



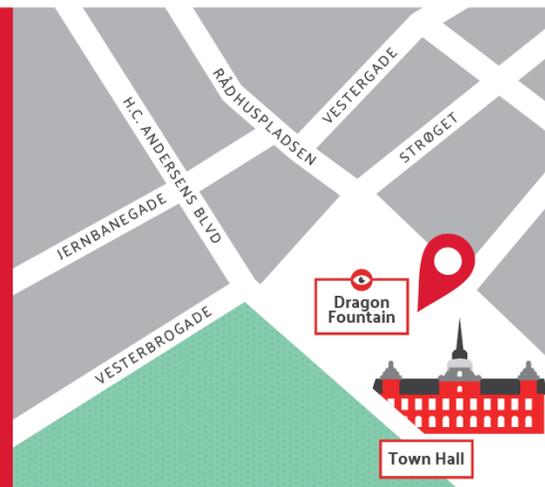
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Free Walking Tours: Analysis of tour concept, freelance tour guides and tourist behavior at these tours



**FREE TOUR
STARTS HERE**



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ABSTRACT

The aim of these thesis is to look at the concept of Free Walking tours, to see how and why it is special, try to understand if there is some differences between prepaid tours and Free Tours, and looking from guides perspective of views try to discuss what attracts tourists to this type of tours. On the side of this aim, thesis concentrates also at freelanced Free Tour guides, their willingness to work with these types of tours, their tactics in regards of experience creation and relationship building. For the purpose of these research problem formulation it have been decided that only Free Tour guides will be interviewed and research will look at the topics from guides perspective of view. It is interesting to see how tour guides are perceiving Free Tour concepts, differences with the other tours, also their own tactics, experience creation and the other details. Guides are working with these tours every single day so it is interesting to look at it from internal view.

Based on explorative qualitative approach, these thesis are working on qualitative research methods, such like interviews and observations. Interviews done with freelancers Free Tour guides, since it is their job, they have been able to provide valuable information during the interviews. Observations have been done by following few of Free Walking tours. Observations have been done in regards to understand what the concept are about, how it might be different from other tours, to look at tourists behavior and to see how tour guides are working.

Analysis showed that Free Walking Tours main different is the concept of payment and the way guides earns money. While on the other side guides have been talking a lot about experience creation, relationship building at the tours and importance of it to Free Tours and tourists as well. When looking at guides roles and their tasks, it have been defined that guides at Free Tours are having many responsibilities (and most likely even more than prepaid tour guides), because that these guides are responsible for their own “salary”, because it depends on tourist satisfaction, guides are also responsible for experience creation, entertainment and relationship creation. Money have been also defined as one of main things that attracts tourists to the tours, while on the other side there are some tourists that comes to Free Tours because that they know that they will get good quality tour. This research is giving overview about Free Tours, its freelanced guides and their guests on the tours. It should be valuable background to the future researches, since this papers is looking shortly at the main things of this concept.

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1. INTRODUCTION

Through the many decades tourism sector have been facing fast growth and development, now it is defined as one of the fastest growing industries (UNWTO, www2.unwto.org). In 2012 there have been around 1 billion international travelers traveling at the different destinations in the whole world, and World Economic Forum have stated that by the 2030 they are expecting travelers number to reach 1.8 billion (Perrottet, 2016). UNWTO at the beginning of this year have announced that in 2016 tourism market stayed robust and through the last year growth have reached 3,9 %, it is around 46 million travelers more than in 2015 (UNWTO, www2.unwto.org). Tourism has the tendency to be growing faster than the global economy (Perrottet, 2016), what actually means that tourism businesses size might be equal or maybe in some extend bigger than the oil export, food or automobiles industries (UNWTO, www2.unwto.org). This creates many workplaces for thousands of people, and also demands destination managements, tourism business to put even more effort to their work. This growth to be successful, according to Perrottet (2016) DMO's and all the tourism business at the whole industry needed, and still needs, to be bear all the responsibility that this growth could be well-managed, that benefits could be maximized and all the negative influences could be minimized.

Since the tourism have been growing globally, tourism have also developed and grown in Denmark. Statistic portal have announced that in 2006 5,8 million tourist arrived at the country, and in 2016 numbers have reached 7.5 million arrivals of the tourist (The Statistic Portal, 2017). Euromonitor (2017) reports that international tourism continually have been growing in 2017, destination have been working on creating awareness of the different attractions at the country. Besides of it this year Danish local travel market have had growth, Danes have been exploring their own country more this year than the other years (Euromonitor, 2017).

For the last period Denmark have been ranked higher at the list of the attractive destinations to visit, so more people is choosing to come here (CPH Airport, 2016). And besides of it as one of the growth factors could be called accessibility, because that Denmark have pretty good connections with the whole Europe, so many can choose it for a short stop or long holidays (CPH Airport, 2016). Most of the tourist chooses the capital Copenhagen for their stay, it is best known and most visited

city in Denmark, it has many attractions and famous sights, worldwide known architecture and design, long but interesting history and fascinating Danish culture, that is the few things that attracts tourist to this destinations (Ministry of Foreign affairs of Denmark). There are many different ways to experience Copenhagen and to get knowledge about the city, as one of possibilities is guided tours. If we look at the Visit Copenhagen (2017) site and search for a guided tour, there are hundreds of different tours, bike tours, bus tours, canal tours, museum tours, walking tours and so on. On this list you can also find Free Walking Tours operated by few different companies. But at this project we will concentrate at SANDEMAN's Free Walking Tours and their guides.

1.1. FREE WALKING TOURS

The Free Tour concept have been founded by Chris Sandeman in 2003, he started those type of tours in Berlin, and the company that have been created and started to run those tours since that time since that is called SANDEMANs (<http://www.neweuropetours.eu/>). This concept have been at the tourism market for a while now, but it is still pretty new type of guided tours and the way to experience the city, competing with the traditional guided tours which have been known for much longer time of period (Summers, www.freetour.com). Free Tours have become very popular in recent years, most likely every destination has those tours to offer to tourists, younger travelers are more aware of them then the older, and they are more familiar with the concept and how does Free Walking Tours works before they enter the tours (Summers, www.freetour.com).

The Free Tour concept described by SANDEMANs is: *"...an innovative, gratuity-based model that puts the power back into the hands of the modern-day traveler..."* (<http://www.neweuropetours.eu/>). And here from the most asked question is: how the tour can be Free? But everything has it's own explanation. The tours are called "free" because there are no adjusted price for participation at the tour, the concept allows the guest on the tour to tip their guide (Summers, www.freetour.com). This concept is Tip-based model, what means that guest at the Free Tours can decide by themselves at the end of the tour, if tour reached their expectations

and fulfilled their needs, so they have all the freedom to tip their guide based on the quality of the tour which they received, their own satisfaction and their budget (<http://www.neweuropetours.eu/>). But those tours are created not only for the low budget traveler, backpackers or student, these tours are for all types of tourists, because that the Free tours, differently than the traditional tours are obligated to deliver high quality experiences, information and emotions to all of their guests (Summers, www.freetour.com). Based on Summers (www.freetour.com) thoughts, Free Tour guides are putting all of their effort to create high quality experiences and to create the best tour ever to their guests. One of the main motivation factor for it is based on their income, since they do not get any other payment for the tour only tips, so they needs to earn their tips. The Free Tour guides are local freelance guides, who tries to put their own personality to the tours, they do not follow the strict script, they create their own personal tour, where they can show their passion about the city and show their interests, all of it is in regards to create real local perspective and unforgettable experiences to the tourists. Free tour companies and guides believes that this concept creates unforgettable and special tours, and guests receives the feeling of authenticity, passion, gets good impression about the culture and history (Summers, www.freetour.com).

All the effort that are putted into the creation of those Free Tours have been recognized by travelers, people do understand and see the great benefits and value that tours offers, so the guest are willing to tip the guide when they receive high quality experiences and their expectations have been fulfilled or even exceeded (Summers, www.freetour.com). Looking overall, the specific situation is more or less win-win situation. Travelers have the possibility to experiences the city attending a great city tour, receive authentic and unforgettable experiences, and to have the control on their budget, to spend only that what they can or what they want.

1.2. SANDEMAN'S FREE WALKING TOURS

As it have been mentioned above SANDEMANs is the company who pioneered the Free Tour concept, they have been working with this type of tours for around 14 years now. SANDEMANs is

pretty good know company in tourism market, they are operating their tours in 18 different destinations around the world (<http://www.neweuropetours.eu/>). SANDEMANs (<http://www.neweuropetours.eu/>) is stating that their believe in what they do, their support to the local freelanced guides and only high quality tours, where they ensure that guests will get “...history and charismatic storytelling through the guide’s own personality and flair...” leads them to the success. Company's mission is (<http://www.neweuropetours.eu/>) :

“- To ensure that everyone, regardless of their budget, is able to experience a world-class tour in the cities that they operate in.

- To redefine industry standards and set new expectations for the market as a whole.

- To support local communities and to give a voice to superb self-employed guides.”

At the time company is having around 120 employees and works together with over 400 freelanced guides who runs the tours every single day, doesn’t matter rain or sunshine (<http://www.neweuropetours.eu/>).

SANDEMANs started to operate their tours in Copenhagen in 2013, first they started to run only Free Tour and by now they have also few other types of tours that are paid tours. The first years, opening of the tours in the city have been a bit hard, it have been trial, new market and awareness needed to be reached (Personal notes). There after popularity there have been growing, activities too. The Free Walking Tour in Copenhagen takes around 2,5 hours and gives all their guests overview about the city, history, culture and the main sights. These tours are running every single day, few times a day, no matter weather conditions (<http://www.neweuropetours.eu/>). SANDEMANs in Copenhagen are working with around 25 freelanced guides, who can run tours in English or Spanish (<http://www.neweuropetours.eu/>). This tour attracts a lot of tourists in Copenhagen, tour gives them all the basic information which they need for they stay and takes the guest though the city center giving understanding about Danish culture and their history, and freelanced guides who works for the tips are willing and doing their best to give great and unforgettable experiences.

1.3. PROBLEM FORMULATION

My personal experiences about Free Walking Tours and more precisely with SANDEMANs started a while ago. As a first I have done few of their tours and later on have been working for this company almost for one year. So the interests about Free Tours have started to grow since that. This is very special, complex and interesting concept of the tours that have reached tourism market and have been growing fast.

First of all, it is very interesting to look at what the Free Tour concept is about. There are not so many current researches about Free Walking Tours and they freelanced guides, so main goal is to describe the tour concept, while at the same time try to understand why it is special and different from other types of tours, how much it concentrates on authenticity of the destination, why it is attractive to travelers and why it became popular. Free Tour concept will be analyzed from internal side. It will be analyzed from guides' point of view to tour concept, to tour guests and their own tactics in regards of their performance. This most likely can help to understand how guides understand tourist choices and preferences when they enter Free Tours.

Second goal of these thesis is to analyze the tactics that guides use at the Free Tours in regards to create experiences. As it has been already mentioned, all Free Tour guides are freelancers and their income is based on tips. So it is interesting to look at what are their motivation factors working with this Free Tour concept and how do they work in regards to keep people entertained at their tours. Answer to these goals would give the view on the freelancers work experiences, motivation and would give understanding of their role at this concept of the tours.

This thesis outcome should give more understanding about the Free Walking Tour concept and how tours are operating, what are their goals. Looking at the guides' motivations and their work tactics will give the opportunity to look at Free Tours from inside and to understand complexity of those tours which are faced by guides. When on the other side this paper will have a short look at the tourists' preferences and behavior at the tour from guides perspective.

2. LITERATURE REVIEW

This chapter will introduce the current studies in the field that has the link with this specific problem formulation. Looking through the main topics of guided tours, tour guides, experience economy, authenticity and relationship creation, it will be possible to get overview of what researchers has already discussed about, and that can be the basic to start our discussion which is concentrating on the newer trend of the Free Walking Tours. Collected and analyzed literature might be helpful in regards to analyzing, discussing and testing these research problem formulation.

2.1. GUIDED TOURS

2.1.1. DEFINITION AND GOALS OF GUIDED TOURS

Guided tours are the one of the activities which are chosen mostly by the travelers, it leads them through the main sites and attractions at the specific destination (Best, 2012). And more precise definition have been created by the International Association of Tour Managers, which sounds like that: *“to guide groups of individual visitors to monuments, sites, and museums of a city or region; to interpret about cultural and natural heritage and environment in an inspiring and entertaining manner by using the language of visitor’s choice”* (Zhang and Chow, 2003). As we can understand from the citation that guided tours function could be understood as being the service that can keep the visitors at the city or the destination from the cultural, local and all the other misunderstanding that can appear whole they are staying there, also providing important information, giving recommendations and sharing experience that can help them to spend their time impeccably. And Wong et al (2011) have also had look at the guided tours, they are also saying that tours are the tool to introduce tourists to the destination that they are visiting, to show the main attractions and tourist sights, and in the meanwhile share the information that presents place that they are visiting by giving great cultural experiences. Besides of it guided tours are all the time expected to guide their groups at the right place and at the right time, to share the right information, which will create right impressions to the guest about the destination, not adding any political or religious discussion on it (Wong et al, 2011).

Guided tours are also known as being a quick and one of the best ways to take a look and collect knowledge about the destination, many tourists chooses it as the first thing to do when they start their travel (Zerva et al, 2015). From the tour that visitors are taking, they should receive the sense of the place that they are visiting, and create the image of destination (Hu et al, 2011). Participants of the guided tour are often describing that tours are giving *“a sense of being a closed, hermetic community, united in and focused on the single tourism purpose at hand”* followed by the guide (Zerva et al, 2015).

2.1.2. VALUE CREATION AT GUIDED TOURS

Based on Best (2016) one really important thing that can lead guided tours into the success is the knowledge about the place where tours are taking place, guides needs to be familiar with the sights and attractions which they are presenting to their audience, only then they will be able to provide experiences, and to create entertaining tour that will keep people's attention for the whole tour. Besides of it, Wong et al (2011) are mentioning, that on the side of the good known sights and attractions, adding the less known places and smaller attractions can create value and bring variety to the tours, because that tourists can get deeper insight at the destination, culture and to get a feeling of authenticity. And here we can also present Weiler et al (2014) insight, where they are saying that guided tours are leading their groups to get the physical and authentic experiences at the right place and at the right moment. Researchers are arguing that specific sites that are visited by the tour group are just a from stage, and the stories that are created and presented at the tour are showing the whole authentic backstage, that gives visitors the opportunity to get physical access to the authentic experiences of local historical heritage and culture (Weiler et al (2014).

Since the tours are operated by different guides so they can have their own personal influence at the storytelling and presentation of the specific sights or attractions, it can be influenced by their cultural and ethical differences, political standpoints, personal experiences and understandings (Jonasson, 2012). Also Salazar (2007) are pointing that guides at their tours are having the control on what they would like to talk about and what stories they want to tell, also they decide what they want to highlight and what should to be kept in silent. But then Jonasson (2012) takes the other discussion op where he is arguing that all the touristic sights and their stories by the time gets the

other greater value, each period of time adds and effects the story and the sights in itself, so the guided tours are presenting the meaning and the story of the place which they are visiting and are showing the created picture over the time. So since guides at their tours have the power to develop and influence the tour with their creativity to build the stories, guided tours have all the power to influence experiences that are given to the guests. But on the other side guided tours should be paying attention what stories and interpretations they are sharing with the participants of the tour, because that they are making interpretations of the sights and attractions that they have seen through the comments that they received at the tour, so the storytelling should signal only the right message (Zhang et al, 2003).

2.1.3. EXPERIENCES AND SATISFACTION

Arslanturk et al (2012) have done a research to check the level of satisfaction when travelers have done guided tours for more than one time, the results showed that those who have participated at the guided tours more than 10 times, their satisfaction level have been the lowest compared with those who have done guided tours only three or less times. Researchers are explaining that it is because that when tourists have many different experiences from many other tours they can compare their previous experiences with current, so it is harder to reach or to exceed their expectation level. To create great tour, based on Zerva et al (2015), there are three parts that are having influence in shaping the guided tour. First there is a company, they are in charge of the practical things that everything would be running fluently; second, are the guides, they are interacting with the guests at the tour and are responsible for the entertainment at the tour; third, are the participants, they are playing significant role without them tour would have less meaning, and they need just to enjoy given experiences at the tour. So the whole concept of the tour, the way the tour have been set and operated, the guides performance can have a significant effect at the way tourist understands and perceives the destination, their experiences that they collected through their stay (Zerva et al, 2015).

2.1.4. TYPES OF GUIDED TOURS

Wong et al (2011) are taking short look and comes up with the interesting discussion that fits this specific thesis profile. Researchers are talking about different models and ways to run the guided

tours. First off all there are the basic models for the guided tours, one have been working really well for pretty long time at the tourism industry and still existing, it is non commission based tours, and in nowadays there are business have developed commission based tours, what means that your organization can decrease their price for the tour ticket and get the commission from the shops, cafes or some other places which the group are visiting. Also Wong et al (2011) looks deeper and analyzes guided tours from the guide's perspective, there they recognizes two types of guides, employed guides and freelanced guides that are running businesses organized tours at the destinations. As researchers describes that employed guides are the ones who gets fixed salary and are running processes that company have set to do. Freelanced guides are presented as being a bit more complex part not only of the tours, but also for the whole company, what means that the role of the tour guide being an employee and the mentor have been changes to the partner's role who has a direct stake in the success of the operated tours. As Wong et al (2011) are saying that to work with this type of guides are risky, but reward most of the time are high, because that those guides have better understanding about business factors and are more aware of the successful outcomes that can be reached when great tours are delivered.

2.2. TOUR GUIDES

2.2.1. GUIDES INFLUENCE ON SUCCESS OF DESTINATION

Influence on the tourism success at the destinations has also tour guide performances at the guided tours, they are the ones who meets them first, they are like a front line to them who presents destination, provides important information about destination, sights, attractions and helps to solve problems (Wong and Ap, 2001). Tsaur et al (2014), Leclerc et al (2004), Zhang et al (2003), also Hansen et al (2016) are discussing that the tour guides giving a great presentation of the destination and their role as a front line are playing significant role in leading destination to the successful tourism. Through the knowledge that guides are having, and the ability to introduce all attractions and culture of the destination, by using their great communication and knowing their service task, guides are having the possibility to change tourists usually activities attending the guided tour into the unforgettable experiences (Ap, 2000). On the other side, it have been also argued that if guides performance can influence the tourism at the destination, so it even more can

influence the success and the image of the company and success of the tours their run (Zhang et al, 2003).

2.2.2. DEFINITION OF TOUR GUIDES

Ap et al (2000) are citing Professional Tour Guide Association of San Antonio definition which describe what the guide is: *“a person with an effective combination of enthusiasm, knowledge, personality qualities and high standards of conduct and ethics who leads groups to the important sites (in our city), while providing interpretation and commentary”*. To add to this definition is possible to look at the Arslanturk et al (2012) discussion that tour guides are playing very special role at the whole tourism system, they might be a part of one tour organization, but on the other side they are kind of supply-side stakeholders for all of the different businesses at the tourism industry, they can be called the front line for the visitors and also the service providers. Further they are looking also at the tour guide role, where Arslanturk et al. (2012) are taking a look at the Cohen research from 1985 years, at this time Cohen have described two main tour guide functions that have been not changing, those are pathfinder and mentor, by saying mentor role he is talking about guide communication skills and ability to be the middle person between the travelers and the local culture and people.

2.2.3. GUIDE ROLES

Zerva et al (2015) are linking a few synonyms that tour guides can be called: *“...tourist guides, step-on guides, tour managers, or tour leaders...”* and probably there are many more to list. Even more important researchers are also listing the main task of the guides should be to show the way to the travelers in the strange country that they have come, to give recommendations, to perform guides interpretations in the entertaining way using the language that travelers can understand. Also Zhang et al (2003) are discussing that the tourists when they arrive at the destination, they are just a strangers who do not know anything, and then the guides could be called as the experts of the place, who can lead them through their holidays, and they are able to have the influence on their experiences by sharing the information and real life at the destination experiences, giving recommendations, and helping to solve the problems. Tour guides can be described as the persons who leads travelers on their holidays, and can have the influence on their experience, while guides

should show their knowledge, skills, personality, enthusiasm and willingness, in regards to give the best performance of their tours (Wong and Ap, 2001). So overall guides are the closest contact persons to the travelers (Salazar, 2008). And as the front line person guides should provide all the information and give the recommendations about the places to visit, also how to remain safe at the country that travelers do not have knowledge about, also what to do if some danger have affected them, and to promote all the possible group activities that might interest the guests, all of this needs to be done in regards that when the travelers will get their freedom they would know what they should do at this place and any other questions should not come up (Zerva et al, 2015). While guides are mediating between tourists and destination, while they are putting their effort at their performance, they are actually constructing the sense and connection to their experiences that they are receiving (Weiler et al, 2014). Guide are having many roles, but on the other side they need to follow all of them at the one time if they want to have successful and experiences filled tour, so the guiding role is multifaceted and multifunctional (Zerva et al, 2015).

2.2.4. IMPORTANCE TO UNDERSTAND CULTURAL DIFFERENCES

While running tours guides are meeting many different nationality and cultures every single day, so Leclerc and Martin (2016) are discussing that guides needs to remember cultural differences when they are running their tours, because each culture have different standards and perceptions, different sense of humor, so it is important that guests will receive and understand the message right. Further they are talking about that together with cultural differences it is really important to remember social skills, which includes relationship building and communication, both verbal and nonverbal communication at the guided tours, those things can help guide to succeed at the entertainment of the tour and to get great reviews. But if we would ask what about the nationality of the guides Zerva et al (2015) are pointing, that guides do not need to be native, as long they can provide all information about the history, architecture, culture and overall destination, and would have great communication, social and psychological skills, what will help them to understand tourists in regards to give great experiences, they can create as great tour as the locals would do. When tour guides are running tours for the different nationality groups, they need to mediate between the travelers that are at the group, the local people and the environment that the tour are running in, in order to reduce the possible conflicts, misunderstandings and interpretations that

might arise (Zerva et al, 2015). So overall that is not an easy task, the group of people attending the tour might be so different, a mixture of different cultures, who might perceive and understand the given information differently, so the guide needs to make sure that everyone receive the same message with the same context and meaning, this might happen if participators would start to make the link between the information that they already have received, their own view, and someone else interpretations (Zerva et al, 2015). So the effective and good communication skills, can help the different cultures to understand each other better and to increase satisfaction level to the participants (Min, 2011).

2.2.5. GUIDES INFLUENCES ON EMOTIONS AND STEREOTYPES

Since the tourism industry is defined as the one that is having the highest level of the contact and interaction with the customer, so Min (2011) and Mak et al (2011) are pointing that all the people that are working at this industry should be able to control, manage and regulate their own emotions while they are interacting with their customers. And this is very crucial to tour guides, they are front line that meets and spends a lot of time with the customer, they should be able to control their mood changes and influence participants emotions too, all of this in regards to be able to interact with them (Min, 2011). And if guides are good emotional prepared, they can be the link between local culture and tourists' opinion that is based on some stereotypes, so tour guide can help to counter those stereotypes and to changes the view of the travelers (Min, 2011). So the great communication skills and ability to control emotions can help guides to change the stereotypes that travelers already have, to increase group's morale and maybe to have the influence on their social interactions (Zhang, 2003).

2.2.6. GUIDE RESPONSIBILITIES

From the all what we have been looking through we can see that guides has a lot of responsibilities while running their tours and doing their performance. Mak et al (2011), Arslanturk et al (2012) and Zhang et al (2003) are saying that one of the main things that guides needs to bear in their mind is tourist satisfaction though their tours, if guides cannot communicate with their guest and facing problems with communication that can lead to tour dissatisfactions, what can ruin their experiences. Also Hu et al (2011) and Weiler et al (2014) are also arguing that guides verbal and

nonverbal communication can have positive or negative effect on the visitors understanding, empathy and emotions during the tour. As the second very important responsibility to guides have been discussed audience awareness, what means that guides needs to remember to feel their audience, talk clearly, loud enough that everyone could hear it, and at the appropriate speed that everyone would be able to follow given information (Zhang et al, 2003). So guides needs to transform guided tour into the experiences.

2.2.7. PERSONAL CHARACTERISTICS OF GUIDES

In that huge amount of guide task and the discussions what should guides do we should not forget that each single guide is a different person with different personalities. Tsaur et al (2016) have the same thoughts that every single person has its own way to fulfill their job requirement and roles by implementing their own style and identity to those processes, only by doing that they can show their best skills. Zerva et al (2015) have also recognized personal differences, they are pointing that guide may fail some role given to him/her, they can fail to providing not enough of learning experiences, or to provide different explanations, maybe some of them are more business orientated while the other are having routinized and standardized performance, or run the tour in his/her own different way, but as long they concentrate on their best skills, they are successful and provide unforgettable experiences to the group, it can be described as a good guiding. But overall, Ap et al (2000) have listed the main personal characteristics that the potential guide should meet, those are: *“a leader capable of assuming responsibility; an educator to help the guest understand the places they visit; an ambassador who extends hospitality and presents the destination in a way that make visitors want to return; a host who can create a comfortable environment for the guest; and a facilitator who knows how and when to fulfill the previous four roles”*. On the side of the personal characteristics we can add the other significant skill, as long guide is working with the customers it not enough to be charming and great person, guide should also have a great professional behavior. Mak et al (2011) have described four main attributes that each guide should have at their professional behavior: first, to have big data base of knowledge that are generalized and systematized; second, to have the orientation of the community interests, and to concentrate only on self-interests; third, to be able to control own emotions and feelings, and to behave through the codes of ethics; fourth, to have the system to reward good job done.

2.2.8. GUIDE CHALLENGES

Tour guiding is more complex and hard work than usually all society are thinking, it needs to face economic survival, high competition level, industry practices and high tourist expectation (Ap et al, 2000). Tsaur (2014) are stressing that guides are facing long working hours, busy peak season and very quiet low season, and most important they are having intense interactions with tour participant every single day that might cost some stress, or their annoying behavior can influence the whole tour flow. Intense interactions with visitors are because that in our days they are more informed and already have a lot of knowledge, they are having more interests and concentrates on them, and they are having even higher expectation to guides (Weiler et al, 2014). But then looking further at some other problems that guides needs to overcome, for example if something goes wrong at the tour, and even if it is not guide mistake but for example the company's, guide is the one who needs to face all the complains and to smoothen current situation (Tsaur, 2014). Mak et al (2011) have also recognized that tour guiding is a complex job and they are calling it as being the "Cinderella" of tourism industry, this position is attractive, useful for many stakeholders at tourism industry in many different sense, but most of the time neglected. Researchers are making good points by saying that guides taking it from the tourist perspective are the leaders, the pathfinders, the entertainers and contact person; but looking from the company's side, guides are employees, spokesperson, salesperson and representative that presents the company's image and can influence reputation; looking from destinations point of view, guides are the persons who represents destinations, they are able to interpret and create the sense of destinations culture, they are middle persons between travelers and the host community. In some sense all stakeholders understand the value of guide's role and the complexity of their job, but often all parts are just neglecting it and putting attention to something else (Mak et al, 2011). The positive at this situation is that tourism industry and the governments at different destinations lately starts to talk more about it, starts understand and recognize importance of this role, so they are putting more effort at service quality development and professionalism of tour guides development (Mak et al, 2011).

2.3. NARRATIVES

Here we can take a look and discuss two main types of narratives or types of narration. One could be the one that are told by guides and received by tourists. Where guides creates narratives and shares them with their group while creating picture of the destination. And the second type could be when travelers shares them, when they narrates their experiences and shares interesting stories that they have received from the others.

2.3.1. NARRATIVES IN TOURISM

Narratives bear's importance while presenting specific destination, sights or attractions, every single smaller narrative should have the link with each other and larger story while presentation specific places (Servidio et al, 2016). Guides are defined as one of the main persons that are the voice of the touristic sights and attraction, they are the ones who performs narratives to travelers (Cohen-Aharoni, 2016). Narrative in itself bears its own importance while presenting touristic sights and historical facts and can be defined as: *"...explain how and why these processes and events came to be. A narrative is intended to provide an account of how a complex historical event unfolded and why. So a narrative seeks to provide hermeneutic understanding of the outcome and causal explanation..."* (Roth, 2017). After this definition Roth (2017) come with remark that there is very clear tie between all narratives and the history generally. While memorable narrations can be defined as: *"knowledge structures that consist of a sequence of thematically and temporally related events"* (Servidio et al, 2016). Servidio et al (2016) are having interesting point by saying that tourists' emotions have a significant influence on that how they remember received narratives, emotions can influence the way they receive, collect and elaborate on the narrative told, and later on they are able to linking those experiences and memories to the whole tour experiences. But overall the success of the narrative at the tour depends on only on the guide who is giving the presentation, but also on the visitor and its active engagement in the storytelling (Dimache et al, 2017).

2.3.2. IMPORTANCE OF GOOD NARRATIVES

Lately narratives have been recognized as being a great tool to effectively promote products or services (Servidio, 2016). Tourism marketers have been exploring the internet and analyzing customers comments, reviews and their stories on the internet, where they are sharing experiences, complains, wishes and some suggestions from their holidays, it have been done in regards to develop not only experiences, but also in regards to develop right and interesting narratives that would attract customers attention and would present their products or services while creating the need to purchase it (Servidio, 2016).

Researchers are arguing that humans are having the need to create meaning and to understand life and its event, it drives them to create stories and share them with the other while adding own interpretations to narratives and passing on experiences filled with feelings (Dimache et al, 2017). Based on Servidio (2016) all travelers enjoys moments when they can share their experiences of their holidays to the others, while they are sharing their narration they put all of their emotions and feeling to the narrative with all the details, what shows their memorable experiences. Narration can be called as good tool to express and share personal experiences (Servidio, 2016).

2.4. EXPERIENCE ECONOMY

2.4.1. DEFINITION AND DESCRIPTION OF EXPERIENCE ECONOMY

Mei (2014) have cited Pine and Gilmore, who already in 1999 have been talking about that economic success in the service industries can be reached by increased experience level. In today's world, people are paying a lot of attention to their own personal experiences, they seek to feel special, to get variety of products and service, businesses have recognized these needs, they try to customize their services and products, that customers would be involved emotionally, physically and intellectually, that would bring the feeling of satisfaction (Fernandez et al, 2016; O'Cass et al, 2015). These processes are playing significant role at the businesses and the whole world economics, it is defined as experience economy (Pine and Gilmore, 1998). Experience economy context are when: services or products are giving extra value to the customer and at the end they

are willing to pay more for received extra value that they enjoyed a lot (Chang, 2017). Also Loureiro (2014) are presenting the approach of Pizam who announced his thoughts in 2010 about that quality of experiences that have been received plays bigger role than the quality of the whole product or service, it creates satisfaction and willingness to pay higher price. There are three main forces that have been defined, their capacity development could be called as one of the key drivers that influenced development of experience economy, and those are: new technologies, customers that requires more, and increased competition (Raikonen, 2014). Besides of this Fernandez et al (2016) are sharing Pine and Gilmore “illustration” of the experience economy that is described like: *“Much like a theatrical play, experiences occur when a company “intentionally uses services as the stage and the goods as props” in order to create a memorable event”*. Many businesses actually do not sell experiences, they just provide the basic platform where customers are able to create and receive their own unique experiences (Fernandez et al, 2016). Then Pine and Gilmore in 1999 have discussed and presented experience economy and that there is four ways to participate in the created experiences: *“entertainment (desire to enjoy), educational (desire to learn), and escapist (desire to go and do something), and esthetic (desire to be in a certain place) experiences”* (Chang, 2017). But all experiences starts from somewhere, Fernandes et al (2016) and Loureiro (2014) are explaining that interaction between customers, representatives of the company and the offer, where communication process in between those parts creates wanted and unforgettable experiences. So experiences are not only delivering service or product, it is the whole process where customers are the buyers and “sellers” are the ones who provides buying experiences (Loureiro, 2014). Researchers are also discussing that actually experiences are having broader context and are less delimited then if we would compare it with products or services (Fernandes et al, 2016). And this can be most seen at those fields where experiences plays the key role, such a business like tourism related.

2.4.2. EXPERIENCE ECONOMY AT TOURISM

Looking more specific at the tourism industry, we can argue that the whole industry and all its activities are based on the experiences (Zhang et al, 2017). Mei (2014) are presenting that tourism literature have been talking about experiences a decades before the concept of experiences

economy have been introduced, so experience based tourism is not the new concept at the tourism industry. Raikkonen (2014) are mentioning that main thing that attracts customers and keeps tourism businesses successful is the experience level. Companies that are operating at tourism industry, in our days are focusing even more on the experience creation to their customer and are working on them (Fernandez et al, 2016). O’Cass et al (2015) are arguing importance of understanding customers’ expectations and their needs for tourism businesses, where good employee performance can create value to the experiences, what leads tourism businesses to the success. Tourism could be called as the marketplace for experiences (Fernandez et al, 2016).

2.4.3. TOURIST EXPERIENCES

Tourist experiences could be described and defined as: *“a blend of many individual elements that come together and may involve the consumer emotionally, physically and intellectually”* (Fernandez, 2016). Raikkonen (2014) have discussed about tourist experiences and defined three main stages of them that tourists are going through while collecting them: *“an individual’s subjective evaluation and undergoing of events related to tourism activities before, during, and after the trip”*. When tourists purchase a product or service they are receiving engaging experiences, which can generate unforgettable feeling and emotions, and actually everything what tourists are going through at their holidays is an experience (Fernandez et al, 2016). It is very important that destination would send good, memorable experiences to travelers, so that they would be satisfied with their stay, and next time, when will need to choose destination for their holidays they would recall only the good memories (Zhang et al, 2017). Only those destinations that are able to create memorable experiences to travelers have a bigger chance to get more repeat guests (Zhang et al, 2017). Based on Servidio et al (2016), currently have been many discussion going about the importance of memorable experience creation to traveler at their holidays, tourism industry with its businesses have recognized those need and are keeping on developing their services and products. In regards to support businesses understanding about travelers expectations on their holidays, Loureiro (2014) have described: *“Currently, tourists seek appealing, unique and memorable experiences shaped by their motivations, prior travel experiences, individual*

perceptions, behaviors and ways of coping with the environment, as well as by the specific travel context and circumstantial occurrences”.

2.4.4. TOUR GUIDES AND EXPERIENCE CREATION

At guided tours the ones who bears the responsibility for experience creation and tourist satisfaction creation are guides (Zhang et al, 2003). Also Weiler et al (2015) are discussing that since tours guides are responsible for experiences at the tours, so guides are having the whole control over where to lead their group and to give those experiences at the right place and right time. Since tour guides are having contact with participants through the whole tour, they are the ones who should make measurement of the tours quality and suggest changes, in regards to increase quality of the performance and experience creation (Geva et al, 1991). As it have been mentioned above, guide activities at guided tours are able to have some influence on the tourism success at destinations, also its image and attractiveness creation for the new business, current businesses development, attract more new tourists and generate tourist repeat (Zhang et al, 2003). As Geva et al (1991) are mentioning that if some issues arise while tour is running, it is guide's responsibility to solve those problems as fast as possible and to make sure that tourists experiences are not affected.

Tourist are traveling with many expectations, so one of the main guides task is to fulfill or exceed their expectations, when the expectations are reached or even exceeded, then guides have created great experiences to their guest (Salazar, 2007). To get the best outcome of performance at their tours, guides needs to remember to use their personal, social and communication skills, in regards of communication, both verbal and nonverbal communications should be used (Weiler et al, 2015). All of guide effort putted into tours and their performance, where they show all of their skills, are giving entertaining, memorable, personal and social experiences to tourists, what gives them good and unforgettable memories of their holidays (Weiler et al, 2015).

2.4.5. MEASUREMENT OF EXPERIENCES

Experience economy are having clear definition and description, but there is a major problem when there is a need to measure it, because that there is no specific definition and concept that

describes what is experiences and how to measure them (Raikkonen, 2014). Besides that it is hard to measure it, experiences are such an individual thing, every single person can have different perception and different understanding to the created and shared experience, so it might be received differently (Loureiro, 2014).

2.5. AUTHENTICITY

As we can see there have been some link to the authenticity though the theory discussion about guides, guided tours and experience economy. When it have been talked about guided tours, it have been mentioned that guided tours should show tourists those special places at the specific destination that presents local culture, gives understanding about traditions and history. When discussion came about guides, it have been also linked that guides should provide right information and to be the link to the local culture, help tourists to feel local spirit. And also when experiences and their creation have been discussed, authenticity have been mentioned as plays important role, people are looking after special experiences in our days, they want to know and to feel as much as possible the local culture and the spirit. This part of literature review will take a look at the authenticity and will try to define and explain importance of it.

2.5.1. AUTHENTICITY AT TOURISM

First of all Zhou et al (2015) are stating that authenticity is not a primitive given, it have been developing through the social and historical processes, that can be affected by different stakeholders' subjective frameworks. In tourism authenticity are based on traditional culture and the history of it, authenticity presents real and unique details about it (Reisinger et al, 2005). In regards to present specific culture in authentic way, it is important to evaluate if presented authenticity are right, it can be done by defining identity of the culture, and briefly explaining ethnic cultural background (Mkono, 2012). Authenticity also can be explained as: *"...refer to objects and expressions that have not been altered by the modernization or commodification; that have strong associations with traditional societies; that are interesting to tourists because they diverge from the mainstream..."* (Mkono, 2012). Besides of it authenticity can be seen as a product of social

construction that is created into the touristic attractions and sights that are based on the tourists or tourism organizations understanding, image, expectations and power (Mkono, 2012). Zhou et al (2015) stating that authentic objects sometimes are not original, their authenticity might be agreed with the authorities and since that it plays authentic role. Object based authenticity is claimed that it stresses the quality and history of the original objects, where original places are having its own aura and copy might not have it (Cohen-Aharoni, 2016). Researcher are also stating that authenticity from the historical perspective is based on understanding of the past culture, that have influence on the traditions, culture and locals (Zhou et al, 2015). Looking from the constructive side at the authenticity, it could be presented as the results of the perception of the people to the social and cultural things (Mkono, 2012).

2.5.2. AUTHENTIC EXPERIENCES

Mkono (2012) and Reisinger et al (2005) have presented MacCannell's discussion where he is arguing that tourists are hungry for authentic experiences, since their own authentic experiences at home environment become mundane, so they compensate it by traveling and checking out how the other are living. Host communities in some cases might be also threatened as a part of touristic authentic experiences when taking it from tourists' perspective (Zhou et al, 2015). Cohen-Aharoni (2016) and Lu et al (2015) are saying that when tourists are visiting historical sights then they are looking for authenticity, they want to feel, to see and experience the real authentic things by themselves. Authentic experiences at specific sites makes tourists feel more connected and brings great emotions to sight and destination that they are visiting (Cohen-Aharoni, 2016). Then Reisinger et al (2005) are pointing that if tourists wants to get more of local authentic experiences, they should go out of main tourist areas, where most of the authenticity are staged and created for the touristic purpose to deliver and show local experiences.

2.5.3. AUTHENTICITY AND GUIDED TOURS

There are many researchers who are claiming that authenticity are transmitted, most of the time, to the travelers through guided tours, where guides are playing significant role in interpreting the sites, sharing narratives, listing facts and creating bridges between visitor and destination in regards to create authenticity (Cohen-Aharoni, 2016). Authentic experiences positively influences

the overall tourist satisfaction, while traditions and other authentic local activities are giving the feeling rather than satisfaction, and creating unforgettable emotions (Lu et al, 2015).

2.5.4. CRITICS TO AUTHENTICITY

One of the critical point for the authenticity might be that some of the cultural object that previously have been discussed as being fake, in the future might be called as authentic (Mkono, 2012). All authentic experiences might be perceived differently since all traveler are having different personalities and understanding, so they can define, experience and interpreted authentic experiences differently (Mkono, 2012). The other one critical factor for authenticity is that commodification and globalization are affecting, destroying and influencing local authenticity (Reisinger et al, 2005).

3. METHODOLOGY

These thesis investigate new concept of guided tours that are called Free Guided Tours and are operated by freelanced guides, and more precisely are concentrating on SANDEMAN's Free Guided Tours in Copenhagen. While looking at how those tours are working and developing, thesis are also analyzing guides motivation and tactics while running Free Tours, and also taking a look at customer behavior. Research question are analyzed looking from guides perspective, where the biggest part of data have been collected during interviews with freelanced guides of Free Tours. All interviews are based on semi structured interviews and have the possibility to go in depth with the different topics. While all those interviews are supplemented with the data from the SANDEMAN's webpage and other written materials. Based on the all collected data, primary and secondary data, supplementing it with theoretical framework, there will be created discussions and data will be analyzed in regards to answer research question.

3.1. CASE STUDY

In regards of these thesis, chosen to work on the case study approach, basically because it helps to work with specific case taking target group and analyze the case from where problem formulation

have been developed. More precisely, Sounders et al (2012) are defining case study as: *“Research strategy that involves the empirical investigation of a particular contemporary phenomenon within its real-life context, using multiple sources of evidence”*. Further Sounders et al (2012) are arguing that the case study have a great relevance when researchers wants to get the knowledge and to develop their understanding in regards the topics of the research and its processes. Montello and Sutton (2013) are stating that by choosing a specific case to work on, it gives the possibility to use different types of data collection, and most important to take not only quantitative perspective but also qualitative. Further they are arguing that usage of case study can lead research to rich description about analyzed subject that can bring concrete results. Besides of it, based on Sounders et al (2012) case study is a great strategy that most of the time raises open ended questions, such like “why?”, “what?” and “how?”, and because of that most of the time case study are used by explanatory and exploratory researches.

Sounders et al (2012) at their book are discussing case study two dimensions that have been defined by Yin (2009), those are: single case versus multiple case; holistic case versus embedded case. Based on their discussion and those dimensions, it is possible to define that this research are based on single holistic case. Sounders et al (2012) are describing single case as being approach where research represents one specific critical case that gives the opportunity to look at it, observe it, analyze it, go in depth with it, and discuss it. Since the current research is concentrating only at the one specific case of the Free Guided Tours that are managed by SANDEMANs and are running in Copenhagen, and it gives the opportunity for researcher to work with it, it can be defined as single case. And since this case are concerned only with the SANDEMANs guided tours and their freelanced guides, and this case are not examining any other cases or any other units at the company, it is holistic case.

But overall and most important are chosen case and final problem formulation that have been defined, should have the link together with researchers’ interests and motivation (Silverman, 2005). Besides of it, Sounders et al (2012) are arguing that case study approach is a great tool to explore existing theories, also to challenge current theories, and even more it is able to create new research formulations and to provide great source to that.

3.2. QUALITATIVE DATA

“Qualitative data - Non-numerical data or data that have not been quantified” (Saunders et al, 2012). Database collected for this research purpose are based only on qualitative data, there is no numerical data, only interviews, observations and other written information. Since qualitative data information are based on words not on numbers, so this type of data are ambiguous, elastic and complex, but at the same time it might have multiple meanings that needs to be taken carefully, explored and analyzed with care (Saunders et al, 2012). Besides of it researchers are arguing that this set of data are often characterized by their richness and fullness, so it gives the opportunity to go in depth with the analysis and come up with interpretations (Saunders et al, 2012). Most of the time qualitative data researches have a large volume and complex data sets, because of that researchers are facing a huge amounts of papers or electronic documents, all of them needs to be systemized, understand and analyzed in order to be able to find the link between the data and research questions (Saunders et al, 2012).

For this specific research collected primary qualitative data set is also complex and have a huge volume of information. As it have been mentioned above the whole information have been collected during the interviews, observations and written material from other secondary sources. Nine interviews have been transcribed and fills a number of papers, on the side of it there are few notes from observations, all of it needs to be systemized and organized in regards to find the links with the research question. All information will be analyzed, marked, understood and grouped at the different categories, what will make it easier to answer problem formulation. During analysis process all information will be explained, interpreted and discussed.

3.3. INDUCTIVE AND DEDUCTIVE APPROACH

“Inductive approach - Research approach involving the development of a theory as a result of the observation of empirical data” (Saunders et al, 2012). All of this means that data collection takes the place first and then the main themes. Saunders et al (2012) are presenting Yin (2009) thoughts that this approach might be difficult strategy to manage, they are saying that it is important to

analyze and understand data on the way while it is collected and then develop the concept of the framework that will be guiding the whole research work.

“Deductive approach - Research approach involving the testing of a theoretical proposition by the employment of a research strategy specifically designed for the purpose of its testing” (Saunders et al, 2012). This means that it have been used existing theories and frameworks to formulate and manage research formulations and data collection goals.

Primary these thesis are working on inductive approach, there have been conducted interviews and done observations, that have had clear purpose on what research will be concentrating, and later precise problem formulation have been developed. In regards of the analysis, framework for the analysis planned and managed by the researcher.

But on the other side, as Saunders et al (2012) are saying that at most of the researches are always combining a small elements of deductive approach too in regards to get the best outcome and to develop best theoretical position. The same here in this case, the biggest part have been taken by inductive approach and it have been supported by deductive approach elements.

3.4. PRIMARY DATA

Database collection for these thesis have been mainly concentrating and working on primary qualitative data collection. This type of data fills the main part of collected database, and all of it have been collected only for this research purpose. Saunders et al (2012) defines primary data as: *“data collected specifically for the research project being undertaken”*. The main advantage of primary data is that this type of data is targeted specifically to meet research needs (Gimsley, study.com). And main disadvantage is described as that in some cases it might be expensive to obtain it (Gimsley, study.com).

Primary data collection for this thesis purpose started with SANDEMANs Free Walking Tours in Copenhagen observations. Four tours have been followed and observed. Tours have been chosen at different time and with the different guides. Tours have been followed from the beginning to the end and there have been talked a bit with tourists and guide, and most of the time both parts have

been observed. Observations gives understanding what the tours is about and how new concept of guided tours are working.

Further on primary data collection have been based on interviews, this type of data takes the main part of database for this thesis. All interviews arranged and done with SANDEMANs freelanced guides that are running Free Tours in Copenhagen. All interviews have been done with the purpose to collect needed data in regards to answer research problem formulation. Collected data are based on guides ideas, thoughts, meanings and experiences, so qualitative data have been collected there. Since all interviews are semi-structured and are having open ended questions, so the whole information that have been collected are rich and informative.

This types of qualitative primary data most of the time is complex and elastic, so at some points it might be challenging and complicated to work with, analyze and understand it, mostly because it do not have numerical or graphical data that is easy to see and understand, but on the other side it is rich with information, and that gives the possibility to researcher to analyze, interpret and discuss the outcomes of collected data (Saunders et al, 2012).

3.5. INTERVIEWS

Interviews are defined as being purposeful conversation in between two people (or more in some other cases), that requires the interviewer to ask questions that are related with research topic and interviewee is willing to answer them providing needed information for research analysis (Saunders et al, 2012). Interviews are the tool to gather relevant, valid and reliable data that will be helping to explore problem formulation and will be giving possibility to discuss main topics of the research.

The biggest part of data collected for these thesis is based on the data collected through the interviews. For this research it have been chosen to work on semi-structured interviews, giving the possibility to go in depth with each question that have been asked, and in this way collecting richer data (Saunders et al, 2012). Since thesis have decided to look only from guides perspective it have been decided to contact all SANDEMANs freelanced guides and agree on personal one-to-one interviews. Nine interviews have been agreed, most of them have been done in face-to-face, finding good place for interview with less disturbance and noise, and only one interview have been

done by Skype. The duration of the interviews have been approximately 20-30 minutes per guide, only few interviews have been shorter because of the pressure of the time. All guides have not seen interview guide before the interview, they have been only shortly informed about the goal of interviews. During interviews interviewer have been using interview guide (Appendix 1) in regards to mention all topics needed, but whole interviews have been based on the conversations and discussion about relevant topics to problem formulation. All posed questions were covered and explorative perspective reached.

Looking from personal perspective interview processes have been giving great learning experiences. With each interview conduction skills have been improving, it become easier to keep flow of interview, concentrate on problem formulations topics and to go in depth with discussions. The whole process learned to be aware and to listen carefully what respondents are saying, have learned to follow up with comments (if it is needed) and to ask for clarifications in regards to get clear and understandable data.

During interview processes interviewer have faced technical problems with sound recording during the first interview (and it have not repeated again). This interview have been done twice after it have been agreed with guide again, so some information have been missing, both parts have been trying to do their best to repeat it as good as possible.

All recorded interviews have been transcribed and records have been saved. Transcriptions have been used for the analysis and are placed at the appendix.

3.6. SEMI-STRUCTURED INTERVIEWS

In regards to get the best outcome, to collect relevant data from interviews, and to comprehend the subject and the topics of the research, it have been chosen to work with the semi-structured interview method. By using this methods interviewer have the possibility to follow up the order of questions by using interview guide, or just to come up with questions that comes up spontaneous at conversation, or to give a comments at moments when it is possible, all of it creates the feeling of the natural conversation (Hannam et al, 2012). This method of interviews gives flexibility to the whole interview and to both parts that are participating in this process, both parts are able to

discuss and elaborate on topics of research that have been presented during interview, it is possible to share own thoughts, experiences, meanings and views expressing it through its own words. Montello et al (2013) are saying that open ended questions at semi-structured interviews gives opportunity to interviewee to express its own view, meaning, experiences and interests, rather than being influenced by subjective view of interviewer about interview topics. Besides all of it Sounders et al (2012) are arguing that semi-structured interviews are helpful when going in depth with context of research, trying to find and understand relationship between variables, and finding out what is happening, and most of the time this type of interviews are used at the exploratory studies. This type of interview should create background and bring all needed information for analysis.

Before interviews started interview guide (Appendix 1) have been created with the means and concentration to answer problem questions. It have been used as a tool to keep the right tract at the conversations. All asked questions have been open ended questions that guides could share their own meanings, experiences and ideas. All interviews have been giving a lot of valuable information that will be analyzed and discussed in the further chapters.

3.7. INTERVIEW GUIDE

Before interviews have been arranging and taking place, important to develop interview guide (Appendix 1) that is a helpful tool in regards to keep interview at the right direction of research problem formulation. Questions at interview guide have been developed in regards to answer the research question about SANDEMANs Free Walking Tours in Copenhagen, guides performance, their experiences and their tactics that they use at their tours.

Looking from theoretical side, based on Sounders et al (2012) before interview guide are created, it is very important to be knowledgeable about the research topic that information will be collected. If interviewer will have the knowledge about topic that are going to analyze, then it will be easier to keep right discussions at interviews and to follow up, to come up with extra questions or comments, in this way interviewer will demonstrate its credibility, so interviewee might be willing to open more and to go more in depth with some answers (Sounders et al, 2012). As one more

good point researchers are pointing that in regards to get good quality answers at the interview it might be valuable to inform interviewee before interview what topics interview will be touching, person that will be interviewed could think about it and provide relevant, important information. On the side of those few main preparation points Sounders et al (2012) are also mentioning that it is even more important to remember cultural differences when interviewing different people from different cultures, because that some cultures have different beliefs, traditions and understandings then the others, so in some cases it might be important to ask the same question in different way, interviewer should be prepared to it in regards to keep good experiences at the interview.

Interview guides have been used as a tool to guide interviewer through the interviews. Since it have been chosen to work with semi-structured interviews, interview guide have been just small detail that helped to follow interview. Interview guide have been created and planed in the way that it would reach all research topics and would help to find answer to: what is Free Tour concept about, what are Free tour goals, guide tactics in regards if experience creation, relationship building, and tourists behavior. All guides have been informed what the interview will be about before the meeting so they have had some time to think about it.

3.8. SAMPLING OF PARTICIPANTS

Based on Montello and Sutton (2013), process where respondents are selected and chosen plays very significant role when research have decided to collect primary qualitative data, because that all findings and collected data quality depends on researchers chosen group of participants, their competences, their meaning and views, their own experiences and willingness to share information.

For purpose of these thesis decided to concentrate and interview SANDEMANs freelanced guides that are running Free Tours in Copenhagen. All guides of this company that are working in Copenhagen have been contacted, some of them could not participate in interviews, some of them did not wanted, and some of them did not answered to the request, but at least there have been 9 guides that wanted to participate and share their experiences and information.

All guides age varies from around 20 years till 50 years, their guiding experiences also varies from around 6 month til many years. Investigator believes that wide range of years and guiding experiences can show different angles and perspectives at research topics, they can share different experiences and have different understandings to some points. On the other side of it, in the group of chosen participants, there are many different cultures. In between of SANDEMANs guide group there are many different nationalities, majority is Danes and Spanish, then there are some Italians, Irish, Columbians, English and so on, but the participant that are participating in our research are mostly Danish and Spanish. Different culture participants can also help to get various insights to the topics that will be analyzed in further chapters. All guides names will be kept anonymous, and they will be marked as for example: guide A, guide B.

3.9. OBSERVATIONS

“Observation - The systematic observation, recording, description, analysis and interpretation of people's behavior” (Sounders et al, 2012). Most of the time if research problem formulation is concerned with people's behavior, what they do in specific cases, and how do they act in different situations, then this method is suitable for data collection (Sounders et al, 2012). Since this research is concentrating on the Free walking tours and wants to analyze guides tactics and concept in itself, it have been chosen to do observations in regards become more familiar with what the Free Tours are and secondly to see how guides are working while they are running the tour with the ‘real’ tourist group. At this specific case, observations are not playing main method role, it is just supplementing the other methods, and the data collected during interviews.

During the observations tours have been followed and researcher have been participating in tour as normally with the rest of the group. Sounders et al (2012) this role are defining in this way: *“Participant as observer - Observational role in which the researcher takes part in and observes activities in the same way as the ‘real’ research subjects. The researcher’s identity as a researcher and research purpose is clear to all concerned”*. While participating at the Free Tours it have been interesting to discover how guides are working in regards to give the best experiences possible and to see how they attaches to their guests in regards to keep their attention for the whole tour, and at the same time to learn and to understand how this new concept of guided tours are working.

Before tours started guides have been introduced to the research purpose, but they have been informed that they should not pay any attention to researcher, run the tour as usually. Tourists at tour have been not informed about observation, since research mainly are concentrating on guides and the whole concept of tour.

It have been decided to follow and observe four SANDEMANs Free Walking Tours in Copenhagen. Guides and tour dates have been chosen randomly. All tours have been taken at different days, with few days interval, and all guides have been different. It have been followed only English tours, so only English tour guides have been observed. Observations helped to develop understanding about the concept and also how guides are working in the real life.

Data collection during observations have been challenging. Some notes have been taken during tours and few on notes have been done after tours. Since tours are walking so it is pretty difficult to note experiences on the paper. But biggest database is based on the experiences. All tours that have been followed gives a lot of experiences and supplemented all knowledge that already have been collected.

3.10. SECONDARY DATA

Data collection for this research is not limited only with primary data, in regards to supplement primary data there have been also collected secondary database. Based on Sounders et al (2012), definition of secondary data sounds like this: *“Secondary data - Data that were originally collected for some other purpose. They can be further analyzed to provide additional or different knowledge, interpretations or conclusions”*. And since in the past decades internet have been developed rapidly and it became a part of our lives, though it in our days it is easier to get the access to the potential secondary data sources, that might be helping to answer research questions (Sounders et al, 2012). It is almost the same with this secondary data collection, most of this data have been collected through the interned, google scholar, normal google search, online libraries and SANDEMANs home page, on the side of this there have been used real libraries, books and course literature.

Collected secondary data might help to supplement or support findings of the research, supports analysis and helps to complement discussions. On the side of that secondary data presents past

written articles, documents and researches, so there is a possibility to look at the outcomes of researches, to get inspiration from articles and documents.

Saunders et al (2012) reminds to be critical when analyzing and collecting secondary data, mostly because that this type of data have been collected for some other purpose, so it is important to check and to be critical about the quality of this data, also the presentation and definitions of it might not match the research that you are working on. It is also important to make to look at validity and reliability of the data, in regards to ensure it, it is important to look at what methods data have been collected and the source where it have been found at (Saunders et al, 2012).

3.11. DELIMITATIONS

This research will concentrate only at SANDEMANs Free Walking Tours in Copenhagen. And this company's freelanced guides that are running those tours. They will be interviewed and their tours will be observed.

This research have decided not to interview tourists and only take the whole research form guides perspective. First of all because that all your guest are leaving the tours right after the tour have needed and in some cases just before the tour ends, so it might be difficult sometimes to get in contact with them and make them stay for a while. And also it have been decided not to take tourists in account since they are on their holidays and they should be enjoying the tour that they take without any disturbance from researchers.

It have been decided to concentrate only on guides and take only guide perspective, because that they are the experts of their tours and usually they can see how their public is reacting to some stories and changes, how they are acting at the tours, so they will be able to provide answers to all questions since they are the front line at the Free Walking Tours.

4. ANALYSIS

4.1. FREE WALKING TOUR CONCEPT LOOKING FROM THE PERSPECTIVE OF THE TOUR GUIDES

Free Walking tour concept and SANDEMANs Company have been introduced in the beginning of this thesis. The general concept have been presented, so the knowledge about what this concept is based on, have been provided. But besides of this, at the interviews with the Free Tours guides it have been discussed about what this concept is and what tours goals are, and their importance. At this part it will be analyzed Free Walking Tours concept from guides' perspective, in regards to see if there are some differences form primary definition and real, close, and every day experiences.

When guides have been asked to describe what Free Walking Tours are, guides are seeing this tours as a different way of providing information. Each guide are having their own view, but on the other side they come with some good explanations why they thinks so.

Most of the guides are talking that Free Guided Tours are those tours that gives people insight into the city, provides information and even more than that. Guide A are saying that Free Tours are just much more than the tours full of information, it is *"...build some kind of idea and relationship with them, so that they could get better understanding of what this city has to offer. So somehow give them a better opportunity to experience Copenhagen."* (Appendix 2). The same Wong et al (2011) are argues that guided tours are the tool that might be used in regards to introduce destination to travelers, provide needed information, present attractions and sights, and creating great memories and experiences. Guide B (Appendix 3) and Guide F (Appendix 7) supports it by pointing the importance of providing all needed information to their guests so that they can develop the understanding about history and facts that are important, but besides of it there are not only facts, this type of tours provides an insight into the Danish culture, lifestyle, environment, community and traditions. It is possible also to support those thoughts with Wong et al (2011) thoughts, where researchers are also pointing importance of sharing right information at right place in regards to create good impression. Then Guide H are also mentioning importance of providing all needed information, so that they could build their knowledge about the place that they are visiting, but she

also reminds that this type of tours are concentrating a lot on that they guests should have a good time with them and would have fun, while at the same time providing recommendations in regards to experience city even better (Appendix 9). Also Guide I understands and talks also about the importance of information sharing with guests, and reminds about the one of the main guide roles, guides together with this Free Guided tour should be as a frontline to the guests that just have arrived to the country and do not know anything, and it is very important to give historical knowledge but on the other side it is even more important to give recommendations and tips for their stays in Copenhagen (Appendix 10). Also Best (2012) is discussing that guided tours are those activities that should lead tourists and should help to understand the city. While the whole discussion is developing further Guide H are saying: *"... they have to do it at the beginning, because that they will get some ideas. Sometimes I have some people doing the tour maybe on the last day. And at the end they are kind of complaining to me "oh, we should have done it before, because now we know that we have to do this and this, don't do this and that". So yes, they have to do it at the beginning."* (Appendix 9). Zerva et al (2015) have also analyzed and defined that guides tours is quick and one of the best's ways to experience the city, so they conclude that each tourists that enters destination should start their stay by joining guided tour. This point is interesting, because that from my own observations, while participating at the tour together with tourists and having some small conversations, many of them say the same thing. But on the other side it gives a lot of meaning, because that since this tour are full of historical facts and information, so it provides all cultural insight and gives recommendations what to do, where to go and how to experience the city, so people should do it at the beginning of their stay, so that they could get a lot of valuable information.

The second thing that guides have been mentioning have been experiences. Free Tours and guides are concentrating a lot to give peoples the best experiences possible and have good memories. Guide B is saying, that besides all provided information it is important that guests would interfere, be a part of the group and the whole tour, would laugh, ask questions, enjoy the tour and get good experiences (Appendix 3). And Guide C (Appendix 4) and Guide D (Appendix 5) are adding to the previous guides thoughts that one of the main goals that Free Tours and guides needs to pay attention to is to entertain guests at the tours, in regards that they would get great experiences, to

give the right knowledge about country and culture, and probably to influence their opinions about this tour concept, city and the country overall. Fernandez et al (2016) and O’Cass et al (2015) are also reminding that in our days people wants to feel special, they are willing to get a lot of attention to their experiences, so it is important to recognize those tourist needs and to personalize experiences as much as possible. And Free Walking Tours together with its guides are working on that, trying to personalize their tours and to fulfil guests’ needs. Here Guide F talks specifically about that every single tour guide are having possibility to personalize their tour, they still needs to follow tour script, but they concentrate on more specific things that they are interested in or their groups are. Guide F is describing this situation nicely and explaining how does that work: *“Because, of course every guides has its own style. There are some guides that are focusing on history and they are very good at telling people and keeping their attention, getting interest in the history. But there are some other guides that they are like showmen, they are making people laugh all the time, and it is very funny... In the end each guide decides what is more interesting for him or for her and what he prefers to talk about. For example, for me it is very important to talk about social issues, contemporary issues. So I talk a lot about that, but maybe some other guides talk more about history or, I don’t know, some small stories...”* (Appendix 7). When guides have the possibility to personalize their tours and have the possibility to talk a bit more about the things that interests him or her, than they can spread and share their energy and passion to the others. When guide is passionate about the things he talks, he is enthusiastic and charismatic, that gives very good effect to the experience creation, that have been very visible seen at while observing all those tours. To add to experience creation though the narratives, Zhang et al (2003) reminds that it is important to pay attention on what stories guides are shares with people on their tours, because that they are making their own interpretations and are creating their own view on the things, so if the message will be wrong, then he or she might send the same wrong message further. But these guides’ talks a lot about the messages that they send to their guests and they willingness that tourists would get good picture of the city. Looking further to experiences creation at tours, Guide F are telling that Free Walking Tours and guides are trying to let guest at the tour feel as a part of the group, of the tour, and most important as a part of Copenhagen, and not to be just as those tourists that go around and take hundreds of pictures, but to understand

how people lives here and to engage in the active life of this city (Appendix 7). So many guests are leaving the tours with satisfaction, experiences and fully happy.

As it have been mentioned above, Free Tours are mostly special because of their payment methods. When people enters the tours they do not need to pay anything, but they have a possibility to tip the guide at the end of the tour. Guides do not get salary, at these tours, their main income are the tips that they get. Guide G have talked about this payment concept, and thinks that it is a great method: *"...you don't get the money in advance only afterwards. You are judged at the tour, and it is quite honest job. You give yourself and then they give you tips, or they buy the tickets and that is the proof that you have done a good job or about job... Also there is some other factors, but I think that in this way, it is a practice open to every pocket, every budget..."* (Appendix 8). So this type of tours opens a lot of possibilities to those that travels on the budget. As a Guide A is saying: *"It is easy and accessible for anyone"*(Appendix 2). And Guide G supports those thoughts by saying: *"It is a good deal"* (Appendix 8). But besides all those positive outcomes, there are all the time some confusions about this concept. Personal experiences with these tours, own observations and interviews with guides, shows that sometimes it might be a some minor problems, for example, since the tour is called Free and should be tipping guide at the end of the tour, people sometimes are confused about it, because that suddenly it is not Free anymore. Guide I have talked about it at the interview: *"But that is the think, I think that it should probably not be called Free Tours, because technically they not free. I always think they should be like 'tip tours', or something like 'tip based tours', whatever... because there are people that at the end of the tour are waiting to be the last ones to give me their hand and say 'you did an amazing job', and then they just go, and I'm like 'ok, thank you'"* (Appendix 10). So her thoughts that tour should find some more fitting name could be right on one side, but if you look at it from business perspective then it might be challenging and risky.

Generally Free Tours are attracting many people, and providing great service. As Guide G is saying that this type of tours are very unpredictable and your success depends on many conditions: *"we never know what is going to happen, even the tour is outside, so weather conditions, traffic*

conditions, people conditions, people are drunk on the tour or whatever. So I mean those unpredictable things. I think that is what makes it more attractive.” (Appendix 8).

4.2. FREE TOUR DIFFERENCES COMPARING IT WITH PRE-PAID TOURS (GUIDES PERSPECTIVE)

While talking with guides and going deeper with the concept of Free Tours, all discussions have come to the point where it have been talked how and why Free Tours might be different from prepaid tours.

As the main and the biggest difference in between these two types of tours guides have defined payment method and at the same time the way guides earn their money. The main difference in between the prepaid and Free Tours is described: *“...do a “pay what you like” tour. That is the main and biggest difference. My salary, at the beginning of the month, is a question mark that the tourist will resolve at the end of the month...”* (Guide E, Appendix 6). Guide A is arguing that Free Tours are completely different from prepaid tours, as he is mentioning that mostly because of the payment concept, but besides it, Guide A are looking a bit deeper and is saying: *“...people on your tours they don’t expect anything, because that they have not paid in the beginning.”* (Appendix 2). So Guide A believes that when people not need to pay in advance, and they can decide how much they want to tip, then most likely they do not expect anything, and all of this might help to create special, relaxed atmosphere at the group. But then Guide F have some different experiences and is saying that at some points guests are paying less attention when they have not paid in advance: *“For me it is absolutely different. Because that I have the feeling that in most of those pre-paid tour he just need to say what he supposed to say. And if people are not interested or they do not pay attention he doesn't really need to care, because of they have paid, so it is what I’m going to say if you like it is good, if you is ok too. In a free tour, if you talking and you see that nobody is paying attention maybe you need to change that, because of course, it is this thing about the money...”* (Appendix 7). So there are many different situations that guides have been at, but all of them have described main difference - payment method, and on the side of it importance of guests behaviour.

But based on Guides G thoughts it is possible to argue that it doesn't really matters that guests at tours do not expect anything or they do not pay attention when they have not paid, but guides still depends a lot on them, and probably even more than pre-paid tour guides do. Guide G is describing this situation as: *"I think it is different, first of all when the person have to pay for the tour in advance they show interest, they have their averseness, let's say "ok, I have paid this so I'm going to take the most of the information of it"... Since then when they have paid in advance they are all just paying attention to everything what you say and everything you do. In the Free Tour they try to do the opposite, they try "ok, you have to reach me". And I think that is a trap that is a trap that is happening over there, since you are in the position engaging them because of the system, you have to engage them, and they can run away as soon as they want... So it is kind of establish that you depend on them..."* (Appendix 8). Guide B (Appendix 3) also supports it, by talking about that Free Tours are completely different form pre-paid tours, but Guide B are pointing also few other very important aspects of the difference, one of the most important that guide bears all responsibility, responsibility for their income, for the tour quality, experiences and satisfaction. And besides all the responsibilities, since their income also depends on them they and their performance, they are putting a lot of their effort to all their activities at the tours.

Guide C thinks that to run Free Walking Tours are more difficult than prepaid tours, since this type of tour are asking for more and is even more difficult to predict (Appendix 4). Guide E is also discussing about the differences and mostly are mentioning differences in the tour itself: *"...I also put more humor and more fun facts or even personal stories to my tours, things that I know for a fact that "traditional tours" do not put on the mix."* (Appendix 6). All Free Tour guides are having possibility to personalize their tours and to put a part of them, which they believe can help for their entertainment, Guide G (Appendix 8) is also mentioning this advantage that they have in this concept. Guide F about the difference between pre-paid tours and Free Tours, and describes the main differences as having the possibility to personalize the tours: *"...free tour guide has more freedom to change what he wants to say and the way he says it, because that free tour guide is presenting himself, presents the company, but we are the freelancer workers, so it is me and it is*

what I'm going to say. And the other guides represents the company so they have all the guidelines what they need to say." (Appendix 7).

As it is clearly seen, all mentioned differences goes around the method of payment, all guides have been mentioning that tipping concept and possibility to pay after the tour makes it very special. Second very important difference is that guides bears all the responsibility, they are responsible for the tours success, their own performance, their income, guest's satisfaction and experiences. And the next important difference have been defined as the possibility to personalize and manage their tours by themselves. As a minor difference have been describes tourist behaviors, since they have not paid for the tour in advance there is a tendency that they are not expecting anything when they are entering the tour and there is a tendency that they do not pay so much attention as they would do at the prepaid tours. All of it described and defined from guides' perspective.

4.3. MAIN THINGS THAT ATTRACTS GUESTS TO THE TOURS

Since we already know that Free Walking tours have become popular way to experience city. And more or less most of the biggest cities in the whole world are having this type of tours, guides have been asked if they can see some tendencies in what attracts tourists most to this type of the tours. Guides are spending a lot if the time with their guests on their tours and they are talking with them, so most likely guides have understanding what factors attracts people most.

Starting with that Guide A are saying that for the first time when tourists are trying Free Tours, then the main thing that attracts them is - the tour is free: *"...because that it is easy to engage with something that is free, binding yourself with a lot of possible mistakes to make or something like that"* (Appendix 2). Guide B adds to this that possibility do choose how much they want to tip guide after the tour makes tourists decision makers, so they have all the freedom there, that is one of factors that attracts them to the tour, the freedom created by the concept of payment (Appendix 3). Guide C are also adding shortly to this: *"Tipping concept and free tour is what attracts them"* (Appendix 4). But guides have seen the tendency in that when people are attending the tour for more than one time, so it is because that they know what they will get, Guide A are saying: *"We*

have seen many that have been coming back, because that they tried it before and they know what it is about and they know that there is a high quality, and they know that guides are freelance and they are working for the tips, so they know the concept.” (Appendix 2). Guide B supports it by saying: *“And also because they have experience before that the guides are very enthusiastic and have a lot of charisma, and also are the people that knows a lot about the city...”* (Appendix 3). Then Zhang et al (2017) have been also arguing and supports guides by saying that those tourists who receives good experiences and memories, most likely are willing to come back again and to get good experiences again. Guide F agrees with most of the thoughts, he is saying that tipping and the word ‘Free’ is one of the most important things that attracts people to the tours. But besides of this tourists are also attracted by the possibility to have feeling that they are integrated to the city and most of them knows that every single guides creates special experiences to the tours (Guide F, Appendix 7).

Guide H have shared its thoughts about why they think tourists are attracted to Free Walking Tours, and all of them summarize this topic very well: *“They always say that “oh when we do these tours, we learn so many things that without you we would not have known it”. But also, yes Free tours is for free and then they tip us at the end of the tour. But the difference in between the free tour and prepaid tour is so big, that people know if they have the opportunity to have the same for less money, like everybody is doing that. So I think the difference, if they will spend their money on the free tour or they will bring their money in a pre-booked tour, it is huge. So it is motivating for them to do the free tour instead.”* (Appendix 9). But then Chang (2017) is having opposite opinion at this topic. Researcher is arguing that extra value created and higher experience level motivates people to pay more money (Chang, 2017). So it could be discussed that Free Tours creates great value and experiences to customers, they trust and want to enjoy the tour, even though it is for Free.

Most of the guests comes at Free Walking tours because of the words “Free Tours” and being able to tip guide as much as they want, not being influenced by any other rules. But still there is a part of tourists, most of the time those that have tried tours before, which attends the tours because that they know that they will get good quality, great experiences and will be entertained.

4.4. TOUR GUEST FOR THE FIRST TIME VS. EXPERIENCED TOUR GUESTS

Free Walking Tour concept have been in market for a while now, so there are many tourists that already know this type of tours, but also there are many who never tried it before and are joining those tours for the first time. It have been discussed if there are some differences between those two types of tour guests.

The same as in many other situation also here guides are having different experiences, but there is few main aspects that they all can see the difference between. To start with, Guide B is saying that those who have tried Free Tours before are more open, they are more willing to ask questions, to participate and engage, also are more open to talk and to ask more personal questions or questions that are not relevant. And those who never have been on the Free Tour before are more observing and closed (Appendix 3). Guide G have in some extent similar experiences and are describing them like: *“There are some hesitations in the people who are visiting Free Tour for the first time, that do not happens with the people who tried it before, they know how it is done, they know that you want to show them a lot, they want you to get a lot of money, they what to get a lot of information. But I don’t think that a part of that there are much more difference, at least I did not noticed, I did not noticed it jet.”* (Appendix 8). Guide I also supports those thoughts by saying: *“ I think that people that have been taking the tour before they know what they are going in to, they know, they probably are more open to jokes, are more open to weird staff that you want to, for example ‘can I get a volunteer’, they would be like ‘yeah’, because that they have done the tour before.”* (Appendix 10).

But then on the other side, the other part of guides are saying opposite, that those guests that have tried Free Tours before are not participating that much in the tours and are not asking so many questions. Guide E can see the only difference at this situation and is describing it as: *“The only difference I may notice is how people that is more used to this free tours usually don’t make so many questions and know the drill about tipping and the prepaid tours”* (Appendix 6). Then further some of the others are having similar experiences, but they see it not as a bad thing, they are

saying that knowledge about tours concept and previous experiences, help people to relax and enjoy the tours even more: *“When there are people that have been on the other free tours they used to have more local file, because they know how all this works and they don’t ask so much questions... And yeah, when they get used to it, when they do it several times they are more relaxed maybe, so they don’t ask so much things or just things that are like very specific questions they want to know.”* (Guide F, Appendix 7). But looking generally, guides are saying that in our days there are not so many who don’t know about Free Walking Tours (Guide C, Appendix 4).

Further Guide C is having opposite experiences, because that many of those who attended his tour and have never tried this concept before, then they are so excited and are so curious about everything and completely fascinated with the concept: *“As far as I know they don’t expect anything, they don’t know anything, they are just surprised that this concept exist. I think I just had that experience two or three days ago. And they have been like “we don’t knew about this or this, and actually it was very nice, and we will try it again in the future”... They have no expectations, because they have no experiences with it.”* (Appendix 4). Guide I thoughts are supporting previous guides experiences, and is saying that guests are mostly excited about the way how guides are working: *“I think, as the ones who are new in this. Because sometimes they are very excited because that they feel that the tour guide is working in very different way...”* (Appendix 7).

Besides of all experiences some of the guides have also experiences that those tourists that never have been on Free Tour before are less patient, they do not participate actively at the tour activities and are willing only to observe. Guide D describes his experiences in this situations and is saying that most of the time those who are joining this tour for the first time they do not appreciate his job: *“Maybe I can sometimes feel that people who have not tried a tour before - well, they may become a little impatient or run around taking pictures, they don't really care about my stories so much.”* (Appendix 5). And Guide I is also describing this type of guests and is saying that those who comes for the first time they just wants to observe the tour and to see how it is working: *“Other people that haven’t done anything in that theme before they were probably, they would be more like ‘ok, let’s just see it, let’s watch’ and then maybe in another tour they would be like more ‘ok, let’s do it’. But many people I actually, that many people that have not done the tour before are*

older people. A lot of young people over 18 already have taken a lot of tours all over the place. “
(Appendix 10).

As we can see there, all guides have different experiences and they can't agree on what the differences are most common. But summing up guides experiences, it is possible to conclude that it depends a lot on the group and people that joins tours, because that every single person can react and understand things differently, some of people needs to follow few tours before they starts to relax and engage in the tours, the other do it from the first moments and opposite. Looking from my own perspective and observations, it is possible to come up with the same conclusion as guides, it is difficult to describe just few of the differences, because you will never know how person will react to it. It's very personal and individual. So we can define that there are differences between those two types of tourists that have joined the tours before and are doing it for the first time, but differences are very personal and depends on every individual. And then we can look at Arslanturk et al (2012). they have been looking at the satisfaction level for the tourists that have joined guided tours for more than 10 time, analyzes showed that their satisfaction level have been love, comparing with those who have done for less than 3 times. And they have explained that it is because that those who have done many tours, they have many different experiences, and it is difficult to reach and exceed their expectations. So it is difficult to find conclusion this situation, since it is unknown how many tours guests have joined before, and most important everything have been taken from guides perspective, and every single guide have different view and experiences.

4.5. AUTHENTICITY SEEKING FREE TOUR GUESTS AND GUIDES WILLINGNESS TO SHARE IT

Many of the tourists when they are traveling they are looking for a special experiences, experiences that would be filled with the authenticity, the feeling of what means to be a part of this culture. From all the interviews it is possible to describe that Free Tours guests are seeking authentic experiences, while on the side of this guides are concentrating on giving those experiences. Guide F

is saying that generally Free Tours are concentrating not only on providing historical facts, but also giving overview about the culture, environment, and people at this country and helping to experience Copenhagen. And the most important, that guides are helping not to them feel as like kind of stereotype tourists, that are visiting touristic place and taking hundreds of pictures, but to understand how people lives in Copenhagen and to be a part of it for a while. (Appendix 7). Weiler et al (2014) are discussing that all guided tours are leading their groups to the authentic experiences, at the right place and are telling the right stories, so guides gives the possibility to their guests to get physical access to authentic experiences of local historical heritage and culture.

Further Guide B are mentioning that guides at Free Tours are trying to help people to feel like at home, by giving them all needed information and recommendation to experience the city as real Danes do enjoy living here, guest are asking many questions about how does it feel like to live in Denmark and the culture in general (Appendix 3). It is having link to Mkono (2012), where researcher is stating that authenticity is created into the whole tourism, guides is running tours and helping their group to feel authenticity, by showing the city, telling stories, talking and giving recommendations. Based on Zhou et al (2015) authenticity is based on understanding the past culture and traditions, which are having great influence on nowadays culture, traditions and local people. And Guide I shares her experiences, when people comes to Copenhagen they want to focus more on culture, because it is what they know about most and they want to experience it as much as possible: *"I love to keep people feel comfortable with the city, I love to just... feel like they are in their own city after the tour, that they know how to go around in the city... And of course as I said about the culture, the culture that we have here in Denmark is very special, I think, many people come here just to see the culture everybody thinks that Scandinavian is like haven of, I don't know, of constructed society and they come here like to jungle... They come here always like to talk about that 'hygge' ting we have... And just the culture in general, just talk about how we are family, very family based society, how we do everything for this 'hygge' that we have inside..."* (Appendix 10). Mkono (2012) is arguing that tourists in our days are hungry for authentic experiences, because that their own home environment become mundane, so they are traveling and seeking for authentic experiences. Also Cohen-Aharoni (2016) and Lu et al (2015) are mentioning that when tourists are traveling and seeking for authenticity then they want to feel, to see and to experience

it by themselves. So that is why Free Tour guides are talking a lot with their guests, they also give a lot of recommendations where to go and what to do in regards to experience local authentic life in Copenhagen, and all of it makes them more connected physically and emotionally to destination.

Summing all up, it is possible to define, that Free Tours and guides are concentrating at the authenticity, they want their guests to feel cultural life and build their experiences with the local feeling. But it covers not only the need of the guides or the tour to give tourists those authentic experiences, guests are also seeking them. As some of the guides are saying that many tourists are coming to Denmark just only because that they have heard a lot about culture and they want to experience it by themselves. Guides are trying to create those experiences by giving recommendations what to do, where to go and what to experience in the city if they want to see the city not only from touristic places. Also Reisinger et al (2005) are advising that if tourists wants to get the best authentic experiences, tourists should go out of the centered touristic places. Guides also at their tours are trying to share their experiences living in Copenhagen and sharing special Danish stories.

4.6. GUIDE TACTICS AT THE FREE TOURS AND EXPERIENCE CREATION

Free Walking Tours are pretty long tours, they last for approximately 3 hours. All guides have understanding that to keep people's attention for so long time it might be challenging sometimes. During the interviews this topic have been touched, and all guides agrees that they need to put a lot of effort to keep people entertained and their satisfaction. In regards to give the best results guides are trying to run tours in their own way and to build their own tactics in regards to create best experiences possible.

- **Guide A** describes his tactics shortly *"I think being energetic, enthusiastic, and humble from the very beginning it is very important. As a guide, don't think too much about yourself, because then the half of your group will think that you are an idiot. And then I think a good mixture of personal experiences along with true stories and facts."* (Appendix 2)
- **Guide B** in regards to have a good tour in the beginning of the tour is giving brief overview about what the tour is about, what they are going to see and to do. During the tour guide is

making jokes in regards to keep people awake and to make them think that she is a funny person so they would be willing spend their time with her. But most important Guide B are creating special stories that keeps people's attention and their interest during the whole tour: *"And then through the tour I have, that is what I'm most proud of myself, I tell them seven thing, seven reasons why I believe that the Danish people are happiest on earth. And I tell them those seven reasons throughout the tour. So I tell them It is connected to the place where we stay, where we are having stop."* (Appendix 3). To support this great tactic, Guide B tells that she is building and developing her tours, she is searching new and interesting stories and adding them to the story line. Besides of it guide usually is trying to pay as much attention as possible to guests' interests and to personalize tours as much as possible, while still following tour scrip, personalization usually helps to increase satisfaction level. And at the end of the tour usually guests get some recommendations and if they are needs for some help to find some special things they get the links how to find the way there, guide usually are very helpful with it.

- **Guide C** are telling that good mood at the tour is really important. In regards to create good mood most of the time guides use jokes, but Guide C is explaining that he is really bad at making jokes, so no one laughs (Appendix 4). So Guide C is having the other tactic: *"So sometimes when I can see that tours gets boring so I make fool of myself. And then people laugh about me but I just play that role, because for them to be entertained and to pay... So I just don't care if at the end of the tour they think that I'm stupid, if they are going to pay me, so it is fine."* (Appendix 4). That shows that in regards to keep people entertained and in regards to get better tips guide is ready to do many things that probably would never do. Besides of this, Guide C is also using some other tactics in regards to keep people entertained and to create great experiences, this guide uses discussion method, where he presents some issues that for example Spain have (he is running only Spanish tours) and explaining how such a things works in Denmark, so people are most of the time very interested and creates small discussions (Appendix 4).
- **Guide D** are using similar tactic in regards experience creation as some of the others, Guide is trying to tell special stories that would be interesting for all of the guests, and besides of

that try to connect all of them to one storyline, that all of them would give a meaning (Appendix 5). To support this guide is also trying: *“I also try to be like a father to my guests, meaning that if they have a question or a problem, I will try my best to remember and help them when I can.”* (Guide D, Appendix 5).

- **Guide E** is a bit more critical about the tactics in regards of experience creation. Guide is mentioning that since the tour is around 3 hours long, it is pretty a lot for the guests and they get tired. So he is saying: *“The attention stream of a tourist is not the longest sometimes so you better do it quick and effective. So I do less stops, maybe longer ones, and I drizzle some jokes here and there so the content is not as heavy.”* (Guide E, Appendix 6). But on the side of it Guide E is telling that he is trying to show his guests streets that they normally would not walk on, stop at some places that normally might not look attractive, but they are still interesting and are having great stories. So this guide do not want to overwhelm his guests, but still try to create special experiences (Appendix 6).
- **Guide F** are also saying that having a good sense of humor and using it properly is very important, but on the other side guides should be careful with it, not to make too many of them and to mix them with the real stories too much. Because that guests can be confused about the real stories and funny/joke stories. Also while guide is making jokes should look carefully at how people on the tour are reacting to it. But on the side of this Guide F are also working a lot on storytelling, finding good interesting stories, which might help to keep groups attention for the whole tour (Appendix 7).
- **Guide G** is having interesting experiences and is saying that in regards to run a good and successful tour it is important not to lose the leader role at the tour, because sometimes people might be a bit demanding and they would like to keep on their interests and will be trying to overtake leader role, but guide needs to find balance and have the leadership in regards to create good tour to everyone (Appendix 8).
- Guide H are saying that she is not having any special tactics, she is just trying to tell many different special Danish stories, touch many different topics, speak with them, if there is a kids on the tour, so try to involve them to the tour as much as possible so that they would feel as a part of the tour too (Appendix 9).

- **Guide I** explains her tactics briefly, starting with giving overview of tour beginning: *“But I definitely always try to talk to everybody at my tour. That is like maybe my technic, I try at the very beginning, I always ask them to say their name and their nationality out loud. At least where they come from. So for example if there are two people from Scotland, they are like ‘oh you are from Scotland as well’.* So then they start talking together. I always love when we have break and I come out again and I see my tour and they all are like talking together, like mining.” (Appendix 10). As the first and the most important tactics guide is pointing relationship creation at the tour. Guide is saying that it helps them to open up more, to participate more and to enjoy more. Plus it creates great experiences. Further Guide I is telling the importance of giving right information, since that also have influence on the reputation for the guide and the tour, and also influences experiences: *“I always think that people think that when it is a Free Tour it is less of quality. And I hate that. And I hate when people ask me some questions and I do not have answer for it... Then I always in the break write those questions down and every day when I’m taking the bus to work, I look every question up, so that I could explain a bit more about that thing... So I definitely always try to like answer some of the questions that I get on the tours. I hate when they think that I’m making something up, sometimes it is just obvious things, so ‘oh it supposed to be this’, when you say ‘suppose’, people are like ‘ok she doesn’t know’.* So I always try to like keep up with the questions you get. I have like the whole list of the things that I have to look every day so I always try to do that, but apart from that, yeah you have to read books, you have to see documentaries.” (Appendix 10)

Summing everything up it is possible to define that Free Walking Tour guides are concentrating a lot on experience creation and are having their own tactics to reach the best results. Also Jonasson (2012) are pointing that different guides are having their way of working, they have their own understanding, their own standpoints, and experiences, so they can have personal influence on tours. Most of the guides at Free Tours uses jokes, relationship building, recommendations and storytelling tactics. Jokes helps to open up and to create friendly atmosphere, guests might feel more attached to the tour and the guide. In this way relationship is between those two parts starts to develop, most of the guides works further on relationship development when they are walking

in between stops, they try to talk and be personal with them, which creates even bigger attachment and satisfaction. Interesting stories and entertaining story telling not only creates good memories and experiences, but also keeps people's attention for the whole tour. As some of guides have been mentioning also Servidio et al (2016) have been stating that all stories told at the tour should have the link between each other, so that it would create one understandable story, that it later on will be linked together with their experiences. On the side of good stories guides are all the time ready to help and to give recommendations. By doing this guides shows to their guests that they cares about their experiences not only at the tours, but also for the whole stay in Copenhagen.

Then guides have been mentioning some other minor tactic points that influences experience creations, it have been the things like showing special places, keeping leaders role, enthusiastic personality, creating discussions... As one of the guide mentioned that showing small, interesting streets that have some special stories, walking through the smaller streets helps to give special local experiences. And all the other points are important, since it is working for those guides and they have found the way how to make it work, so it is important. Zhang et al (2003) and Zerva et al (2015) are discussing that when tourists comes to destination, they are just like the strangers, they do not know anything, so it is important that guides would have great skills and knowledge, would be giving recommendations and sharing experiences in interesting and entertaining way. While doing the whole tour performance guides should not forget to enjoy the tour also, to show their enthusiasm, personality and willingness, all of it would help to create greater experiences. Min (2011) and Mak et al (2011) are reminding that besides of all preparations for the tours, guides should be able to control and manage their bad emotions, since it can affect everything around. But to sum up, all guides are putting a lot of their effort in regards to reach the best results. And most important that all of it would give entertaining, memorable, personal and social experiences to the guests (Weiler et al, 2015).

4.7. GUIDE MOTIVATION FACTORS WORKING AS A FREE TOUR GUIDE

As it have been introduced before that all of the Free Tour guides are freelancers and this tour concept is based on the tips, what means that guides do not get salary, they are getting only tips for their tours. Here from comes the question, what are motivation factors to run Free Tours for the guides?

As the main motivation factor that they have described is money. Guides are saying that they enjoys running Free Tours a lot, but at the end everything is connected with money, it is main motivation factor. Guide E is saying that this type of tours are pretty cool, and he enjoys it a lot, but at the end money is the main motivation factor: *"...of course there's another goal in making good money out of it, since it's a really nice and entertaining job and, in the end, you need to put food on the table."* (Appendix 6). Then further Guide H is pretty strait and saying that one of the most important factors is the tips that they get at the end of the tour: *"Because you want to do a nice job, so at the end people are happy with you and they give you a nice amount of money. If they don't like it then they will leave the tour, they wouldn't pay anything and they would say "I don't like this girl, so I will not pay anything", because they can and they have their right to do it."* (Appendix 9). And last example, Guide I agrees with the other guides is saying that money is important, because it motives to put more effort to the work they do, because that it is important to reach guest satisfaction, when its reached then there is bigger chance to get better tips: *"...that is why really cool to do tip thing, because at the end of the tour you get good tips, then it is really good motivator, but at the same time if you get bad tips, it is like 'ok, I have been wasting my energy for something that... So I think that is different in that way, that you definitely put much bigger effort when you know that your salary is depending on your mood, but at the same time I really feel like sometimes when you are sick or not feeling well there is also like big turnoff, you can say like that, that if you are not feeling well and you know that your mood is depending on the whole tour, on how it is going to be."* (Appendix 10).

Than Guide A is saying that when people engages in the tours, they interact, laugh and are open for relationship building, then it brings good experiences to everyone, this is one of the things that motivates guides to come back next day and run the tours over and over again (Appendix 2). Also

Guide B is so enthusiastic about her job, she is saying that she never thought that she will enjoy this job so much: *“But I really enjoy it. I enjoy meeting new people all the time, and that every tour is a different tour because that you have new people with you, even though you are talking about the same staff it is always different...”* (Appendix 3). And Guide D have been a guide for a pretty long time, around 6 years, and he still likes this job, because it brings that what he needs: *“ I like it, because it gives a lot of freedom to decide, when I want to work, also how much I work. And it is outdoors and involves exercise and people.”* (Appendix 5). Also Tsuar et al (2016) are also talking that one of the things that attracts guides to this job is flexibility, and ability to put their own personality at the tours. It is possible to use Weiler et al (2014) to round this up, researchers are saying that guides job makes sense, it help many people that just have entered country and they do not know anything, and it is full of communication with people. So also as those guides that are working with Free tours, they are also looking after everything that just have been mentioned.

Summing everything up, all guides agrees that the biggest motivation factor to run those tours and also to put more effort at those tours is based on money. And it doesn't matter that money plays the most important place, but all of them enjoys working as a Free Tour guide, since it brings also no material outcome too.

4.8. CHALLENGES THAT GUIDES ARE FACING AT FREE TOURS

As at every single workplace, the same here, guides are saying that they are facing some smaller challenges at their tours. Ant sometimes it might motivate them to do their job with a lot of power, but sometimes it just generally ruins the tour plan and the whole tour atmosphere. Guide A starts with saying that it depends a lot on what type of people are joining the tours, not all the time they appreciate the effort that guides are putting in (Appendix 2). Zhang et al (2003) have been stating that it is guide responsibility to feel their audience, they should talk clearly that everyone would be able to hear it and to understand it, and that everyone would be able to follow the tour. All of this should create great experiences and should help people to keep attention. Then here comes the question if guide have done everything in regards to reach all people awareness, maybe he have

had a bad day and have been not able to do his performance very well, or maybe it have been people differences? It is difficult to answer it now.

Many different people joins tours every day, so all of them act differently, they have different personalities, different understanding and view, so in between of those people it might all the time be few of guests that will not appreciate the job that guide do. Guide F talks a bit about those differences too: *“Of course I think there are a lot of different kind people that comes to the tours. I mean just depending from the country that they come, it makes a bit of difference, and of course there are a lot of people that are expecting to know a lot about the history, maybe not a lot, but some people wants to know a lot about that, then the other ones they just want to see the big things, and to see everything, and to have that feeling that in just one morning they have seen all city”* (Appendix 7). Looking further Guide I tells that actually just because of those cultural differences, guides are very often challenged by giving right jokes at the right places: *“I’m very bad at making jokes, because I’m afraid that... especially in English tours, when you have people from such a wide range of nationalities and cultures, so if you make a jokes people might think it is not appropriate, so I try not to make very extreme jokes. I know that some guides are just picking up one person and keep joking about that the whole time, I know if that would be me I would feel uncomfortable at the end of the tour. You know... So I try not to do that, of course I make a few jokes, but it is very difficult to come to the whole range of different cultures in one score, in one joke, some people might laugh, some people might find it not funny.”* (Appendix 10). Leclerc and Martin (2016) discusses about the cultural differences, where they are saying that it is very important that tour guides would be aware of cultural differences, because that each culture have different standards and perceptions, different sense of humor, so it important that they would receive and understand the message right.

Guide G is sharing experiences and is telling that the very beginning, when guide started to run those tours, it have been difficult, because that guide still did not have confidence about the way tour have operated: *“And of course when at the beginning, you are starting to work with those kind of things, which is actually quit tough, how to engage people, how to transmit them that you know what you are saying, that you are going to provide them with everything what they need. It is tough,*

because, actually you don't know that much, you don't feel safe and there are many external factors that make you hesitate about everything, where to stop, how to approach people and etc. " (Appendix 8). But then when the structure, the plan, method and stories have fallen to the right places, then guide is discussing that next challenge might be based on unpredictable situations, such like those that Guide G presents: *"we never know that is going to happen, even the tour is outside, so weather conditions, traffic conditions, people conditions, people are drunk on the tour or whatever. So I mean those unpredictable things. I think that is what makes it more attractive."* (Appendix 8). And as the last point, on the side of those challenges, Guide G most likely is having some bad experiences with losing leadership. He is saying that in regards to run a good and successful tour it is important not to lose the leadership role at the tour, because sometimes people might be a bit demanding and they would like to keep on their interests, but guide needs to find balance and have the leadership in regards to create good tour to everyone (Guide G, Appendix 8). In regards of this topic, Tsaur (2014) is discussing that guides are having many challenges at their work, starting it with long working hours, busy peak season and very quiet low season, intense communication with tourists every day, many external and environmental unpredictable situations, and all of this might cost some stress.

To sum up, challenges are based mostly on cultural differences and personal people differences, they are having different understandings, interests and points of view, and sometimes it might be challenging to reach every single individual. On the side of this main challenge of course it comes smaller challenges that guides needs to face them every day. But guides are training to overcome those challenges without any bad consequences to the tour itself, to the whole group and to the guide.

4.9. RELATIONSHIP BUILDING

On the side off all topics analyzed, the other important things is relationship building. During the interviews all guides have been mentioning relationship building with the one or the other meaning

to them, at this part we will take a look at what role it plays at the Free Tours, how important it is to the guides and tactical approach looking from the perspective of the guides.

In between many meanings about relationship creation at the Free Tours, most of guides agrees in that relationship plays important role. Also Leclerc and Martin (2016) are stating that communication and relationship building at the tours are very important, it helps guides to succeed at the entertainment and experience creation. For example Guide A (Appendix 2) is saying that relationship building is probably one of the most important things at the tour, but then he divides it into two parts of why it is important. And it is really interesting, because he is saying that when guide builds relationship with his group then there is a bigger possibility that tips will be higher, but on the other side relationship building gives possibility to have a better tour for both parts, guides and guests. So guides do that in regards to get better reward, but at the same time they are thinking also about the quality of their tours.

To look further Guide B (Appendix 3) is experiencing relationship building almost on every tour, which is a big part of her tours. This guide is telling that people are saying to her that she is welcome to visit them in their home countries, adding her on Facebook, with some of them she is texting and having contact. But her experiences are saying that sometimes relationship building with some of tourists depends on their age or the way they are travel: *"... it is more young people then it is older people, because couples and stuff like that are more on their own holidays and not as open to know you as a guide as people like backpackers and younger people who travels, groups of friends who travels..."* (Guide B, Appendix 3). But most important guide believes that relationship building helps people to relax more at her tours, then they are not that shy to ask questions, to laugh more and engage (Guide B, Appendix 3). When relationship is created then guide is like a part of their holidays, guide will be a part of their great experiences and memories. Guide H also talks about relationship building, and is sharing experiences that sometimes they are spending some time together after the tour too: *"...but I'm also talking about my experiences in this country. And of course I have to talk personal things, they are asking you "why you are in Denmark, not in France", then you need to say "because I have boyfriend...". And then they are asking "oh are you happy?". So at the end they are asking you these kind of questions, so you talk about more personal*

things. You know what I mean. And at the end you get the connection and sometimes after the tour they are inviting you for a beer or coffee, or dinner. It is because you get these relationship." (Appendix 9). It shows that guests and guides concentrates not only at their payment after tour, but also wants to give tourists good experiences while at the same time creating bounds.

As Guide I is saying: *"I think this is very cool to create connections in between the tour while you are doing the tour. I always try that to talk to everybody to create the connection to me or to the city or to somebody else on the tour so that they can take that with them."* (Appendix 10). Actually guides are working on relationship creation to many directions, relationship creation can be not only between tourists and guide, but also between travelers and city or between guests in the whole group. Guide G supports that to by saying that not only relationship building between the guide and tourist is important, but also to build it in between the tourists: *"...like you want people to create bounds in the tour, if there are two people from the same city or they come from the same country then you always try to bring it up, because these kind of people they are traveling alone..."* (Appendix 8). So this group of guides works on relationship creation at they every single tour, they enjoys all communication that they are building. Zerva et al (2015) are also stating the importance of finding the link between tourists and the tour group, also between the tourists and destination, which might help to reduce misunderstandings and build on experience. Min (2011) would add to this that it is important that guide would have good communication skills in regards to help different cultures to understand each other.

While importance of relationship creation have been discussed, guides have shortly mentioned their tactics in regards experience creation. For example relationship building tactics in regards of Guide B are done like *"...when we walking in between our stops just to talk with a few people, just to get a feeling of what people are doing here, why they come to Copenhagen, how long are they staying and stuff like that."* (Appendix 3). Guide F is using similar tactics at this field, he is saying that relationship building plays big role at his tours, he is trying to talk with his guests while they are walking from one stop to the other one, it help people to relax more at the tours, to be more curious, ask more questions, and enjoy the tour.

But then on the other side of this there is a group of guides, who most likely understands the benefits of relationship creation and that it can effect at tours, but they are not willing to put too much effort at it. Zhang et al (2003) are very strict and discusses that tourist satisfaction is the one and the only thing that can lead tours to the success, so it is really important to communicate to tour guests. But those guides who have defined that they do not pay so much attention to relationship creation, they are having their own way of communication, so that their groups would enjoy tour and would get good experiences. To start with, Guide C (Appendix 4) is saying that relationship building at his tours in not one of the main things. As guide is discussing further, that of course it happens sometimes, most of the time when guest follows him on the next tour, but overall do not put a lot of effort on it. Guide C is stating that it is mostly because that tour is just a 3 hours and there are a lot of pressure at the tour to manage everything, and the guide do not have so much time for relationship creation (Appendix 4). Also Guide D understands the importance of relationship building, but he do not pay that much attention to it, he is trying to remember all peoples nationalities and names, so that they would feel comfortable with the guide and would feel attached to the tour, and that they belong here. And guide is saying that is the only things that guide is doing in regards of it. Looking further there are some guides that also understand the benefits, but they do not want to open up too much for their guests, but still are working on creating friendly atmosphere, for example Guide E is talking about it: *“Well I try to make people feel close to me but still understand that I’m working here, that I’m a friendly face that is willing to help but not a friend. Meaning that I want them to feel close enough to me that they tip me properly, but not so much that they would feel a little bit too friendly. That’s why I use some personal stories or background, so I let them connect with me when doing that, I let them feel closer, but then I don’t usually answer personal questions so I can draw a line there. While walking between stops I might have a conversation with some of them so I create that environment, but the conversation won’t exceed the “chit-chat” level so I avoid the unwanted friendly treatment.”* (Appendix 6).

Then Guide G a bit stricter about it, he personally do not like to build relationship, and he explains it briefly: *“... in my case it was better, when I take distance from them. I try to not even talk to their eyes, I talk to their forehead so that I do not connect with them. They can connect with you, with me, they can think that I’m connecting with them, but I try to keep on a distance, because it is the*

way that I have that they come with me, I don't go with them, and then I'm still leading the tour, deciding how the tour is. And of course I still open many doors for empathy. I also know that "ok, I depend on their tips, I depend on if they like my tour...". So I need to keep many of those doors open, but I kind of make them feel that I'm not their friend, I'm someone that is going the tour, this is the tour, if you don't like you are very free to go... And I think it is working for me very well now. I have less stress, I have more money, I have more sales, I don't have many, I have to say, I don't have many TripAdvisor reviews, neither good, neither bad. But I think people are satisfied about the tour. " (Appendix 8).

Summing everything up, all guides agrees on importance and benefits of relationship creation at tours, and that it can help to increase experience level and create memorable experiences. As it is possible to see that there is two groups of guides, one that is enjoying relationship creation and puts their effort on it, and the other that do not like it and are not putting effort to it, but still are working on creating experiences in their own way. Researcher can see tendency between young and older guide in the way how they enjoys and work with relationship creation. Tour guides that have been guiding not for so long time and are younger, they are more open and more willing to build close relationship with their guests, while older guides and those who have guided for long time they are understanding benefits of relationship, but they are still keeping distance and are not putting so much effort to it.

5. CONCLUSION

This research main goals have been concentrating at Free Walking Tours and its freelancer guides. First of all, thesis have been focusing to look at the Free Tour concept from guides perspective and to describe it. While at the same time when describing it, try to understand why this concepts is special, and how it might be different from the other types of tours, also how much tours and guides concentrates at sharing authenticity of the destination to travelers, and what attracts tourists to this type of tours. Free Tour concept have been analyzed from internal side. Everything have been analyzed from guides point of view and their perception about Free tour concept, about

tour guests and their own tactics in regards their performance and guides motivations to work with these tours. Answer to these goals will give the view on the freelancers work experiences, motivation and would give understanding of their role at this concept of the tours.

First of all research have been looking at what perception freelanced tour guides are having to the Free Walking Tours. It have been described as a different way of providing information. Guides describes Free Tour as the tool for tourists to experience the city, to get knowledge about history, culture, locals and traditions, also to receive some recommendations that will help to enjoy their stay in the city. It have been concluded that tourists should be doing Free Walking Tours or maybe some other tours in the city as the first thing when they arrived. On the side of this Free Tour guides have been defining experience creation at these tours, guides are playing huge attention to experience creation and they do all they best in regards that tour guests would feel comfortable. In regards to give best experiences guides are having possibility to personalize their tours, for the firsts that they would feel comfortable and would be interested in what they are talking about and secondly in regards to reach audience interests. And most important Free Tours are special Because of their payment concept. First of all people do not need to pay anything when entering this tour, and second, at the end of this tour travelers are having possibility to reward their guide by tipping him/her. These tours opens a lot of possibilities to those that travels on the budget. So looking from the other side, as guides are stating that suddenly Free Tour is not free anymore, and tourists might be sometimes confused a bit, maybe it should be called like 'tip tour' or something like that instead of Free Tour.

Free Tour guides further have been discussing about the Free Tour differences comparing it with pre-paid tours. And the main difference have been described payment methods. That includes that people do not need to pay before the tour, they tip guides at the end of the tour and that is the main income for Free Tour guides. And just because that tips are the main income for those guides, they are having a lot of responsibilities at these tours. As guides arguing that they are self-responsible for their own income, then they are also responsible for the whole tour and guest satisfaction, if they will be not satisfied then they most likely will be not willing to tip guide. Guides

are saying that in regards of this they need to put a lot of their effort to these tours. So at Free Tours guides depends a lot on their guests, their satisfaction and good experiences.

Further guides have been defining few of the main things that looking from their perspective attracts travelers to the Free Tours. Guides are thinking that most important thing that attracts people to the tours is the words “Free Tour”, and de possibility to decide how much they want to tip their guide. But of course besides of it some of the people comes back to these tours because that they know that they will receive good quality tour, they will get good experiences and will be entertained.

When talking about authenticity with Free Tour guides they are defining that tour guests are seeking of the authenticity, they are willing to experience Copenhagen and Danish culture. Tourists are asking many questions about life in Copenhagen, about guide personally, where they should to go and what to do in this city if they want to experience Danish traditions and culture. Guides are saying that they are enjoying this possibility to share their personal experiences, to give recommendations and to talk with their guests. Besides of it guides at their tours are sharing many special Danish stories at their tour, sharing their own experience and personal memories. All the guides in one or the other extend but are mentioning importance that guests would get the good feeling at their stay in Copenhagen and would feel comfortable like at home. As it have been defined that in our days people are hungry of authenticity and it is one of their goals when there are traveling, because that their home authenticity become ordinary thing to them.

Since experience creation plays big role at Free Tours, guides have been talking a lot about their own smaller or bigger tactics in regards to create good experiences. Guides are defining that few of the most common tactics are jokes, which they use during the tour, and storytelling, that is filled with special and interesting stories, relationship building and communication with tours guests, showing special non touristic places, enthusiastic guides personalities, and discussion. All of those tactics together or separately creates great experiences. But on the side of this it have been discussed that every single guide is a different individual, so they have their own way of running the tours and as look it is successful it is good.

All Free Tour guides are freelancers, during the interviews guides have been challenged talk about what motivates them to do this job. As the firsts and most important thing that all the guides have described is money. And everything that they do, all the effort that they put it is because of their “salary” at the end of the day. Bu also besides of this guides are saying that this job is really funny, it brings many good emotions, experiences and memories, it is outside, they meet many new people and are able to create relationship, and guide are able to help people to enjoy Copenhagen.

Guides are pointing importance of relationship creation at Free Tours. It might bring better guests satisfaction and should be helping to get better tips. But still there are two types of guides that can be defined. One that is enjoying relationship creation and puts their effort on it, and the other that do not like it and are not putting effort to it, but still are working on creating experiences in their own way. Researcher can see tendency between young and older guide in the way how they enjoys and work with relationship creation. Tour guides that have been guiding not for so long time and are younger, they are more open and more willing to build close relationship with their guests, while older guides and those who have guided for long time they are understanding benefits of relationship, but they are still keeping distance and are not putting so much effort to it.

This research shows that there is many of possibilities to the other research projects. Free walking tours have been not analyzed at that wide range, so there is still many unanswered questions. These thesis created a closer picture of what Free Tours are and how many complex things is around. This concepts are different mainly because of its payment concepts and the way their guides earns money. But on the other side these tours are having great value in itself. Of course at the end of the day money plays big role, but Free Tours guides are so enthusiastic in regards to the experience creation at the tours and relationship building, they put a lot of effort in their performances in regards to create great memories and experiences to their guests.

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