversation with the tourism providers, the interviews were transcribed so they could be used in the analysis, as transcription according to Bryman (2008) is the preferred way of processing recorded qualitative interviews.

The transcriptions of the interviews, that reflect the interaction between the interviewer and the interviewees can be viewed in appendix 3.

Websites of Faroese tour operators were reviewed to find out what the Faroe Islands has to offer adventure tourists and how the tourism actors are promoting tourism products aimed at adventure tourists. The data found during the website study was used in the analysis to find out how the tourism providers are communicating the message to the consumers and which medias are used to transmit the message.

To find out the characteristics and behaviour of adventure tourists visiting the Faroe Islands were observations made during a hike in the village of Trøllanes, where the observer could immerse herself in the activity, spending time with the adventure tourists to find out if there was a match between the characteristics and motives found during the literature review and the observation. During the tour were field notes taken, which were written down as a text (appendix 7) when the observer was back home, so the observations could be used in the analysis to support the findings from the interviews.

3.5 Trustworthiness of the research

In this section will the trustworthiness of the research paper be evaluated.

Trustworthiness of qualitative research is often questioned by positivists, but especially Silverman (2001) has shown how qualitative researchers can integrate measures that

deals with such issues. Guba as naturalistic investigator prefer to use other terminologies, to differ himself from the positivist paradigm (Guba, E. G., 1981 in Shenton, 2004, p. 63). Guba uses four criteria (credibility, transferability, dependability and confirmability) to evaluate the trustworthiness of a qualitative study (Guba, E.G, 1981 in Shenton, 2004, p. 64). These criteria are more appropriate to evaluate the interpretivist study than external reliability, internal reliability, internal validity and external validity, used in quantitative research (Bryman, 2016, pp. 383-384). To evaluate the trustworthiness of the paper the criteria of credibility, transferability, dependability and confirmability will be discussed (Guba & Lincoln, 1989, p. 290).

3.5.1 Credibility

The use of multiple-methods gives the paper more credibility (Bryman, 2012, p. 645). Multiple methods also called triangulation, is where more than one data collection method is used with associated analysis technique, using either a qualitative or quantitative method (Saunders, Lewis, & Thornhill, 2007, p. 145).

A multi-method qualitative study has been undertaken as two different qualitative methods, interviews and observations, have been used which gives the paper credibility.

The advantages of choosing multiple-methods in the same project are that different methods can be used for different purposes in the study.

Observations were made to find out the behaviour and characteristics of an adventure tourist. To ensure that the research was carried out according to the principles of good practice (Bryman, 2016, p. 384), did the observer reveal her identity and told the participants about the purpose of the research, that took place in its natural setting in the village of Trøllanes (Bryman, 2016, p. 384).

Before the interviews with the tourism operators were undertaken, the interviewees were told about the purpose of the research as well as they were asked if the interview could be used in the paper, which according to Bryman (2016) is the rule of good practice (p. 384). The interviewees agreed to participate in the interview and allowed the researcher to use the information's in the paper.

3.5.2 Transferability

According to Lincoln and Guba (1985) is transferability about whether findings hold in some other context, or even in the same context at some other time, is an empirical issue (p. 316). Therefore, are qualitative researchers encouraged to produce what Geertz (1973 in Bryman 2016, p. 384) calls thick description, described as rich details of a

culture (Bryman, 2016, p. 384). Lincoln and Guba (Bryman, 2016, p. 384) argue that a thick description provides others with information's for making judgments about the possible transferability of the findings to another setting (Bryman, 2016, p. 384).

To make it easy for the reader to evaluate the transferability, are the background information of the interviewees available in chapter 2.4.3, which gives the reader the opportunity to assess the transferability of the project. From the section it can be noted that the interviewees are similar in relation to occupation, age and country, as the experts have the same age, from the same country and are working within Faroese tourism, respectively Visit Faroe Islands, and NAX.

3.5.3 Dependability

According to Guba and Lincoln (1989) does reliability refer to researcher's dependability, predictability, consistency, stability and/or accuracy (p. 235). Therefore, are the materials used in the project easy to access as the interview guide as well as the recording of the interview on the mobile phone made it possible to transcribe the conversations and add them as appendixes, to not interfere during the conversation, as suggested by Silverman (Silverman, 2011, p. 361).

Also, were the findings made during the observation written down and added as an appendix, so the information's are easy accessible for the reader.

3.5.4 Confirmability

According to Guba and Lincoln (1989) is it unimportant whether people are subjective, biased or unreliable, because this is how people are (p. 175).

To stay completely objective is impossible, but the researcher should try to not allow personal values or feelings influence the conduct of the research and the findings deriving from it (Bryman, 2016, p. 386).

The researcher carried out the project in good faith, trying to be objective and not letting own meaning influence the research.

As it is impossible for the researcher to stay completely objective as well as the interpretivist paradigm allows the researcher to incorporate own values in the research, did the researcher formulate, ask and interpret the research questions based on own values (Malhotra & Birks, 2005, p. 139).

To make it possible to answer the problem statement were different theories used. The motivations of adventure tourists were looked at to find out what attracts adventure

tourists to a destination. The marketing communication within Faroese tourism inform of the cornerstones of good marketing communication, the communication process and the integrated communication triangle will be looked at to find out how the Faroe Islands can become an adventure destination and how the tourism products aimed at adventure tourists are promoted.

4. Analysis

The analysis chapter entails an analysis of Visit Faroe Islands promotion campaign: Visit Faroe Islands: Unspoiled, Unexplored, Unbelievable that will be supported by quotes from the observation made during the hike in the village of Trøllanes. Observations were made in the public as suggested by Boote and Mathew (1999), giving the researcher direct access to the social interaction of the adventure tourists, used to supplement the data gathered from the interviews (Boote & Mathews, 1999, p. 17).

4.1 The UN-Campaign of Visit Faroe Islands

As the Faroe Islands were and still are an unknown tourist destination, that in 2012 roughly had the same number of tourists as the North Pole (VFI - Growing tourism, 2016), Visit Faroe Islands wanted to increase the awareness of the small island country. To do so a quantitative survey was conducting among more than 5.000 respondents (VFI - Brand Book, 2014), describing their experience of the Faroe Islands. Many words were used, but there was a pattern showing that the tourists liked the country for what is was not – what could not be found else were (Visit Faroe Islands, 2014-2015). Un-spoiled, Un-believable, Un-exploited and Un-known were some of the words the tourists used to describe the islands (Visit Faroe Islands, 2014-2015). According to Guðrið Højgaard, director of Visit Faroe Islands, was the aim of the branding campaign to unite the Faroese tourism in one message, that should increase the visibility, as expressed below:

“The aim of the branding campaign is to unite the tourism in a joint message, so the Faroe Islands as tourist destination can stand stronger and become more visible”

(Højgaard, Branding campaign, 2017).

With a common identity, Faroe Islands should be a destination that stands out from the crowd, a destination that the tourists wants to visit as soon as possible:

“This is one of the most important keys to progress; to have a common identity that every marketing strategy is based on. The Faroe Islands needs to advance past being an unlabelled destination to become a destination that people want to travel to sooner rather than later”.

(Højgaard, Branding campaign, 2017)

4.2 The Communication Process

To get an understanding of how Visit Faroe Islands creates and maintain a dialogue with the audience, and equally, how the meaning is interpreted, will the communication process be looked at in the following section (Dahlen, Lange, & Smith, 2010, p. 36).

4.2.1 The sender

The sender can be an individual or organisation identifying a need as a market opportunity wanting to send a message to the target audience (Dahlen, Lange, & Smith, 2010, p. 36). Visit Faroe Islands as well as the other Faroese tourism actors are the sender of the campaign.

" We are the main sender but we are doing it in cooperation with other tourism actors, Atlantic Airways, Smyril Line and the various actors in the Faroe Islands, where the Faroe Islands becomes the umbrella – the brand that we have."

(Højgaard, 2017)

The cooperation among the tourism providers was also expressed by the provider of adventure activities, North Atlantic Xperience, expressing how the common brand has created awareness:

"We have got a brand and companies have noticed us and we are in a network with Visit Faroe Islands".... Visit Faroe Islands referrers the adventure tourists and companies arriving in the country to us"

(Berg, 2017).

4.2.1.1 Credibility

For a brand message to be received successfully by the receiver the source must be received as credible (Kelman, 1961 in Dahlen, Lange & Smith, 2010, p.36).

The positive reception of the brand message, indicates that the receivers have perceived the source as credible. The positive reception of the tourism brand is expressed by the director of Visit Faroe Islands:

"It is delighted to see how well the brand has been received on the marked, and the good impact it has had. Several of the marketing campaigns have had good results, compared with similar campaigns, and Visit Faroe Islands has won five prizes for the

films on international film festivals”

(VFI - Annual Report, 2014, p. 3).

From the citation above it can be concluded that the campaign got a very positive reception which also is reflected in the statement below, where Guðrið Højgaard tells about the requests they have got from international medias that want to use the material.

“The brand has received positive feedback from end users, agents and the media. Many of the medias have asked for permission to use our material – it is fantastic for us to share our material in international medias. We have been doing very well even though it has been four years since we launched the campaign.”

(Højgaard, 2017).

4.2.2 Audience

Sending a message to an audience, that are the people that the promotion activity is directed towards, is an element in the cornerstones of good marketing communication (Dahlen, Lange, & Smith, 2010, p. 5).

With the new tourism brand, Visit Faroe Islands wanted to attract the leisure and MICE segment (Højgaard, 2017). The Faroe Islands have great opportunities within the MICE segment (meetings, incentives, conferences, events), as these activities normally are outside the peak season, where few tourists are in the country as well this segment leaves more money to the local community (Højgaard, 2017).

The other segment that Visit Faroe Islands wants to attract is the leisure segment. Wanting to attract special interest tourists interested in activities such as fishing, hiking, food and diving, as these segments fit what the Faroe Islands have to offer, as well as these special interest groups are on the markets that Visit Faroe Islands want to attract.

“When you are travelling, you travel as leisure tourist or in relation to work. Historically has the Faroe Islands been focusing on leisure tourism, but in recent years have we tried to focus more on MICE tourism as they leave more money as well as they travel other times of the year. So today is our main focus on these two target groups”

(Højgaard, 2017).

Adventure tourists are among the leisure tourists that Visit Faroe Islands wants to attract. According to Pomfret et al. (2004) are adventure tourists characterised as tourists staying away from home to participate in adventure activities in natural environments that are distinct from those in their home region (Pomfret & Bramwell, 2014), looking for adventurous experiences through commercially organised, guided soft adventure activities (Muller & Cleaver, 2000; Patterson, 2006 in Pomfret & Bramwell, 2014, p. 1451).

Pomfret's characteristic above are in line with the activities that the Faroe Islands have to offer adventure tourists, as expressed by the director of NAX, Eyðun Berg:

“We arrange lectures and activities in the nature where we offer cooperation in practice. These programmes can be mixed with other activities. Mostly we do combine it with some personal challenges, so they get challenged. This can be challenges such as hiking in the mountain, rappelling, kayak, sea swimming, swimming into caves, sailing in speedboats, mountain climbing, telpher, in Gjógv we have a telpher gorge. These activities suits together, sometimes some of the activities are not included. And then there is GPS, where the participants have to cooperate to solve some tasks or some professionals questions they have to answer”

(Berg, 2017).

Pomfret characteristics of adventure tourists are in line with the adventure tourists visiting the Faroe Islands, which according to Guðrið Højgaard is a soft adventure destination in great development:

“The Faroe Islands is not a hardcore adventure destination as Iceland is. It is more soft adventure and it is the target group we want to attract. Adventure tourism is in great development as many providers are added”

(Højgaard, Branding, 2017).

Guðrið further explains about the development within adventure tourism, which adventure operators the Faroe Islands has and where new adventure operators are coming:

“Yes, absolutely”...

... “We already have operators and new actors are coming. There is a new adventure operator in Vagar and a new is coming in Vági. We have Rib62 and NAX and other operators i.e. in Klaksvík. We have diving companies, fishing companies so it is growing”
(Højgaard, Branding, 2017).

That the Faroe Islands is a soft adventure destination was confirmed during the hike in the village of Trøllanes placed on the island of Kalsoy, where the characteristics of the adventure tourists were observed:

“the adventure tourists looking for a soft adventure experience were middle-aged, dressed in warm jackets or raincoats, wearing trainers or hiking boots, a hat as well as some were carrying a rucksack. Enjoying a hike in a natural environment away from their home region”
(Samuelsen, 2017, appendix 7).

Thanks to increased media work and digital media Visit Faroe Islands has been able to attract a younger audience than the previous 55+:

“we have been trying to get a younger segment, so we not only have 55+ tourists that visit us. We see a big difference now, thanks to the media work and digital medias. So today we have many young people and young couples....”
(Højgaard, Branding, 2017)

The changed tourist segment has made the Faroe Islands a ‘short break’ destination attracting tourists looking for nature, food and shopping:

“...for them the Faroe Islands becomes a ‘short break’ destination with the normal ingredients: a bit of nature, a bit of food, a bit of shopping and a bit of adventure light”
(Højgaard, Branding, 2017).

One of the companies that offer these adventure activities is North Atlantic Xperience, that offers adventure experiences in the Faroese nature. Even though the adventure operators arrange adventure experiences to the regular tourist, is NAX’s greatest emphasis on companies:

“Our target group are companies. We are also arranging some activities for the general tourism, we will be putting greater emphasis on the general tourism when we are developed a bit more. We still focus on the industry and this is also where our employees put their effort..... We are going to arrange different excursions such as hiking in the mountains, kayaking, boat tours and we have some tours arranged around a theme such as birdwatching, having a specialist telling about the birds, and other tours arranged around other themes”

(Berg, 2017).

The segments mentioned by Eyðun above are segments that Visit Faroe Islands wants to attract, as these segments are visiting all year round, even though there are less tourists during the winter:

“Most of the segments that we have identified are segments that you can work with throughout the year. We see clearly that tourists are visiting throughout the year, but there are not as many tourists in the winter as there are in the summer, but it is a clear trend”

(Højgaard, Branding, 2017).

North Atlantic Xperience is one of the companies that attracts adventure tourists throughout the year. NAX's hard work creating adventure activities that attracts adventure tourists outside the peak season, has been noticed by Visit Faroe Islands:

“Yes, yes. We have received a reward from Visit Faroe Islands, as we are contributing to the extension of the tourism season, by offering adventure activities outside the peak season”

(Berg, 2017).

Visit Torshavn confirms that tourists from all over the world, also from countries far away, are visiting throughout the year:

“When talking to Visit Tórshavn they say they have tourists throughout the whole year from all over the world, not only from Europe.... but also from countries far away such as

Asia and South America”
(Højgaard, Branding, 2017).

That tourists are visiting throughout the year was also confirmed by the director of NAX, Eyðun Berg (Berg, 2017), telling about how they are working with adventure experiences throughout the year:

“We are working within business tourism throughout the year. The regular tourism has expanded, so it already starts in May or April, and some are coming in March asking for kayaking tours. And some are asking for kayaking tours later in the year, especially the kayaking tours are a lot demanded”

(Berg, 2017).

4.2.3 Encoding

Encoding are all the representative elements in the brand message used to create meaning (Dahlen, Lange, & Smith, 2010, p. 37). In the campaign are pictures of the Faroese nature used to embrace the greatness of the Faroe Islands (Visit Faroe Islands, 2013, p. 44). The pictures are based on the parameters in the branding DNA, the nature, the culture, authenticity, remoteness and involvement (Visit Faroe Islands, 2013, p. 44). When the tagline states that the Faroe Islands are unspoiled, unexplored, unbelievable it must be shown in the pictures (Visit Faroe Islands, 2013, p. 43).

To create a consistent and strong identity, three different typefaces: One direction, Helvetica Neue and Arial Narrow, are used in the writing (Visit Faroe Islands, 2013, p. 32).

People are present in all the pictures to give the landscape a reference point and showing the audience that it is a potential experience (Visit Faroe Islands, 2013, p. 43).

The brand entails a logo that can be interpreted in many ways. The clearest interpretation is to see the logo as a ram, but it can also be seen as a wave, a seashell, wool and the classic Faroese ring dance, which all have inspired the shape of the logo (Visit Faroe Islands, 2013, p. 16).



Figure 7 Inspiration to the logo (VFI – Logo, 2013, p. 17)

The brand is created in core and secondary colours, black, blue, gray and silver. These colours are used all over the brand to create recognition and strengthen the brand (Visit Faroe Islands, 2013, p. 37).



Figure 8 The Logo (Visit Faroe Islands, 2014, p. 18)

4.2.4 Media

Media are all the media channels carrying the message from the sender to the receiver (Dahlen, Lange, & Smith, 2010, p. 37). Visit Faroe Islands has been using many different medias in their communication of the brand.

Visit Faroe Islands own website www.visitfaroeislands.com is an important part of the marketing of the Faroe Islands as tourist destination, addressing directly to the tourists, the media, tour operators, and other operators selling the Faroe Islands.

Besides Visit Faroe Islands own website has the brand been communicated through social medias such as Facebook, Instagram and Twitter.

“There are many that discover us on the internet”

(Højgaard, 2017).

To make awareness around the world, Instagram is used to post pictures with a short text. In early July, this photo and text was posted on Instagram:

“Here we are on the island of Kalsoy feeling absolutely dwarfed by nature. What a place!”

(Instagram, 2017)



Figure 9 Visit Faroe Islands @ northsouth (Instagram, 2017)

Visit Faroe Islands has been strong on Facebook and has the increased focus on Instagram has made it possible to reach other segments that they want to reach (VFI - Ársfrágreiðing, 2014, pp. 58-59).

“We have tried to teach the Faroese population to tag material about the Faroe Islands, that increased the contact surface, helping to spread the information about the Faroe Islands on the social medias”

(Højgaard, 2017).

In addition to Facebook is Visit Faroe Islands also using other social medias such as Pinterest, where they present pictures and informational text to the pictures. Another platform is Twitter, where stories and pictures from tourists and photographers are posted (VFI - Annual Report, 2014, p. 60).

Visit Faroe Islands is also trying to get bloggers to consider the Faroe Islands, when they write about exotic destinations or bring pictures of the nature. This is done by sending pictures, articles and links directly to the blogger (VFI - Annual Report, 2014, p. 60). But Visit Faroe Islands largest emphasis is to communicate the message through international medias.

“We try to work smart to create most visibility to the lowest cost. It is about attracting the right medias and we are lucky that they write the right things even if we cannot control what they write”
(Højgaard, 2017).

According to Guðrið Højgaard does it take less effort as well as it is cheaper to create awareness through medias writing articles about the Faroe Islands, than it is to market the islands using campaigns.

“It does not cost us much to receive them here and get them to write about us. This makes their readers aware of the Faroe Islands and that it is something they have to try”
(Højgaard, 2017).

Visit Faroe Islands has put large emphasis in the work of creating good relations with the international medias.

“...we have so many and close contacts with the world media today, that we have built up for several years”.
(Højgaard, 2017).

Within marketing communication is it important to select the appropriate medias to reach the right customers. This is something that Visit Faroe Islands is aware of:

“we are selective selecting media”.....“We only select the best medias that we find best for the Faroe Islands, such as Financial Times, New York Times, The

Guardian - all of the heaviest medias
(Højgaard, 2017).

The hard work Visit Faroe Islands has put into the creation of a media network has paid off. Today is the emphasis of the marketing communication much more on the media than on campaigns.

“We use much more effort on the media than we use on campaigns because it is much more effective”.
(Højgaard, 2017).

The large effort Visit Faroe Islands has put in the work to attract the international media has increased the number of medias writing about the islands.

“We have been working determinant with the international press. i.e. was New York Times visiting us three times last year. 260 medias visited us last year.
(Højgaard, 2017).

The emphasis on the media has paid off, as the largest medias in the world have discovered the Faroe Islands, one of them is New York Times, appointing the Faroe Islands as The Next Great Scandinavian destination.



Figure 10 Next great destination (VFI - Home, 2015)

Describing the Faroe Islands as:

“A series of emerald-green specks afloat in the North Atlantic sea, the Faroe Islands are wild, windswept and yet surprisingly chic”
(Lobrano, 2015).

New York Times appointment of Faroe Islands as the next great Scandinavian destination is according to the director of Visit Faroe Islands a great honour:

“New York Times wrote that the Faroe Islands was the next great Scandinavian destination. It is a fantastic seal of quality for us”.

(Højgaard, 2017).

The increased attention from the world media, has resulted in increased revenue. The newest tourism numbers show that the turnover within Faroese tourism was 674 million Danish kroner in 2016. Which is 100 million more than in 2015 (Hansen, 2015). According to Guðrið Højgaard (2017) was 2016 a special year within Faroese Tourism, generating a revenue close to 400.000 million.

“Last year was special with the Sheep-view project, where we got a PR value of at least 300.000 million DKK. It is probably more, because we stopped very early to count. And then there is the PR value from all the other visits, so we are close to 400.000 million that we generated”

(Højgaard, Branding, 2017).

4.2.5 Decoding

Decoding is the process of converting a message into meaning (Dahlen, Lange, & Smith, 2010, p. 508). Visit Faroe Islands uses a simple message in the marketing communication, so the message is easily understood by the receiver. With the un-words are the Faroe Islands set apart from the rest. The UN-words such as UN-believable, Un-discovered and Un-like are used to give a positive impression and message to the audience, creating consistency, recognition and differentiation (VFI - Brand Book, 2014, p. 24). The meaning of the message is easy to decode as UN-words exist in all major languages (Visit Faroe Islands, 2013, p. 42).

4.2.6 Feedback

Feedback is an important factor in marketing communication since dialogues are two-way and depended on the reactions to the intended communication (Visit Faroe Islands, 2013, p. 42). Since Visit Faroe Islands launched the promotion campaign, they have received much positive feedback as expressed by the director below:

“We have got extremely much positive feedback, from end users, agents and the media. Many of the medias have asked for permission to use our material – that is fantastic for us to share our material in international media. We have been

doing very well even though it has been four years since we launched the campaign”

(Højgaard, Branding campaign, 2017)

Some of the received feedback can be viewed in the quotes below:

In the travel magazine King Goya that is launched in English and Norwegian, did the journalist and photographer, Gudmund Lindbaek, name the Faroe Islands as:

“The world’s most inviting islands”

(Lindbaek, 2016).

Gudmund, further expresses that even though the Faroe Islands does not sound like a compelling destination, National Geographic has discovered their beauty:

“Hit by Atlantic storms, often covered in low cloud and isolated between Iceland and Norway, the Faroe Islands hardly sound like a compelling destination.

But National Geographic gives high marks to the Faroe Islands – especially on preserving the nature, history and the nation’s pride, and has chosen these islands as the world’s most inviting destinations”

(Lindbaek, 2016).

Also, the Scottish travel writer Gabriella Bennett, that writes for the Scottish newspaper, The Herald, find the islands to be magical, using the headline:

“The magical Faroe Islands”

(Bennett, 2016)

To describe how she during her visit in the Faroe Islands discovered a glorious landscape with fascinating stories and delicious cuisine (Bennett, 2016).

Aberdeen News has noticed the islands mentioning the Faroe Islands as:

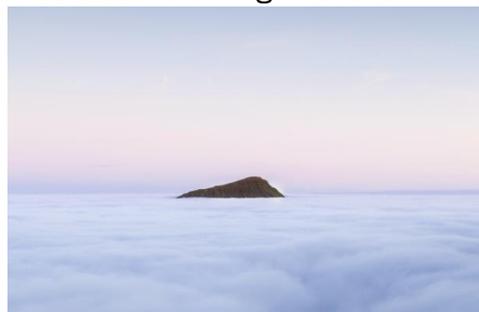


Figure 11 Europe's best kept secret (Visit Faroe Islands, 2016)

“Europe’s best kept secret”

(Rigby, 2016)

Describing the Faroe Islands as one of Europe’s last undiscovered destinations, which makes them live up to the slogan: “Untouched, Unexplored, Unbelievable”, making them unlike any other place in the world (Rigby, 2016).

4.2.7 Source or sender’s frame of reference

Before the creation of the brand a quantitative survey was conducted among more than 6000 respondents to find out how the tourists perceive and describe the country, to ensure that the message would be understood by the audience.

“We conducted a quantitative survey with more than 6000 respondents. The result was that the Faroe Islands have five key factors that all materials must emanate from. They include the nature, the island culture, the authenticity, the remoteness and involvement”

(Højgaard, Branding campaign, 2017)

The survey revealed that the tourists used un-words to describe the islands. The UN-words used to describe the Faroe Islands evoke unique emotions in the visitors, where the islands are set apart from the rest (VFI - Brandið, 2016, p. 24).

4.2.8 Receiver’s frame of reference

Successful communication is based on senders and receivers frame of reference coinciding and receiver’s ability to interpret and understand the message sent (Dahlen, Lange, & Smith, 2010, p. 37).

The message that Visit Faroe Islands tries to send is influenced by attitudes and perceptions of the receivers (Dahlen, Lange, & Smith, 2010, p. 37).

The promotion campaign is communicated in an easily understood language using short taglines formulated from the words used by the respondents to describe the country, such as:

“Unforgettable - You can leave these islands, but never forget them”
“Unveiled – come see nature unveiled before your eyes”
“Unknown – take a walk in the unknown”



Figure 12 Unforgettable (Visit Faroe Islands, 2016)

(VFI – *Growing Tourism*, 2016).

These are all taglines used in the promotion of the island country, created from the words that the tourists used describing the islands.

To show the Faroe Islands as a possible place to visit, are pictures where people appear used in the campaign to support the message sent.

“The pictures are based on the parameters in the brand DNA. People appear in the pictures to give the landscapes a reference point. The use of people in the pictures shows the audience that the Faroe Islands could be a potential destination to explorers”



Figure 13 People in the nature (Visit Faroe Islands, 2012, p. 22)

(VFI - Brandið, 2016, p. 44).

That the intended message has been successfully perceived by the receivers, was supported by Guðrið Højgaard:

“People like the message that we are trying to send. The films, they think they seem real, exciting and beautiful”
(Højgaard, 2017).

4.2.9 Noise

Even though the branding campaign has been received positively by most people, there have been resistance from whale activists trying to stop the whale killing,

“Barbaric nation....Denmark... Danish wants tourists Right.... I thought Danish are civilized people. Barbarian nation. Stop slaughtering annual Pilot Whale festival... Slaughtering Whale with enjoyments. Sick people young and old. Killing is held in The Faroe islands in support of Danish government,,,Navy/ Have you queen to look it slaughtering of Whale.....DISGUSTING....PEOPLE”
(cooldayjan, 2016)

arguing that they will not visit the islands eventhood the islands look beautiful, as mentioned by Jody in the citation below:

“I won't be visiting. Looks beautiful but the disgusting whale slaughter is unconscionable.”
(Jody) (Wowk, 2017)

4.2.10 Distortion

As mentioned earlier has the campaign according to Guðrið got extremely much positive feedback. But ‘word of mouth’ is a powerful agent in marketing communication, that sometimes can distort the intended message (Dahlen, Lange, & Smith, 2010, p. 38). The whale killing has made activists spread a negative ‘word-of-mouth’ about the Faroe Islands as a destination, that has had a negative impact on the Faroe Islands as a tourist destination. The activists are trying to hold people back from going to the Faroe Islands. According to Danielle, should the Faroe Islands be boycotted and not get money from tourism.

“You should NEVER visit the Faroe Islands. They should be boycotted and not get our tourist money. Every year they participate in a barbaric slaughter of whales called the grindadráp.”
(Danielle) (Wowk, 2017)

4.3 The integrated communication triangle

The integrated communication triangle is about communicating a message to the audience creating a dialogue with the customer, as the customer adds positive or negative associations to the brand when they get in contact with it (Dahlen, Lange, & Smith, 2010, p. 31).

Marketing communication where the company tells a story that beats a path to the heart of the consumers, can be both planned and unplanned. Gronroos & Lindberg-Repo (1998, in Dahlen, Lange & Smith, 2010, p. 33) describes planned and unplanned communication as “what the firm says”, “what the firm does” and “what others say and do” (p. 10), which will be elaborated below.

4.3.1 What the firm says

Visit Faroe Islands uses different promotion activities to communicate the intended message to the audience. Therefore, will the message from the cornerstones of good marketing communication be looked at below.

Message

Consumers today live in an information- obsessed, media-saturated world with an increasable choice of brands, which means that Visit Faroe Islands must engage the audience with a compelling message to create awareness and stand out from the crowd (Dahlen, Lange, & Smith, 2010, p. 5).

“Unspoiled, Unexplored, Unbelievable”.

(Højgaard, 2017)

With the tagline “Unspoiled, Unexplored, Unbelievable” Visit Faroe Islands wants to send a message that indicates that the Faroe Islands are different from other destinations (VFI - Tourist Guide, 2016, p. 6). Although the islands are small and remote, they can offer unique and authentic adventures that can be explored by land or sea (VFI - Tourist Guide, 2016, p. 6).

That the Faroe Islands are suited as an adventure destination was confirmed by the director of NAX:

“Yea, Yea, we are very well suited to become an adventure destination”

(Berg, 2017).

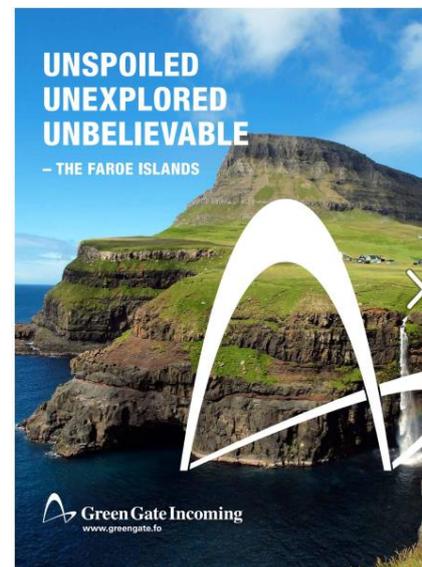


Figure 14 Unspoiled, Unexplored, Unbelievable (GreenGate Incoming, 2016)

Further expressing how he thinks the Faroe Islands as an island country are better suited as adventure destination than other countries:

“We are better suited than other countries because we are islands and if the weather is bad are the activities normally cancelled, but in the Faroe Islands We have never cancelled within the eight years we have operated, and we are working throughout the whole year”

(Berg, 2017).

That the country is made of islands, is an advantage as the activities in bad weather can be moved to another place, making the islands serve as a model for other adventure destinations, as expressed by Eyðun below.

“The Faroe Islands serve as a model. We have islands so we can move away from the wind, to find a place where the activity that we have sold can take place”

(Berg, 2017).

That the activities can be undertaken within 40-50 minutes, gives the Faroe Islands an advantage above Iceland and Norway, as the activity do not have to be cancelled:

“The Faroe Islands have an advantage above Iceland and Norway. That we instead of cancelling can undertake the activity in 40-50 minutes, we don't need to cancel the activity do to the weather, of course it is something else, if there is a hurricane in the Atlantic Ocean. We have never cancelled yet. We are working within the whole year”

(Berg, 2017).

That the Faroe Islands are a different destination was also expressed by the director of Visit Faroes Islands, expressing how the tourists get a unique experience, whether they are looking for special activities such as fishing, birdwatching or hikes:

“The Faroe Islands is a different destination, that you should visit. You will experience something different from other destinations. Something that you cannot experience elsewhere. The nature is special, the culture is special etc. it differs among the different segments, depending on what they are looking for. Walks, fishing trips,

birdwatching or food interest”

(Højgaard, 2017).

Guðrið’s expression about how the tourists seek different nature experiences, was also noticed during the observations during the hike, where the tourists showed their impression of the nature:

“During the hike, the observer experienced how impressed the tourists were in the Faroese nature, that was different from other destinations they had visit. The tourists were impressed to see how green the grass was and the sheep walking freely among them in the outfield

(Samuelsen, 2017, appendix 7).

To create attention and send a message to the audience, Visit Faroe Islands created a story about a destination that was different from any other destination, that the tourists ever had visit (Visit Faroe Islands, 2014).



Figure 15 A place undiscovered (Visit Faroe Islands, 2014)

As the Faroe Islands do not exist on the map and hence are unknown to most people, Visit Faroe Islands wanted to tell a story about an undiscovered destination using the tagline:

“a place undiscovered – discover the islands, discover yourselves”

(Visit Faroe Islands – the brand book,

2014, p. 46). The tagline indicates that

the Faroe Islands is a destination that very few people know exist and even fewer have visit - something that the tourists have not experienced (Visit Faroe Islands – the brand book, 2014, p. 46).

After having made the tourists aware of the islands, Visit Faroe Islands wanted to make the audience aware of the experiences that the Faroese nature has to offer, with the



Figure 16 Nature UNVEILED (VFI - Tourist Guide, 2016, p. 7)

tagline: “come see nature UNVEILED before your eyes” (VFI - Tourist Guide, 2016, p. 7). Visit Faroe Islands sends a message to the audience about a nature packed with challenges to be explored by sea or land, that will give the visitors a lifetime experience (Visit Faroe Islands, Tourist Guide 2016, p. 7). Even though the islands are small and remote, they have many unique and authentic adventures in colourful and stunning surroundings (Visit Faroe Islands, Tourist Guide 2016, p. 7). The great effect the brand has had on Faroese tourism was expressed by the director of the adventure company, NAX:

“We have got a brand and companies have noticed us and we are in a network with Visit Faroe Islands. Visit Faroe Islands refers the adventure tourists and the companies to us.”
 (Berg, 2017).

As the Faroese adventure companies are very small and do not have the resources to promote themselves are they cooperating with Visit Faroe Islands, telling them when the companies are coming to the islands:

“When we know that companies are coming to the Faroe Islands we contact them, telling them what we have to offer. Business to Business, where we contact companies and present an agenda, because many of the companies travel a lot. Then we get them to come to the Faroe Islands on conferences, meetings and courses”
 (Berg, 2017).

4.3.1.1 Advertising

Visit Faroe Islands are advertising the Faroe Islands with the hope to attract more tourists to the islands. With different activities that appeals to different segments with special interests, such as hiking or fishing, is segmented marketing used to attract different interest groups, as expressed by Guðrið and seen in the pictures below.

“...So, we do both superior marketing but also segmented marketing toward different interest groups, it can be a fishing campaign or walking campaign” (Højgaard, 2017).

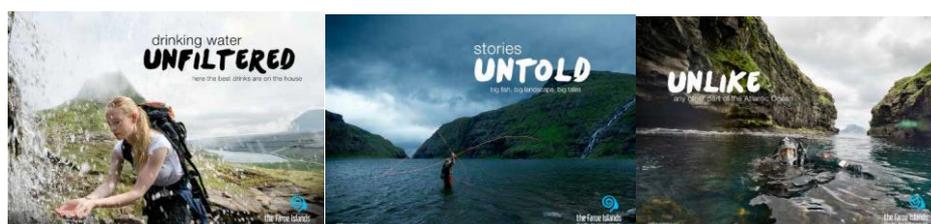


Figure 17 Branding Pictures (Visit Faroe Islands, 2014)

4.3.1.1.2 Brochures

Even though more and more tourists are visiting Visit Faroe Islands and other tourism operator's websites, there are still people looking for information in folders as well as companies send folders to their clients and bring them along on trade shows (VFI - Annual Report, 2014). Therefore, are different folders created each year for the various interest groups. Each year is a tourist guide published, containing practical information needed to explore the Faroe Islands (VFI – Tourist Guide, 2017). The tourist guide entails information on activities available in the different islands such as hiking, boat trips, fishing, birdwatching, kayaking, rappelling and running.

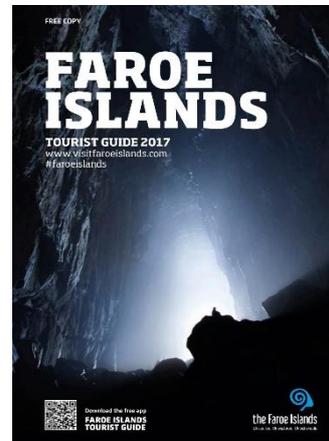


Figure 18 Tourist Guide 2017 (VFI Tourist Guide, 2017)

“Fresh air wind in your hair, tall mountains, sunny valleys, fascinating fog, beautiful lakes, grazing sheep and breathtaking views”
(VFI - Hiking, 2015).

As hiking is a popular activity among tourists, Visit Faroe Islands has launched a hiking folder explaining some of the things the tourists can experience while hiking in the Faroese mountains (VFI - Stay, 2017). The folder provides practical information related to walking and hiking as well as suggestions to hiking tours (VFI - Stay, 2017).



Figure 19 Hiking Guide (VFI - Hiking, 2015)

For tourists interested in birds a brochure about birds in the Faroe Islands is created, that is handy to bring along on the bird-watching tours. For those looking for a more active vacation, a cycling brochure is available about cycling in the Faroe Islands, where tourists can find inspirations about where to bike (VFI - Stay, 2017).



Figure 20 Birds of Faroe Islands (VFI - Birds, 2015)

GreenGate Incoming has published a brochure with activities available during the summer and winter. The folder entails package tours for adventure travellers, wanting to experience the Islands, offering activities such as boat trips to Vestmanna sea cliffs, hiking trips all

over the country, birdwatching as well as running events such as Tórshavn marathon and women's run (GreenGate Incoming, 2017).

The folders mentioned above as well as other tourism folders, can be found in the airport, bus- and ferry terminals, in the various tourist information's around the country, on the different tour operator's websites as well as all the published material can be found on the digital publishing site ISSUU.com.



Figure 21 Faroe Islands, Iceland & Greenland (GreenGate Incoming, 2017)

4.3.1.1.3 Websites

To promote Faroe Islands, Visit Faroe Islands has the website www.visitfaroeislands.com, where they promote the Faroe Islands as destination as well as the activities the islands have to offer. Besides Visit Faroe Islands the operators have within adventure tourism their own websites promoting the Faroe Islands as well as the adventure activities.

North Atlantic Xperience is an adventure company offering experiences centred around teambuilding with some personal challenges incorporated, such as sea swimming, kayaking, swimming in caves, mountain climbing and rappelling (Berg, 2017).



Figure 22 Boat trip, Rib62 (YouTube, 2012)

On the website www.nax.fo they are offering tailor-made experiences for each individual group no matter if it is on shore, on water or in the air (NAX, 2017).

Another company offering adventurous experiences is Rib62, that on their website www.rib62.com offers activities centred around boat tours as well as cave swimming, nature walks and teambuilding (Rib62, 2016).

The Faroe Islands can also offer experiences under the surface. Diving is an activity that is becoming more popular among tourists, on websites such as www.faroedive.fo and www.diving.fo the diving companies are promoting themselves as well as the experiences they are offering.



Figure 23 Diving in the Faroes (Diving, 2017)

Another experience offered on the sea are fishing tours. In the summer are Skúvadal and Blástein offering fishing tours, that are promoted on their website www.puffin.fo and www.fishingwithblastein.com.

There are rich opportunities to experience the islands by foot. Companies such as GreenGate Incoming and 62norð are offering hiking tours in the nature around the country on their websites www.greengate.fo and www.62n.fo. On the website www.excursion.fo is the



Figure 24 Kallurin in Trøllanes (Own picture)

ferry company Smyril Line promoting adventure activities around the islands, where the tourists have the possibility to book tours directly on the website.

In the local villages are the adventure activities promoted in the various tourist information's, where the staffs are ready to inform and guide the tourists about the available activities, as well as the activities and folders can be found on the tourist information's websites.

4.3.1.1 Sales promotion

To create awareness and promote the Faroe Islands Visit Faroe Islands is participating in conferences and workshops, as well as they have marketing arrangements on some of their focus markets (Visit Faroe Islands, 2016).

In 2017 Visit Faroe Islands are participating in nine different conferences and workshops around the world.

In Denmark they are participating in Ferie for alle, Møde- og Eventmessen and Rejsemesse for Kvalitetsrejser. In England they are participating in Destinations, the Holiday and Travel Show, 5-Country-Workshop, The Meetings Show and AITO Meet the Press. In France Nordic Workshop, in Greenland Vestnorden Travel Mark, in Italy Nordic Workshop, in Iceland MidAtlantic, Rejselivsmessen in Norway, in Spain IBTM World and in Germany ITB and IMEX (VFI - Átøk, 2016).

As the adventure providers have limited resources, they are part of Visit Faroe Islands sales promotion, as well as they individually are trying to contact visiting companies.

“We are not promoting ourselves. We contact companies and companies contact us. When we know companies are coming we contact them, telling them what we have to offer”

(Berg, 2017).

Therefore, it can be concluded that the promotion activities are far reaching, as the Faroe Islands are represented around the world.

4.3.2 What the firm does

Before the promotion campaign could be revealed there was a lot of work that had to be done. The production had to go through some phases to complete the media production, from the idea to the final result (MediaCollege.com, 2017).

4.3.2.1 Production process

4.3.2.1.1 Pre-production

The idea for the promotion campaign came from a survey, where tourists were asked to describe their experience of the Faroe Islands, many words and much praise was given, but a pattern showed that the tourists liked the country for what it was not – what could not be found elsewhere: Un-spoiled, Un-known, Un-believable, Un-exploited were some of the words used to describe the islands (Visit Faroe Islands, 2014-2015).

4.3.2.1.2 Production

Based on these words were shootings made in the Faroese nature of people hiking in the mountains, fishing in fishing boats and spending time in the nature with their loved ones. To get the message out to the consumers were sentences such as “come see nature unveiled before your eyes”, “take a walk in the unknown” and “stories untold” created (Visit Faroe Islands, 2014-2015).

4.3.2.1.3 Distribution

With the branding campaign Visit Faroe Islands delivered a message to the audience about a “Unspoiled, Unexplored and Unbelievable” destination, that the tourists have to visit. Within the branding the usefulness of the service is shown with people in an authentic nature, that is unexplored by most people, as expressed by the director of Visit Faroe Islands:



Figure 25 The UN-destination (VFI - growing tourism)



Figure 26 A land Unexplored (Visit Faroe Islands, 2013)

“For a person that lives in Berlin or London or wherever it should be, are we extremely unexplored, unpolluted or all these things we say”

(Højgaard, 2017).

The campaign was delivered to the consumer through Visit Faroe Islands webpage, Facebook-page, Instagram and Twitter. After the campaign was launched several Faroese and foreign news media shared the message about the new branding campaign, which will be looked at in the section below.

4.3.3 What other say and do

4.3.3.1 Public relations

PR activities are about creating mentioning, that the company is not paying for directly (Pape & Sørensen, 2011). Visit Faroe Islands has arrangements with PR companies around the world.

Visit Faroe Islands has arrangements with the company Travel PR in London to send a press release about the Faroe Islands, besides that the Faroe Islands get mentioning in English media. Travel PR is also arranging media tours to the Faroe Islands (VFI - Avtalur, 2016).

Visit Faroe Islands has an arrangement with Visit Denmark in Italy, arranging media tours to the Faroe Islands (VFI - Avtalur, 2016).

The cooperation with Visit Denmark also includes the hand out of folders in Germany as well as an agreement is made with Ehrenberg Communication about media and PR cooperation (VFI - Avtalur, 2016).

But the most remarkable marketing activity that received a lot of attention and mentioning in the international media was the Sheep-view project.

Visit Faroe Islands wanted to attract Google Street View to the islands, as the islands do not exist on Google Street View. To do so a 360° camera was placed on the back of a sheep that took photos that were uploaded on Google

Street View, putting the Faroe Islands on the map, in a very unique way.



Figure 27 SheepView (CNN, 2016)



Figure 28 SheepView (Trenholm, 2016)

The project created a lot of headlines in the international medias, writing about how Google SheepView had replaced Google Street View, a comment from C-net and FollowNews can be seen in the citation below:

C-Net wrote about Google's absence from the Faroe Islands:

"Forget Google Street View. Meet this tiny island's sheep view"
(Trenholm, 2016)

"The land that Google forgot - where SheepView is used instead of StreetView"
(FollowNews, 2016).

Also, the well-known CNN wrote about how the remote Faroe Islands had turned Google street view into Google SheepView.

"Google street view is Google SHEEP view for remote island chain"
(CNN, 2016)

ADWEEK wrote about how the small country created awareness using sheep to put itself on the map.

"These Tiny Islands Turned Sheep Into Videographers to Literally Put Itself on the map"
(Birkner, 2016)

4.3.3.2 News stories

What other say and do is about the mentioning in the international media. Over the years many stories have been written about the Faroe Islands as tourist destination. Each year are Visit Faroe Islands receiving so many requests from international medias, that they cannot invite all of them.

"We are in a luxury situation that we get many requests which means that we have to say no to many of them"
(Højgaard, Branding, 2017)

In 2015 National Geographic invited their readers to participate in the creation of their Best Trip list, choosing their favourite place. The readers choose the Faroe Islands, which resulted in that the islands came on National Geographic's list over "Best Trips 2015" (National Geographic, 2015) creating a lot of headlines in international medias.



Figure 29 Best Trip 2015 (National Geographic, 2015)

High North News wrote an article about the Faroe Islands with the headline:

"Faroe Islands best trip in 2015"
(Nyhetskjelleren, 2015).

Also, Cebu Daily News created awareness of these small islands. The journalist Adam wrote about his journey, arriving to a unique place:

"As soon as we arrived, it became clear that this was a very unique place"
(Brown, 2016).

Selling the Faroe Islands as a place for nature lovers:

"A nature lovers escape"
(Brown, 2016).

The nature lover escape was also visible during the hike, where the tourists immersed themselves into the nature, giving themselves the opportunity to experience the authentic Faroese weather:



Figure 30 A nature lovers escape (VFI - Færøerne, 2013)

"The changeable weather made an impression on the tourists, that experienced how fast the weather changed from one moment to another"
(Samuelsen, 2017).

Many of the largest media have visit the Faroe Islands several times, one of them are Financial Times.

*“Financial Times left the other day, they have been here twice this year and have also written a third article”
(Højgaard, 2017).*

As the Faroe Islands has received a lot of attention from the international medias, that have mentioned the Faroe Islands so many times, only a very small number of the stories have been mentioned above.

4.3.3.3 Word of mouth

One of the platforms where Faroe Islands have got positive feedback is on blogs, where several bloggers have written about their experience. One of these bloggers is Noora, that visited the islands on a winter day. The visit made an impression on her, expressing her love for the Faroe Islands:

*“I really fell in love with the Faroe Islands...”
(Noora, 2016).*

Even though Noora loves the islands, she does not believe that the islands are a destination for everyone:

*“...It definitely isn't for everyone and neither should it be...”
(Noora, 2016)*

Further expressing, that the islands are for tourists looking for a silence and peaceful destination with dramatic landscapes:

*“If you love dramatic landscapes, friendly locals, hiking, photographing, silence and peace, sheep and charming little villages the Faroe Islands is a perfect destination for you”
(Noora, 2016).*

Also on Facebook and YouTube has the branding campaign received positive feedback, where people have comment on the beauty of the country as well as their wish to visit. A small selection of the comments can be seen in the quotes below:

Navric and Scandic mention the Faroe Islands as a beautiful place that is among their favourite places:

“Amazing! Faroe Islands are one of my favourite places to visit Specially Tórshavn 🇫🇮”

(Neçirvan, 2017).

”Beautiful landscape!”

(Scandics, 2017).

Caden and Agostino express how the campaign has created a wish to visit the islands:

“Faroe Islands are on my bucket list now ”

(Caden, 2017).

”I dream to go there someday. Thank you for this beautiful clip of the most beautiful place in the world”

(Agostino, 2017).

4.4 Brand narratives

Good brand communication is based on a good brand narrative that involves the consumers and reinforces the brand story (Dahlen, Lange, & Smith, 2010, p. 2).

As there were more tourists visiting the Galapagos islands than the Faroe Islands (VFI - Annual Report, 2014, p. 20), Visit Faroe Islands wanted to attract more tourists by

telling a story about the untouched and undiscovered islands (Visit Faroe Islands, 2016), in the hope to increase the knowledge about the islands.

“undiscovered because there are very few people that have discovered the Faroe Islands yet... There is still the rest of the world 99.9% that still have not been in the Faroe Islands. For the vast majority of the people in the world, we are still undiscovered”

(Højgaard, 2017).



Figure 31 Untouched nature (Chylaszek, 2017)

Even though the islands are unknown for most people, the Swedish girl Helena has on her blog Placebrander written about how Visit Faroe Islands has managed to tell a story about a magic place:

” The Faroe Islands tells the story about an unexplored and magic place”
(Nordström, 2013).

In the same way as Visit Faroe Islands uses storytelling as a communication tool to brand the Faroe Islands as a “Unspoiled, Undiscovered, Unbelievable” destination, did the enthusiastic guide, Jóhannus, use storytelling to engage the tourists during the hike, telling the story of the village of Trøllanes, the inhabitants and the places we passed.



Figure 32 Guide & farmer Jóhannus (Bundel, 2016)

Observations were made during the hike in the natural environment as the observes according to Bryman (1992 in Boote and Mathews, 1999, p. 16) tend to be more relaxed, which gives the researcher a more true picture of the adventure tourists as the awareness and nervousness, called by Bryman as “reactivity” is minimized (Bryman, 1992 in Boote and Mathews, 1999, p. 16).

The researcher participated fully in the hike to become a full member of the group (Saunders et. al., 2007, p. 283) enabling her to share the experience by not only observing what was going on in the social setting (Saunders et. al., 2007, p. 284) but also feeling it (Gill & Johnson, 2002 in Saunders et. al., 2007, p. 284). As the researcher participated as observer, she revealed her role towards the participants making the tourists aware of her identity (Rebello, 1977 in Boote & Mathews, 1999, p. 17), so they felt they could trust her (Saunders et. al., 2007, p. 288). Revealing the identity gave the researcher the opportunity to interact with the guide and the tourists, asking questions during the hike, giving her a better understanding of the adventure tourists and their experience (Saunders et. al., 2007, p. 288).

During the hike, the guide told a story about the living of the inhabitants of the island of Kalsoy, how they had struggled to get goods to the island due to the unstable connection, before the infrastructure had changed (appendix 7).

“Earlier were the goods transported by ship to the island, which made the delivery of goods and the connection to the outside world unstable, as the boats were unable to disembark in bad weather, isolating the island from the mainland....”
(Jóhannus, 2017).



Figure 33 The ferry Sam, connecting Borðoy and Kalsoy (SY, 2014)

Furthermore, Jóhannus told about the struggle of the inhabitants during bad weather, as the inhabitants without the connection to the mainland struggled to get enough food to support the families.

“When the connection was lost, no goods were received. With no goods, the inhabitants had to live of cheese produced from the milk that the cows provided”.

(Jóhannus, 2017)

But all of this changed in 1985 when a tunnel to Trøllanes made it possible to transfer goods and travel to the island by car, as expressed by Jóhannus below:



Figure 34 The tunnel to Trøllanes (VisitKalsoy, 2015)

“But this changed in 1985 when a tunnel made it possible to transfer goods by car as well as it gave the inhabitants the opportunity to travel of the island by car”

(Jóhannus, 2017, appendix 7).

“The authentic story seemed to make an impression on the tourists, that seemed surprised to hear about the rough condition the inhabitants had been living under, which made them listen carefully”

(Samuelsen, 2017, appendix 7).

The tourists seemed interested in the stories as they were listening carefully, asking further questions about the life and living condition of the inhabitants. The tourists were

relaxed and had a smile on their face, indicating that they were pleased with the way the guide presented the stories and had enjoyed the hiking tour.

The analysis revealed that Visit Faroe Islands uses storytelling to engage the tourists with a compelling message, creating a desire to visit the UNspoiled, UNexplored and UNbelievable islands. The campaign has been received very positively and has attracted attention all over the world, creating headlines in the largest medias.

5. Conclusion

Tourists travel widely in their search for unique and authentic tourist destinations, that can provide them with authentic tourism experiences.

As the aim of the paper was to examine how the Faroe Islands can become an adventure destination, three sub-questions were formulated. To answer the first sub-question:

What are the adventure tourists looking for?

A literature review was performed on articles about the motivations of adventure tourists. The literature review revealed that adventure tourists were motivated to go on holiday for the same reason as leisure tourists, that were motivated by reasons such as personal development, adventure, excitement, prestige, experience different cultures, socialization and meeting people with similar interests besides that adventure tourists were looking for more excitement in the experience that had to involve risk taking, self-discovery and rare bird and animal species, wild and rugged destination environments and suitable natural resources.

During the travel adventure tourists want to explore and discover, learning about new places and people. Culture that has been an important motive for adventure tourists has changed to 'cultural understanding', as it no longer is enough just to visit the culture, the tourists want to understand the culture and through participation be engaged in the experience.

Previously was risk an important element in adventure travel, but it is not a motivator in itself anymore. Instead are adventure tourists looking for experiences where they can match their skills and competences with the situational risk, looking for a transformative experience with the opportunity for personal growth and challenge, giving them a life changing experience.

The characteristics of adventure tourists found during the literature review revealed that adventure tourists are middle-aged, mostly from Europe, travelling internationally and in groups wanting to explore new places, where they get to understand a new culture and get engaged in the experience.

This was confirmed during the hike in Trøllanes where tourists participating in the hike was a group of middle-aged tourists that had travelled to the Faroe Islands from the mainland to explore these small islands. Not only did they want to experience this new

country, they wanted to get an understanding of the Faroese culture, learn about this new place and its people. The tourists were engaged in the experience as they were listening carefully to the stories the guide told them as well as they were eager to ask further questions about the living in the small village.

After having figured out the motivation of adventure tourists was an online search on Faroese tourism providers websites and two expert interviews performed to figure out:

How can the Faroese tourism actors be geared to receive adventure tourists?

The study revealed that the Faroe Islands are well suited to become an adventure destination having a wide range of adventure activities as well as the islands that make up the country, means that the activities in bad weather does not have to be cancelled, as the location where the activity is undertaken can be changed within a short period of time, giving the Faroe Islands an advantage over the other adventure destinations. Although the islands are small and remote, they have unique and authentic adventure activities that can be explored by land or sea.

The interviews and the website study revealed that Faroe Islands have adventure operators such as Rib62, NAX and Faroe Dive offering outdoor soft adventure activities, besides that new adventure operators are coming.

The Faroe Islands can offer special experiences giving the tourists the opportunity to experience something different from what they can experience in other destinations, something that they have not experienced elsewhere. The experiences offered the adventure tourists are different among the different segments depending on which activities they are looking for.

The Faroese adventure operators offer outdoor activities where the tourists get challenged in activities on the ground such as hiking in the mountains, mountain climbing, rappelling, birdwatching or enjoying local food in one of the restaurants offering Faroese specialties. On the water the tourists can participate in activities such as sailing in speedboats, kayaking and fishing in fishing boats. In the water the tourists can enjoy a swim in the sea, diving under the surface or swimming into caves.

Although the Faroe Islands already has a lot to offer adventure tourists, there is a great development going on within Faroese tourism. The Faroese tourism providers are

attracting business tourists throughout the year, while the adventure tourists have been limited from May to September. The tour operators want to expand the tourism season by adding new adventure activities that attract tourists other time of the year as well as they want to attract a younger tourism segment with new adventure activities.

After having looked at how geared the tourism actors are to receive adventure tourists, was a website study, netnography and an expert interview conducted to find out:

How are the tourism operators within adventure tourism promoting tourism products aimed at adventure tourists?

As the Faroe Islands was and still is an unknown destination, Visit Faroe Islands wanted to change this by increasing the awareness of the small destination. To do so storytelling was used to tell a story about an undiscovered destination, using the tagline: Faroe Islands – Unspoiled, Unexplored, Unbelievable, uniting the Faroese tourism in one joint message, that should differentiate the islands making them a destination that the tourist wants to visit sooner rather than later.

As the Faroe Islands is a soft adventure destination, that attracts tourists staying away from their home to participate in adventure activities in the nature, which also was confirmed during the hike in Trøllanes, did Visit Faroe Islands create the UN-campaign in cooperation with the other tourism actors with the aim to attract the leisure segment, interested in activities such as sailing, fishing, hiking and birdwatching as these segments are on the markets that Visit Faroe Islands wants to attract. These activities are among the activities the adventure operator NAX has to offer, offering teambuilding combined with personal challenges such as kayaking, sailing, hiking or mountain climbing.

The second segment that Visit Faroe Islands wants to attract is the MICE segment, that travels outside the peak-season. To get hold on these segments, was an increased media effort started, making the medias aware of the islands and what they have to offer, making the medias pay attention to these small islands and write some articles. The greatest effort to market the islands has been put in the work to attract medias to write articles instead of creating campaigns, as it takes less effort as well as it is cheaper to create awareness through medias, than it is to create awareness through promotion campaigns.

The emphasis on marketing communication through international medias has paid off, as the number of medias visiting the islands and writing articles has increased.

But the marketing communication has not only been through medias, Visit Faroe Islands created the campaign Faroe Islands – Unspoiled, Unexplored, Unbelievable to make the outside world aware of the small islands in the North Atlantic Ocean. The campaign used storytelling to create awareness. With taglines such as “Come see nature unveiled before your eyes” a story was told about a destination packet with experiences that could be explored by land or sea.

To inform the tourists about the tourism offers several folders are created. One of the folders that is created each year is the tourist guide, informing the tourists about what the Faroe Islands have to offer, as well as brochures addressed special interest tourists, such as birdwatching and hiking. To inform and appeal to tourists online Visit Faroe Islands has the website www.visitfaroeislands.com, where they promote the Faroe Islands as a tourist destination and the activities the destination has to offer.

Additionally, are they participating in workshops and conferences around the world, have marketing arrangements on the focus markets as well as Visit Faroe Islands has arrangements with PR companies to send out press releases and create mentioning in the media. Besides Visit Faroe Islands are the adventure operators such as Rib62 and North Atlantic Xperience promoting adventure activities on their respective websites. The campaign that received the largest attention and created headlines in medias around the world was the SheepView project, created to get Google Streetview to the Faroes islands, so the islands also could exist on the map.

Therefore, can it be concluded that there in recent years has been a large development within Faroese tourism, where an increased marketing effort has created awareness around the world, attracting medias from all over the world. The increased awareness is reflected in the number of tourists that is increasing as more and more people open their eyes towards these small islands in the North Atlantic and the experiences they have to offer.

5.1 Contribution to the existing literature

This research was an exploratory study as there exists very few information on marketing communication of the Faroese tourism. Therefore, does the research look at the marketing communication of Faroese tourism, starting from Visit Faroe Islands promotion campaign – Faroe Islands – Unspoiled, Unexplored, Unbelievable. As nothing

has been written about adventure tourism in the Faroe Islands are the presented information's new. Deeper knowledge on adventure tourism in the Faroe Islands as well as what attracts this type of tourists to the Islands was presented.

The research revealed that the tourists visiting the Faroe Islands used to be 55+ but now they are seeing a younger segment, making the Faroe Islands a short break destination as these tourists are looking for soft adventure experiences, wanting to experience a bit of nature, a bit of food and a bit of shopping.

The adventure tourists were looking for activities in the nature such as rappelling, kayaking, mountain climbing and swimming in caves as well as companies come to the Faroe Islands on meetings and conferences and want to combine the business trip with activities in the nature.

The increased attention from the young segment is thanked to the increased media effort, promoting the Faroe Islands on digital platforms such as twitter, Instagram and Facebook, which are the platforms young people are on, instead of promotion campaigns which people do not pay attention to.

5.2 Perspectivation and further research

5.2.1 Perspectivation

Another destination that uses the nature and natural experiences to promote itself towards nature loving explorers who seek accessible and strong experiences in the nature is Norway (Visit Norway, 2010).

With the tagline: "Powered by nature" is Norway promoting itself towards the explorer segment, motivated for travelling to explore new territories, nature, culture, local life, food and traditions (Visit Norway, 2010). Norway promotes itself as an adventure destination offering the tourists physical active experiences in the nature such as hiking, cycling, kayaking, fishing etc. (Visit Norway, 2010). Showing people spending time together in the Norwegian nature.

With the brand Norway want the tourists to see Norway as a special place, a place where tourists can explore a dramatic and unspoiled nature with the opportunity to experience a lot of exciting activities as well as the tourists can experience a rich culture and try local food, which make the tourists feel special (Visit Norway - image, 2010).



Figure 35 Norway - Powered by nature (Visit Norway, 2010)

5.2.2 Further research

The focus of the research was on a small part of the topic of adventure tourism. The aim was to find the motivations of adventure tourists and how the tour operators were promoting adventure activities in the Faroe Islands. After the writing of the paper there are many questions about adventure tourism that has not been answered. Therefore, will this section present elements that would be interesting to look further into.

In a further research would it be interesting to look at the motivations for tourists that currently are travelling as adventure tourists in the Faroe Islands as well as adventure travellers that previously have been on adventure tours in the Faroe Islands, as the motivation of adventure tourists in this paper is not specific motivations for adventure tourists in the Faroe Islands, but general motivations of adventure tourists.

Additionally, would it in a further research be interesting to look at how the Faroe Islands as a destination as well as the villages, where the adventure activities take place, could get more benefit from the many tourists visiting the villages. Each year are tour operators bringing a high number of buses with a lot of tourists to the most attractive tourist places. The large crowd of tourists make the locals complain as they feel exploited, as the large number of visitors travel around in the area, destroying the natural beauty of the place without leaving any money to the local area.

In this connection would it furthermore be interesting to make a research on how tourists visiting the local areas affect the environment and the nature they are staying in, as the problem of uncontrolled tourists, walking around freely, several times has been a subject in the news, shedding light on the problem. In this instance would it be interesting to look at other destinations offering adventure activities, to find out how they benefit from the adventure tourists and how they coordinate the tourism to protect the local inhabitants as well as the environment, where the adventure activities take place.

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