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**Tourism Destination Image of Lithuania in the Perspective of
Danish Market: What the Non-visitors Say**

Master Degree in Culture, Communication and Globalization

Market communication and consumption

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Abstract

The present research is an investigation of the Lithuania's tourism destination image in the Danish market from the perspective of non-visitors by means of a Web-based survey. A combination of qualitative and quantitative approaches was utilized with the purpose to fully capture all of the components of the multidimensional destination image construct.

Keywords: destination image, Lithuania, Danish market, non-visitors

Acknowledgment

This thesis is very special for me because it is about the small and young country that I was born in. I was growing in Lithuania together with changes in it, seeing how the country is overcoming difficulties and learning from its mistakes in terms of shaping its own future. By writing this thesis I had an opportunity to explore how my country is viewed abroad today, therefore, I would like to express my deepest gratitude to everyone who helped me on the way towards completing it.

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1.Introduction

Tourism is a global activity which due to influence of economic, social and political globalization processes has become one of the fastest growing economic sectors and the largest service industry in the world (UNWTO, 2018). Tourism as a business has grown into one of the largest income generators worldwide. Therefore, tourism is regarded as an important economic and social phenomenon which has a great impact on countries' development, as it encourages the establishment of new businesses, creates jobs and income for residents, acts as urban and rural development catalyst and therefore also increases a quality of life for the local community. Naturally, for many developing countries tourism industry is considered as being one of the primary income sources and one of the key factors for the socio-economic development (ibid).

Lithuania is also not an exception in this case, as tourism sector is becoming an increasingly important part of the local economy which currently plays ever more significant role as an economical engine (Lithuanian State Department of Tourism, 2017; Blekaitis, 2018). Lithuania is a small country and quite a young one on its own as it re-established its independence from the Soviet Union on 11th of March, 1990. Since then Lithuania has undergone changes in the political, economic, and social spheres that have had a huge impact on Lithuanian inbound tourism (Markauskienė and Gižienė, 2012). After the re-establishment of the independence, Lithuania adopted democratic governance, market economy and started to move towards Western countries. In 2004 it became a member of the European Union and this important event broadened Lithuania's borders for a wider spectre of international tourists, made travelling to the country easier and also provided the country with European Funds that have helped for its tourism development (OECD, 2016). The openness of Lithuania as a tourism destination and the rising supply together with the quality of its tourism offer have been reflected in the growing numbers of inbound tourist arrivals despite some occasional annual fluctuations (Spiriajevas, 2013). As a result, the tourism sector in the country has witnessed a significant growth over the past decade, which recently generated 5.1% of total country employment and accounted for 5.3% of national GDP (WTTC, 2017). Considering the growing impact of the tourism industry to the economy of Lithuania, increasing international tourism flows in the years to come is rather important for the overall development of such a

young nation state, as tourism has been argued as being perhaps the quickest and the least difficult way among all available, through which a country can be developed (Hunt, 1975).

However, the success of any tourism destination, in terms of attracting more tourists in highly competitive environment of today's tourism industry, depends to a large degree on its image in the marketplace (ibid).

The dynamic growth of the tourism industry worldwide has made international tourism market significantly more competitive than ever. Nowadays, as tourism destinations and tourists both are increasing in numbers, with about 200 nations and more than 2 million destinations from which tourists can choose from (Balakrishnan, 2008), the competition among tourism destinations is fierce. Why do people prefer to choose a particular tourism destination over several others? This is where a concept of a destination image comes into play, since as consumer behaviour states (Boulding, 1956; Martineau, 1958).

Tourism research in the past more than four decades has demonstrated that destination image is a valuable and irreplaceable concept in understanding the tourism destination selection process. This image consists of a subjective interpretation of a destination held in the minds of individuals which influences their touristic behavior and, consequently, their choice of destination (Echtner and Ritchie, 1991; 1993; 2003; Woodside and Lysonski, 1989; Baloglu and Mangaloglu 2001; Baloglu and McCleary, 1999; Gallarza et al., 2002; Tasci et al, 2007; Gun, 1972; Hunt, 1975; Mayo, 1973; Chon 1990; Beerli and Martín, 2004). This phenomenon is explained by the fact that the travel decision-making is not entirely rational, people act on their own images rather than on real facts (Boulding, 1956; Martineau, 1958; Chon, 1990). Therefore, it is suggested that today tourism destinations often compete on nothing more than the image held in the minds of individuals in terms of its' touristic success (Baloglu and Mangaloglu, 2001), even if this image is inaccurate, weak or frozen in time and no longer represents a true picture of the place (Chon,1990).

As a result, it was acknowledged that tourism destinations appearing with strong and positive images possess a stronger competitive advantage in the market, implying that destinations with recognizable and favourable images are much more likely to be taken into consideration and chosen in the decision process of a travel destination (Baloglu and McCleary, 1999; Gartner, 1993; Hunt, 1975; Echtner and Ritchie, 2003; Woodside and Lysonski, 1989). Consequently, exploring the images held towards particular geographic regions, countries, areas or resorts has

become an important topic of scientific tourism inquiry due to its high practical importance for the efficiency of today's world tourism destination marketing (Stepchenkova and Mills, 2010).

However, although the concept of destination image is a common research area in tourism studies, it can be noted that the tourism industry in Lithuania has not been the subject of a great deal of research with regard to its destination image. The only existing non-academic research with the direct connection to this subject matter has been addressed more than a decade ago and only from the perspective of tourists who have already visited the country (TNS Gallup, 2006). However, in relation to destination image studies, Hunt (1975) has claimed that most of destinations seem to gauge only the reactions of the actual instead of potential travellers. The scholar argues that this aspect is a major flaw in the marketing plans of many tourism destinations and that it exemplifies a lack of understanding of the value of image. Thus he highlighted the importance of studying destination images from the perspective of non-visitors. And it can be explained by the fact proved by previous researches that the destination images among potential and actual visitors are likely to be different (Fakeye and Crompton, 1991). More precisely, the image held in the minds of the individuals who have already experienced travelling to the destination has been proved to be always stronger and more positive (ibid).

1.1 Previous research

As it was highlighted in the discussion above, there exists one non-academic study of the destination image of Lithuania which was conducted in 2006 by market research company TNS Gallup (TNS Gallup, 2006). It was ordered by Lithuanian State Department of Tourism in order to find out how what is the image of Lithuania as a tourism destination among foreign travellers with the purpose to analyse Lithuania's attractiveness for tourism (ibid). The research has indicated the fact, that foreign tourists' image of Lithuania was very positive. The country was described as being green, unique, beautiful, fast growing and unexpectedly modern. Lithuanian people were characterised not only being warm, friendly and helpful to foreigners, but also educated, knowing foreign languages. Tourists praised Lithuanian nature, food and beer, reasonable prices, the cleanliness of the country and its' heritage. The country's tourism services were indicated as being high quality. Tourists also highlighted the fact that in Lithuania they felt safe and relaxed. Moreover, most of the respondents rated their travel experience as very satisfactory, thus, it was concluded that Lithuania is an attractive travel destination which is fully capable to welcome foreign tourists. Apart from this research, no other study related to destination image of Lithuania was found.

1.2 Problem Statement

Exploring images held on the market place is an essential aspect for every tourism destination in order to attract more tourists (Echtner and Ritchie, 1991; 2003, Stepchenkova and Mills, 2010), as the touristic behaviour and the travel destination-choice process or destination selection process is strongly related with this particular aspect (Echtner and Ritchie, 1991;1993; 2003; Woodside and Lysonski, 1989; Baloglu and Mangaloglu 2001; Gallarza, 2002; Tasci et al,2007; Gun,1988; Hunt, 1975; Mayo 1973; Chon 1990; Beerli and Martín, 2004).

A review of available researches indicates a gap in the literature with regard to the destination image of Lithuania from the perspective of non-visitors, making it difficult to understand the way country is viewed as a tourism destination outside its own borders. Thus, it can be stated that the destination image of Lithuania's has yet to be fully explored (Hunt, 1975; Echtner and Ritchie, 1991). Consequently, the primary focus of this research paper is to investigate the image of Lithuania as a tourism destination held in the minds of individuals who have never visited the country before. These images are paramount importance and are described as being some kind of pre-taste of the destination (Fakeye and Crompton, 1991). Accordingly, it might be wildly inaccurate, thus probing such images is an immensely important exercise because the particular action towards the destination proceeds on such a subjective reality (Jenkins, 1999).

The biggest target international markets currently visiting Lithuania, are Belarus (17,2%), Latvia (12%), Russia (9,4%), Germany (8,8%) and Poland (8,6%) that constitutes more than a half (56%) of the total inbound tourists (Lithuanian State Department of Tourism, 2016). Yet Lithuania has been recently striving to attract more tourists from Western European and Scandinavian markets (ibid), considering the fact that for many years Lithuanian tourism industry was highly dependent on tourists coming from Russian Federation that accounted for more than 20% of all inbound visitors (Lithuanian State Department of Tourism, 2013). Nevertheless, in 2014, the flow of Russian tourists has started gradually decrease due to the tense political situation between the two countries and because of the financial crisis in Russian Federation.¹ It can be stated, that this aspect has forced the Lithuanian State Department of Tourism to re-evaluate their preferential inbound tourism markets as well as marketing

¹ "The escalation of the crisis between Ukraine and Russia over Crimea reduced outbound travel from Russia as the Rouble started to weaken progressively" (European Travel Commission, 2014: 4). Lithuania has been actively supporting Ukraine's independence and territorial integrity and accordingly this aspect has negatively affected Lithuania's international relations with Russia and consequently Lithuania has also received negative publicity in Russia.

strategies in order to attract more tourists from different countries. Thus, in the same year, a new Lithuania's Tourism Development Programme for 2014-2020 was signed in which among other Western European and Scandinavian countries, Denmark was included in the list of the targeted countries and described as being an important inbound tourism market for Lithuania. Given the fact that Danish travellers are amongst the highest spenders in the world (Ttoscanidavia, 2018), this segment is very attractive for the Lithuanian tourism industry from an economic standpoint. However, even though Denmark stands out as being an opportunistic market; the demand is simply too low – the number of Danish tourists in Lithuania is increasing gradually (Lithuanian State Department of Tourism, 2016), though the total amount in comparison to other newly targeted markets is still trivial. Thus, in order to increase the tourism flow from this particular market and attract more first time-tourists, it is necessary to investigate the current Lithuania's tourism destination image among potential travellers in Denmark.

The notion of potential travellers in this research paper is following Hunt's (1975) conceptualization of prospective but not yet actual visitors of the destination and represents non-visitors; people without any kind of travel experience to Lithuania.

Consequently, the main overall goal of this study is to examine the image that Danish population of non-visitors hold about Lithuania as a tourism destination. In this respect, answering the following research question is where this study heads to:

What is the image of Lithuania as a tourism destination held in the minds of non-visitors in Denmark?

The five sub - questions were also inquired which will guide towards answering the main research question:

- What stereotypical holistic images do Danes associate with Lithuania as a tourism destination?
- What affective feelings does Lithuania as a tourism destination evoke for Danes?
- What unique places and features do Danes associate with Lithuania as a tourism destination?
- What are Danes perceptions of Lithuania's destination attributes that have the highest importance in terms of tourism destination choice?
- How interested are Danes in visiting Lithuania in the near future?

The purpose of this research is two-fold. First, this research attempts to examine Lithuania's tourism destination image among individuals who have never visited the country before and intends to contribute to the insufficient research towards the subject matter from the perspective of the non-visitors. In addition, the research paper intends to provide relevant findings for destination marketing specialists of Lithuania. The knowledge of the image held by potential Danish travellers' would be highly beneficial for country's national DMO – LithuaniaTravel, which consists of the representatives by the Lithuanian State Department of Tourism as it would allow to develop a successful marketing strategy in a bit to attract more tourists from this important and lucrative market. Such investigation allows to recognize the strengths, weaknesses, precise and imprecise of the destination image among this particular segment (Echtner and Ritchie, 2003). As a result, the findings should give the keys for successful market communication strategy and more efficient efforts in destination promotion that would aid to a stronger position on the Danish market (Jenkins, 1999).

As an example, National Tourist Organizations, such as the Australian Tourist Commission (ATC) periodically track the destination image of Australia held by potential travellers in the international marketplace (Jenkins, 1999). Such information is used in the design of Australia's promotional campaigns. Accordingly, this practice have showed very positive results, as internationally Australia commanded a very strong and positive position in terms of travel desire in comparison to other destinations (ibid).

2. Theoretical Framework

This section provides an overview of the available literature sources that serves as a basis for this research. It firstly starts by outlining the concept of the tourism destination. Secondly, presented are theoretical suggestions on different conceptualizations and models of destination image construct the destination image is built on. At the end, combining the exposed knowledge, a conceptualization of destination image construct for this research is designed which also establishes the structure for the empirical data collection and analysis. Further, the most influential destination attributes having the highest influence in terms of particular destination choice are discussed that were further applied during the field work. Lastly, the factors influencing the destination image formation of non-visitors are also explained.

2.1 Destination

Since this research concentrates on the tourism destination image of Lithuania, first of all it is important to clarify the term of tourism destination itself.

The notion of destination independently from any particular context is defined as “a place to which somebody or something is going or being sent” (Hornby, 2000). Accordingly, such general definition can be broadly used in different matters regardless if it is tourism or everyday life situations such as going from point A to point B. In the later matter, both A and B can be regarded as destinations. As a result, it can be stated that the notion of destination is quite broad in its expression, thus in terms of its research it is important to apply a definition which is contextualized to the particular topic of destinations in a matter of tourism.

2.1.1 Tourism destinations

Conventionally, tourism destination has been considered as being a specific geographic area consisting of countries, regions within countries, cities and resorts (Buhalis, 2000). Though, it was also highly recognized by both practitioners and theoreticians that a tourism destination can also be a perceptual concept, interpreted subjectively by travellers depending on their cultural background, purpose of visit, educational level and past experience (ibid). For example, a tourist from Europe may look at another country within Europe as a destination, whilst Europe itself can be considered as being a destination for Asian tourist who visits six

European countries in a two week tour (Buhalis, 2000). Moreover, some travellers consider various attractions such as cruise ship as being their destinations, while others being on the same cruise may perceive the ports visited during the trip as their destinations (ibid). Thus, tourism destinations are no longer considered as limited by geographical boundaries.

In 2002, World Tourism Organization held a special forum which consisted of its Think Tank with the purpose to define the concept of tourism destination. The reached outcome ended up proposing that a tourism destination is “a physical space in which a visitor spends at least one overnight. It includes tourism products such as support services and attractions, and tourism resources within one day’s return travel time. It has physical and administrative boundaries defining its management, images and perceptions defining its market competitiveness. Local tourism destinations incorporate various stakeholders often including a host community, and can nest and network to form larger destinations” (UNWTO, 2002). However, according to the insights provided by Lew and McKercher (2006), this definition conceptualizes tourism destinations as local entities that include cities, towns and regional areas. Whereas other entities such as resorts, states or countries are excluded. Although this definition is still valid today, it cannot be employed in terms of this research considering Lithuania as a whole country as a tourism destination. Thus, other definitions will be reviewed in this regard as well.

According to Buhalis (2000) a tourism destination is considered as an entity which comprises of a number of tourism products such as attractions, available packages and various services, offering an integrated experience to consumers which in combination attract visitors. However, this definition restricts a tourism destination in terms of the products and services provided by that specific destination. The author of this research argues, that destination should not be defined as based on whether this place offers a broad variety of tourism products and services or not, as each destination can provide an experience for its consumers, whether it is a small amusement park, that offers an opportunity to have fun for a one day or Tokyo as being the biggest city in world. Consequently, tourism destination should also not be defined considering the amount spent there, as it proposed in the definition of UNWTO (2002).

Bearing in mind , that Lithuania is a small country which is still considered as being a new and thus an emerging tourism destination, which accordingly does not provide a broad variety of tourism products and yet services in comparison to other countries, this research will apply a definition of Leiper (1995,cited in Buhalis, 2000:98) who states that tourism destinations are

“places towards which people travel and where they choose to stay for a while in order to experience certain features or characteristics-a perceived attraction of some sort”. Moreover, in terms of this research, tourism destination is considered as a place where people travel for pleasure purposes, thus business tourism is excluded.

2.2 Destination image

The research on the destination images has started around fifty years ago in 1970's when it was recognized that each tourism destination has an image, as in the case with every tangible product or business (Stepchenkova and Mills, 2010). John Hunt (1971; 1975) was the first who demonstrated the importance of having a strong and positive image in terms of attracting tourists as much as, or even more than, tangible resources. He highlighted the fact that destinations with less favourable images may never achieve their fullest tourism potential. Hunt's influential work has been expanding and later, several studies also highlighted the aspect of destination image and travel behaviour such as Mayo (1973) and Gunn (1972). Since then, the concept of the destination image has received much attention in academia and has become one of the hegemonic fields in the tourism-related studies, as even in the period of 1973 to 2000 there were at least 142 papers published that directly or indirectly investigated destination image topics (Pike, 2002). Studies of destination images particularly increased in volume during the 1990's (Tasci et al., 2007). This momentum coincides with the realization of the importance of the destination image in tourism destination marketing by both academics and industry practitioners (ibid).

More precisely, destination image is regarded as one of the most important factors in promoting and marketing a successful tourism destination due to its impacts on both supply-demand side aspects of the marketing. Referring to supply-side aspects, some researchers had demonstrated that destination image has great influences on the marketing positioning and promotion process of the destination (Tasci et al., 2007); whereas, it also has considerable impacts on the destination choice and tourist behaviour regarding to the demand-side aspects (Echtner and Ritchie, 2003; Jenkins 1999; Chon, 1990; Tasci et al, 2007; Beerli and Martin 2004).

However, despite of the rising concern on the study of destination image in the tourism field, it is a huge challenge to define the precise meaning of the term ‘tourism destination image’ as the conceptualization of this notion varies among researchers and there is still no consensus (Jenkins, 1999; Konecnik and Gartner, 2007; Gallarza et al., 2002; Stepchenkova and Mills, 2010). Due to the complex nature of destination image concept, however, its’ notion is interpreted differently, and a common definition has not yet been established (Gallarza et al., 2002). Thus it can be stated that, there are almost as many definitions of the destination image and attempts to conceptualise it, as scholars devoted to this particular topic. Due to this fact, some of the tourism researchers do not define the concept of destination image at all, while others avoid the direct definition and express the concept through its composite elements (e.g. Baloglu and McCleary, 1997; Echtner and Ritchie, 1991; 1993; 2003; Tasci et al., 2007; Stepchenkova and Mills, 2010; Beerli and Martin, 2004). Besides, it should be mentioned that in the course of literature review it was found that the terms ‘destination image’ and ‘tourism destination image’ have the same meaning, wherefore they are applied interchangeably within this particular study.

Jenkins (1999) suggested that at heart of the definitional dilemma is the understanding of the term ‘image’. As Pearce (1988:162, as cited in Jenkins 1999:1) has mentioned that “image is one of those terms that won’t go away... a term with vague and shifting meanings”. The concept of “image” itself has been already studied for several decades in such disciplines as social and environmental psychology, marketing, and consumer behaviour (Stepchenkova and Morrison, 2008). Academic interest in several fields and disciplines regarding the concept of image has been pervasive since the early works of Boulding (1956) and Martineau (1958) who proposed that human behavior is dependent upon image rather than objective reality. Image concept suggests that “the world is psychological or distorted representation residing and existing in the mind of the individual” (Baloglu and McCleary, 1999:871).

The vague nature of image in general and destination image in particular prevented researchers from agreeing on one universal definition (Jenkins, 1999). However, the destination image is described as being a multi-faceted composite construct, which therefore encompasses a number of components (Gallarza et al., 2002) that are important to understand in order to explore the image of among Danish non-visitors properly, so that it would bring the benefits to Lithuania, as the tourism destination, as claimed by Reilly (1990 in Baloglu and McCleary, 1999), a

precise investigation of the destination image is highly important to exert effective development.

Moreover, Jenkins (1999) has noted the concept itself carries various meanings as it was applied differently in numerous contexts and disciplines. To this point, it is also important to clarify that the term of the tourism destination image itself has been broadly used in two main contexts - images projected and delivered by tourism promoters and the destination images held by individuals (ibid). This research addresses the tourism destination image from the perspective of the later context, particularly from the point of view of the non-visitors.

The number of scholars have highlighted the fact that destination image can still be held by individuals even if they have not made a visitation (e.g. Etchtner and Ritchie, 1991; 1991; 2003; Baloglu and McCleary, 1999; Hunt 1975; Mayo 1975; Tasci et al., 2007). Thus in the next sections of this chapter different interpretations and conceptualizations suggested of the destination image construct that corresponds to this research case will be discussed and presented in the following chapters.

2.2.1 Destination image as an overall/holistic impression

Stepchenkova and Morrison (2008) has noted the fact that by some tourism researchers, the concept of destination image is considered as simply an overall impression. For example Jenkins (1999) has argued that ‘image’ in behavioural geography is holistic and includes all of the associated impressions, thus represents the overall impression of the destination. In this case a destination image is basically defined as overall mental representation or overall image of a place held by the general public which thus encompasses stereotypes about a destination (Jenkins, 1999). This statement is also supported by insights provided by Mazanec and Schweiger (1981 in Gartner 1993:192) who defined destination image construct as an overriding impression or stereotype.

The conceptualization of image as an overall impression is also supported by Hunt’s (1971) definition who defined state tourism image as the impression that people hold about a state in which they do not reside. The same interpretation of what constitutes the destination image was proposed by Reilly (1990) who described destination image as total impression a destination makes on the minds of others. In the meta – analysis of destination image study,

Gallarza et al.2002, also highlighted the fact that all authors of the reviewed studies agree that the concept of destination image corresponds to the overall image, a notion that refers to people's holistic impression of a destination.

It was noted that this particular view of destination image as overall/holistic impression is rooted in psychological tradition and consumer behaviour theory, where the concept 'image' has long been viewed as the totality of the impressions an individual receives from many sources or a totality of perceptions of a product which is formed by processing the information from various sources over time (Stepchenkova and Morrison, 2008). Nevertheless, the operationalization of the destination image construct, which is based on the overall/holistic impression without breaking it into separate components is rather problematic (ibid).

2.2.2 Three - component model of the destination image

Many scholars have pointed out that destination image is a result of a combination of at least two distinctive, but highly interrelated components – cognitive and affective (Baloglu and Brinberg, 1997; Baloglu and Mangaloglu, 2001; Baloglu and McCleary; Gartner, 2003; Beerli and Martin, 2004). That is to say, that destination image is considered as a concept shaped by the individuals' reasoned as well as emotional interpretation (Baloglu and McCleary, 1999).

The Cognitive, rational, as well referred to as perceptual (Baloglu and McCleary, 1999) or perceptive component of the destination image is explained as being the sum of a person's own knowledge and perceptions of a set of relevant destination's attributes which are, for example climate, infrastructure or price level (Stepchenkova and Mills,2010; Baloglu and McCleary, 1999; Beerli and Martin, 2004). Cognitive perception is defined by Reisinger and Turner (2003) as process by which meaning is attributed to an object, event or person. Perception can be formed without the actual experience and objective knowledge of the destination (Etchner and Ritchie,1991). Perceptions are shaped by the environment people live in and they differ from each other due to the different values and views of the world (Reisinger and Turner, 2003). Accordingly, cognition in general is defined as a mental response that involves thinking about, paying attention to, remembering, understanding, interpreting, evaluating (Tasci et al., 2007). Cognitive component is also interpreted as being the awareness or belief that people have about a destination (ibid). Strong support for cognitive interpretation of image as a set of relevant attributes is given by Gensch (1978 as cited in Gartner 1993:636) who stated that

“products seldom are measured or evaluated as single lump sum entities; rather, it is the attributes of the alternatives that are measured, compared, and form the basis for choice”. This view was also supported by Engel et al. (1986 in Stepchenkova and Mills, 2010), who argued that image is the consumer’s subjective interpretation that refer to how an alternative performs on an important evaluative criteria. Accordingly, if most of the important destination attributes are perceived positively, it is expected that the more favourable behaviour attitude towards the destination will be developed as well (Di Marino, 2008). Whilst negatively perceived attributes account for unfavourable behaviour attitude towards the destination (ibid).

The Affective component of the destination image, in contrast represents an individual’s feelings and emotions towards the destination (Baloglu and McCleary, 1999). In brief, the affective component refers to how one feels about a destination. However, despite the complex nature of the destination image construct, most of the destination image studies underline only the cognitive dimension (Gallarza et al., 2002; Echtner and Richie, 1991; Pike and Ryan, 2004). Affective component has been generally overlooked by the destination image researches, as only six out of 142 studies reviewed by Pike (2002) have studied the affective images. It has, however, been found that the affective component has a significant influence on a person’s evaluation and selection of a tourism destination (Gartner, 1993; Baloglu and McCleary 1999). The researchers have also agreed on the fact that cognitive and affective components are interrelated and cognitive evaluation precede and influence the affective appraisal during the process of the overall image formation (Baloglu and McCleary, 1999). Newertheless, Russel and Sondgrass (1978 in Stepchenkova and Mills, 2010:577) argued that the affective images should be also explored and separated from cognitive image to better comprehend how people evaluate environment or places “behavior may be influenced by the (estimated or remembered) affective quality of an environment rather than by its objective properties directly.” Similar view was also represented by Baloglu and McCleary (1999) who stated that the affective image exerts a greater influence on behaviour. These findings indicated that the affective component is important in conceptualizing and evaluating a destination’s image, and, thus, should be used in conjunction with the cognitive component (ibid). Gartner (1993) also suggested that after the evaluation of destinations’ attributes, the remained choices are reduced by an affective evaluation that expresses feelings, which can be favourable, unfavourable or neutral.

Accordingly, Gartner (1993) and other tourism scholars (Tasci et al.; 2007; White, 2004; Pike and Ryan, 2004) recognized a third - conative, or behavioural component in the destination image construct.

The Conative destination image component is the stage of influenced behaviour by the former two components. The conative component has not been also widely used and studied, however Tasci et al. (2007), argue that the behavior component is significant in conceptualizing destination image, as it is vital to capture the action component in people's perceptions. After the cognitive and the affective evaluation, cognitive component reflects a likelihood of destination selection and is interpreted as a propensity to visit a destination (Pike and Ryan, 2004). More precisely, this component responds to the behavioural attitude towards the destination, and is basically how one behaves in relation to aforementioned two components. It is the point where an individual decides if he/she would be interested in travelling to the particular destination or not (Gartner, 1993).

This three- component model is in line with Boulding's research (1956) which states that an image comprises what one knows and thinks about an object (cognitive), how one feels about it (affective), and how one acts using this information (conative) (Gartner,1993).

To sum up, the cognitive component relates to the individual's perception and knowledge about the attributes of the destination, while the affective component refers to the evaluation stage, concerning the feelings that the individual associates with the destination (Baloglu and McCleary, 1999; Beerli and Martín, 2004; Gartner, 1993). Finally, the conative component comprises action, i.e., the individual's actual conduct or intention to visit the destination. (Gartner, 1993; Konecnik and Gartner, 2007; Tasci et al., 2007).

Consequently, even though the exact meaning of the term "destination image" is difficult to define, there is a general agreement among scholars that destination image is a multi-faceted, composite construct, which consists of interrelated cognitive and affective evaluations woven into overall/holistic impression (Stepchenkova and Morrison, 2006; Baloglu and McCleary, 1999; Gartner, 1993; Martin and Bosque, 2007; Di Marino, 2008 Tasci et at., 2007). Accordingly, this overall image could drive or repel a person to travel to a destination and thus represents a conative component of the destination image construct (ibid). As a result, the three components of destination image (cognitive, affective, and conative) as well as its overall/

holistic impression are what Gallarza and her colleagues referred to as the complexity of the destination image construct (Gallarza et al., 2002, Stepchenkova and Mills, 2010, Tasci et al., 2007).

As it was mentioned in the earlier (see section 2.2) a number of scholars (Baloglu and McCleary, 1991; Echtner and Ritchie, 1991; 2003; Gallarza et al., 2002; Tasci et al., 2007; Stepchenkova and Mills, 2010) have been trying to create a destination image framework of all the proposed components of destination image research from early 70's in order to help researchers better navigate the field. However, despite a widespread interest in a unified destination image theory, no single approach is commonly accepted (Jenkins, 1999; Stepchenkova and Mills, 2010; Konecnik and Gartner, 2007). Though, many researchers have broadly agreed that Echtner and Ritchie (1991; 1993) have contributed greatly to the framing of destination image (Gallarza et al., 2002; Stepchenkova and Mills, 2010; Tasci et al., 2007). Their study was the initial attempt in destination image research literature to link the main components of destination image together in a useful and interactive way (Tasci et al., 2007). A valuable contribution of Echtner's and Ritchie's (1991; 1993; 2003) approach to the destination image research body is that these authors suggested a conceptual model and even particular methodological guidelines for operationalization of the main specified components of destination image which made it the most popular approach for destination image investigation studies (Gallarza et al., 2002; Tasci et al., 2007). Consequently, a closer look at their work is important.

2.2.3 Destination image construct proposed by Echtner and Ritchie (1991; 1993; 2003)

In the articles "The meaning and measurement of destination image" (1991;2003) and "The measurement of destination image: An empirical assessment" (1993) Echtner and Ritchie have reviewed an extensive amount of psychology and marketing studies on destination image research for the period of 1975-1990 and concluded that most of the previous destination image studies were focusing only on cognitive component, meaning that in the older studies the destination image was defined and studied in terms of a list of destination attributes not taking into account the overall and more holistic part of the image consisting of overall impression or perception. As an outcome of their analysis, the scholars have proposed the following a somewhat unique conceptualization of the destination image construct, a three- dimensional framework which is illustrated in Figure 1.

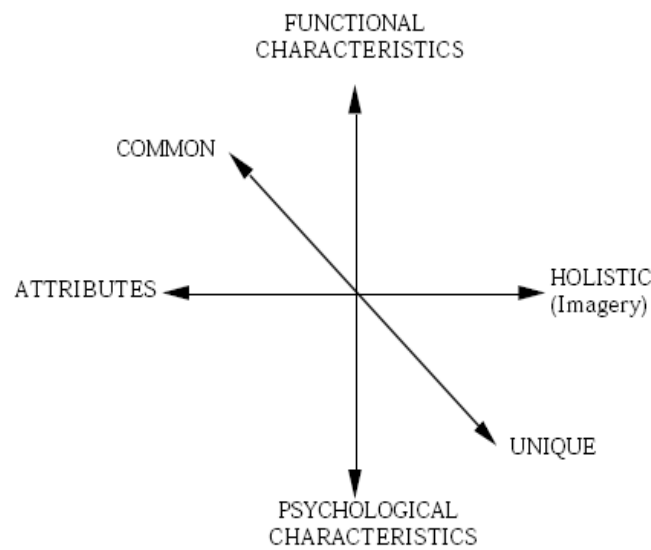


Figure 1: The components of destination image. Source: Echtner and Ritchie (1991)

Referring to the root disciplines of image concept, they conclude that investigating destination image only by attribute lists would not capture the multidimensionality of the destination image construct, and they recommend that destination image be conceptualized as having components of three continua: 1) attribute/holistic 2) functional/psychological, 3) common/unique. Each of these destination image components will be briefly explained in the discussion which follows. It should be also mentioned that in their studies, Echtner and Ritchie refer to the large entities such as countries, regions and major cities as destinations, rather than individual attractions and resorts.

Echtner and Ritchie (1991:8) have defined destination image “Not only the perceptions of individual destination attributes but also the holistic impression made by the destination. Destination image consists of functional characteristics, concerning the more tangible aspects of the destination, and psychological characteristics, concerning the more intangible aspects. Furthermore, destination images can be arranged on a continuum ranging from traits which can be commonly used to compare all destinations to those which are unique to very few destinations.” (Echtner and Ritchie, 1991: 8). Thus, in short, according to the authors, destination image should be envisioned in terms of both holistic and attribute-based components. The attribute - holistic dimension implies that destination image has both the traditional attribute-based component and a total-gestalt expression of a destination that is

formed by destination attributes. The theory behind the attribute - holistic dimension is based on studies concerning the nature of people information processing in the fields of psychology and consumer behaviour in terms how people view products as having both individual features and a holistic impression. In the same way, Echtner and Ritchie, have proposed that the tourism product, a destination should have the same components.

Accordingly, it is suggested that people may start travel destination choice process by means of discursive processing by evaluating individual destination's attributes such as for example climate, landscape or the friendliness of the local people and then comparing the remaining choices by means of holistic images which come to their minds when thinking of the destinations. Furthermore, it was suggested that each of these components relies on the functional, or more tangible, and psychological, or more abstract characteristics of the destination. This functional-psychological dimension is based on Martineau's (1958) approach to differentiate between functional and psychological components when it comes to evaluating a retail store, product or corporate image (Echtner and Ritchie, 1991, 2003). Thereby, the functional characteristics of the destination image are those elements that are observable or measurable such as landscape, attractions, accommodations, price level, etc. While psychological characteristics are defined being less tangible and difficult - to - measure, such as general feeling, atmosphere, friendliness, etc.

The holistic/overall impression component of the destination image is captured by two open-ended questions (Echntner and Ritchie, 1991; 1993; 2003):

- What images or characteristics come to mind when you think of XXX as a tourism destination? (functional holistic/stereotypical component)
- How would you describe the atmosphere or mood that you would expect to experience while visiting XXX? (psychological holistic/affective component)

Based on the insights provided by Stepchenkova and Morrison (2008), White (2004) and Arslanova et al.,(2017) the responses to the second question provides affective evaluations that might be depressing, exciting, boring, etc. and therefore resemble the (Baloglu and McCleary ,1999) affective component of the destination image. As it was mentioned in the previous sections, the affective images towards destination exerts a greater influence on tourists' behaviours than cognitive evaluations (Gartner, 1993). Altogether the holistic component captures the overall impression and explores the prevailing stereotypes associated with the

destination (Stepchenkova and Morrison,2008; Jenkins, 1999) In total, this holistic component is understood as being an overall representation of the destination and resembles the overall component of the destination image (Stepchenkova and Morrison,2008). This holistic component is important for understanding how a particular destination is categorized in the minds of potential travellers (ibid). Moreover, Kotler et al., (1993:141) defines a stereotype as “widely held image that is highly distorted and simplistic and that carries a favourable or unfavourable attitude toward the place”. Thus, many researches separately refer to images obtained from these two questions as “stereotypical holistic” and “affective” (e.g. Stepchenkova and Morrison, 2008; White,2004; Arslanova et al.,2017).

The attribute- based component is captured by a series of scale items proposed by Echtner and Ritchie (1991; 1993; 2003) who provided a list of 35 attributes that are more or less common for all destinations, thus these attributes represent a common dimension (Figure 2), accordingly ranging from functional (e.g. climate, shopping facilities) to more psychological ones (e.g. atmosphere, fame/reputation). This list is based on a summary of destination attributes used in 14 previous destination image studies and on the results of 12 focus groups and also evaluated by a number of tourism scholars. Accordingly, the perceptions of the proposed attributes refer to the common cognitive component of the destination image.

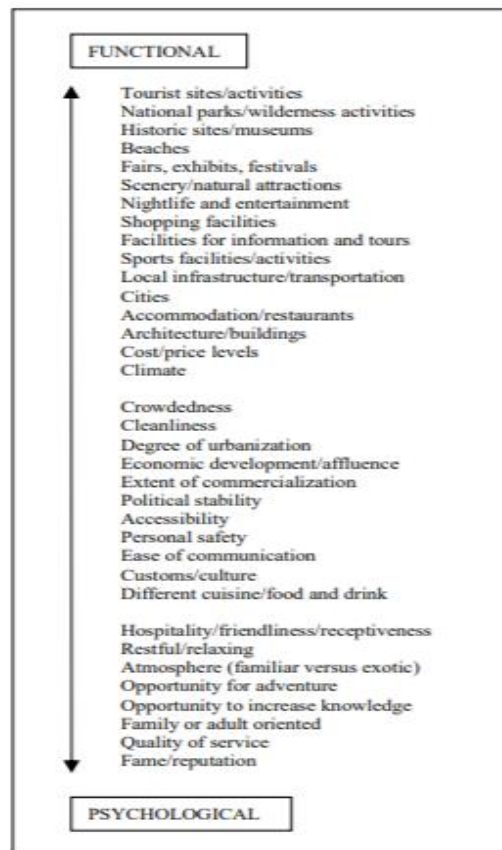


Figure 2. Echtner and Ritchie's destination attributes list. Source: Echtner and Ritchie (1991)

Moreover, Echtner and Ritchie (1991; 1993; 2003) have introduced one more important dimension of destination image which was often pretermitted in most of the previous researches. This is the unique/common dimension of the destination image which is based on research in tourism on symbols being a significant factor of destination image as well as the discussion of must-see sights and implies that “images of destinations can range from those ‘common’ functional and psychological traits to those based on more unique features, events, feelings or auras” (Echtner and Ritchie, 1991:3). In a tourism context, truly unique functional characteristics are not hard to provide, they exist at any destination: exceptional monuments, sights, symbols or distinctive landscapes. According to the scholars (Echtner and Ritchie, 1991; 2003) the important role of the unique functional aspect of destination has been stressed in several destination image studies, as the significant role of unique features in forming the destination image is obviously shown in numerous cases around all over the world. As an example, in case of France, one may think of Eiffel Tower as an example of a destination's functional uniqueness or must-see sights. When it comes to unique psychological

characteristics, it could be an image of romanticism to Paris or the religious aura of the Vatican (Echtner and Ritchie, 2003).

The uniqueness dimension is assessed by the following question: (Echtner and Ritchie, 2003):

- Please list any distinctive or unique tourist attractions that you can think of in XXX?
(unique-functional component)

The answers to this questions also refers to the unique cognitive component of the destination image construct. This uniqueness component of the destination image held in the minds of the potential travellers is a very important aspect to understand, as according to Echtner and Ritchie (1991) it definitely affects the choice of tourism destination. To be more precise, it was stated that if a destination is found to be difficult to categorized or differentiate in the minds of potential travellers from other destinations, it will not be chosen in the travel decision process (ibid).

Moreover Etchner and Ritchie (2003) highlights the fact that all components of the proposed destination image framework are interrelated in a way that they all influence each other. For example, holistic impressions may be based on combinations and interactions of attributes and the perceptions of individual attributes may be also influenced by impressions.

To sum up, based on the preceding discussion, Echtner's and Ritchie's (1991; 1993; 2003) conceptualization of the destination image construct recognizes both **cognitive** and **affective** components of destination image construct, as well as the destination image as an **overall/holistic impression** (Stepchenkova and Morrison, 2008).

However, there are some limitations concerned in terms of Echtner and Ritchie's model mainly with its applicability as is it hard to identify, and thus also place some of the components of the destination image to the right dimensional setting (Jenkins, 1999; Tasci et al., 2007). For example, it is difficult to distinguish between functional and psychological characteristics of a destination and its attributes. More precisely, the line between the proposed functional and psychological attributes (see figure 2) is not very clear. Hence, it is somewhat complex to categorise images, such as for example perceived cleanliness, or personal safety as a complete functional or complete psychological attribute, as according to the destination image model it

would mostly be a mix situated somewhere along the continuum (ibid). These limitations of Echtner and Ritchie's model were considered by Tasci et al. who have looked at tourism destination image studies building on the work of Echtner and Ritchie (see section 2.2.2). The authors have summarized all the aspects proposed by destination image researches and created a very similar destination image construct which is presented in the following chapter.

2.2.4 Destination image construct proposed by Tasci et al. (2007)

In short, Tasci et al.,(2007) have adapted the general belief of the tree-components model of cognitive, affective and conative (see section 2.2.2) with the beliefs of Echtner and Ritchie (1991;1993;2003) that is to say – holistic-attributive as well as common-unique and developed the interactive system of destination image components which is illustrated in the Figure 3.



Figure 3. Interactive System of Destination Image Components. Source: Adapted from Tasci et al. 2007

The core of the system is the cognitive perceptions and knowledge of common attributes and unique attributes as well as the affective response to these attributes that are interpreted as being affective evaluation or feelings associated towards destination. The authors have also noticed the fact of the empirical evidence proposed by other authors that the affective component is a mediating factor between the cognitive component and the holistic. In other words, the cognitive component is an antecedent to the affective component, while both influence the

overall image of the destination (Stepchenkova and Morrison, 2006; Baloglu and McCleary, 1999; Gartner, 1993; Martin and Bosque, 2007; Di Marino, 2008).

Accordingly, the illustration shows (Figure 3), the interaction between the perceptions and knowledge the common and unique attributes combined with the affective evaluation composes a holistic stereotypical or overall image, which often simplifies the decision making process of potential travellers. The proposed system according to the authors is a dynamically interactive system and it means the every element of the system can be either the cause of a change or the effect of a change at any point in time.

2.3 The conceptualization of the Lithuania's tourism destination image construct

Both models proposed by Etchner and Ritchie (1991;1993;2003) and Tasci et al. (2007) are believed to be the most adequate models of destination image construction and are rather similar. However, Tasci et al., (2007) model has been chosen for structuring and guiding the empirical analysis of this research. This particular model has been chosen as it considered the limitations and incorporated the strengths of previous studies on destination image. The model represents all the components (Cognitive common/unique -Affective- Conative as well as Overall/Holistic) of destination image that other researchers have been paying attention to thus fully resembles the whole complexity of the destination image construct (Gallarza et al.,2002).

Thus, a destination image in this research is understood a multi-faceted, composite construct, which consists of interrelated cognitive perceptions and affective evaluations woven into overall/holistic impression which drives or repels a person to travel to a destination (Stepchenkova and Morrison, 2006; Baloglu and McCleary, 1999; Gartner, 1993; Martin and Bosque, 2007; Di Marino, 2008 Tasci et at., 2007). Accordingly, destination image is an interactive system of thoughts, feelings, opinions, visualizations and intentions towards a destination (Tasci et al., 2007).

Nevertheless, the destination image measurement framework proposed by Echtner and Ritchie (1991;1993;2003) (see section 2.2.3) is a valuable methodological tool for destination image investigation which consists of a combination of structured and unstructured methods for analysing a destination's image components along the following dimension: attributes-holistic, functional- psychological and common-unique. These dimensions refer to the cognitive

common/unique - affective – stereotypical holistic/overall impression components of the Tasci et al.,(2007) construct and thus will be employed in this research in terms of guiding the empirical data collection process in a bit to capture these particular destination image components. The conceptualization of Lithuania’s destination image construct for this research is presented below:

Tasci et al. (2007)	Echtner and Ritchie (1991,1993, 2003)
Holistic (Overall)	Holistic Functional
Affective	Holistic Psychological
Cognitive Unique	Unique Destination attributes
Cognitive Common	Common attributes, functional and psychological
Conative	

Table 1 - The conceptualization of the Lithuania’s tourism destination image construct (self-made)

To this point, in order to capture the cognitive common component of the destination image, Echtner and Ritchie (1991; 1993; 2003) have suggested a list of 35 attributes to be used as scale items (see section 2.2.3). However, it is noted in the literature that people use far fewer attributes in the set of considerations in the selection criteria while choosing a tourism destination (Crompton, 1977; Harris, 1972). Moreover, not all attributes are convertible to all tourism destinations (Jenkins, 1991). Accordingly, many researchers interpret the proposed list in various ways and thus design their own lists of the attributes by employing different techniques as well as undergoing several stages in order to develop a proper scale items for a specific destination. In this research, the most influential or highest importance destination image attributes determining the tourism destination choices will be identified in the following chapter (2.3.1) and will be used in the process of developing scale items (see section 3.3.3) for this particular research in terms of exploring the cognitive common component of the tourism destination image of Lithuania as perceived by non-visitors in the Danish market.

2.3.1 The most influential attributes affecting the destination choice

As any other product, each tourism destination contains a number of key elements or in other words attributes that are evaluated by the potential visitors before the travel decision is made in order to reduce the number of alternatives. The term attribute is understood as an individual feature of a product or service (Echtner and Ritchie, 1993).

Dann (1977) referred to a destination's attributes as the 'pull factors' that are defined as being those features of the destination that influence traveller's choice to select one destination over another after the decision to travel is taken (ibid). Dann (1977) have also studied the endogenous forces, which he named as 'push factors'. The 'push factors' are viewed as relating to the needs and wants of a traveler, such as the desire for escape from their mundane home environment, nostalgia, rest, prestige, knowledge, experience, and social interaction (ibid). Accordingly, first of all tourists are pushed by their 'intrinsic' needs and wants to make a decision of 'whether to go' and then are pulled by destination's attributes to make a decision of 'where to go'.

Indeed, a destination's features or attributes themselves have no inherent meaning to tourists. Rather, they gain their meaning or significance through the consequences they are perceived to provide or help one avoid (Gartner, 1993). And in this research case the perception towards the attributes makes up the common cognitive component of the overall destination image. Thus it can be concluded that potential tourists' perceptions of a destination's important attributes has a significant impact on the formation of an overall image of the destination, and in turn, influence their decision on destination selection.

However, not the perception of every destination attribute impacts on tourists' destination choice equally (Stepchenkova and Morrison, 2008) some destination attributes play a more important role than others (ibid). Accordingly, the assessment of the perceptions and knowledge of potential travellers towards the most destination choice decision affecting attributes is a very important aspect for every destination. In the following discussion, the most influential or highest importance destination attributes in determining destination choices will be indicated and presented based on the literature review.

1. Low Price/Cost level

Price level is definitely a major attribute in a tourist's decision to choose one destination over another (Dwyer and Kim, 2003). This statement was also highly supported by Crompton (1977) and Ly Tran (2013). Tourism consumers consider price to be an important criterion in their evaluation of alternative destination before the choice of the particular destination (Dwyer and Kim, 2003). More precisely, price plays an important role for tourist's buying consideration when it is associated with a certain destination and its corresponding services and quality (ibid). Thus in a tourism context, price/cost is a very important aspect of a destination's competitiveness towards other destinations.

2. Supply of Historical sites and museums

Historical sites and museums have always been of one the most important destination attributes that have been motivating people to travel (Shenkar, 2001). The growing interest of tourism as a learning experience as well increasing levels of education have stimulated the demand for cultural/historic tourism in particular (ibid). Antolovic (1999, cited in McKercher, and Cros, 2003) have also indicated the fact that 70% of all Americans traveling to Europe seek a cultural heritage experience (visit museum, historical monument, and archaeological sites, etc), and that about two-thirds of the tourists visiting the UK are seeking a cultural heritage tourism experience as part of their trip. Thus, it is not surprising that Ly Tran (2013) has also identified that the supply of historical sites and museums is playing a highly significant role in terms of Finns' choice to travel to a particular destination.

3. Good nightlife and entertainment

Good nightlife and entertainment is also becoming a relatively important destination attribute influencing the destination choice (Formica, 2000) as according to Boorstin's (1964) beliefs, people travel because they seek to escape from their everyday reality, and thus they also often travel for fun and entertainment. Thus, people rather choose the destination which is offering a good nightlife and entertainment supply. As a result, in the United States of America (USA), entertainment destinations have been growing substantially over the past decade, and Branson, Missouri which is particularly perceived as being an entertainment destination has become the second – most popular tourist destination in the USA (Petrick et al., 2001: 41).

4. Beautiful natural scenery

Natural vistas and appealing landscapes have always been key elements in determining the tourism attractiveness of a region (Formica, 2000) as it plays an important role in terms of the tourism destination choice. According Lohmann and Kaim (1999) research based German citizens evaluation of importance of certain destination attribute in terms of their travel decision, the attribute of a beautiful landscape was found to be the most important even before price considerations (ibid). A similar point of view was taken by Hu and Ritchie (1993). In their study of measuring the importance of destination attributes, they have concluded that natural beauty of the destination was also found as being one of the influential factors determining the travel choice to the particular destination as well as determining the attractiveness aspect of the tourism destination (Hu and Ritchie, 1993).

5. Personal Safety

Safety is also a major concern for tourists to make a decision on destination selection (Dwyer and Kim, 2003). Pizam and Mansfeld (1996: 1) indicated “safety, are necessary conditions for prosperous tourism... most tourists will not spend their hard earned money to go to a destination where their safety and well-being may be in jeopardy”. Assuredness of being safe from physical harm was also indicated as being one of the most influential destination attribute towards travel destination choice by Crompton (1977) and Harris (1972). Moreover, according to the international organisations for tourism, the countries’ safety will remain the principal factor while choosing where to travel and will even prevail over the price in 2018 (Lithuanian State Department of Tourism, 2018).

6. Friendliness and receptiveness of local people

The attribute of local people’s friendliness and hospitality was also identified as being a major factor influencing the travel decision to the particular destination as well (Cropton, 1977; Harris, 1972; Ly Tran, 2013). The study conducted by Aris et al. (2016) have also revealed the fact that the attribute of friendliness and receptiveness of local people was evaluated as “very important” while choosing Kuala Lumpur over other destinations. Accordingly, this attribute it is one of the most important factors determining the attractiveness of the particular destination (Hu and Ritchie, 1993). These particular characteristics of the nation might affect the view and expectation in terms of local people’s attitude towards tourists (Cropton, 1977)

which is a major social factor forming part of the macro-environment of a destination (Dwyer and Kim, 2003) and therefore, vital to the success in terms of tourists attraction of the destination (ibid).

7. Comfortable Climate

The attribute of climate was also proved as being one of the most important criteria thought of when someone is deciding on his/hers travel destination, as it can significantly influence tourists' activities (Lohmann and Kaim, 1999). According to (Martin,2005) when tourists are considering to buy a tourism product, they weigh up its different attributes, such as services, entertainment and price. The climate and weather are also evaluated in this process, as they could be deemed as the natural resources that usually form a part of the product. Thus, the perceived climate of the destination indeed plays a decisive role in tourists' decision on destination selection. These findings are also supported by studies conducted by Crompton (1977) and Harris (1972) and (Hu and Ritchie, 1993) who particularly identified that a comfortable climate together with natural beauty were of universal importance in terms of the destination attractiveness and thus its choice (Hu and Ritchie, 1993).

8. High quality of tourism services

The quality of services of a destination is also an important factor important in terms of tourists' destination choice (Ly Tran, 2013). The perceived good quality of services is a vital aspect for a destination, because it can significantly affect their perception of 'trip-value', and in turn, increase the tourists' likelihood to visit the destination (Dwyer and Kim, 2003).

9. Cleanliness and Hygiene

Based on the research finding proposed by Harris (1972) and Crompton (1977), the factor cleanliness and hygiene is also one of the most important destination attributes paying a significantly role on the travel decision choice. It should be also mentioned, that both of these studies have identified the fact that the cleanliness attribute was found as being more influential factor in comparison to other attributes such as safety, beautiful scenery, climate, friendliness and hospitality of local people and even price (ibid).

10. Development of the local infrastructure and transportation

The level of the development of the local infrastructure (health facilities, sewage, electricity, and water supply) and transportation are the next destination attributes that are receiving high concern of the tourists in terms of their travel destination choice (Ly Tran, 2013). And it is because tourists' destination choice is often influenced by the need of convenience and comfort (Formica, 2000). Given a choice between similar destinations, a tourist will tend to choose the destination which is perceived as being comfortable in terms of its developed infrastructure and transportation (ibid). These particular attributes were also identified as being highly important by Adomaitienė and Seyidov, 2016 who were researching factors influencing local tourist's decision making in choosing a destination in Azerbaijan.

To sum up, the most influential or highest importance, destination attributes in determining destination choices are: low prices, supply of historical sites and museums, good nightlife and entertainment; safety, friendliness and hospitality of the local people; comfortable climate, high quality of tourism services, cleanliness and last but not least the level of the development of the local infrastructure and transportation networks.

2.4 Destination image formation factors of non – visitors

Based on previous studies, Tasci et al. (2007:414) have conceptualized destination image formation of non-visitors as “a construction of a mental representation of a destination on the basis of information cues delivered by the image formation agents and selected by a person”. They are called ‘image formation agents’, as they have influences on the process of individual's awareness, evaluations and image of destination. As a result, they are also postulated as an influential factor on individuals' decision - making process in considering destinations as potential alternative choices (Gartner, 1993). However, destination image without previous visit highly depends on amount and quality of information received about a particular destination (Baloglu and McCleary, 1999).

A.C. Gunn (1972) was one of the first to identify the different ways in which destination images are formed without the actual visitation which is the particular interest of this research. The scholar first suggested that destination image is developed under the influence of different information sources, or agents, which can be basically divided into organic and induced categories. Accordingly, the destination image construct can be considered from the aspect of

how it is formed. Organic image is rooted in non-touristic and non-commercial information sources or sources not directly associated with a destination area. It is simply the knowledge acquired in the natural course of life. The organic image includes all the information about destination that is formed unintentionally. It consists of opinions and knowledge of others (friends/relatives), information from individuals who have visited the destination, which constitutes “word-of-mouth”, the general media (newspapers, magazines, television, books, movies) insights provided by local people or education. Moreover, a country’s tourism image is often associated with its national image (UNWTO, 1980). Therefore, the destination image is seemingly incorporated by broad information sources that are regarding economic, historical and political factors. These information sources are also considered as non-commercial and organic.

Controversially, induced images are driven by commercial information sources such as advertising or marketer-controlled information by local tourism organizations (Gunn, 1972). In other words it is influenced by marketing efforts of the destination and suppliers. It includes travel brochures, opinions of travel agents, booklets, national tourism website content, promotional videos, advertisements, etc.

The organic image agents have been proved as having higher credibility. Common for the organic sources is the fact that destination marketers usually have very little or even no influence over it (Stepchenkova and Morrison, 2008). However, it necessary for country’s DMO to understand what is being communicated by organic agents to the potential travel audience, as it would allow to amplify the positive aspects of the image and counter if needed, negative or inaccurate information in their induced material and market communication strategies (ibid). And that is where tis research heads to.

Beside the information sources, the individuals themselves are also the determinant factors in shaping their image of destination (Baloglu and McCleary,1999). The importance of personal factors such as age, gender, social class, lifestyle, personality are emphasized in literature as having a high impact how people filter all the provided information in order to generate their own image of destination (ibid). Thus, it is obvious that there are no two people having the same image of destination. Although being exposed to the same information, each individual will understand and interpret it differently due to the dissimilarity in characteristics (Baloglu and McCleary,1999).

To sum up, it can be stated that destination image held in the minds of non-visitors is a varying, evolving construct. It depends on each individual's personality, as well as amount and quality of information received about a particular destination. While organic and induced information sources provide valuable information of destination, the personal factors shape how this image is perceived (Baloglu and McCleary,1999).

3. Methodology

This chapter will cover the methodological considerations that have been used in this study in order to achieve the overall goal and answer the problem question: *“What is the image of Lithuania as a tourism destination held in the minds of non-visitors in Denmark?”* It will explore the aspects of the philosophical undertone of the research paper as well as the research design and methods of the data collection process and analysis.

3.1 Philosophy of Science

The present research attempts to investigate the image of Lithuania as a tourism destination held by potential travellers in Denmark who in this research paper are being understood as non-visitors, having no previous travel experience to the country. Accordingly, it is fundamental to identify and reason a philosophical paradigm, which have been adopted as a guiding set of beliefs in this study (Guba, 1990). However, the most important part of having a paradigm of the research is not the process of choosing the right one, but particularly the process of following the guidelines of the paradigm that set the believes (ibid). There are many different philosophical paradigms, however Guba (1990) distinguish three main types: positivism, post-positivism and constructivism. Each of these paradigms consists of ontological, epistemological and methodological components that give answers to the important questions for the research. These perspectives are a point of the discussion ahead in this chapter.

The overall goal of this research paper is to examine the image of Lithuania as a tourism destination held by non-visitors on the Danish market by exploring the different elements of the destination image construct proposed by Tasçi et al. (2007). This theoretical perspective suggests that image should be considered as a multi-dimensional phenomenon integrated by several dimensions, cognitive common/unique, affective, conative and holistic. Accordingly, this research intends to explore different people's knowledge, visualizations, personal beliefs, meanings, evaluations, emotional thoughts towards Lithuania as a tourism destination and their intent to visit the country. In this line of thinking, **constructivism** was chosen as a guiding philosophy, which is the belief that “social phenomena and their meaning is continually being accomplished by social actors” (Bryman, 2012:33), or in other words meaning that multiple realities can coexist because they are created in minds of social actors (Guba, 1990). Consequently, constructivism is way of interpreting different aspects of social life as they were

constructed and given meaning through social processes (Guba, 1990). More precisely, the main idea behind constructivism is to establish understanding that there are multiple realities existing in each of the individual's mind, to consider the reality as a sequence of individual's social actions and to interpret the meanings of others about the reality (ibid).

3.1.1 Ontology

Ontology deals with the questions such as *what is the nature of reality*. (Guba, 1990) or *what is there that can be known?* (Lincoln and Guba, 2013). From a constructivist's point of view, the ontological stance of this study is **relativism**, which is the “the basic ontological presupposition of constructivism” (Lincoln and Guba, 2013:39). It means that the present research supports the idea that multiple realities are existing and nothing is a fact, there is no ultimate true, as people have different ways of agreeing and grasping their own realities, which are based on their personal understandings (Guba, 1990; Lincoln and Guba, 2013). In other words, the ‘truth’ about the reality or realities is multiple and exists in various shapes in the mindsets of individuals. Therefore, by adopting constructivism, this research acknowledges that different images (different realities) towards Lithuania, as a tourism destination are constructed by different Danish people representing the potential travellers who are involved in this research. Multiple images are subject to the different level of knowledge, different interpretations, emotions and beliefs that are obtained by different information sources. Therefore, in the present study it is counted on different views towards the subject matter. So there is no ‘ultimate truth’ about the tourism destination image of Lithuania from the perspective of non-visitors, rather the variety of opinions upon which a final evaluation is done.

3.1.2 Epistemology

The epistemology of this study is concerned with “the relationship between the knower and the known” (Guba, 1990:18). In the context of constructivism, the epistemological presupposition has to do with what researcher's relation to the ‘multiple realities’ defined in the ontological assumptions, as to achieve in-depth understanding and take advantage of it in answering the research question. In this sense, constructivists take a **subjective** stance of epistemology which means that the relationship between the researcher and the researched is individual and depending on numerous aspects from the researcher's background (Lincoln and Guba, 2013). Hence, it is important to acknowledge that the results of the research are influenced by the researcher's own interpretation and they are basically the products of the researchers' own

perspective and thus, could differ if the same research would be conducted by a different person or in a different context. However, it is important to clarify that subjective epistemology adopted in this research, does not imply that the rigor of the research is lost, but that it responds to the researchers managing the subjectivity (Lincoln and Guba, 2013). It means that even though it is argued that the objectivity in a constructive research is difficult to achieve as it deals with subjective ‘truths’ (Guba, 1990), the researcher still has to evaluate the variety of these truths in an objective way (Lincoln and Guba, 2013). Thus, in this research in order to avoid the subjectivity to a large extent, it was tried to evaluate and pay attention to each opinion provided by respondents. In this way, the multiple truths, that exist largely in the form of Danish individuals’ opinions about Lithuania as a tourism destination were processed and structured, as to identify concrete patterns among the informants.

3.1.3 Methodology

The last element of the paradigm, methodology is concerned with the question of which methods the researcher is to use in the data gathering process (Guba, 1990). The use of methods is strongly connected and related to the research philosophies adopted in this study. Based on the insight provided by (Mackenzie and Knipe, 2006), the constructivist researcher is most likely to rely on qualitative data collection methods and analysis or a combination of both qualitative and quantitative methods (mixed methods). In regard to this case, is it important to establish and justify what methodological approach was adopted and it will be explained in the following research design section 3.2.

3.2 Research design

The following section presents the research design and the methodological considerations. Therefore, it will be presented the methods that are used to solve the problem, which is to investigate the image of Lithuania as a tourism destination from the perspective of non-visitors in Denmark as well as the approaches followed to achieve the results.

Bryman (2012) distinguishes three approaches that characterize the nature of the relationship between theory and research. This relationship can be based on a deductive, inductive or iterative approach. In the deductive approach, the researcher gathers knowledge from previous literature and deduces hypothesis based on these that must be subjected to empirical scrutiny. The inductive approach implies that the research collects empirical data first and then new theories are developed. Finally, the iterative reasoning it uses both deduction and inductive because it involves going back and forth between data and theory (ibid).

This research follows a **deductive approach** in a way that all the research process has a logical path. Despite the fact that hypotheses were not developed, previous literature was used in order to conceptualize the destination image construct as well as the method of its operationalization for this particular research that constitute the base of the theoretical framework of this study.

A careful review of destination image literature was conducted to have a deep understanding of destination image constructs, formation, components and effective research approaches. The literature review provided a profound knowledge for author in choosing the right research methods which are usually used in the previous studies.

Accordingly, in this study, a **mixed method approach** is employed to collect primary data which is used in most of researches studying about destination image. Accordingly, a combination of qualitative and quantitative methods should be obtained from respondents for operationalization of all the components of destination image, as this synthesis allows for an in-depth analysis of the subject matter (Echtner and Ritchie, 1991).

The current study can be regarded as an **exploratory case study** based on its definition as being a research type that provides an in-depth analysis on a particular subject matter and can be understood as being a detailed and intensive analysis of a case where the understanding of the subject is limited (Bryman,2012). An exploratory study case – tourism destination image of Lithuania among potential Danish travellers is analysed in detailed by exploring different components of destination image construct by identifying a gap in the literature and previous researches in terms of studying this subject matter from the perspective of non-visitors. Furthermore, exploratory case studies can use both qualitative and quantitative methods when collecting data (ibid).

The research applies the destination image measuring framework proposed by Echther and Ritchie (1991; 1993; 2003) who suggested a combination of both structured and unstructured methodologies to assess the destination image along the following dimensions attributes-holistic; functional-psychological and common-unique. As was discussed in the section 2.3, these dimensions are being interpreted as stereotypical holistic, affective and common/unique cognitive components of Lithuania's tourism destination image by following Tasci et al. (2007) destination image construct which is particularly followed in this research.

3.3 Data collection method

In this section, it will be described in detail the data collection method used in this research, namely web-based survey. Moreover, advantages and disadvantages, plus the structure of the mentioned method and its limitations will be presented as well.

3.3.1 Qualitative/quantitative web-based survey

In order to examine the research problem, a combined qualitative/quantitative self-administered web-based survey was chosen as a method for the primary data collection. Over the recent decade web surveys have become a popular way to gather multiple – respondent data, as less costly and much more efficient method as well as the ability to reach many respondents in a short time (Bryman, 2012). A web survey was chosen as the most appropriate instrument as it also allowed the researcher to reach respondents nationwide. Moreover, such method provides convenience of having the data collection automated.

The survey was built up by using Survey Monkey service and designed as a simple webpage to which the respondents were directed by using a link that was distributed on social media Facebook. The survey link was decided to be spread on Facebook (FB), as particularly this social media channel is the most popular social media channel in Denmark, since 72.4 % of the Danish population have active FB accounts (Rossi et al., 2016). The survey link was shared on the most popular Facebook groups in Denmark, having the highest number of members, as well as applying the virtual snowball sampling technique by encouraging respondents to share the survey with others.

However, it should be taken into consideration, that due to the survey distribution choice, the research population is restricted only to people who use the Internet and Facebook in general. Nevertheless, due to Facebook popularity in Denmark, this social media channel served as the most appropriate tool to reach the broader spectre of target respondents more easily.

It should be also noted that the survey questions were conducted in English, as the researcher is not familiar with the Danish language and also based on the fact that Denmark is one of 40 countries with highest level of spoken English as a foreign language among the different age groups of the nation (<http://studyindenmark.dk>).

3.3.2 Survey design

The survey began with a description part which included the purpose of this research and information about the anonymity, as respondents tend to present more honest answers while their identity is hidden (Bryman, 2012). The survey itself is constructed out of four parts and consisted of 9 questions. The survey was running for a total of 30 days (between 4th of July and 4th of August) and the questions were designed in accordance to the conceptualized destination image framework of this research paper. The survey can be found in the Appendix A.

The first part of the survey was based on the personal factual questions in order to collect respondents' personal information, namely a gender and age. The main objective of this part was to record the diversity among the survey participants. No specific age or gender limits were established, everyone was welcome to contribute to this research, except Danes having previous travel experience to Lithuania. As a result, in the beginning of the survey the control question: "Have you even been to Lithuania?" was proposed to eliminate the respondents not belonging to the research sample of non-visitors. More precisely, the survey was constructed in the way, that if the respondent answered the mentioned question positively, the survey finished automatically with no records assigned to the data collection.

A problematic aspect of the web survey, however, was the lack of transparency in terms of who actually fills out the survey. Even though, it was stated in the introduction to the survey that only Danish people who have never been to Lithuania were relevant and the control question was constructed as well, it cannot be guaranteed 100 percent that the respondents are actually who they say they are, which could influence the level of credibility of the study negatively.

Three open-ended questions adopted from Etcher and Ritchie (1991; 1993; 2003), comprised the second section of the survey. These questions were aimed at conveying functional holistic, psychological holistic and unique attributes of destination image were developed by a panel of experts and practitioners in the tourism field and were proved to be capable of providing holistic stereotypical, affective and unique components of destination image construct in a number of subsequent studies (Stepchenkova and Morrison, 2008). These components in this research case are being interpreted as stereotypical holistic, affective, cognitive unique components of destination image construct proposed by Tasçi et al., (2007).

The following questions were asked:

1. When you think of Lithuania as a tourism destination, what images of characteristics come to your mind? (functional holistic component)
2. When you think of Lithuania as a tourism destination, how you describe the atmosphere or mood that you would expect to experience there? (psychological holistic component)
3. Please list any distinctive or unique tourist attractions that you can think of in Lithuania? (unique component)

The first question allowed respondents to communicate their overall perception or impression of the Lithuania as a tourism destination as it resembles the whole holistic stereotypical component of Lithuania's destination image (Stepchenkova and Morrison, 2008; Arslanova et al, 2017). Responses to the second question mostly pertained to the expected atmosphere or mood of the destination that in this research stands as the affective feelings held towards Lithuania. Lastly, the third question is asked to allow respondents mention the attractions that they know or find being distinctive or unique to the destination and refers to the cognitive unique component (ibid).

The third part of the survey was dedicated to identification of perceptions of 10 common characteristics of Lithuania as tourism destination through scale items. Respondents were asked to indicate the level of their agreement with 10 statements about Lithuania on a 5-point Likert scale. The opinions about the statements' accuracy were measured by using a scale from 1=Strongly disagree, 2=Disagree, 3=Neutral/ Not sure, 4=Agree to 5=Strongly agree.

The main disadvantage of using the common 7-point Likert scale is that the intervals between the points on the scale may not present equal changes in opinion for all respondents. More precisely, people may interpret and use the scale differently, as the differences between the intervals for instance "strongly agree" and "somehow agree" may not be perceived similarly among the respondents. Taking this fact into consideration, it was decided to employ a simpler 5-point scale including Neutral/Not sure option as it would allow the researcher to identify the lesser known information segments about Lithuania that plays a very important role in terms of tourism destination choice. By including this option, the respondents were also not forced to express either-or opinions since they have never visited the country by themselves before and do not have the objective knowledge regarding these attributes.

Thus, the purpose of the attribute-based items analysis is to capture the cognitive common component of the destination image construct which provides an insight into the perceptions and knowledge of the attributes that pertain to Lithuania and at the same time also have the highest importance on the destination choice.

Last part of the survey consisted of two close-ended questions. The question 8 was created in order to understand the main organic Lithuania's destination image formation agents. While the last question was intended to capture the conative component of the destination image construct by following an example proposed by (Stepchenkova and Morrison, 2008) by simply measuring the likelihood of visiting the country in the future.

3.3.3 Construction of the list of attributes

Following recommendations of Echtner and Ritchie (1991; 1993; 2003) the attributes used for creating scale items were drawn from their suggested attributes' list. As it was mentioned earlier, to create this list they studied former research on destination image, held 12 focus groups and put the results before a panel of judges that consisted of various tourism scholars. The result was a list of 35 destination image attributes that are more or less common for all destination. However, not all of them were used in developing scale items for this particular research. The attributes list was shortened for the convenience of the respondents in order to reach a higher response rate, by including the attributes that are appropriate for Lithuania and eliminating those that were less characteristic for the country as a tourism destination. Moreover, the final list of the attributes was edited and consisted of the attributes that pertain to Lithuania and are being proved as being the most influential, or highest importance in determining the destination choices as identified from the literature review (section 2.3.1). To ensure the clarity of the survey, the phrasing of the attribute items was borrowed from the work of Echtner and Ritchie (1991) as well.

In order to pick out the attributes that are particularly characteristic for Lithuania, the data from several Lithuanian tourism websites (www.lithuania.travel.lt; www.visitlithuania.lt; www.tourism.lt) was analysed by the researcher. The choice of the attributes and their particular phrasing was verified and confirmed as being right and inherent for Lithuania as a tourism destination by representative of the Lithuanian State Department of Tourism (DMO) – Akvilė Vanagaitė (akvileva@hillsbalfour.com) who is responsible for Lithuanian tourism

representation services in the UK. The final list used for developing scale items consisted of 10 attributes (Table 3).

Attribute	Survey Item
1. Price/Cost	Prices in Lithuania are reasonable and overall, travelling to Lithuania offers a good value for the money.
2. Historical sites/museums	There is a number of historic sites and museums in Lithuania.
3. Nightlife and Entertainment	Good nightlife and entertainment are available in Lithuania.
4. Natural Scenery	Lithuania has a beautiful natural scenery (forests, grasslands, dunes, etc.)
5. Personal Safety	In general, Lithuania is a safe place to visit, where you do not have to worry about personal safety.
6. Hospitality/friendliness/receptiveness	Locals in Lithuania are friendly and hospitable.
7. Climate	Lithuania has comfortable climate that favours traveling.
8. Quality of tourism services	Quality of tourism services in Lithuania are high (accommodations, restaurants, tourism guiding centres, etc.)
9. Cleanliness	Lithuania is generally clean country; the local standards of cleanliness and hygiene are high.
10. Local infrastructure/transportation	Local infrastructure and transportation networks are well developed in Lithuania.

Table 2. Lithuania's Tourism Destination Image Attribute Items

The conceptualization of the Lithuania's destination image construct and its operationalization for this research is presented below:

Tasci et al. (2007)	Echtner and Ritchie (1991,1993, 2003)	Operationalization of Lithuania's tourism destination image components
Holistic/Overall	Holistic Functional (open-ended)	RQ1: Stereotypical Holistic Images: When you think of Lithuania as a tourism destination, what images or characteristics come to your mind? (E&R)
Affective	Holistic Psychological (open-ended)	RQ2: Affective Images: When you think of Lithuania as a tourism destination, how would you describe the atmosphere or mood that you would expect to experience there? (E&R)
Cognitive Unique	Unique Destination attributes (open-ended)	RQ3: Perceptions of Unique Attributes: Please list any distinctive or unique tourist attractions that you can think of in Lithuania. (E&R)
Cognitive Common	Common attributes, functional and psychological (Likert scale items)	RQ4: Perceptions of Common Attributes: 10 Likert scale items (E&R)
Conative		RQ5: Behaviour component: Would you be interested in visiting Lithuania in the near future? Yes/No items.

Table 3. The conceptualization of the Lithuania's tourism destination image construct and its operationalization

3.4 Data analysis

The following section elaborates on the steps followed to process and analyze the primary data. The data analysis is divided into two main parts: analysis of qualitative data which consists of the open-ended questions and analysis of close-ended question as well as scale ratings that refers to the quantitative data of this research.

3.4.1. Analysis of Open-ended Questions

The responses to the open-ended questions consisted mostly of meaningful texts, phrases and descriptions, hence the main objectives in analysing these questions were to identify the most

frequently used words, descriptions and categorize and label the group of descriptions/words used by the respondents. Accordingly, the thematic analysis with the combination of coding was the best way of analysing the primary qualitative data of this research. Thematic coding is a form of qualitative analysis which involves identifying passages of text that are linked by a common theme or idea allowing to index the text into categories and therefore establish a “framework of thematic ideas about it” (Gibbs, 2007).

As the first step, data was analysed according to its reliability, importance and context, as some of the respondents wrongly interpreted the question and provided completely non-relevant answers. Answers such as “I don’t know” or “Nothing” were excluded from the analysis as well.

When grouping answers into categories, the process of consolidation, suggested by Gibbs (2007), was used. When grouping answers into categories, the process of consolidation, suggested by Gibbs (2007), was used. Truly, all the answers were coded into specific categories/themes. This meant that answers given in different words, but which could still be interpreted to mean essentially the same thing, were categorised in the same group. More precisely, main ideas, keywords and phrases have been allocated instead of complex sentences, which some respondents used. In harmony with Echtner and Ritchie’s (1993) suggestion, when the groups of categories were ready, a frequency analysis was undertaken in order to determine the images most commonly held by Danish non-visitors.

3.4.2. Analysis of Closed-ended Questions and Scale Ratings

This part analysis was strongly supported by the Survey Monkey service where all the responses from closed-ended questions as well as scale items were directly analysed and shown clearly on the data collection site. The collected data from the closed-ended questions were indicated on the graphs of intensity. The whole analysis of the scale items appeared in the table which displayed the average rate for the attributes items as well as calculated percentages for every chosen rating. Such detailed automated analysis allowed to recognize the most positively and negatively perceived attributes, as well as respondent’s level of knowledge towards them.

4. Results

The results of the investigation will be presented in the following discussion of this chapter. It will begin with a brief look at the survey respondents and will continue with an overview of the different components of the Lithuania's tourism destination image construct.

4.1 Respondents

Overall the survey was tried to be responded to by 201 participants, but the actual analysis is based on 103 answers, since 81 were kept as erroneous due to the failures of fully completing the survey and 17 of the respondents were not belonging to the sample group of non-visitors. As can be seen (See Appendix B, Question 2) there is almost an equal balance among the two main gender groups of the respondents – 51, 46% (53) were women and 48,54% (50) were men, none of the respondents were representing the other gender group 0% (0).

The age groups were created to distribute the age of respondents easily and clearly. According to the conducted results, most of the respondents belong to the age group of 21-30 (65) which stands for over 60% of the whole survey participants, presented in the table 4– Distribution of respondents' age, below. Thus, it can be stated that the emphasis of the analysis will be mostly on young adult's perspective.

Age group	Amount	%
20 and under	4	3,9%
21-30	65	63,1%
31-40	19	18,4%
41-50	6	5,8%
51 and over	9	8,7%
TOTAL	103	100%

Table 4 – Distribution of respondents' age

The following results will be presented without a distinction between the genders and age groups as it was not a purpose of this research.

4.2. Components of Lithuania's Tourism Destination Image

The purpose of the current study was to investigate the current tourism destination image of Lithuania among the non-visitors in the Danish market. The theoretical perspective (Tasci et al., 2007) suggests that destination image should be considered as a multi-dimensional phenomenon integrated by several components, cognitive common/unique, affective, conative and holistic. Accordingly, all of these components of the destination image construct will be investigated separately and discussed below.

4.2.1. Stereotypical Holistic Component of the Lithuania's Tourism Destination Image

To find out what stereotypical mental images Danish non-visitors associate with Lithuania as a tourism destination responses to the survey Question 3 ("What images or characteristics come to your mind when you think of Lithuania as a tourism destination?") were analysed.

A variety of answers were given by respondents with regard to the images and characteristics evoked in their imagination of Lithuania. All images differ from one respondent to another. Common elements, however, can be identified. By following procedures described in section 3.4.1, a list of 10 most frequent stereotypical holistic images were obtained and presented in the Table 5.

Image variable	Frequency in %	Image variable	Frequency in %
Cheap destination	8,72%	Architecture	6,04%
Cold	7,38%	Close to Russia	5,37%
Eastern European	6,71%	History	4,70%
Beautiful Landscape	6,71%	Culture	4,70%
Nature	6,71%	Old towns	4,03%

Table 5 – Top 10 frequency of Lithuania's stereotypical tourism destination image variables

The results show that the most commonly held stereotypical image of Lithuania on the Danish market is related to the inexpensiveness of Lithuania. The variable cheap destination consists of the words affordable, cheap price, cheap booze, low price, cheap food etc. Based on the mostly held stereotypical holistic images, Lithuania among Danish non-visitors can be described as a 'fairly Eastern European country, which is a cold and cheap destination with a beautiful landscape and nature'. In general, this commonly held stereotypical holistic image shows how the destination is categorized in the minds of the potential travellers (Echtner and

Richie, 1991; 1993; 2003). Moreover, it must be also stated that the analysis of the responses revealed the fact that the holistic stereotypical image commonly held by the Danish non-respondents is more favourable, since the adjectives describing the country and its attributes such as beautiful, nice, amazing, and charming, were presented more often in comparison to the frequency of the negative adjectives (see Appendix B, Q4).

4.2.2. Affective component of the Lithuania's Tourism Destination Image

In order to explore the affective component of the destination image construct and to find what affective images Lithuania as a tourism destination evokes for Danish non-visitors, the responses to the survey item Question 2 (“When you think of Lithuania as a tourism destination, how would you describe the atmosphere or mood that you would expect to experience there?”) were analyzed. In order to investigate the affective component, following an example of (Stepchenkova and Mills, 2008 and Arslanova et al, 2017) of only evaluative descriptors for this question provided by respondents in the textual data were identified (e.g. cold, welcoming, positive, happy etc.) and combined into groups by synonymous meanings. (e.g. Relaxed – chill- calm; Positive-good-happy; depressed –sad - grey sombre etc).

Table 3 - provides the total frequencies of Lithuania's affective image variables.

Affective image variables	Frequency	%
Friendly	20	18,02%
Depressed	11	9,91%
Positive	10	9,01%
Nice	9	8,11%
Relaxed	9	8,11%
Open	7	6,31%
Reserved	7	6,31%
Welcoming	6	5,41%
Cold	5	4,50%
Unwelcoming	3	2,70%
Interesting	3	2,70%
Peaceful	3	2,70%
Traditional	3	2,70%
Russian-vibes	2	1,80%
Historical	2	1,80%
Beautiful	2	1,80%
Authentic	2	1,80%
	104	100,00%

The affective component of destination image expresses feelings toward a destination, which can be favorable, unfavorable, or neutral (Baloglu and McCleary, 1999; Gartner, 1993). More precisely, the affective component refers to the evaluation stage, concerning the feelings that the individual associates with the place of (ibid). Theories assume (Baloglu and McCleary, 1999; Gartner, 1993) that affective evaluation plays even more important role in terms destination choice in comparison to the cognitive perceptions indicating the fact that the more positive the affective image is, the more likely individual will choose the destination for the tourism purposes (ibid). More precisely, Gartner (1993) suggested that the affective component comes into play at the stage when different travel alternatives are evaluated and it might be better predictor of behaviour than perceptual evaluation.

The frequency of the affective variables (Table 3) clearly indicates a fact that the affective image held towards the country is significantly more favourable than negative, accordingly it can be assumed that Danes possess more positive feelings towards the tourism destination Lithuania which is definitely important strength of the destination image.

Positive Affective image variables	Frequency	%
Friendly	20	18,02%
Positive	10	9,01%
Nice	9	8,11%
Relaxed	9	8,11%
Open	7	6,31%
Welcoming	6	5,41%
Interesting	3	2,70%
Peaceful	3	2,70%
Beautiful	2	1,80%
	72	64,86%

Danes evaluate the expected Lithuanian atmosphere as being friendly and welcoming, relaxing, open, peaceful, positive, pleasant. Some Danes even stressed the fact that they particularly imagine the atmosphere of Lithuania being homely, very similar to Denmark which is a positive aspect as well. It should be also mentioned, that while expressing the affective images, many

respondents expressed their affective images by referring it to Lithuanians (friendly, nice people welcoming Danish tourists with open arms).

However, there were negative affective image variables as well. Some respondents describe the expected atmosphere to be sad, poor, depressing, nostalgic, dangerous, non-lively ('blank, pale') uncomfortable, and unwelcoming ('like we are not wanted'). However, these affective evaluations made a relatively smaller part of the overall affective image variables.

Negative Affective image variables	Frequency	%
Depressed	11	9,91%
Reserved	7	6,31%
Cold	5	4,50%
Unwelcoming	3	2,70%

It should be also mentioned, that some of the affective images were quite neutral and being difficult to be assigned to the group of favourable or negative feelings associated with Lithuania as a tourism destination, as some of the respondents simply stated they expect the atmosphere or mood experienced in Lithuania be influenced by Russian and Eastern-European vibes. Few respondents evaluated the expected atmosphere to be authentic, traditional (folkish, raw, rural) or interesting.

Neutral Affective image variables	Frequency	%
Traditional	3	2,70%
Russian-vibes	2	1,80%
Historical	2	1,80%
Authentic	2	1,80%

4.2.3. Cognitive Unique Component of the Lithuania's Tourism Destination Image

To explore and assess the cognitive unique component of Lithuania's tourism destination construct, the responses to the Question 6 ("Please list any distinctive or unique tourism attractions that you can think of in Lithuania") were analysed. Out of 103 total survey responses, the number of valid responses for this questions was only 27. The results are given in Table 4.

Lithuania's cognitive unique image variables	Frequency	%
Vilnius	14	40,00%
Old town	3	8,57%
Historical/traditional buildings	3	8,57%
Trakai	2	5,71%
Nature	2	5,71%
Beach	2	5,71%
The hill of crosses	2	5,71%
History	2	5,71%
	35	100,00%

Table 4 – Lithuania's cognitive unique image variables

Theories assume (Etcher and Ritchie, 2003, Tasci et al., 2007) that the uniqueness component of the destination image plays a very important role in the travel decision. If a destination is found to be difficult differentiated from other destinations in the minds of potential travellers, it is not likely that it will be chosen in the destination selection process (Etcher and Ritchie, 2003).

The conducted data obviously shows that this question was probably the most difficult one as it indicated the most confusion and the least knowledge expressed. While being able to evoke certain stereotypical holistic images and affective images, respondents found it difficult to come up with names of the actual attractions. Accordingly, the response "I do not know" was the most frequent one for this question. Very few respondents expressed knowledge of specific Lithuanian attractions, such as old towns, see festival, The Hill of Crosses, remains of the Soviet Period, Trakai, while the biggest part of known or perceived unique attractions were simply associated with the capital city of Vilnius. Moreover, while a number of respondents mentioned Lithuania's historical buildings and sites, however no concrete names emerged. It

should be also mentioned, that few of respondents even perceived unique attractions of Lithuania not even being found in the country, such as East Sea and Dracula Castles.

The researchers argue, that it might be very difficult for the respondents to decide on what exactly can be recognized as being unique and distinctive regarding a specific destination, especially without the previous visitation (Di Marino, 2008). Nevertheless, it is clear that it is not a reason in this case, as most of the respondents admitted the fact that they simply did not know any of the touristic attractions of Lithuania.

4.2.4. Common Cognitive Component of the Lithuania's Tourism Destination Image

The Cognitive common image of Lithuania was investigated by using a 5-point Likert scale (1- strongly disagree; 2- disagree; 3 – neutral/ not sure; 4- agree; 5- strongly agree) on the most influencing attributes in terms of the destination choice that particularly pertain to Lithuania. Attributes are considered positively or negatively evaluated if their weighted average is below or above the neutral “3.00”. The cognitive common Lithuania's tourism destination image is presented below.

	STRONGLY DISAGREE	DISAGREE	NEUTRAL/NOT SURE	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
Prices in Lithuania are reasonable and overall, travelling to Lithuania offers a good value for the money.	0.00% 0	0.97% 1	33.98% 35	49.51% 51	15.53% 16	103	3.80
There is a number of historic sites and museums in Lithuania.	1.94% 2	0.97% 1	61.17% 63	29.13% 30	6.80% 7	103	3.38
Good nightlife and entertainment are available in Lithuania.	2.91% 3	1.94% 2	66.99% 69	24.27% 25	3.88% 4	103	3.24
Lithuania has a beautiful natural scenery (forests, grasslands, dunes, etc.).	1.94% 2	3.88% 4	47.57% 49	33.01% 34	13.59% 14	103	3.52
In general, Lithuania is a safe place to visit, where you do not have to worry about personal safety.	4.85% 5	20.39% 21	45.63% 47	24.27% 25	4.85% 5	103	3.04
Locals in Lithuania are friendly and hospitable.	2.91% 3	7.77% 8	52.43% 54	31.07% 32	5.83% 6	103	3.29
Lithuania has comfortable climate that favours travelling.	1.94% 2	15.53% 16	49.51% 51	30.10% 31	2.91% 3	103	3.17
Quality of tourism services in Lithuania are high (accommodations, restaurants, tourism guiding centres etc).	2.91% 3	13.59% 14	73.79% 76	7.77% 8	1.94% 2	103	2.92
Lithuania is generally clean country; the local standards of cleanliness and hygiene are high.	2.91% 3	16.50% 17	62.14% 64	14.56% 15	3.88% 4	103	3.00
Local infrastructure and transportation networks are well developed in Lithuania.	3.88% 4	15.53% 16	64.08% 66	14.56% 15	1.94% 2	103	2.95

Table 5- Cognitive common images

As it can be seen in the Table 5, within the scale items, the overall rating shows a more positive than negative image of Lithuania as well. Due to this fact, it might be also stated that the respondents have a rather positive and precise image of Lithuania as a tourism destination which definitely reflects the reality. And this is a very good sign for Lithuania's tourism development as well, as based on the literature review, these particular common attributes have the highest influence in terms of destination choice (see section 2.3.1).

Perceptions related to the price levels of Lithuania were the mostly favourably evaluated. Indeed, this is supported by responses to the open-ended questions, as Danes' strongest mental picture of Lithuania is 'cheap destination'. This image reflects the reality as in 2017 Lithuania has been evaluated by the World Economic Forum's Tourism competitiveness rating as being among price competitive tourism destinations, taking the relatively high, 33 place in the world (Migonytė, 2017). Price competitiveness was determined by accommodation, transport tickets, food and other tourism services prices. Accordingly, this rating has indicated the fact, that the prices in Lithuania are very low if compared to Western Europe and even some other countries in Central and Eastern Europe.

Danish non-visitors also evaluated Lithuania's natural scenery positively, and it can be also supported by the holistic stereotypical images held towards the country, since Danes associated Lithuania as a country with beautiful landscape. Respondent's positive ratings towards the friendliness and hospitality of the Lithuanian people were also supported by affective component of the Lithuania's destination image, as the most frequent affective image variable was 'friendly' and mostly referred to Lithuanian people.

Nevertheless, two factors were perceived negatively, namely the quality of tourism services and the level development of the infrastructure and transportation. The respondents also could not really decide whether Lithuania can be perceived as being as a generally clean destination or not.

However, according to the World Economic Forum's Tourism Competitiveness report published in 2017, in terms of the development and convenience of physical and transport infrastructure, Lithuania was rated as being 32nd in the world among other 136 countries (Migonytė, 2017). Thus, this rating is rather high and definitely supports the fact that Lithuania for sure has a well-developed infrastructure and transportation networks.

Moreover, Lithuania for sure guarantee high quality tourism services. The tourism services of the country have been recently ranked by the independent experts as being one of the highest in Eastern Europe (Migonyte, 2017). The country offers high quality of tourism services including 52 modern tourism information and guiding centres located all over the country. There exists a variety of new and modern accommodation facilities. International hotel chains, like Choice, Scandic, Accor, Radisson Blu, Best Western and others are found in Lithuania. Furthermore, tourists are able to find different types of restaurants with high quality of food, where plenty of choices for exceptional value cuisine are offered.

Regarding the cleanliness and hygiene, Lithuania can be also described as being a clean country as it has high hygiene requirements and standards as well as strict control in order to ensure a healthy and clean environment of the country as well as health of the population. These aspects were also noted by World Economic Forum Tourism Competitiveness Report in 2013 in which particularly Lithuania's environmental initiatives and its high health and hygiene standards were praised (Volkov, 2013). Again, in 2017, the experts from the World Economic Forum has evaluated country based on the criterion such as "health and hygiene" and the country was rated second in the world only to Germany (Migonytė, 2017).

The doubts and incorrect cognitive held image towards three of the most influential common attributes can be simply judged to be due to the respondents' limited up to date knowledge of Lithuania as well as due to the holistic stereotypical associations with Eastern-Europe, which in most cases are negative and linked with the thoughts of crime, lack of development, low standards etc. (Markauskienė and Gižienė, 2012).

It should be also mentioned that indeed, the respondents' assessment of these very particular items required only some superficial knowledge about the general characteristics of the country. However, the results also indicate that the respondents were more unaware than aware of Lithuania as a tourism destination and mostly unfamiliar with the country's characteristics as reflected in 55.7% of "Neutral/Not Sure" responses. It means that in more than a half instances Danish respondents were not sure whether the particular item was characteristic for Lithuania or not.

4.2.5. Conative Component of the Lithuania's Tourism Destination Image

The overall positive image held by the Danish non-visitors is supported by the Conative/ Behavioural component of the destination image construct which was explored by Question 9, simply by measuring the consideration of the respondents in terms of visiting Lithuania in the future by following an example suggested by Stepchenkova and Morrison (2008). The responses to this question were analyzed by means of closed-ended question with two Yes/No options.

As shown in the automated analysis (see Appendix B, Q9), more than a half of the respondents, 64, 14 % (64) that represents 2/3 of the overall respondents expressed their interest in Lithuania and answered that they would like to visit the country, while only 39 (37, 86%) of respondents would not consider Lithuania as a tourism destination in the near future.

4.2.6 Organic Image

In order to understand the main organic Lithuania's destination image formation agents, the question 8 was asked. The results are represent in the Table 6 below.

ANSWER CHOICES	RESPONSES	
Friends/relatives	54.37%	56
Media (TV, radio, newspapers, magazines, etc.)	42.72%	44
Travel brochures	7.77%	8
Social media	29.13%	30
Other (please specify)	33.98%	35
Total Respondents: 103		

Table 6 – Organic Lithuania's image formation agents

Among “other” the respondents mostly mentioned Lithuanian emigrants in Denmark and history.

4.3 Discussion of the findings

The analysis of the affective and cognitive common components of the Lithuania's tourism destination construct have indicated the fact that Danes hold rather positive and accurate image of Lithuania as a tourism destination. The affective image variables were mostly positive and mostly associated to Lithuanian people. The cognitive common image attributes were mostly favourable evaluated as well. Accordingly, the favourable perceptions towards the mostly influential attributes towards the destination choice as well as positive associated feelings were supported by the 2/3 of the respondents' interest to visit the country in the near future.

However, one of the most prominent features discovered by the current study is significant lack of respondent awareness about Lithuania. This could be actually seen during the whole investigation process, from the point when the respondents were invited to participate in the study to the result analysis. On a number of occasions, when the respondents were invited to participate in a research on their images of Lithuania as a tourism destination, by posting a survey link in the various Facebook groups, more than a few respondents commented under the invitation post that they simply did not know anything about the country.

The respondents' limited knowledge of Lithuania was also highly evident in the results. Many of the respondents indicated in the answers that they had no knowledge of Lithuania and found it very difficult to imagine atmosphere of the country or even evoke any reflections or associations. Moreover, the biggest part of the respondents had particular difficulty in naming any tourism attractions of the country and they admitted the fact that they simply do not know any of them. The absence of a basic set of facts or general information about the country of which the majority of the Danish population would be aware was also indicated while exploring the perceptions towards the scale items, as more than a half of respondents chose "Neutral/Not Sure". Thus it can be stated that destination image of Lithuania in the Danish market among the non-visitors can be described as being rather weak, almost non-existent in several cases. While asked about the sources that played the role in forming the views of respondents towards Lithuania as a tourism destination, many of them indicated the fact that they were simply guessing the answers as they simply do not have any particular knowledge of Lithuania.

The lack of awareness about Lithuania and its' tourism features as indicated by this study as well as mistakenly perceived attributes having the highest influence in terms of destination

choice might be a result of insufficient advertising. Destination marketers engage in promotional efforts to establish a positive image or to change an existing image through advertising and other forms of publicity. According to the Lithuania's tourism marketing strategy for 2014 – 2020, the current direct marketing approach planned for the Danish market in the years of 2017-2018 consisted of the study tours for 6 representatives from Danish media which were financed by EU funds. However, it seems that country's DMO should take into consideration different advertising strategies to catch the public attention and create a strong and recognizable image of Lithuania in Denmark. As according to the insights provided by Mayo (1975:15) whether the image is an accurate portrayal of what the respective destination is really like is thereby not so important, what really matters is the mere existence of the image in the minds of potential consumers (Mayo, 1975: 15).

Accordingly, in order to attract more tourists, broad information about the country should be induced first. Following the theoretical perspective (Tasci et al,2007), information about a destination used in cognitive evaluations by unfamiliar segments, are supposed to minimize the tourist's uncertainty before visiting the place and therefore make the tourist destination more familiar and attractive. Thus, Lithuania's DMO LithuaniaTravel needs to be really active in providing reliable, valuable and helpful tourism information to Danish people. Participating in the international travel fairs, cooperating with local travel agencies and setting up travel representative office in Denmark are the effective ways to approach the Danish tourism market and deliver important information to the potential travellers. Information about competitive country's attributes such as safeness, hygiene, quality of tourism services, the level of country's development and especially tourist attractions should be widely spread throughout country so that Danes have a general understanding of Lithuania at the current stage.

Accordingly, this research suggest that particularly lack of advertising and general information about Lithuania is seen as a major reason for low demand for Lithuanian tourist products in Denmark. Danes simply know very little about Lithuania as a tourism destination.

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Appendix A – Online Survey Preview

Tourism Destination Image of Lithuania in the perspective of Danish market

Dear Danish people,

My name is Greta Laucyte and I am a Master's student of Culture, Communication and Globalization (CCG) at Aalborg University. This survey is a part of a Master's Thesis and regards the Tourism Destination Image of Lithuania (Litauen) in the perspective of Danish market.

The aim of this survey is to answer the following research question: How is the image of Lithuania as a tourist destination perceived among potential travellers in Denmark? In order to answer this question, I would kindly ask you to participate in this survey. It will only take you 5 minutes.

The survey is applicable ONLY to Danes who have never visited Lithuania before.

All responses and demographic information that you submit will be held confidential and applied only to the academic research purposes. You are under no obligation to answer the questions you are not comfortable with. However, answering all questions would help this research to have a broader spectre of your opinion.

Thank you for your help and time!

- * 1 Have you ever been to Lithuania?
- ☐ Yes
- ☐ No

- * 2 What is your gender?
- ☐ Female
- ☐ Male
- ☐ Other

- * 3 How old are you?
-

Please answer the following questions related to your image of Lithuania as a tourism destination. Provide the first words or thoughts that come to your mind. You are welcome to expand on the topic as well.

- * 4 When you think of Lithuania as a tourism destination, what images or characteristics come to your mind?
-

- * 5 When you think of Lithuania as a tourism destination, how would you describe the atmosphere or mood that you would expect to experience there?
-

- * 6 Please list any distinctive or unique tourist attractions that you can think of in Lithuania?
-

* 7 How much do you agree with the following statements about Lithuania?

	Strongly Disagree	Disagree	Neutral/Not sure	Agree	Strongly Agree
Prices in Lithuania are reasonable and overall, travelling to Lithuania offers a good value for the money.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is a number of historic sites and museums in Lithuania.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good nightlife and entertainment are available in Lithuania.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lithuania has a beautiful natural scenery (forests, grasslands, dunes, etc.).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In general, Lithuania is a safe place to visit, where you do not have to worry about personal safety.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Locals in Lithuania are friendly and hospitable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lithuania has comfortable climate that favours travelling.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of tourism services in Lithuania are high (accommodations, restaurants, tourism ...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 8 What types of information sources played role in shaping your views towards Lithuania as a tourism destination :

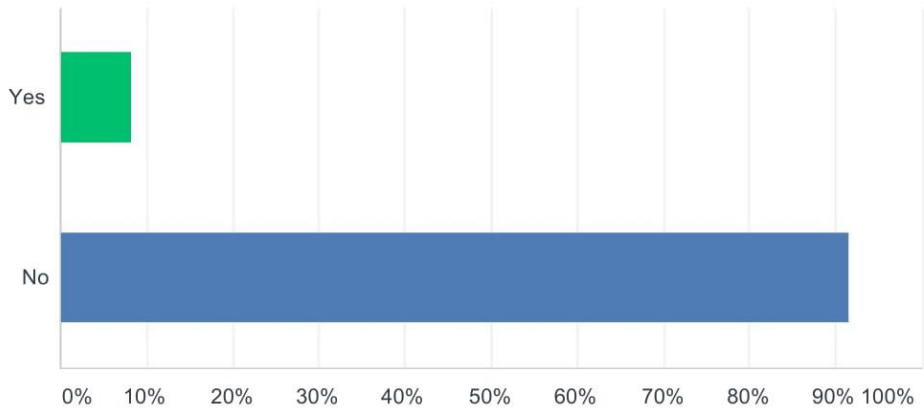
☐ Friends/relatives
☐ Media (TV, radio, newspapers, magazines, etc.)
☐ Travel brochures
☐ Social media
☐ Other (please specify)

* 9 Would you be interested in visiting Lithuania in the near future?

☐ Yes
☐ No

Q1 Have you ever been to Lithuania?

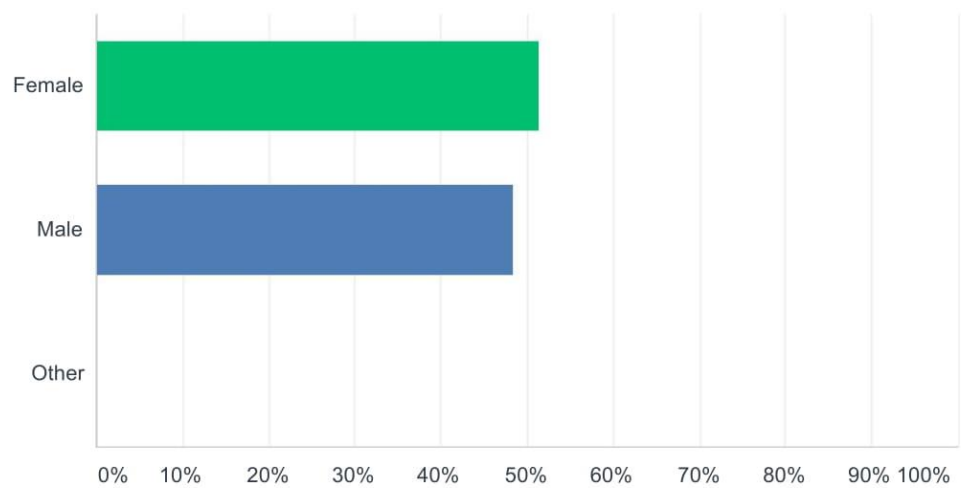
Answered: 201 Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes		8.46%	17
No		91.54%	184
TOTAL			201

Q2 What is your gender?

Answered: 103 Skipped: 98



ANSWER CHOICES		RESPONSES	
Female		51.46%	53
Male		48.54%	50
Other		0.00%	0
TOTAL			103

Q3 How old are you?

Answered: 103 Skipped: 98

#	RESPONSES	DATE
1	26	7/20/2018 5:12 PM
2	25	7/18/2018 1:49 PM
3	24	7/18/2018 12:53 PM
4	34	7/18/2018 9:56 AM
5	38	7/18/2018 9:54 AM
6	26	7/18/2018 9:27 AM
7	38	7/18/2018 1:00 AM
8	27	7/17/2018 9:38 PM
9	33	7/17/2018 2:32 PM
10	33	7/17/2018 1:00 PM
11	42	7/17/2018 12:54 PM
12	21	7/16/2018 4:57 PM
13	70	7/16/2018 4:37 PM
14	30	7/16/2018 9:53 AM
15	26	7/10/2018 7:06 PM
16	53	7/10/2018 3:48 PM
17	28	7/9/2018 9:49 PM
18	28	7/9/2018 9:13 PM
19	25	7/9/2018 8:52 PM
20	48	7/9/2018 5:09 PM
21	27	7/9/2018 5:04 PM
22	43	7/9/2018 4:50 PM
23	34	7/9/2018 4:46 PM
24	21	7/9/2018 4:38 PM
25	61	7/9/2018 4:15 PM
26	39	7/9/2018 4:07 PM
27	24	7/9/2018 4:00 PM
28	23	7/9/2018 3:56 PM
29	22	7/9/2018 3:50 PM
30	35	7/9/2018 3:45 PM
31	40	7/9/2018 3:42 PM
32	45	7/9/2018 3:37 PM
33	62	7/9/2018 3:30 PM
34	24	7/9/2018 3:22 PM
35	39	7/9/2018 3:22 PM
36	17	7/9/2018 3:15 PM
37	22	7/9/2018 3:08 PM
38	30	7/9/2018 3:04 PM

39	29	7/9/2018 3:01 PM
40	25	7/9/2018 2:55 PM
41	20	7/9/2018 2:50 PM
42	26	7/9/2018 2:44 PM
43	25	7/9/2018 2:39 PM
44	23	7/9/2018 2:36 PM
45	23	7/9/2018 2:28 PM
46	23	7/9/2018 2:20 PM
47	30	7/9/2018 2:13 PM
48	28	7/9/2018 2:10 PM
49	27	7/9/2018 2:10 PM
50	28	7/9/2018 2:07 PM
51	24	7/9/2018 2:07 PM
52	26	7/9/2018 2:06 PM
53	26	7/9/2018 1:57 PM
54	29	7/9/2018 1:50 PM
55	27	7/9/2018 10:44 AM
56	34	7/8/2018 3:09 PM
57	16	7/7/2018 10:08 AM
58	27	7/6/2018 10:59 PM
59	28	7/6/2018 4:38 PM
60	60	7/6/2018 2:55 PM
61	37	7/6/2018 11:53 AM
62	30	7/6/2018 11:28 AM
63	29	7/6/2018 10:52 AM
64	26	7/6/2018 9:37 AM
65	25	7/6/2018 8:15 AM
66	29	7/6/2018 12:21 AM
67	30	7/6/2018 12:17 AM
68	23	7/6/2018 12:06 AM
69	40	7/5/2018 10:33 PM
70	27	7/5/2018 8:57 PM
71	23	7/5/2018 8:33 PM
72	25	7/5/2018 8:12 PM
73	23	7/5/2018 7:56 PM
74	25	7/5/2018 7:37 PM
75	24	7/5/2018 7:20 PM
76	26	7/5/2018 7:13 PM
77	29	7/5/2018 6:25 PM
78	25	7/5/2018 5:59 PM
79	22	7/5/2018 5:47 PM
80	30	7/5/2018 5:31 PM
81	24	7/5/2018 5:27 PM
82	25	7/5/2018 5:26 PM

83	99	7/5/2018 5:24 PM
84	31	7/5/2018 4:57 PM
85	24	7/5/2018 3:36 PM
86	24	7/5/2018 3:29 PM
87	18	7/5/2018 3:26 PM
88	52	7/5/2018 3:11 PM
89	23	7/5/2018 3:11 PM
90	38	7/5/2018 2:25 PM
91	33	7/5/2018 2:19 PM
92	51	7/5/2018 1:50 PM
93	47	7/5/2018 1:44 PM
94	25	7/5/2018 1:22 PM
95	30	7/5/2018 1:21 PM
96	33	7/5/2018 12:30 PM
97	51	7/4/2018 9:43 PM
98	25	7/4/2018 9:39 PM
99	33	7/4/2018 9:33 PM
100	22	7/4/2018 9:28 PM
101	33	7/4/2018 9:22 PM
102	47	7/4/2018 9:22 PM
103	27	7/4/2018 8:53 PM

Q4 When you think of Lithuania as a tourism destination, what images or characteristics come to your mind?

Answered: 103 Skipped: 98

#	RESPONSES	DATE
1	nothing	7/20/2018 5:12 PM
2	Friendly people, an olden days bridge between the Russian empire and the European empire.	7/18/2018 1:49 PM
3	Not much, really.	7/18/2018 12:53 PM
4	Vodka, secessionist russians	7/18/2018 9:56 AM
5	Actually no idea, maybe a bit like Poland	7/18/2018 9:54 AM
6	I'm imagining historic, charming architecture, green landscapes	7/18/2018 9:27 AM
7	A country with history, passion and appetite for shaping it's own future.	7/18/2018 1:00 AM
8	None	7/17/2018 9:38 PM
9	A country that is rebuilding itself after being occupied by Soviet union for over 50 years.	7/17/2018 2:32 PM
10	Never considered it	7/17/2018 1:00 PM
11	It used to be prostitution... I think today my thoughts are of an old city (castles etc), and somewhat working-middle class populus. I think I'm fairly neutral...	7/17/2018 12:54 PM
12	Cheap	7/16/2018 4:57 PM
13	No idea	7/16/2018 4:37 PM
14	Much crime, many thieves	7/16/2018 9:53 AM
15	Cheap stuff	7/10/2018 7:06 PM
16	Close to Russia, one of three Baltic states, close to Finland, old city centres	7/10/2018 3:48 PM
17	No answer	7/9/2018 9:49 PM
18	Cheap. Worries about crime.	7/9/2018 9:13 PM
19	Nothing. Completely blank.	7/9/2018 8:52 PM
20	farming, industry, cheap tourism, original	7/9/2018 5:09 PM
21	Baltic country, cold, old	7/9/2018 5:04 PM
22	wonderful landscape, interesting and bloody history	7/9/2018 4:50 PM
23	I have never thought of Lithuania as a tourism destination	7/9/2018 4:46 PM
24	Baltic Sea, the cost	7/9/2018 4:38 PM
25	Old beautiful towns and a lot of traditional singing	7/9/2018 4:15 PM
26	my parents trip to Lithuania	7/9/2018 4:07 PM
27	different culture and different looking people	7/9/2018 4:00 PM
28	flat country near russia. Many men from Lithuania try to find job in Denmark.	7/9/2018 3:56 PM
29	cold, dessert	7/9/2018 3:50 PM
30	Cheap	7/9/2018 3:45 PM
31	none	7/9/2018 3:42 PM
32	cold, eastern country, near to russia, wonderful landscape	7/9/2018 3:37 PM
33	cold, eastern country, near to russia, wonderful landscape	7/9/2018 3:30 PM
34	seaside	7/9/2018 3:22 PM
35	unkown to me	7/9/2018 3:22 PM
36	Beautiful country, a cold country near to russia	7/9/2018 3:15 PM

37	I have really, really limited knowledge about the country. I believe that that are some amazing views/landscape, and i have a weird thought that you care about wine. But honestly that is all, I'm sorry	7/9/2018 3:08 PM
38	Eurovision Song Contest, young girls in national dresses, lots of national food	7/9/2018 3:04 PM
39	cold, eastern country, near to russia, wonderful landscape	7/9/2018 3:01 PM
40	Nature	7/9/2018 2:55 PM
41	i think of ex soviet countries, and of the cold war.	7/9/2018 2:50 PM
42	cold, eastern country, near to russia, wonderful landscape	7/9/2018 2:44 PM
43	Wooden houses, historical buildings	7/9/2018 2:39 PM
44	A mix of rural, natural places and cities with much concrete	7/9/2018 2:36 PM
45	I dont think of it as a cuntry to visit in my holiday. I dont hear people talk about it as a beautiful country with a lot of things to see.	7/9/2018 2:28 PM
46	I think of a place which is not that ready for tourists. I feel like the weather is bad and grey	7/9/2018 2:20 PM
47	Soviet statues and cheap food and good beer	7/9/2018 2:13 PM
48	men in the mid 20s rocking adidas track suits, ugly teeth and cigarets	7/9/2018 2:10 PM
49	Nothing really comes to mind. I think i perceive most of East Europe as a group. Not in a bad way - definitely a place i would like to visit	7/9/2018 2:10 PM
50	Nothing really.	7/9/2018 2:07 PM
51	Cheap food	7/9/2018 2:07 PM
52	None	7/9/2018 2:06 PM
53	Boring landscape	7/9/2018 1:57 PM
54	Dont know	7/9/2018 1:50 PM
55	Exiting architecture, different culture, poor inflation perhaps	7/9/2018 10:44 AM
56	Beatiful nature. Old cities.	7/8/2018 3:09 PM
57	East-european architecture (churches, castles, monuments, etc.), nature, Christianity	7/7/2018 10:08 AM
58	less civilized Russia	7/6/2018 10:59 PM
59	Maybe some nice wild nature, plain food nothing special, less rich country than denmark	7/6/2018 4:38 PM
60	great nature, beach, old buildings	7/6/2018 2:55 PM
61	None	7/6/2018 11:53 AM
62	Nothing, I'm sorry	7/6/2018 11:28 AM
63	Cheap booze and pretty girls	7/6/2018 10:52 AM
64	Poverty, low prices, old, not modern	7/6/2018 9:37 AM
65	clod	7/6/2018 8:15 AM
66	Beautiful place	7/6/2018 12:21 AM
67	I have no knowledge of Lithuania	7/6/2018 12:17 AM
68	Eastern Europe	7/6/2018 12:06 AM
69	Small,Green fields, modern capital	7/5/2018 10:33 PM
70	Nothing honestly. Citylife maybe?	7/5/2018 8:57 PM
71	I don't really know anything about Lithuania. I Think It's a cheap destination.	7/5/2018 8:33 PM
72	none really...	7/5/2018 8:12 PM
73	Buitiful cities with nice architechture	7/5/2018 7:56 PM
74	Never really thought of it like that	7/5/2018 7:37 PM
75	Vilnius, beautiful, green, countryside	7/5/2018 7:20 PM
76	cold, eastern country, near to russia, wonderful landscape	7/5/2018 7:13 PM
77	Cold. East Europe. Russian buildings. Nature.	7/5/2018 6:25 PM

78	Cheap	7/5/2018 5:59 PM
79	nothing	7/5/2018 5:47 PM
80	Old castles	7/5/2018 5:31 PM
81	Nothing	7/5/2018 5:27 PM
82	.	7/5/2018 5:26 PM
83	None	7/5/2018 5:24 PM
84	Underrated	7/5/2018 4:57 PM
85	Old cities	7/5/2018 3:36 PM
86	Soviet period in time. I dont know much about lithuania to be honest. But Im sure its a lovely country.	7/5/2018 3:29 PM
87	Unknown culture	7/5/2018 3:26 PM
88	Danger	7/5/2018 3:11 PM
89	Nature, villages, seaside	7/5/2018 3:11 PM
90	Modern buildings, historic elderly cities	7/5/2018 2:25 PM
91	Non	7/5/2018 2:19 PM
92	nature, coastal line, castles, old culture	7/5/2018 1:50 PM
93	Small country, Easter Germany / russian style	7/5/2018 1:44 PM
94	Cheap, east european, soviet architecture	7/5/2018 1:22 PM
95	Could be fun to visit some time	7/5/2018 1:21 PM
96	?	7/5/2018 12:30 PM
97	Not much	7/4/2018 9:43 PM
98	culture and music	7/4/2018 9:39 PM
99	Old beautifull cities. Like prague	7/4/2018 9:33 PM
100	Dull and boring. Very "eastern Europe" like	7/4/2018 9:28 PM
101	Have none..	7/4/2018 9:22 PM
102	nature	7/4/2018 9:22 PM
103	Beautiful cities, cheap destination	7/4/2018 8:53 PM

Q5 When you think of Lithuania as a tourism destination, how would you describe the atmosphere or mood that you would expect to experience there?

Answered: 103 Skipped: 98

#	RESPONSES	DATE
1	eastern Europe flair	7/20/2018 5:12 PM
2	A welcoming atmosphere, and open arms.	7/18/2018 1:49 PM
3	No idea. Possibly similarly to other Baltic countries, but never been in the area. Maybe some Russian influence.	7/18/2018 12:53 PM
4	Nostalgic	7/18/2018 9:56 AM
5	Not sure :) dont know Lithuania at all	7/18/2018 9:54 AM
6	Relaxed, historic, bur maybe also a bit quiet.	7/18/2018 9:27 AM
7	Happy/open/friendly	7/18/2018 1:00 AM
8	Don't know	7/17/2018 9:38 PM
9	I imagine people being a bit closed minded but still welcoming danish tourists.	7/17/2018 2:32 PM
10	Don't know	7/17/2018 1:00 PM
11	Kinda what Prag is, old with specks of modern life.	7/17/2018 12:54 PM
12	A bit harsh	7/16/2018 4:57 PM
13	Relaxed	7/16/2018 4:37 PM
14	Dont know	7/16/2018 9:53 AM
15	Poor people	7/10/2018 7:06 PM
16	Pleasant, but perhaps not super ready for tourists, authentic	7/10/2018 3:48 PM
17	Authentic	7/9/2018 9:49 PM
18	Old architecture - similar to Czech Republic. Eastern Europe - expect 1970s vibes, which is positive	7/9/2018 9:13 PM
19	Honestlu, I don't know what to imagine. I have nothing to associate Lithuania with	7/9/2018 8:52 PM
20	at the country: reserved, in the city: like in every other city	7/9/2018 5:09 PM
21	friendly, open, nice	7/9/2018 5:04 PM
22	old towns, historical buildings	7/9/2018 4:50 PM
23	friendly	7/9/2018 4:46 PM
24	Cold, but friendly	7/9/2018 4:38 PM
25	friendly,peaceful	7/9/2018 4:15 PM
26	a country with the characteritics of once being part of the East block but now transforming	7/9/2018 4:07 PM
27	unsure atmosephere	7/9/2018 4:00 PM
28	very cold country. Not very friendly attitude.	7/9/2018 3:56 PM
29	not sure	7/9/2018 3:50 PM
30	Architecture	7/9/2018 3:45 PM
31	eastern europe	7/9/2018 3:42 PM
32	friendly,peaceful	7/9/2018 3:37 PM
33	not sure	7/9/2018 3:30 PM
34	calm	7/9/2018 3:22 PM

35	cold weather	7/9/2018 3:22 PM
36	A very beautiful country with nice people	7/9/2018 3:15 PM
37	I think that it's calm and nice. That people kind of keep to themselves unless you show that you want to know more about the food or certain places and history or something like that.	7/9/2018 3:08 PM
38	I imagine it to feel foreign with difficulties to engage in English conversations with locals	7/9/2018 3:04 PM
39	not sure	7/9/2018 3:01 PM
40	Not many people unless you're in vilnius	7/9/2018 2:55 PM
41	i think there is really good and cheap food, but the weather seems to be cold. Or at least thats what I think of when I think of Lithuanian weather.	7/9/2018 2:50 PM
42	Nice nature, friendly people and nice atmosphere, maybe that some people are living in an "old" way	7/9/2018 2:44 PM
43	Traditional, folk'ish	7/9/2018 2:39 PM
44	Like a very "raw" and "rural" atmosphere. But beautiful! Certainly atmospheric	7/9/2018 2:36 PM
45	Nice nature, friendly people and nice atmosphere, maybe that some people are living in an "old" way	7/9/2018 2:28 PM
46	Some kind of cold nuances.. but a lot of nature, maybe like an untouched place.	7/9/2018 2:20 PM
47	not sure	7/9/2018 2:13 PM
48	Eastern europe, stews, 1900s style of living	7/9/2018 2:10 PM
49	I expect to visit nice and friendly people.	7/9/2018 2:10 PM
50	I image the atmosphere would be something like visiting Helsinki or Prague?	7/9/2018 2:07 PM
51	Eastern country atmosphere, i.e. no soul, no cosyness, white light in restaurants	7/9/2018 2:07 PM
52	I really do not know	7/9/2018 2:06 PM
53	A bit cold, probably dangerous?	7/9/2018 1:57 PM
54	A lot of nature and cities with concrete buildings	7/9/2018 1:50 PM
55	Not so open minded people, watchful	7/9/2018 10:44 AM
56	Friendly.	7/8/2018 3:09 PM
57	I would probably describe the atmosphere as welcoming, nice and homely. I think it would be very similar to Denmark.	7/7/2018 10:08 AM
58	nothing too special	7/6/2018 10:59 PM
59	Little more hardcore and less safe than denmark, but otherwise fine. I expect it to be okay but nothing special	7/6/2018 4:38 PM
60	nice sweet people	7/6/2018 2:55 PM
61	Linda like Denmark	7/6/2018 11:53 AM
62	Friendly, chill	7/6/2018 11:28 AM
63	Something like russia	7/6/2018 10:52 AM
64	Dark and bad	7/6/2018 9:37 AM
65	open, friendly	7/6/2018 8:15 AM
66	Relaxing	7/6/2018 12:21 AM
67	Don't know anything about Lithuania	7/6/2018 12:17 AM
68	Cheap, poor	7/6/2018 12:06 AM
69	Welcoming	7/5/2018 10:33 PM
70	Welcoming but reserved,	7/5/2018 8:57 PM
71	Hmm, Not really sure, probably a positive atmosphere	7/5/2018 8:33 PM
72	Interesting	7/5/2018 8:12 PM
73	Interesting, curious	7/5/2018 7:56 PM
74	No expectations	7/5/2018 7:37 PM

75	Open hearted people	7/5/2018 7:20 PM
76	friendly,peaceful	7/5/2018 7:13 PM
77	Traditional Eastern European food. A bit sad.	7/5/2018 6:25 PM
78	Normal. Probably like being in Denmark just cheaper	7/5/2018 5:59 PM
79	don't know	7/5/2018 5:47 PM
80	I would expect the atmosphere of a medieval age/teutonic order, but I'm afraid that in reality it would be an atmosphere of an ex-USSR state with huge demographic problems (all good and smart citizens moved to other countries)	7/5/2018 5:31 PM
81	Blank/pale (not lively)	7/5/2018 5:27 PM
82	Historic	7/5/2018 5:26 PM
83	Cheap	7/5/2018 5:24 PM
84	Probably not cheerful	7/5/2018 4:57 PM
85	Friendly people.	7/5/2018 3:36 PM
86	Friendly people, good atmosphere. But I would expect some russian-vibes	7/5/2018 3:29 PM
87	Good	7/5/2018 3:26 PM
88	Happy	7/5/2018 3:11 PM
89	Chill, friendly	7/5/2018 3:11 PM
90	A hospitable population, positive	7/5/2018 2:25 PM
91	Dont know, Never really herd of it	7/5/2018 2:19 PM
92	beautiful, old culture, friendly	7/5/2018 1:50 PM
93	Its difficult to say	7/5/2018 1:44 PM
94	Openminded, relaxed	7/5/2018 1:22 PM
95	Don't know	7/5/2018 1:21 PM
96	Dont know?	7/5/2018 12:30 PM
97	No idea	7/4/2018 9:43 PM
98	culturally diverse, regarding art and music?	7/4/2018 9:39 PM
99	Like we are not wanted	7/4/2018 9:33 PM
100	Low key and rather grey atmosphere than	7/4/2018 9:28 PM
101	Cold.. depressed and cold.	7/4/2018 9:22 PM
102	sombre and reserved	7/4/2018 9:22 PM
103	People are a bit distant but friendly.. overall a comfortable atmosphere	7/4/2018 8:53 PM

Q6 Please list any distinctive or unique tourist attractions that you can think of in Lithuania?

Answered: 103 Skipped: 98

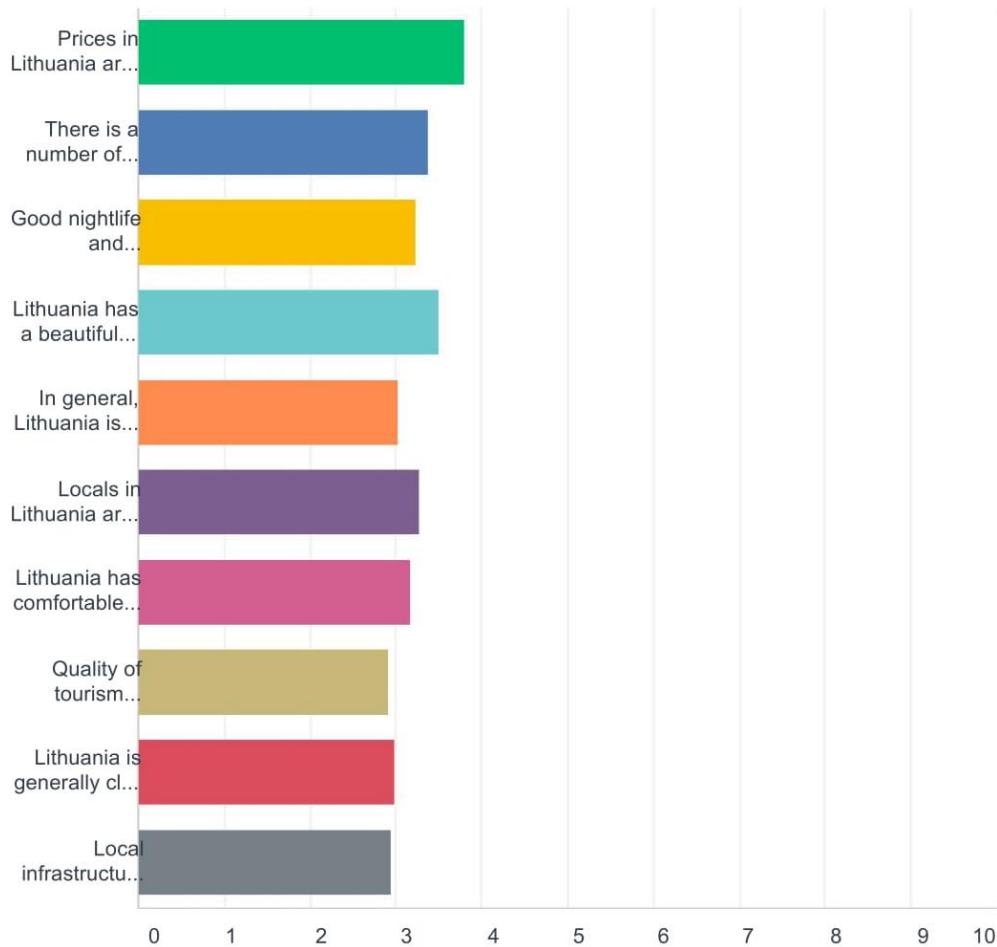
#	RESPONSES	DATE
1	no idea	7/20/2018 5:12 PM
2	I don't know any destinctive attractions.	7/18/2018 1:49 PM
3	No idea.	7/18/2018 12:53 PM
4	Dracula's castle(s)	7/18/2018 9:56 AM
5	none :)	7/18/2018 9:54 AM
6	I don't really know any. I only know af Vilnius, but I don't know if you can call that a distinct attraction :-)	7/18/2018 9:27 AM
7	None i would like to go and get surprised with tips from the locals and tourisme office	7/18/2018 1:00 AM
8	Can't, i don't know any	7/17/2018 9:38 PM
9	I like history and I know there is a lot of history in all the Baltic countries	7/17/2018 2:32 PM
10	None	7/17/2018 1:00 PM
11	I don't know any.	7/17/2018 12:54 PM
12	None comes to mind	7/16/2018 4:57 PM
13	Nothing	7/16/2018 4:37 PM
14	None	7/16/2018 9:53 AM
15	:(7/10/2018 7:06 PM
16	Vilnius	7/10/2018 3:48 PM
17	None	7/9/2018 9:49 PM
18	Don't know any.	7/9/2018 9:13 PM
19	I don't know any	7/9/2018 8:52 PM
20	none	7/9/2018 5:09 PM
21	Don't know any	7/9/2018 5:04 PM
22	Vilnius	7/9/2018 4:50 PM
23	i do not know any	7/9/2018 4:46 PM
24	Any remains of the soviet period, coul be interesting	7/9/2018 4:38 PM
25	I know nothing	7/9/2018 4:15 PM
26	Vilnius	7/9/2018 4:07 PM
27	i know nothing	7/9/2018 4:00 PM
28	not able to mention any.	7/9/2018 3:56 PM
29	i cant	7/9/2018 3:50 PM
30	Cathedrals	7/9/2018 3:45 PM
31	none	7/9/2018 3:42 PM
32	i dont know	7/9/2018 3:37 PM
33	Vilnius	7/9/2018 3:30 PM
34	don't know, historical buildings and museums	7/9/2018 3:22 PM
35	i do not know any	7/9/2018 3:22 PM
36	I dont know any	7/9/2018 3:15 PM

37	I'm sorry, there's nothing. I'm pretty sure I have just read a guide of six destinations, that are getting less attention than they deserve, and one Lithuania-city was listed, but I've forgotten the details. I believe that old parts of towns and history is something that is found plenty of. Perhaps? Also food and wine :-P	7/9/2018 3:08 PM
38	?	7/9/2018 3:04 PM
39	I know nothing	7/9/2018 3:01 PM
40	Vilnius	7/9/2018 2:55 PM
41	there is this Castle in th middle of a Lake. I am pretty positive it is in Lithuania.	7/9/2018 2:50 PM
42	I know nothing	7/9/2018 2:44 PM
43	I cannot remember any	7/9/2018 2:39 PM
44	I only know the capital, to be honest	7/9/2018 2:36 PM
45	The big city Vilnius. I know they drink a lot of Vodka. And how some of the elder people live.	7/9/2018 2:28 PM
46	I know nothing	7/9/2018 2:20 PM
47	I cant	7/9/2018 2:13 PM
48	drinking	7/9/2018 2:10 PM
49	I do not really know any, so i would probably go to visit your capital.	7/9/2018 2:10 PM
50	I don't know any.	7/9/2018 2:07 PM
51	Can't come of any.	7/9/2018 2:07 PM
52	-	7/9/2018 2:06 PM
53	I've never really heard of any attractions in Lithuania...	7/9/2018 1:57 PM
54	dont know	7/9/2018 1:50 PM
55	I don't have any, the country in whole seems interesting	7/9/2018 10:44 AM
56	I do not know any at this time.	7/8/2018 3:09 PM
57	The Hill of Crosses	7/7/2018 10:08 AM
58	Old Town in the capital, Castle in the capital, sea festival.	7/6/2018 10:59 PM
59	None	7/6/2018 4:38 PM
60	nature, nice beach, old town/buildings	7/6/2018 2:55 PM
61	None	7/6/2018 11:53 AM
62	None	7/6/2018 11:28 AM
63	none	7/6/2018 10:52 AM
64	I dont know any	7/6/2018 9:37 AM
65	capital city, east sea	7/6/2018 8:15 AM
66	Traditional buildings, beaches	7/6/2018 12:21 AM
67	Don't know any	7/6/2018 12:17 AM
68	I don't know any	7/6/2018 12:06 AM
69	Trakai,Vilnius	7/5/2018 10:33 PM
70	None, sorry	7/5/2018 8:57 PM
71	Don't really know any, a guess might be some beautiful churches?	7/5/2018 8:33 PM
72	dont Know any	7/5/2018 8:12 PM
73	None	7/5/2018 7:56 PM
74	-	7/5/2018 7:37 PM
75	Vilnius	7/5/2018 7:20 PM
76	Vilnius	7/5/2018 7:13 PM
77	None	7/5/2018 6:25 PM
78	I know nothing about Lithuania	7/5/2018 5:59 PM

79	none	7/5/2018 5:47 PM
80	None - I don't know any places in Lithuania	7/5/2018 5:31 PM
81	Can't think of any	7/5/2018 5:27 PM
82	.	7/5/2018 5:26 PM
83	None	7/5/2018 5:24 PM
84	None	7/5/2018 4:57 PM
85	None	7/5/2018 3:36 PM
86	I cant Think of any - sorry	7/5/2018 3:29 PM
87	Cant Think of one	7/5/2018 3:26 PM
88	Dont Know any	7/5/2018 3:11 PM
89	None	7/5/2018 3:11 PM
90	Jurgaičiai 81439	7/5/2018 2:25 PM
91	0	7/5/2018 2:19 PM
92	none	7/5/2018 1:50 PM
93	None.	7/5/2018 1:44 PM
94	none	7/5/2018 1:22 PM
95	Don't know	7/5/2018 1:21 PM
96	?	7/5/2018 12:30 PM
97	None	7/4/2018 9:43 PM
98	Vilnius as party city	7/4/2018 9:39 PM
99	I dont know any	7/4/2018 9:33 PM
100	Vilnius	7/4/2018 9:28 PM
101	Have none	7/4/2018 9:22 PM
102	unspoiled nature	7/4/2018 9:22 PM
103	None	7/4/2018 8:53 PM

Q7 How much do you agree with the following statements about Lithuania?

Answered: 103 Skipped: 98

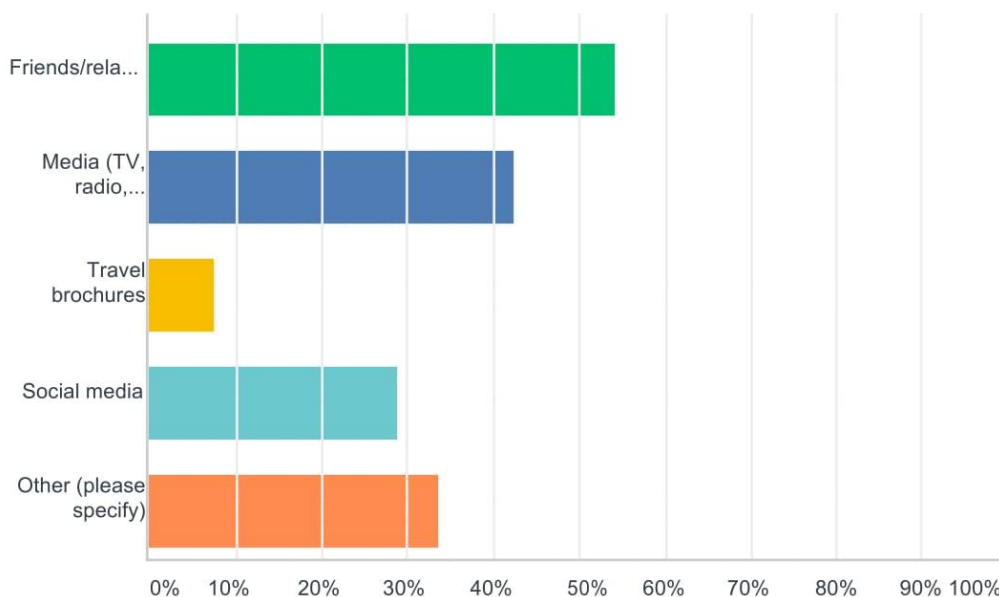


	STRONGLY DISAGREE	DISAGREE	NEUTRAL/NOT SURE	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
Prices in Lithuania are reasonable and overall, travelling to Lithuania offers a good value for the money.	0.00% 0	0.97% 1	33.98% 35	49.51% 51	15.53% 16	103	3.80
There is a number of historic sites and museums in Lithuania.	1.94% 2	0.97% 1	61.17% 63	29.13% 30	6.80% 7	103	3.38
Good nightlife and entertainment are available in Lithuania.	2.91% 3	1.94% 2	66.99% 69	24.27% 25	3.88% 4	103	3.24
Lithuania has a beautiful natural scenery (forests, grasslands, dunes, etc.).	1.94% 2	3.88% 4	47.57% 49	33.01% 34	13.59% 14	103	3.52
In general, Lithuania is a safe place to visit, where you do not have to worry about personal safety.	4.85% 5	20.39% 21	45.63% 47	24.27% 25	4.85% 5	103	3.04
Locals in Lithuania are friendly and hospitable.	2.91% 3	7.77% 8	52.43% 54	31.07% 32	5.83% 6	103	3.29
Lithuania has comfortable climate that favours travelling.	1.94% 2	15.53% 16	49.51% 51	30.10% 31	2.91% 3	103	3.17

Quality of tourism services in Lithuania are high (accommodations, restaurants, tourism guiding centres etc).	2.91% 3	13.59% 14	73.79% 76	7.77% 8	1.94% 2	103	2.92
Lithuania is generally clean country; the local standards of cleanliness and hygiene are high.	2.91% 3	16.50% 17	62.14% 64	14.56% 15	3.88% 4	103	3.00
Local infrastructure and transportation networks are well developed in Lithuania.	3.88% 4	15.53% 16	64.08% 66	14.56% 15	1.94% 2	103	2.95

Q8 What types of information sources played role in shaping your views towards Lithuania as a tourism destination :

Answered: 103 Skipped: 98



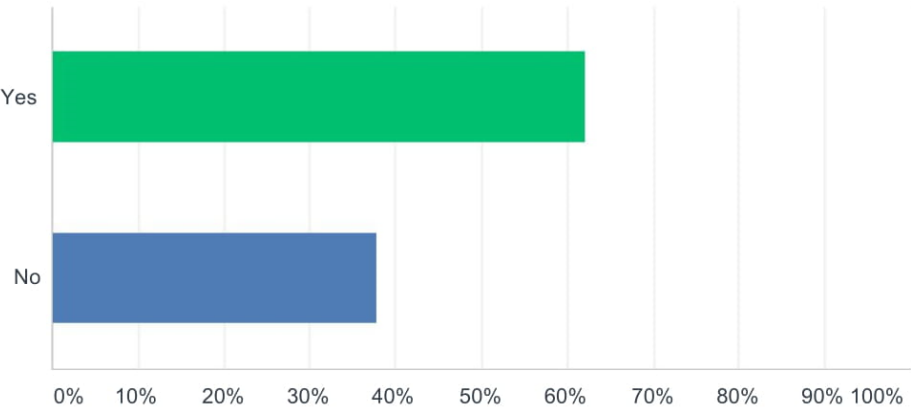
ANSWER CHOICES	RESPONSES	
Friends/relatives	54.37%	56
Media (TV, radio, newspapers, magazines, etc.)	42.72%	44
Travel brochures	7.77%	8
Social media	29.13%	30
Other (please specify)	33.98%	35
Total Respondents: 103		

#	OTHER (PLEASE SPECIFY)	DATE
1	I don't have any knowledge about Lithuania	7/20/2018 5:12 PM
2	I actually don't know a lot about the country! Based my answers on a friend's experiences in Latvia.	7/18/2018 12:53 PM
3	Actually doing this survey made me interrested :)	7/18/2018 9:54 AM
4	Don't Know a single thing about lithuania	7/17/2018 9:38 PM
5	None	7/17/2018 1:00 PM
6	?	7/16/2018 4:37 PM
7	Guessing	7/9/2018 9:49 PM
8	Pure guessing.	7/9/2018 8:52 PM
9	History	7/9/2018 5:04 PM
10	A podcast about the soviet union	7/9/2018 4:38 PM
11	My university offers a half year abroad so I got some information recently	7/9/2018 2:55 PM
12	I know very little of Lithaunia, tbh.	7/9/2018 2:36 PM
13	I have no clue - i don't really know where I have my opinion from	7/9/2018 2:20 PM
14	Just my general and very limited knowledge of the baltic countries.	7/9/2018 2:07 PM

15	You don't hear anything about Lithuania in daily life. Only at eurovision, and when there talk about cheap workforce.	7/9/2018 2:07 PM
16	?	7/9/2018 2:06 PM
17	Experience with Lithuanians in Denmark	7/9/2018 1:57 PM
18	Internationals that come to Denmark.	7/6/2018 10:59 PM
19	Studying in an international clasd	7/6/2018 4:38 PM
20	I never travel, and know nothing about Lithuania	7/6/2018 11:53 AM
21	I have no idea where I have this idea from n	7/6/2018 9:37 AM
22	Ads online	7/6/2018 12:06 AM
23	Lithuanian emigrants in Denmark	7/5/2018 10:33 PM
24	Haven't really been informed	7/5/2018 8:33 PM
25	I Know Nothing	7/5/2018 8:12 PM
26	Lack there of? I have absolutely no opinion of Lithuania as a tourist destination	7/5/2018 7:37 PM
27	lithuanian immigrants	7/5/2018 7:13 PM
28	I really have very little knowledge about the country.	7/5/2018 6:25 PM
29	This survey	7/5/2018 5:59 PM
30	none	7/5/2018 5:47 PM
31	History books and Lithuanian immigrants in Denmark	7/5/2018 5:31 PM
32	None, I never spoke to anyone, and as much as i love to travel i never even considered going to lithuania or doing the slightest research	7/5/2018 5:27 PM
33	Don't have any	7/5/2018 3:11 PM
34	Colleges	7/5/2018 1:44 PM
35	Musical grand prix	7/5/2018 12:30 PM

Q9 Would you be interested in visiting Lithuania in the near future?

Answered: 103 Skipped: 98



ANSWER CHOICES		RESPONSES	
Yes		62.14%	64
No		37.86%	39
TOTAL			103