Are the codes of tourism place branding changing?

A case study of the market communication of Reunion Island and the Danish tourist market segment.

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Margaux Binetti

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AALBORG UNIVERSITY
DENMARK

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Abstract

This research aims to reveal how Reunion could promote its destination toward the Danish market. Thereby, it investigates the theoretical conceptions of consumer behaviours, islands place branding and market communication to understand the practices developed by marketers concerning consumer trends. These elements have been uncovered through a social constructivist approach by collecting qualitative data through 10 semi-structured interviews of Danish respondents. This empirical data has been analysed with the literature review. Through this investigation divided into four sections, different outcomes have been highlighted. It shows that Danish tourists are motivated not to especially travel to a destination but to a place that will enable them to experience something they considered as authentic, by exploring the differences with Denmark.

Furthermore, it has been found that this segment considers the branding image of islands as outdated. They also reveal that their association towards islands as tourism destination does not match with their perception of Reunion, which has more assets according to the respondents. However, the deconstruction of the marketing campaign "The Ultimate Island" has demonstrated dichotomies between the desired impact and the real impact. It leads us toward the exploration of branding strategies for Reunion towards this market. Thus, this research questioned the theoretical concepts of branding and how marketers should further research on how islands should focus on promoting not one destination image but all its facets.

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Introduction

Reunion Island is a French Island in the middle of the Indian Ocean. Due to its colonisation, the Island is constructed of a melted population with people from different origins and religion, which offers to the destination a unique Creole cultural identity (IRT, 2020). This ethnicity used to be a place of racial tension, nicknamed the "*Bastard child of the colonial empire*" (Wergin, 2015, p. 230). However, since the 19th century, Reunion's population has become a community demonstrating that there are no racial boundaries but a culture of living together (IRT, 2019). Thereby, this territory embraces different cultures and cultural performance through religious ceremony, music, dance and gastronomy. From an anthropological perspective, these cultural performances enable to display an identity of the destination that may seem unique for tourist, which aims to discover novelty. Beside its inherited culture, this little Island of 2,512km2 possesses an exceptional fauna and flora with 40% of its nature (pitons, cirques and remparts) classify at the UNESCO world heritage (UNESCO, 2020). This tropical Island is a land of contrast were landscapes varies from a lunar perception due to the Volcano, to a green nature with forest and mountains, to dark or white beaches with blue water and a protected leaf coral with more than 3 500 species (IRT, 2019).

Nonetheless, despite its cultural and natural inheritance, Reunion has been suffering from attracting tourists due to its remoteness and its flights' connection.
Firstly, promoted as a seaside paradise in the 90s', the destination suffered from crisis communication. It ensued from sharks attacks series in 2011 and chikungunya epidemy from 2005 to 2006 (De Foucaud, 2013) (Siva, 2016) (Folio, 2009). However, to develop the tourism industry, new politics have been introduced in 2010 by Reunion tourism council to engage all the stakeholders toward a joint tourism development (CCEE, 2013). Additionally, in 2016, Reunion reinforced its market communication by implementing a new strategy to rejuvenate the destination image towards the French market, nicknaming the place "**The Ultimate Island**" (Tomassin, 2019). This strategy of promoting the place as a human size-playground through nature and the culture received a franc success. Hence in 2018, tourism provided 432 million euros of revenue by welcoming more than 547 000 tourists while in 2013, it provided 340 million euros of revenue by welcoming an average of 408 700 tourists (CCEE, 2013) (IRT, 2019). Furthermore, in 2018 they emphasised their marketing strategy by launching a new promotional video "**Reunion, the ultimate Island: austral summer**" and displaying new

narratives of seven ambiences which results in cutting the territory in seven places through their peculiar identity markers. Thus, Reunion succeeds in becoming more attractive. However, with around 80% of its tourists being from Metropole, Reunion lacks in attracting foreign markets and is searching to develop the European market which only represents 7,4% of tourists at the destination (IRT, 2019). In order to do so, they try to create awareness of the destination by promoting a simple image of the destination focusing on its green nature.

Therefore, as "the world should be understood as a process of construction" (Hall, 1999, p. 232), in order to understand how the destination could potentially attract new markets, this research focus on the Danish Segment. Segment chose due to its average of one trip abroad of 14 days a year, the assumption of green profile (Knudsen, 2014). The literature concepts of consumer travel preferences, branding of island and market communication will be informed, as it is the bond of this research. The researcher will explore the reasons why they chose the methods used by collecting qualitative data through semi-structured interview, including photociliation. Hence, this paper will investigate Danish tourists travel preferences but also entails the literature of place branding and branding of Island about Reunion. It will assess the missing link identified in the existing literature to revoke the principles of branding towards the new tourism trends. Thereby, this research explores from a social constructivist approach the potential issues from marketers to promote their destination in regards to a market segment that could potentially fit their development strategy. Thus, it will consider the possibilities within the case of Reunion to develop further research within place branding connecting consumer's trend and market communication.

Research Object

This chapter frames the research question and sub-questions, that the paper is exploring in order to reveal the potential of Reunion as a tourism destination toward the Danish market segment. This study aims to reveal a general overview of Danish tourists travel behaviour in order to deconstruct their perception of islands in general but also Reunion and its marketing campaign. Thereby, it questions the accuracy of place branding in the literature and the practices developed by marketers in the tourism industry focusing on islands.

How can Reunion promote the destination in relation to the Danish market's preference?

In order to answer the research question, some sub-questions have been identified.

- What are the Danish market segment travel preferences?
- How Danish tourists perceive island as tourism destination?
- What are the idiosyncrasies between how Reunion brands itself as a destination, and how the Danish market perceives it to be?
- Is there a miss-connection from a Danish tourist perspective between island are commonly perceived by them and their perception of Reunion?

Research Structure

This section aims to guide the reader to understand the structure of this research. In order to answer the research objectives, the following study is divided into six chapters. First, the researchers will explore the literature of place branding, market communications and consumer travel preferences in order to understand this study. Second, the method used by the researcher will be looked at. It will let the reader gain an understanding of how this research has been conducted. Third, the finding from the empirical data will be analysed in four distinctive parts, answering the mentioned sub-questions. Fourth the outcomes from the analysis will be discussed, followed by a conclusion and suggestions for further researches.

Literature Review

This research paper aims to understand how Reunion, as a tourism destination, could potentially attract the Danish demographic tourist market to the destination using market branding; and to understand the potential market segment's perception of Reunion's current campaign, from the Danish perspective. First, this theoretical chapter aims to introduce islands as an eco-tourism destination. Second, it will enlighten branding market communication, and the role played of those campaigns toward consumers. Finally, it will explore in-depth consumer tourism behaviour to understand what are the elements playing a role when being attracted by a destination.

1. Islands as eco-tourism destinations

1.1 What is tourism?

The World Tourism Organisation (UNWTO) defines tourism as a phenomenon which makes people move outside their usual environment for different purposes (personal/professional) influencing social, cultural and economic factors (2020). Hall, a pioneer in tourism and destination branding, goes further in defining tourism demonstrating the whole impact of this phenomenon, as an integral part of

"*economic, political and social restructuring and globalisation processes through its role in (a) the growth, privatisation and 'flexibilization' of service industries, representing a sectoral shift from secondary to tertiary activities (b) decentralisation and a loosening of bureaucratic constraint, (c) emphasising private initiative and entrepreneurial SME activity, (d) stimulating comparative market advantage niche specialisation and sector segmentation, (e) exposing domestic enterprises to national and international market forces, to the market penetration and foreign direct investment (FDI) of transnational corporations, and (f) encouraging greater and closer interaction between formerly restricted host populations and the outside world.*" (1999, p. 228).

He attests that tourism plays a fundamental role in the world and destinations' economy, politics and inhabitants. That tourism enables destination development by creating private and public companies, hence opening job positions, by improving destinations' infrastructures, offering people the possibility to interact, to discover new cultures and social behaviour. In this way, he

underlines that tourism enables countries to have a better PIB, which has positive inhabitants' repercussion, improving their quality of life.

Nonetheless, tourism is acknowledged to a pillar of revenue, this phenomenon is a source of dichotomy. Mc Kercher (1993) argued that tourism attracts tourists who are consumers polluting the place and overconsuming its resources (Ritchie & Crouch, 2003) . That tourism has a considerable impact on influencing culture, such as the creation of artefacts but also in being harmful to the planet by destructing its ecosystem (MacCannell, 1973) (UNWTO, 2020).

1.2 Defining island as tourism destination

Scholars have defined islands as a place of 'out of time', which suggest a unique experience for tourists by creating a different space-time, where stress, urbanisation and technology are not prominent (Gössling, 2003 & 2007) (Pearce, 1989) in / and (Connel, 2003). According to Hay (2006), this is due to "*the metaphoric deployment of 'island' with the associated attributes of small physical size and warm water, is possibly the central gripping metaphor within western discourse.*" (Baldacchino, 2015, p. 1). Continuing, Baldacchino (2015) reinforces these characters islands as extraordinary places which are easy to recognise due to their localisation, despite they are often considered as secret places. As for Royle (2015), islands are associated with paradise as a treasure, which bring positive affect to tourists due to their perceptions of these destinations as escape, exotic, getaway houses. That proves that the definition of an island as a destination has been created by developed countries who have their associations and perceptions of those places based on different characteristics which are distinguished and interconnected, such as: geographical, cultural, historical and social components (Amira, 2015).

The geographical characteristic of islands can evoke different components, as stated by Buttler (1993) in – and Baldacchino (2015), the first typical feature of an island is its physical separation, making the place accessible either by boat, ship or plane day. Second, islands are known to have distinguishable fauna and flora unique to its setting which enable the discovery of species which are not on the mainland. This element is due to the climate, which, as stated earlier, in the western world, mostly associated with warming. This localisation component empowers the association of islands as unique places with outstanding scenery.

The historical and social components are, in this section, directly interplayed. Historically most of islands have been colonised, which has influenced their human character and destination development. Due to this element, the politics and economy of islands differ from that of mainland, despite its potential country's affiliation, by having its own rules, often perceived as being more relaxed. They are often characterised as underdeveloped, compared to the 'mainland'. Some islands have benefited from a better development due to easier access. For instance, Rhodes, which has frequent flight connections with the world while Simi only has few ferry connections. Demonstrating that accessibility plays a significant role in history and social, on-island development and so it is interconnected with the geographical component (Baldacchino, 2015).

The cultural components, result from the mentioned characteristics which influence the people, activates and culture of the island. Islands are acknowledged as places of cultural differentiation - ensuing from the ethnocultural differences with the mainland, offering the aggregated knowledge for the tourists that to travel to an island gives them the possibility to discover new cultures, rituals, sonority, music, dances, cuisine (Baldacchino, 2015) (2011). On the other hand, it is argued that tourists are not aware of the particular cultural components of an island when traveling there, as it is often not a part of the destination image, portrayed by the Destination Marketing Organisation (DMO), instead they are offered the idea of an island in general (Whang, Yong, & Ko, 2015). Hence, it is questioned why there is a miss-connection between general cultural consumer awareness and island tourism destination.

Throughout the years, these pieces of land surrounded by water have become known for tourism development, as a result of the accessibility of the islands, allowing the possibility for the tourist to 'escape'. Initially, these destinations were attractive to visitors for their coastal geographical components, facilities.

"*Where one goes on holiday, especially when one is not so bothered about the identity of the destination as much the destination offers in terms of facilities and entertainment, often rests in the hands of gatekeepers such as tour operators and airlines based in key market*". (Baldacchino, 2015, p. 243)

These elements of attractiveness have created mass urbanisation for some destinations, with majors' luxurious resorts, such as in the Maldives, Seychelles, etc. Hence, travelling to these

remotes area is suggested as travelling to an enclave territory, because tourists are staying in hotels' complex on an all-inclusive formula. As a consequence of this insularity, visitors are not interfering with locals and thus are not economically beneficial for those communities (Amira, 2015).

This antimodernist consumption of islands has become postmodern by never ceasing to develop as destinations and as brand image. Thanks to the communication and marketing of islands, through media via movies, television, campaign, the image of these paradisiac places may have varied for some, as places of culture. Although it can be seen as a positive change, it also impacts the culture of the island with irreversible consequences by creating new artefacts, art and religions to make those places more authentic, and thus more attractive (Crouch et al. 2005; Picard, 2011) in ((Baldacchino, 2015). In this sense, as developed by MacCannell (1973), cultural differences can be to some extent be exaggerated, such as tribes to insure a sense of the exotic, the unique, the different. Tourism has grown in these remotes' areas due to the customers' attractiveness, for some as a full package stay in a resort for "sea, sun and sand" and others for their imaginary of islands having unique cultural attributes and beautiful landscapes. As questioned, the perception of islands as a destination depends on how consumers have been influenced by islands' branding strategies. Thereby, to multidimensional aspects, tourism commodifies islands.

Tourism is a dichotomy for islands because its development often destructs the unique habitat characters, which enables the DMO to promote the place as a tourism destination. Indeed, tourism venues have negative effects on pollution, and also influence the drastic environmental changes and natural disasters, such as the destruction of the coral reefs which is caused elements including the traffic pollution of tourist boats, chemicals in sun creams and global warming. Finally, tourism can bring economic and destination development, although often it is not equally spread and thus only benefits the private sectors, while neglecting the local economy such as fishers, farmers and growers (Baldacchino, 2015).

Thus, islands as a tourism destination have a dichotomous character, seen as often not developed from a sustainable manner, which erases the unique and authentic assets of the destination, and does not make it an untouched place of dreams, but a banal mass-tourism destination.

1.2 Developing island toward eco-destination

Tourism dichotomy is not a new element. Indeed, at the end of the 1990s, scholars had highlighted the critical impacts of tourism on their destinations, alongside the economic benefits that the industry brought. Woolford (1998) in (Ritchie & Crouch, 2003) demonstrated how tourism disrupts the fauna and flora and the natural resources, the urban environment, commodifying the cultural and social environment, and to pollute. Hall (1999) confirmed the paradox of tourism, evoking the importance of matching tourism promotion and sustainable destination, highlighting that mass-tourism is not able to sustain a destination. Ritchie and Crouch (2003) and Cannas and Ernestina (2015) explain that mass-tourism creates the development of artefacts, traditional culture transformations through anesthetisation and an increase in practices, thus disrupting the locals and their values. Arguing that to preserve a destination, its image and locals, DMOs needs to develop tourism by controlling and ensuring a fair benefit share between the locals' economy. Therefore, demonstrating that islands as destinations need to develop as eco-tourism destinations.

To develop tourism as a sustainable destination, does not mean to only promote the areas for its green attributes, but it also means the encouragement to develop and promote tourism as an equitable form of tourism. Thus, focusing on developing on an eco-friendly way the destination, by respecting its natural and cultural inheritance, ensuring shared equity of this economy but also by target market segment who are conscious and will travel to the destination based on ethical behaviours (Richies & Crouch, 2003). Attracting, through the authentic components of an unpolluted coast, a healthy local's lifestyle where people are aware of ethics, culture but also in a safe, neutral political environment (Hall, 1999). Thus, developing tourism based on eco-tourism destination will enable Islands to preserve their identity by attracting tourist who have a low-impact.

2. Islands Destination Branding and Market Communication

2.1 Islands as a brand

Destination branding aims to give an identity, a "brand", to the destination to ensure that the place will attract tourists or will be understood by them. Hall (1999) claims that to influence and to attract, a brand needs to have a strong slogan, symbol, name and design. Richies and

Crouch (2003) argue that destinations need a sharp image in order to be attractive. So marketers need to make people aware of the place, by acknowledging that depending on the segment market, the destination image may vary. Therefore, finding the factors influencing the image to analyse what makes the destination appealing and how it can be developed. Additionally, they claimed that the image challenges also need to be included in the Destination Management Organisation brand strategy and a wise promotion, to display this strong image to tourists to influence them. As stated by Hall (1999) to strengthen a destination geographical image, intangible values need to be integrated to offer product differentiation and to associate the destination as a qualitative place, hence, developing the unique characters of the destination. These values are commonly displayed through catchy slogans, which may create memory and feelings for the consumer, associated to a positive image, such as in California "Find yourself here" or in Las Vegas "What happens here, stays here".

However, in the case of islands, it has been pointed out that most of the destination branding is based on geographical components, mainly the landscapes, "The wildlife of Galapagos', 'The scenery of Canaries", "Maldives – the sunny side of life". Only a few explore their unique value, such as the tangible and intangible cultural heritage for example the Temples of Easter Island or the Sega Dance in Mauritius (Royle, 2015) (Amira, 2015). Therefore, a marketer's dichotomy arises between their practices and what they, nowadays, need to do to succeed in destination branding. Indeed, their market communications are based on the stereotypical cliché of islands being small remote paradisiac territories, offering a subtropical climate and pleasant nature as "sea, sun and sand". As stated by Baldacchino (2012) and Amira (2015)

"tourism promotion (…) of tropical islands is largely based on their natural and geographical features, while "local cultural traits and events are hidden or ring-fenced" behind "the island allure" (p. 214).

Iliachenko (2005) questioned why DMOs do not differentiate their destinations based on their intangible assets, which can make them stand out due to their uniqueness. Admittedly, it is principally their cultural, social, historical inheritances that make their destination identity unique. Zhang (2010) argued that by branding an island as a commonplace product and neglecting its specificities will result in a branding failure, stating that *"if an island destination is not considered different, it will lose its appeal"* (p. 428).

In this sense, Amira's work (2015) demonstrates that the Maldives promote themselves based on an old image about hotels resorts offering beaches and relaxing time, despite that tourists are seeking more local interactions, to discover the places of culture. She underpins that tourists are not aware of the codes of conduct which need to be followed in order to respect the inhabitants and their Muslim religion, for instance, tourists may not be able to bath in a bikini which could be a cultural shock for some. She questions why the DMO promotes the Maldives on similar components that have other islands and not put in the spotlight the geographical atolls, culture and social differences, traditions, gastronomy. Thus, undifferentiating the place while consumers are searching for the intangible assets, the unique. On the other hand, Cape Verde has tried to change its brand 'sun and sand' to 'one country, ten destinations' by highlighting the different identities of the destination. Through an umbrella of creole culture, locals, sun, activities, gastronomy, etc. but also by creating their market communication in relation to each market group as "sunny islands", "essence islands" and "senses islands", however it has failed (Marcelino & González, 2015).

This vagueness has resulted in the continuous questioning, by marketers, of what is the best practice to brand an island destination. Wergin (2015) expands on this vagueness

" one driven by intense inter-islands rivalries, one characterized by too similar island destinations competing for the same tourists -, one where there are other differences between and within islands which may be socially dismissed as not appropriate or 'incorrect' for branding and marketing purposes?" (p. 227).

In his early researches, Hall (1999) argues that to brand a region it is to meet a lot of challenges to communicate the right image. He insists that a destination has to continually reinvent itself to reinforce destination imagination by adapting its promotion concerning global changes and tourism demands. In recent studies, Baldacchino and Ferreira (2013) and Bardolet and Sheldon (2008) in (Wergin, 2015) suggest that in order to promote islands or archipelagos, DMOs should focus should on diversity and practices by giving importance towards the anthropology of the current and inherited differences. Baldacchino (2015) claims that in order to be successful, in marketing and branding strategies, islands need to focus on their unique culture, architecture, art, food and traditions. He affirms that by highlighting the differences, it will help potential tourists in their decision-making. Richies and Crouch (2003) demonstrate that to ensure the difference, DMO should firstly understand what visitors perceived as the best assets of the destination. Enabling marketers to create an emotional connection based on values in

their market communication by promoting the quest image of the Island. Furthermore, Abubakar underlines that

"tourists perceived values or attitudes are developed by their willingness to research the location and to actively get involved in seeking exposure to campaigns" and that *"the promotion of the destination should be developed with special attention paid to some far away markets of origin, due to the expected propensity for these tourists to spend long period at the destination"* (2009, p. 305).

He shows that to promote the values of the place in the campaign will give interest to tourist but also that marketers should target in their branding strategy tourists to whom the travelling time worth an extended stay.

Thus, scholars demonstrate that island destination branding and market communications need to brand a clear image of based on the unique intangible characters of the place, by integrating tourist perception to create an emotional link between the identity of the islands and tourists, thanks to their communication campaign. In recent literature, this argument has been revoked, arguing that one clear image should stand up for revision (Ren & Stilling Blichfedt, 2011). Through their research, they argue that due to the complexity of the world, to positively influence the target audience marketers should focus on displaying multiple versions of the destination through the same identities. Because brands influence the consumer decision process, branding toward multiple images enable marketers to suggest in the tourists mind a unique experience at the destination. Thereby, they denounce that DMOs cannot use simplicity toward branding destination, but take up the challenge to reveal the facets of the place, as the reflection of its identities and images because it is the diversity and differences that appeal tourists.

2.2   Market Communication Campaign

Crompton (1979) demonstrate that marketers need to put an effort in consumer socio-logical motivation when developing products and marketing campaign. Richie and Ritchie (1993) in (Richies & Crouch, 2003) support that to be effective, communications need to convey the promise of a memorable experience, which can uniquely be associated with the destination. Hall (1999) argues that market communication needs to be based on strong images supported

by cultural inheritance such as "myths, languages, historic, religious and other cultural symbolism" (p. 235) which will respond to the market demand. Cowley et al. (2004) and Kozak et al. (2004) suggest that DMOs should construct their campaign on their attributes (brand level and product category) matching consumers' motivation and needs. Abubakar (2009) underlines *"The importance of each touristic attributes determines the attractiveness of a tourism destination"*(p. 312), suggesting that they should explore them in communication as attractive components. Baldacchino (2015) and Avraham (2014) argues that destination needs to do incentives only for the market segment searching for culture and heritage by turning liabilities (distance) into assets. Admittedly, for some tourists who are only searching for relaxing leisure time, there is not much difference between the islands warm climate and beaches.

However, Trappey and Woodside (2005) and Rotfeld (2006) in (Abubakar, 2009) claim that "several researchers have identified the lack of understanding of the role of promotions in destination development" (p. 303). Indeed, advertising has the power to create psychological differences between destinations in the customer's mindset (Abubakar, 2009), it is difficult to determine the relation on how a marketing campaign impacts consumer's decision to visit a destination. Marketers are facing various challenges in its application, such as define by Hall (1999) in destination branding the *"core objective of producing a consistent, focused communication strategy, confronts at least three majors' constraints"*. Firstly … *"a lack of adequate finance to support appropriate marketing campaign"*. Secondly *"public sectors destination marketers may be pressured to return short-term results when long-term investment is required to build a consistent brand"*. Thirdly *"it is more difficult to develop a coherent brand for a destination which is composed of a multitude of products and environments"* (p. 230). Hence, marketers need to offer a clear distinctive identity of the place that will highlight its competitive advantages to make the place attractive for a chosen tourists' market group. DMOs are put into pressure in their marketing campaign, they are asked to be performant on a short lapse time even though they often have not the allocated budget for it. They need to create marketing campaigns that display messages through stories, visual and slogan to make customer's imaginary play, to evoke its senses in order to make visitors creating a symbolic of the destination. Lichrou, O'Malley and Patterson (2010) argue that DMOs need to create a sense of the place through narratives to enable tourists to see what is underneath. Hjortegaard Hansen (2010) explains that there is different kind of narratives in relation to the storytelling principles. She argues that to be effective, narratives need to share a meaning to the tourists. For instance, in her study of Bornholm, she extracts narratives which reflect the Island, with the holiday,

identity, depression, green narratives. Knudsen and Waade (2010) support that to share this sense of the place, communication campaign needs to be based on object-related or subject-related to offers the impression to outsiders that they will perform authenticity. Smith (2015) emphasises that marketing campaigns need to be based on culture to enable the creation of stories, hence, sharing to consumer the identity of the Island. Kent (2015) demonstrates that storytelling is the element which enable marketers to play with the consumers sensuous through different plot and rhetorical techniques as an answer to tourists' quest.

Furthermore, one could argue that nowadays, with the means of communication, it is easier for DMOs to promote their marketing campaign. Mass media communication and cheaper costs through social media ensure that most of the consumers will reach the message. For instance, in the Caribbean 92% of the travellers are visiting the island due to its advertisement (Abubakar, 2009). This has been possible thanks to a new marketing campaign based on brand differentiation by focusing on 'unique' appealing characteristics such as indigenous culture, heritage and entertainment. Nonetheless, another one could argue that if a consumer wants to avoid advertisement, the numbers of messages displayed will not make a change. (Abubakar, 2009) (Hall, 1999) (Rolle, 2015). Thus, it has been demonstrated that DMOs often do not have the right budget allocated but much pressure to create a marketing campaign to aware tourist about the island. However, communication campaign plays a strong role in island branding destination by creating stories to make tourist's imaginary travel to the place. As observed, a marketing campaign is more than complex than only promoting the "right" destination image due to the interplay between destination branding and psychological tourists' behaviour.

2.3   Tourist Perception and Island Destination Image

Consumers are searching for campaigns that can offer them a sense of the place, thus developing a positive image of the destination. It is why it is of importance for marketers not to give the perception of a place that will lead to some consumer expectations that could not be reached: "*do not sell what you cannot give*". It is important to understand the link between visitor's perception and destination, to understand if this relation matches the place positioning (Abubakar, 2009). Indeed, "*the value of an established brand lies not least in the perceptions of the consistency and quality that it represents*" (Hall, 1999, p. 235). Scholars have defined perception as three processes: awareness, categorising and associating (Woodside & Lysonski, 1989).

First, tourists are attracted by a place when they are aware of the destination and its bewitching characters displayed through marketing campaigns. As stated by Richies and Crouch (2003) *"A low level of awareness and/or a poor misunderstood image implies much higher costs for effort to enhance the destination's competitive appeal in a given target market"* (p. 190). They outline that the first need is to reveal if consumers are aware of an Island. Finding out if potential visitors can or cannot recognise the destination when images are shown by a "top mind" or "prompted recall" approach. Woodside and Lysonski (1989) state that *"awareness includes unaided recall from long term memory and aided recognitions"* (p. 8). They classify this awareness into four psychological categories: "consideration set", "inert set", "aware/unavailable set" and "inept set".

Second, Mayo and Jarvis (1981), Sirakaya et al. (1996) in – and Bowen and Clarke (2009) outline that the attractiveness of one place, may not be attractive for others. Crouch et al. (2004) argue that perception is the link of the mental image that tourists have of a destination and their needs and motivation. While Kozak (2004) emphasises this point by demonstrating through a cross-cultural analyse that depending on the profile's travellers, the perception of the same image varies. Thereby, not one Danish tourist may reflect in the same way about an island; few may have a different opinion than the most common one. Indeed, such is stated by Crompton (1979) *"the image of a tourist destination is the collective sum of a tourist's beliefs, ideas, impressions and expectations"* (p. 320). Undoubtedly, the same element may be seen from two distinctive perspectives because of two different persons. The campaign attributes of a destination may match with some tourists but not some others, due to their different perspective(Kent P. , 1990). At the opposite end, Echtner and Ritchie (1991,1993) in (Bowen & Clarke, 2009) argue that the perceptions of the destination image is more complex than depending on one perception because they stage it as dichotomous images: functional vs psychological, common vs unique, holistic, vs attribute-based characteristics. Demonstrating the perception of the image vary depending on functional characteristics (tangible), which means they are the same set for each individual such as the climate, the price and psychological characteristics, which are unique for each individual. However, according to Gartner (1996) and Keller (1998) in (Bowen & Clarke, 2009), the complexity of the image perception varies depending on consumer image's destination, on his emotional expectations, on his experiences and his behavioural actions. Categorising the image about 'cognitive', 'affective' and 'conative'

or "attribute, benefits and attitudes". It is pointed out that the perception of a destination image varies depending on tourist affective association. According to Woodside and Lysonski (1989)

"The affective association made by potential customers may represent both what the customers perceive to be true and relevant about the destination, as well a global attitude concerning whether they like, dislike or have no opinion about the destination." (p. 14).

Acknowledging that tourists' image destination perception varies and can be either positive or negative depending on his feelings and with previous experiences encountered: emphasising on the importance of the activities at a destination. White (2014) puts into light that *"perception of a destination, cognition will influence affect or emotional reactions regarding a destination and affect will influence conation towards a destination"* (p. 443). Hence, demonstrating that destination perception is based on affective components which evoke arousal and pleasure.

Sirgy and Su, White (2014) argue that

"Tourism behaviour is influenced by the congruence between the image held of a destination and the tourist' s self-concept, which includes an ideal. This self-congruity was posited to influence a functional congruity that refers to the match between an assessment of a destination' s utilitarian attributes and the tourist' s ideal, related to the same attributes." (p. 442)

Thus, proposing a model to understand the perception of the destination image by tourist.
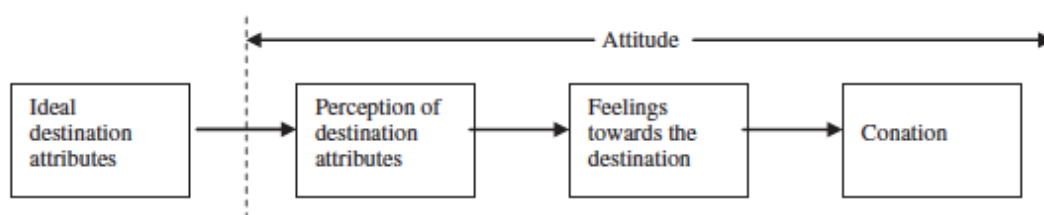

Figure 1. Attitudinal model depicting the way ideals influences attitudes towards a destination.

In this model, first, he suggests that the destination attributes will influence how the tourist perceive the destination and thereby influence its affect and conation. Second, the affect will be directly influenced by the perception of the destination while the conation will be indirectly

influenced. Finally, he underlines that it is the affective responses that will significantly influence the conation of the image of the destination.

These two first parts have demonstrated that the branding of islands are a complex task for marketers, who have been promoting those destinations on the same elements, such as place of paradise: "*sea, sun and sand*". However, it has been highlighted that consumers needs are changing and that one image is not connoted to the same perception by each individual. Thus, it has been argued that islands' destination branding should display different images and identity of the place to become attractive to tourists. Those images should be turned toward stories displaying their cultural, green narratives or any assets that will connect to the imaginary of authentic and diversity in the consumer mindset.

3. Travel Behaviour

3.1 Defining Tourism Psychology Behaviour

Tourism psychology behaviour is a complex phenomenon which is arduous to understand and analyse due to an infinite number of variables that influence it. Some precursors scholars have highlighted that to understand consumer psychology; it is essential to understand his personality. Plog (1972) in (McGuiggan, 2004) categorized these personalities from psychocentric to allocentric, highlighting the link between personality and destination product. Thereby, pointing the differences in human personality from tourists who like to stay in their comfort zone, to travel to a famous destination to tourists who are in quest for novelty, adventure and unique experiences.

It is key to understand that each individual behaves in a different manner towards tourism due to their personality in relation to different psychologic dimensions interfering with each other. Crouch and al. (2004) outline that these psychologic dimensions can be distinguished into four categories: cognitive, environmental, economic and social. The cognitive dimension refers to the play of consumer senses through their perceptions, their souvenir, language and way of thinking. The environmental dimension considers the relation between human being and place, setting the travel behaviour of a tourist in an unknown environment towards its adaptation's capacity. The economic dimension points out the factors that are influencing consumer's consumption. The social dimension relates to the consumer's culture and its social status. Furthermore, it is granted that psychology behaviour refers to anthropology behaviour. Tourists are searching to escape the ordinary to reach the extraordinary, the authentic (MacCannell,

1973) (Urry, 1990). Graburn (1989) in (Bowen & Clarke, 2009, p. 67) reinforces this statement by explaining that *"tourism…does not universally exist but is functionally and symbolically equivalent to other institutions that human uses to embellish and add meanings to their lives"*.
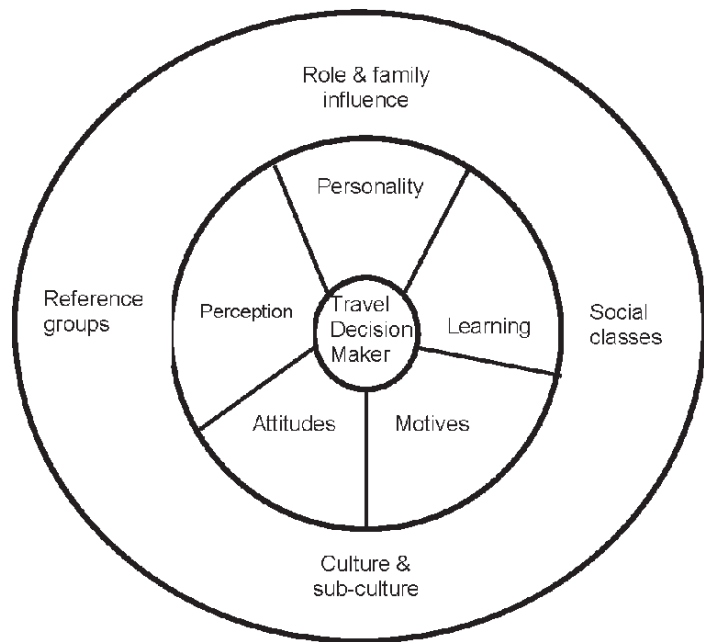
In the tourism industry, the definition of authentic is multiple. Firstly, it has been theorised as authentic being referred to places which are constructed on historical, cultural and social components (MacCannell, 1973). Some scholars define it as what is considered as original, primitive and inherited at a destination. However, social constructivists define authentic as *"being socially constructed through negotiated meaning-making and agreement"* (Kim & Jamal, 2007, p. 183). In this sense, it is argued that authenticity is an individual subjective representation in relation to cultural elements which are the essence of place attractiveness by tourists (Beverland & Farrelly, 2010). Thereby, tourism psychology behaviour is an interplay resulting from psychological dimension which varies depending the personality, attitude, motivation, perception, culture, beliefs and emotions.

3.2 Understanding behaviour theories

Consumer behaviour is a continually evolving field of research where scholars seek to understand consumer consumption attitudes. Theoretical models have been created to explore this field of research, in their work, Bowen and Clarke (2009) meticulously highlight some of those pioneers with their models. They introduce the first Grand Model created by Lilien and Kotler (1983), which focus on the exploration of each consumers' steps. As a continuity from this model, Engel et al. (1993) went more into depth into that perspective by showing the importance of recognition for consumers as a result from an interplay of different variables of internal and external environments as a connection to Maslow's pyramid of needs (1943). Hence, they introduce to the first Grand Model the consumer senses and emotions that play a role in the decision process stage. This model is criticised as being too linear and restrictive. This model by being analytic is not enabling un-rationality (Bray, 2008). Enabling generalisation, which, as seen in the previous chapter, does not permit valid data when knowing psychology behaviour differs depending on each human being. McGuiggan (2004) supports this argument by acknowledging that although the numbers of models of tourist behaviour and choices, there is a severe lack of models which focus on individuals. She evokes that each person has its variables, attributes, preferences, and constraints that cannot be drop out to understand the weight motive. Demonstrating that personality is the main element which plays

a role in decision making. Indeed, as stated by Jackson et al. (1993), it is the personality of each tourist that influence its motivation and how he negotiates constraint.

Opposing this is, Mayo and Javis's non-linear model (1981) showing the importance of psychological factors (perception, learning, motives, attitudes and personality) and external social factors that are inner part in the decision

Role & family influence

Personality

Reference groups

Perception

Travel Decision Maker

Learning

Social classes

Attitudes

Motives

Culture & sub-culture

process. They argued that consumer choices are endless and that to take a decision does not only need to be about information and alternative knowledge but also due to spontaneous, impulsive actions or merely the routine. Not only, through this model, but they also demonstrate that to understand travel behaviour, it is needed to understand the characteristics of each traveller psychology and not an average. Demonstrating to marketers that to reach a target group, it is essential to focus on quality and not quantity. Although it does not outline the economic factors which can play a role in decision making, this model has been the first one credited by scholars (Crouch & al, 2004) (Bowen & Clarke, 2009).

In their recent work, as the continuity of Mayo and Jarvis model, Correia and Crouch argued that consumer behaviour is based on three main phases: pre-decision, process of decision, and post-purchase evaluation. As a need for this research, only the two first are taken into consideration.

"The first, or pre-decision phase, relies on such conditions as predisposition to external stimuli, communication access between the consumer and the main sources of information, and ultimately, consumer learning. By learning, we mean the way the consumer receives the information and filters what is relevant in order to develop a list of preferred options. In this phase, consideration is given to antecedent factors that affect one's travel decision, such as perception, motivation and preference. The second, or the decision phase, assumes a consideration of both consumer income and time available" (2004, p. 122).

In this sense, it explains that consumer behaviour is directly related to their motivation which adjusts depending on their senses but also external factors that can come as much from individuals as from marketing communication campaign.

3.3 Tourist motivation

Motivation is associated with the inquiry of why. The answer to this questioning is arduous because as stated previously, it depends on different consumer behavioural factors (Hsu & Huang, 2007). This is driven force has been studied by scholars in the quest to know better about it. In leisure tourism, as concern for this research project, Crompton (1979) offers a design of nine motivational reasons why tourists are travelling. Seven of them are classified as socio-psychological motivation: escape from a perceived mundane environment, exploration and evaluation of self, relaxation, renown, regression, enhancement of relatives' relationships and ease in social interaction. The two others are characterised as an alternative cultural motivation for novelty and education. This uniting cannot be dissociated from Maslow's pyramid previously stated, introducing the hierarchy of needs. Pearce (1982) also applied this framework by distinguishing "*travel motivation as an approach-avoidance paradigm*" (Hsu & Huang, 2007, p. 15). Accentuating that tourists want to travel to answer a quest: self-actualisation, belongingness, and love and psychological needs. Formerly, Freud demonstrated that motivation needs to be distinguished by the conscious motivation named "superego", the unconscious motivation named "id" and subconscious motivation named "ego." His psychoanalysis highlight that the unconsciousness is a driven force in consumer's motivation (Bowen & Clarke, 2009). Thus, these scientists have demonstrated that motivation is a paradigm that principally results from needs which can be categorized but also by needs which may be unknown by the tourist himself.

Additionally, "*People travel because they are pushed by their own internal forces and simultaneously pulled by destination attractions and attributes*" (Hsu & Huang, 2007, p. 20). By this statement, scholars stress that motivation is not only coming from an individual but also influences by determinants that they named push and pull factors. Sirakaya (1996), Ross (1998), Decrop (1999) in - and McGuiggan (2004) define the push factors as a psychological element which is the primary motivation behind the trip, as stated earlier: the need to escape reality. The pull factors, as for them, relates to the destination attributes that will satisfy tourist needs. Bowen & Clarke (2009) continue further in their work by determining push factors as intrinsic

categorised which are not only focusing on the desire to escape reality but also to rest, to relax, to adventure, to be healthier but also and only for prestige. They categorised pull factors as the attractiveness of the destination characteristics. Nonetheless, to a more or less in-depth level of defining these factors, scholars agree on one same element: they cannot be dissociated. Indeed, they are an interplay between psychological and social component. In other words, they vary depending on internal (personal) and externals (interpersonal) dimensions.

From this socio-psychological and cultural reason, influenced by conscious and unconscious needs and also by internal (push) and external (pull) factors, leisure motivation can still be differentiated into principal categories.

The get-away-from-it-all relaxation experience, known for the sea, sun and sand holidays to recharge personal batteries.
The exploration experience aims to explore new places.
The adventure experience for consumers in quest of adrenalin, expeditions…
The social experience, the consumer wants to narrate his travel experience to relatives and friends, to create an interest in people.
The family travel experience underlines the desire to create unique souvenir in the family life cycle.
The educational or learning experience is adapted for the one who has the hunger to learn about the destination and its heritage.
The event experience makes people travel to a destination due to a special event.
The nature-based experience is for the ones who are sensitive to the environment and are attract about wildlife.
The spiritual experience aims to discover the spirituality of a place and/or provide a spiritual experience.
The entertainment and attractions experiences relate to mass tourism by travelling to a destination for its activities and - or shows.

Figure 1 Motivation table categories inspired from (Richies & Crouch, 2003, p. 191)

Thereby, it has been demonstrated that although motivation varies depending on each human and its psychological behaviour, it can be combined in general categories. When meticulously examined, it appears that motivation can be determined in categories, which express the experience that a consumer is in a quest by integrating its personal and interpersonal factors.

3.4 Decision making process

As we have observed, travel behaviour is influenced by psychology's behaviour and motivation which result in the final result of decision making. Ajzen (1991) in (Bowen & Clarke, 2009), as a pioneer with its theory of planned behaviour, demonstrated that visitors made their travel

decision depending on the experience meaning they are searching for and their consumer behaviour: attitude, subjective norms and perceived control. Gursoy and McCleary (2004) in (Bowen & Clarke, 2009) are growing wider this theory by integrating 21 approaches to it, into three subcategories: physiological/motivational but also information processing/memory and economical. Sirakaya et al. (2005) quoted that *"Decision-making process is influenced by psychological or internal variables… and non-psychological or external variables"* in (Bowen & Clarke, 2009, p. 105). Bowen and Clarke (2009) continue this argument by stating

"The psychological variables are listed as image, motivation, beliefs and intentions, and personality characteristics. The non-psychological variables are listed as time and the elements of the 'marketing mix', or, presumably the extended marketing mix (product, price, promotion, place, physical evidence, process, people)." (p. 105).

Thereby, scholars bring to light that the decision-making process is more than only about one individual and its feelings, but instead it is a selection of elements that influence their daily life or can influence them when in relation with it. Indeed, when psychological behaviour and motivation are in a semblance of harmony, different kind of constraints can appear: intrapersonal, interpersonal and inter-structural, they will vary depending on how a visitor can manage them. McGuiggan differentiates them (2004, p. 174) as:
- *The influence of personality on intrapersonal constraints;*
- *The role of personality in determining the relative weighting of motives;*
- *The relationship between weighted motives and weighted individual vacation attribute preferences;*
- *The role of interpersonal constraints in determining the weighted interpersonal vacation attribute preferences.*

The pros and cons that appear during the decision-making process vary regarding each consumer preference: one can find a constraint that another will find as an asset (Morrison, 1994) (Woodside & Carr, 1988) (McGuiggan, 2004) in – and (Crouch & al, 2004). One tourist may choose to travel to an island to relax by being inactive while in another a tourist can choose to travel to the same destination to explore it by being active.

Thereby, it is highlighted that the decision-making process also depends on destination tourist's image and to what he associates this image. Demonstrating that destination appealing varies

upon consumers who can reject the place due to a bad experience, or negative information which can come from diverse sources: online, relatives (Woodside & Lysonski, 1989). Richie and Crouch (2003) draw upon this work by classifying the decision-making process into three different sets "the inept set, the inert set and the evoked set". The inept set is linked to destinations which have not an enticing image and thus could not satisfy the tourist. The inert set is linked to a neutral image of the place. The evoked set is linked towards destinations which have an appealing image for tourists. Meaning consumers consider those destinations as places to satisfy their needs and determining the decision-process. Thereby, scientists highlight that although the perceived image of a tourist towards a destination may not be right, it is of importance to promote an image, which will support the identity of the place through their destination name, logo and meanings to attract tourists.

In this literature review chapter, it has been shown that island as a tourism destination is in general associate as a paradisiac eco-tourism destination. Firstly, branded in that way, nowadays DMO's try to reinvent their image by highlighting the cultural differences in order to attract tourist. Although marketing communication campaigns can be diffused more easily, it has been demonstrated that marketers have to integrate consumer studies which make market communication being a hard task. With destination perception not only based on the destination's attributes, but also emotive, affective and conative components. Resulting in marketers needing to understand their niche market to position their destination.

This chapter will help the researcher to analyse their data. First, the theory based on consumer behaviour will be used to understand the general motivations of the interviewees to travel. Second, the theory of place branding and destination perception will be used to understand the respondent's perception of islands in general and of Reunion Island, in two distinctive parts. Finally, the tourist's perception and destination image will be used to investigate how Reunion could attract the Danish market.

Methodology

This chapter will address the methodology, data collection methods and the motives behind it, which have been chosen to investigate the research question 'How can Reunion promote the destination in relation to the Danish market's preference?'; along with the sub questions outlined in the introduction. The chapter will first address the researcher's position, before expanding on the research strategy and approach, thirdly it will address the data and then finally it will consider the research trustworthiness and the ethical strategy taken.

1. Researcher Position

Researchers are bound by a series of paradigms, impacting their subject matter and actions based on their researcher position. Paradigms are defined as *"the basic belief system or worldview that guides the investigator, not only in choices of method but in ontologically and epistemologically fundamental ways"* (Guba & Lincoln, 1994, p. 105). In this sense, it defines that paradigms are composed of beliefs and truth established by human and also in how the individual place them self to it. Offering a wide range of interactions and relations that interplay with the paradigm—demonstrating that the world is built up as human constructions. In the context of this research, the researcher aims to explore the Danish travel motivations and their interpretations of Reunion's marketing campaign **"The Ultimate Island"** to understand how the destination could strategically promote itself toward this market segment.

Ontological perspective stresses that there are different versions of nature, implicating multiple different stories. Demonstrates that humans construct the social world from their cultural and social inheritance (Mason, 2002) (Butowski & al., 2019). As this study investigates Danish consumers, the researcher can be seen to stand in the perspective of relativism nature. Indeed, this project aims to comprehend the social realities, to understand the eventual commonalities or conflicts based on intangible mental constructions of social experience (Guba & Lincoln, 1994). In this sense, the researcher recognises that people are social actors who, through their perception, play a role in the cultural and social construction. In the context of the project, it is argued that the market segment cannot dissociate place branding that the destination tends to attract. And thereby, the consumers, by their perceptions, influence destination's promotion.

The researcher considers that knowledge's claims, productions and transferability is done through social construction. Hence, this studies research approach is based on social constructivism, also named "naturalistic inquiry" (Guba & Lincoln, 1994). It acknowledges that there is no one truth, but that knowledge encompasses various constructions, which result from social activities. That knowledge construction is made up of a relative consensus which is interpreted by the competent (me) (Guba & Lincoln, 1994) (Mason, 2002) (Cruickshank, 2012) (Butowski & al., 2019). In this case, the knowledge is produced from a sample of Danish tourists and is transferred by the researcher. Through this phenomenological paradigm, the researcher is searching to investigate the Danish market segment's motivation, by highlighting their idiosyncrasies and hence exploring the differences and commonalities within the travel preferences, as well as their perception of islands and Reunion as travel destinations. Using social construction approach enables the researcher to create knowledge by investigating their subject's (the data sample) needs and their perceptions of the destination (Reunion) in relation to the market communication campaign "**The Ultimate Island**" ran by Reunion.

The epistemological position enables us to highlight the world interpretation by understanding, its production and constitution (Mason, 2002). This research is conduct on a hermeneutical approach, by assuming that scientific cognition is based on human cognition. Therefore, the researcher has used qualitative methods by collecting data from interactions between them, in the role as the inquirer, and the respondents (Guba & Lincoln, 1994) (Butowski & al., 2019). The aim of the research is to find meanings, which exist through practices and situations through the interpretation of the data collected (Blackman & Moon, 2017) (Babich, 20017). As demonstrated by Mason (2002) it is believed that *"a researcher cannot be neutral, or objective, or detached, from the knowledge and evidence they are generating"* (p. 7). In this sense, the researcher acknowledge that they are embedded in this research – that they are passionate about their field research in regards to the destination of Reunion – their voice is turned toward a positive reference to the destination (Guba & Lincoln, 1994). Thereby, their assumptions, actions and decisions have shaped the research (Mason, 2002). Indeed, the researcher is a nature lover, which they see as a quest for adventure and new experiences to be fulfilled. Moreover, the researcher worked for Reunion's Destination Marketing Organisations as a PR consultant, which has left them with a positive image of the destination and to vast knowledge about the country as a travel destination. Furthermore, the research is a French citizen, who has lived, worked and studied in Denmark for approximately

three years, and therefore acknowledges that they started this research project with assumptions about Danish tourists and their consumers' behaviour.

However, in following a constructionist approach, it is believed that the researcher should always start research based on prior knowledge and theories, by co-constructing meanings and producing knowledge to understand the social phenomenon (Charmaz, 2008) (Berger, 2015) (Cassell & Symon, 2004). As it enables them, the researcher, to move from an outsider position to an insider position, depending on the steps of the research (Berger, 2015). In this case, the researcher was able to create a connection with the participants by being able to understand them, speaking the same language and understanding their cultural norms from living in their country, and with previously being connected with the communication campaign by Reunion. Nonetheless, the researcher had to take up the challenge to ensure that they stayed as an outsider, and therefor impartial, during the interviews and when processing the data. Thereby, the researcher's position can be considered a benefit for this study as it captures the essence of the interviewees, gaining a depth-understanding of their perceptions and how they interpret the marketing campaign.

Hence, through this paper, the researcher aims to understand if there is or there is not a contrasting claim between the market campaign by Reunion and the Danish market, thereby investigating to which extent the constructed marketing campaign should be revised, or if it does not need to. Furthermore, this research aims to demonstrate how its findings and possible outcomes can be used to further the field of tourism and to be potentially put into practice as key influencing factors for Reunion's DMO in their marketing decisions. Thus, the researcher sees themselves as a facilitator of the investigation process, by offering new input and new perspectives for Reunion's tourism industry and tourism research (Guba & Lincoln, 1994).

2. Research Strategy and Approaches

2.1. Qualitative Method

Tourism field data collection has created paradigms between quantitative and qualitative research methods (Bryman, 2012). Based on the research literature, many scholars in consumer studies have used questionnaires to highlight the commonalities between participants and their ways of consumptions (Akroush & al., 2016) (Lindberg & al., 2014) (Murdy & Pike, 2012).

However, this social research aims to outline not only how could the destination Reunion attract Danish tourists, but also what are the respondents, as potential Danish tourists, perceptions of the current marketing campaign by Reunion. Hence, the research focuses on using a theoretical framework to identify the diverse opinions, emotions and senses of the participant to find out the Danish travel preferences. It also seeks to reveal what are the paradigm of the destination and the potential motivations to travel or not to travel to Reunion. This is why this research is based on a qualitative method which enables the collection of a vibrant, depth, nuance and complex empirical data, a must to understand destination branding (Abubakar, 2009). It enables an inductive perception between the research and the theory (Bryman, 2012). It is used to understand the holistic, psychological and unique components of a destination and to what it may be associated with (Mason, 2002) (Richies & Crouch, 2003). Qualitative data enable to provide elaborate descriptions by the collection of evidence and the production of findings by the researcher from the participants, who are able to use their own words (Mack & al., 2005). The data gained will enable for the generalisation of the research arguments as demonstrating by the application of the produced and contextualised knowledge intangible factors, and by understanding the Danish tourists' impression of the destination, their image, to reveal their perception of Reunion.

2.2 Interview Guide

A qualitative interview guide (Appendix 12) has been created drawn from the literature review as a background. It enabled the researcher to gain a more in-depth knowledge about consumer psychology, behaviour, and how it impacts their decision. It ensured the researcher was able to draw valuable questions about islands, thanks to the branding and marketing campaign of them. It has also followed Seidman (1998) and Ticehurst and Veal (1999) and Bryman (2012) interview guide models to ensure the creation of a conversation, by creating a connection between the interviewer and the interviewee, the researcher. Through using open-ended questions, the researcher was able to get a better reflection of the participants reflect by allowing them to elaborate on their answers. The purpose of the main questions is to find out the missing information to understand the situation examined, the research topic (Rubin, 2012). As suggested by Charmaz (2002) in (Bryman, 2012), useing intermediate and ending questions to find out, as Charmaz suggests, the values, beliefs, behaviours, emotions through the participants' stories. Furthermore, the interview guide enabled the researcher to build follow-

up questions depending on the answer given by the participant and interacting with the participants to gain deep insight.

The interview-guide has been structured in two distinctive parts. The first part aims to create a sensation of confidence, by evoking some memories of them but also to understand their general travel consumer behaviour, especially toward the perception of the island. The second part aims to understand how the participant's sense play out toward the Reunion marketing campaign, allowing the researcher to deconstruct the campaign from a Danish perspective. It includes time for the participants to watch the promotional marketing video, "Reunion Island: Austral Summer", and to see photographs, cartography and the Reunion website, in order to stimulate the participant and to offer them a sense and an image of the place (Bryman, 2012). This method can be referred to as photo-elicitation, which enable participants to self-reflection regarding what they are seeing—conveying their significance, narrative and perception of the campaign (Andersson, 2011). Moreover, as two of the participants already knew the destination, the interview guide has been modified for them to gain an understanding of their experience there, their feelings and memories. Finally, during the process of interviewing, new insights and new perspectives have come out, which has modified the guide by expanding some new questions during the interview (Rubin, 2012).

2.3 Semi Structure in Depth Interviews

The purpose of practising interview is to gain an understanding of what the others experienced and what they retain from it. Although it has been argued that it is impossible to understand someone entirely, it is possible to capture most of each story (Schutz, 1967) in (Seidman, 1998). This method intends to extract a clear understanding of the interviewees' perception of the given topic by the research. It enables the researcher to investigate the social world from different angles. This technique is the most used in qualitative methods because it enables us to put the participants in a role of the expert, to create knowledge from what they share (Mack & al., 2005). The use of semi-structured interview allows for the connection to the senses by ensuring reflexivity and insider (emic) depth description. Indeed, in a social constructionist interview, the common ground is based on the nature of the language (Cassell & Symon, 2004).

The researcher has decided to use individual semi-structured interview rather than a focus group interview, to be able to create a dialogue with each of the participants. It gives power to each of their voices to capture their individual opinions, values and attitudes, thus their perspectives (Merton & Kendall, 1946), (Mack & al., 2005). Additionally, face to face interview favour top-of-mind response and the creation of a connection with the interviewees (Woodside & Lysonski, 1989). It offers the researcher the ability to have a secure relationship with the participants but also to catch their different body languages reactions, senses and emotions toward the destination, creating a trustful relationship to let the participants talk more openly about their feelings, and make them not afraid to go in-depth in their thoughts and opinions. The semi-structured in-depth interview has enabled us to create a conversational atmosphere with unstructured talks and adjustments when needed. Therefore, offering to conversational partners a feeling of security, unjudgmental, neither approving or disapproving but insisting on the fact there is no right, no wrong answer but only their opinions which matters (Mack & al., 2005) (Bryman, 2012). Thanks to this, the respondents have elaborated more their answer, which enabled the researcher to gain an understanding of their visions of travel consumption, islands and Reunion, based on their interpretations of the social world.

During the interview, the interviewer carefully listened to the interviewees' response to allow them to ask follow-up questions and probe their answer further. The follow-up questions allowed them to investigate of the respondents answer and to complete the knowledge given by asking the participants to go more into depth regarding their answers while the probes elicit the participants' answers. It emphasises the answers' elaboration by filling the missing information through further questioning and ensuring the researchers understanding of it when the response given was not sufficient (Mack & al., 2005) (Rubin, 2012). Furthermore, because each individual is different, the researcher has adapted their wording or tone of voice depending on the individual. This individual perception may also mean that each participant may not elaborate on the same point. Thus, seeking to find out why each informant has this perspective, their opinion about the islands and Reunion as a destination, those techniques mentioned were essentials (Mack & al., 2005).

The strength of in depth-interview are to give the power to the participant to let them express and explore some topics or questions they will not have done from a natural perspective in their daily life or in a structured and closed question interview (Seidman, 1998). They allow the exploration of different topics, at different levels, which offer to the researcher the possibility

to examine in depth the meanings exposed (Cassell & Symon, 2004). Furthermore, it provides more explicit responses which can lead to contradictions and nuances in the answers during the interview. Due to the affective association toward the subject of research, it has been argued to be the most reliable method of inquiry which enables to learn through is the language (Seidman, 1998). By their voluntary participation, the participants are considered as enthusiastic insiders, which allow the researcher to keep some free space and adjustments during the process but also to ensure that theories can emerge from the data (Bryman, 2012). On the other hand, it has been argued by scholars that doing interviews also have disadvantages, such as it considered to be time-consuming. It takes time to create, set and realise the interviews but also to transcript them (Cassell & Symon, 2004). However, the researcher does not consider this time as a weakness because it enables the social construction of knowledge in relation to a theoretical framework. After all, the questions were based on the theory of consumer travel preferences, islands branding and perception. Thereby, this time, in this research project is considered as essential.

2.4 Participants Samples

The goal of sampling is to match with the research strategy toward the criteria that the data collected will be relevant for the analysis, and will enable to build hypothesis (Bryman, 2012). The literature argues that the target market segment needs to match with the destination's comparative and competitive advantages, and its development goals (Richies & Crouch, 2003). Such as Reunion's tourism development focuses on a younger demographic, but remains an expensive destination. The researcher has chosen a target group of native Danish citizens between the age of 20 to 60 to make up this research sample. This sample aims to allow the researcher to gain a broad overview of Danish tourists travel preferences and perceptions in general for Reunion's target market age category. Furthermore, it aims to understand how focusing on a Danish demographic through the market campaigns as a subject of focus can bring economic benefits and social value to Reunion as a destination, as it is generally agreed that the Danish population have higher revenue than French. Indeed, it has been studied that the monthly average Danish salary is 54,25% higher than the French one (Numbeo, 2020). Finally, in choosing this demographic, the researcher has assumed, that due to the way of life in Denmark, that Danish tourists were to be more a tuned toward sustainability as a concept. Indeed, the government has a policy to develop Denmark as a green country by implicating its citizens. Therefore, building up strategy toward circular economy, animal welfare, chemicals

and waste, water, fauna and flora, and so on (MFVM, 2020). Hence, they could be considered as a profitable market for Reunion, which is an eco-tourism destination.

To collect the empirical material, the researcher has used purposive sampling, aiming to obtain relevant data to answer the research question (Bryman, 2012). Relativist epistemology demonstrates that a large volume of data is not a synonym of credibility (Cassell & Symon, 2004). Nevertheless, there is not a required size of the number of participants until the information given is sufficient for the analysis (Dolnicar & al, 2014). Hence, the researcher has decided that they have enough material when finding opposing and similarities in the interviewee's discourses. By the diversity and commonality of the data collected, the researcher has considered the material as sufficient to answer the research objectives; resulting in a sampling size of 10 persons (six men – four women).

Chart of the Interviewees:

Gender	Age	Education Level	Occupation	Income	Marital Status	Travel to Reunion
1 – Male	25-34	Master Degree	Freelance Radio Program	17K – 25K	Single	No
2 – Male	55-64	Bachelor	Financial Consultant	26K – 35K	Single	No
3 – Male	25-34	Dropped Bachelor	Software Developer	26K – 35K	In relationship	No
4 - Male	35-44	No education	Global Retail Manager	36K+	Married with one child	Business Trip
5 - Male	25-34	Bachelor	Software Developer	36K+	Married	No
6 - Male	25-34	Master Degree	Special Adviser for the Danish Financial Ministry	36K+	Single	No
7 - Female	25-34	Medium-Long Bachelor	Food category Manager	26K – 35K	Engaged	No
8 - Female	25-34	Master Degree	Communication and Project Manager	26K – 35K	Single	No
9 - Female	20 -24	High School	Sales Expedient	11-16K	Single	No
10 - Female	45-54	Post Graduate	Business Owner & Teacher	36K+	Married with two children	Yes, lived there

The interviewees have been contacted and selected through their interests using social media platforms to get in touch with them. To avoid bias, the researcher searched to find participants

who were not directly linked to them, and therefore not a close contact, but profiles who were considered to have the enjoyment of traveling. All the participants are in work, which regards them as a sample group which meets the campaigns target in 'wealth', as outlined in above due to the typical average income. However, due to the COVID-19 crisis over half of the respondents have cancelled their interviews. Due to sickness, quarantine, fear, miss of times and sudden disinterest. Therefore, the researcher had to turn to those with the same interests and meeting factors as the original sample group, but within the researchers own network and their connections. The researcher has therefore been able to gain more participants, not connected to them, which were confident and willing to offer their time during this pandemic situation and to help rectify the credibility of the research sample size in this situation.

3. Data

3.1 Design and Collection

In order to connect with the participants, the study context was explained by being straightforward about the research objectives. The researcher ensured that the participants understood clearly their voluntary participation, but also, to which extend their answers will be used, and the duration of the meeting. The researcher testified to them the confidentiality of the data by not using their full names and how it will be used later as a source of knowledge during the analysis. Furthermore, the researcher ensured their recording agreement before to set the interview and before to start the discussion in person. By the use of basic words – acknowledging that the researcher can have a harder accent to understand, when the participant is unfamiliar with them, the researcher made the respondent confident about the situation. Hence, letting them know not to hesitate to ask the researcher to repeat if they do not understand the question due and also the content (Mack & al., 2005).

The interviews were held from March until April. In a normal context, it is advised to do interviews in private places, to make the respondent feel confident. Therefore, the researcher firstly offers different suggestions of place where the interview could be held, such as University Campus, Café, or the place of their choice. However, changes had to be made in the location suggestion when the Covid-19 lockdown was announced in Denmark, resulting in restrictions for the Danish population in terms of where they can go and what locations were open. The goal being, to respect the government and to make sure that the participant will feel

confident and have a pleasant experience. Furthermore, due to the COVID-19 situations and the location of the informants, two interviews took place over messenger. When the discussions took place, over messenger, the same protocol was followed, besides the fact that 5 minutes before the time, the researcher sent the interview guide to support the questions if needed, a link to access the video campaign, the official Reunion website and Reunion's Instagram.

During the interview, the questions were asked in the same way, but when the respondent diverged a little, the interviewer put them back on the interview's goal path. The follow-up questions have not been the same, and the researcher has always searched to ensure the elaboration of answers when needed to gain a sense and content from it.

Additionally, Interviewee 10 has been set up in quarantine the day of the interview due to Covid-19 symptoms. Therefore, due to time limitation and the respondent health problems, the interview guide has been sent to them. When interviewee 10 sent back the transcript, the researcher exchanged through emails and a brief phone conversation to clearer some answers.

Although Mertten (1998) in (Cruickshank, 2012) argues that interviews should be treated as stories and not transcript because social constructivism research reveals the truth by allowing commonality feelings and experiences. The researcher believes that transcript can tell stories too and relate to different person's emotions depending on the highlighted thematic. Thus, revealing the objectives' key findings. They, therefore, collected the material via oral communication, which they then explained through transcriptions that they have typed (Gorden, 1969). It enabled them to keep the original data and the words used by the participants (Seidman, 1998). Additionally, to be the one transcribing, the researcher has been able to re-exanimate what people say. They were able to reanalyse this moment as an external element. Thus, being closer to the data, to start to identify the key themes or dichotomies between interviewees, which will be helpful during the analysis (Bryman, 2012).

3.2 Thematising the findings

Qualitative research is complex and nuanced; it is why to be able to analyse the data transcript it is essential to underline interests and themes. It enables us to present the data, interact it and to interpret it (Seidman, 1998). Social constructivism is the creation of science, the researcher decided to use thematic connections to differentiate into different categories the transcripts which are acknowledged as a core method due to its flexibility (Seidman, 1998) (Braun & Clarke, 2006). To use this method, it enables the researcher to reveal the parts which

are attractive to investigate by labelling and to classify. This step is also known as coding the data (Seidman, 1998). The thematic analysis searches for themes and patterns related to the epistemological and ontological researcher position (Braun & Clarke, 2006) The data collected is transferred to a set of data referring to the data used during the analysis, this set of data ensue from the data item, it comes from the individuality of each interview and the data extract, which is the coding of these interviews.

The purpose of thematic analysis is to ensure that the themes discovered are related to the theoretical framework and method which will enable the researcher to find the knowledge he is searching. This realist method allows the share of own social realities, meanings and experiences within a range of discourses. Thus, thematic analysis is used as a method to be reflective upon realities (Braun & Clarke, 2006). In this case, the researcher decided to use a mixed-method by mixing thematic and theory with an indictive approach, it reveals the fundamental themes which are through this method linked to the data itself and theoretical approach to understanding the psychological components of travel motivation. Furthermore, it is of importance to be reflexive as a researcher during this phase, to not let the subjectivity or opinion get the upper hand, but to explore the informants' voices, their narratives. The coding of data has been done manually by finding out and defining the relevant themes concerning the research thanks to a colour code. If some voice seemed significant but not linked to a category, they will be marked to ensure to come back to it (Seidman, 1998). When all the themes became clears, the data was finally ready to be share to start the analysis, to interpret it in the light of the literature review and the theoretical framework about consumer and place branding.

4. Research Trustworthiness

The criticism of qualitative interviews is that it is not considered as science but as subjective because the findings are not tested but explained. Nonetheless, it is argued that there is no one definition of science which can qualify an interview as scientific or unscientific. Hence, it is considered as reliable and valid because it is based on the subjective impression from chosen questions (Kvale, 2011).

The researcher acknowledges that it is not possible to replicate the same study as it relies on external factors and human beings, which cannot be replicated. Indeed, the informant's life

cycle are continually changing; thereby, their perception may change during different stage of their life. Making it not possible to replicate the same social reality from the data due to the participation and assumptions in this research. On the other hand, the sample group chosen offers credibility by exploring different life cycle, and also by validating the conversational partner's answers through probes or follow-up questions as when needed. It enabled the researcher to ensure that the findings reveal the perception of the social world of each of the participants. Additionally, due to the uniqueness and depth of the data collected, the results could be not be transferred to other studies.

Thereby, this research is reliable (dependability) because each record, transcript, the decision has been made from a researcher reflexive point of view during the research process (Bryman, 2012). Indeed, the validity of the research refers to the observation, identification and measurement of what you say. It means that the empirical data has credibility and is reliable evidence to answer this study, although it can be considered that the researcher did influence the production of knowledge through their interpretation of the data in analysing it. Thus, it is recognised that it is not possible to be entirely sure about the truth in a social world as personal truths are formed individually. Nonetheless, in this context, it represents accurately the phenomenon which has been observed. The social phenomena are an external reality, demonstrating that there is not one version of social reality (Bryman, 2012) which made the research trustworthy.

5. Ethical Strategies

Ethical considerations are essential in scientific research, by following formal guidelines of conduct previously stated by academics and professionals,

"These include doing good (beneficence), avoiding harming (non-maleficence), and protecting the autonomy, wellbeing, safety and dignity of all research participants." (Dr Ron Iphofen, 2020, p. 11).

In this sense, it has to be understood that ethics takes an essential place at the core of research through different levels of implication. The ethic aims to ensure the integrity of the study, it protects the participants of the conducted research and to cover the researchers. Firstly, the researcher has performed this research to understand how Reunion could potentially attract the

Danish Market. It has been done to benefit the destination and the field of scientific research in tourism for further consumer travel behavioural models' development in the future. Thus, transparency has been carried out in this paper to reflect the voice of each participant. Thereby, the researcher has valued integrity to do a qualitative, by giving the power to the data collected. Moreover, the researcher acknowledges that

"all sources and careful and comprehensive referencing are essential to giving credit where it is due. It is the first principle in establishing rights to intellectual property" (Dr Ron Iphofen, 2020, p. 62).

Therefore, all the sources of data from theory to data collection is carefully referenced. Moreover, the authorship contains the researchers name and the thesis's supervisor's name. It is due to the supervisor's professional comments on the development of the research.

Secondly, ethics cannot be neglect in research based on social constructivism such as the knowledge is shaped base on the informants' participation. Thus, the researcher ensured that interviewees enjoy the purpose of the study and agree on the use of the data (Bryman, 2012). While processing the data collection, the researcher has followed the rules of privacy and confidentiality to protect the participants as stated by the Ethical Principles of Psychologists and Code of Conduct and the General Data Protection Regulation (Smith, 2020) (GDPR, 2020). Thus, all the semi-structured interviews have been done by volunteer participants. Before the start of each meeting, the purpose of the research, the duration and procedure have been explained. As an ethical code, participants have not been put into uncomfortable situations, each of them has been told the possibility to refuse to respond to a question. Additionally, the anonymity has been offered by not revealing their full-name (Seidman, 1998) as an agreement between the interviewees and I.

Thirdly and finally, by following the APA Ethics Code (Smith, 2020), to protect the researchers, all the data used will be stored for the five following years. In this sense, if an individual remains in cause the authenticity and validity of the paper, a reanalysis will be possible.

Analysis

This chapter aims to investigate the key findings of the empirical data collected through interviews with Danish tourists and conversations with tourism partners, in order to answer the research question; 'How can Reunion promote the destination in relation to the Danish market's preference?'. It aims to analyse, in four structured parts, the voice of the interviewees to reveal the marketing potential of Reunion as a tourism destination toward the Danish market. First, it opens up the general motivations of Danes as tourists to travel, discovering what it is they are searching for from a destination. Second, continuing from the Danish perception, it will highlight what their perception of the of Islands as a tourism destination is. Third, it will demonstrate the idiosyncrasies between how Reunion brands itself as a destination, and how the Danish market perceives it to be. In this sense, the analysis demonstrates how each individual potential tourist may be affected differently by Reunion's marketing campaign. Fourth, it will highlight how the destination could attract this market segment, Danish tourists, using the data found during this research.

1. Danish travel preferences

In order to answer the research question, it is essential to understand what the Danish travel preferences and behaviours are when looking for a vacation destination. This understanding will enable us to reveal if the Danish market segment will be beneficial for the destination, and therefore fitting its tourism development strategy and aim to be an eco-tourism destination.

To reveal the reasons why Danish tourists, as consumers, travel, and what their attitudes are, the questions from the interviews carried out were based upon models by Mayo and Javis (1981) and Crouch and al (2004), these include psychological (perception, learning, motives attitudes and personality) and external social factors as a part of the consumers decision process, which also refers to the environmental, economic, cognitive, and social dimensions. Additionally, using models by Correia and Crouch, a fifth part concerning the consumer's learning, referring to the sources of information used by Danish tourists during the decision process will be covered.

1.1 Environmental Dimension

On an **environmental dimension,** the data highlights that although these travelers do not know what their places is as a tourist, they are searching to adapt themselves to the place that they are visiting. Thus, the respondents are trying not to disrupt the environment they are coming into, even though it may be obvious they are tourists when they are there. They, as tourists, want to become a part of the destinations culture and to respect it. Additionally, continuing this respect, Danish tourists as a market segment, demonstrated no significant concerns about sustainability, but they did have awareness about it. In fact, it respondents have pointed out that Denmark is trying to make its citizens "green" in an effort to be more sustainable. More importantly, the data findings have revealed that although the interviewees are not willing to stop their traveling to be more sustainable, but they are searching for destinations who are control their tourism flow. Choosing to boycott mass tourism destinations for destinations that take care of their inheritance. Interviewee Eight stated:

"What I want it is to go somewhere to see something, it is that the people who live there want to protect it as well." (Appendix8, p. 3).

Thus, demonstrating that the Danish as a tourism segment are attracted by eco-tourism destinations. Where tourism can be perceived to be a positive asset for the destination, the local economy and its nature. Showing that the best way to attract travelers to the destination is to have, and showcase, proud locals that are taking care of their place.

In the interviews, all the respondents point out that they prefer to travel to a warm destination, to escape the Danish weather which is typically cool. Indeed, the only respondents motivated to travel to cold destination are the skiers in the data sample, representing only three out of ten of the interviewees. Thereby demonstrating that to these tourists, distance does not make a brake, it just has to be worth it, and you need to be able to spend a longer time. Out of those interviewed, those from 21 to 54 years old, travelling alone, with friends, as a couple or in family, and even though some of the respondents could be skeptical about the amount of distance, if they really want to go somewhere on vacation, they would make exceptions for the destination. To some extent, the distance can be seen by the respondents as a major asset, because the further you go away, the further you go from your home values, cultures, and landscapes.

Surprisingly, all of the respondents when asked said that they stay in residents which seem, to them, to be cosy, such as a hostel, Airbnb, or human-size hotel. This demonstrates that they associate the big hotel chains with the idea of mass tourism and are skeptical about them, believing they bring no extra-value to the destination.

Finally, the interviews found that safety at the destination is also a concern, with it being mentioned by the respondents in their answers, especially by women respondents, as a need for concern of risk awareness.

1.2 Economic Dimension

Typically, the Danish are considered to have a higher income in comparison to other countries, with a yearly minimum of 235 440 kr., which can be seen to give them a more significant spending power. Indeed, as a set of comparison, the youngest respondent, without qualification (Paylab, 2020). earned the equivalent of a yearly average French salary of 175 732 kr. (JDN, 2020). Furthermore, during the interviews, it was exposed that the respondents considered people in the their late 20s and early 30s, and families, as the group with the biggest travel budget due to their income.

Additionally, it can be argued from the respondents, that consumers may be price sensitive in decision process when deciding on a destination, but that they are willing to spend their money to have experiences that they cannot have when at home. On the other hand, the respondents highlighted that in response to the fact they want to explore the destinations culture, the real and the authentic culture, they need to 'live' locally and, therefore, the respondents state that they are not interested and do not spend money on outrageous expenses.

1.3 Social Dimension

On a social dimension, the data reveals that some Danish tourists choose to travel for the social dimension of becoming a more interesting person, arguing that travelling enables a form of recognition from the respondent's family and friends.

"I think that when you travel, you do become a more interesting person in people's eyes in a way. '…' In a way, it enhances your social capacities. I become wiser because I have more knowledge, but also I am recognised for it." (Appendix1, p. 2)

The interviewees demonstrated that the importance of travelling is that it is to create memories with family and friends only. Thus, for the respondents we can draw the conclusion that travelling is a social experience, enabling Danish tourists to use their trip as a story to tell to others, and to create a sense of interest in them, thus reinforcing their feeling of belongingness and love by others.

1.4 Cognitive Dimension

The cognitive dimension focuses on the consumers' senses, revealing why travelers travel. Aiming to inquiry the why and the reason(s) for this need by exploring consumer's quest; which is linked to their motives, personality, perception, attitudes and learnings as consumers.

The interviews have demonstrated that travel is associated to this market segment as a form of escape from their mundane everyday environment, which gives them the feeling that they are being braver, more explorative, more curious about the world and to enjoy the diversity of it. The respondents evoked that travelling is the key to them accessing a sense of freedom by being more adventurous, impulsive and spontaneous. Indeed, all the participants left some vacation days free so as to not feel lockdown, but to have the opportunity to be surprised and discover something new. In opposed to their daily life which is set, on vacation they would rather be unstructured, which gives us the feeling of endless possibilities, by exploring newness such as *"I do things that I don't do in my usual life when I am travelling."* (Appendix3, p. 2).

When going more into depth of the respondents' quest, which relates to their motivation and is associated to why they travel (Hsu & Huang, 2007), respondent evokes the will to escape as a quest for self-exploration.

"I am still searching for who I am, and I guess sometimes you find out who you are when you compare it to things that are not reality. '…' So, the feeling, of self-reflection I guess and also, of course, a curiosity which is a huge drive." (Appendix8, p. 3).

Hence, the data demonstrates that, to travel is a spiritual experience that enables each individual to develop them self to a higher level, but also to discover who their inner self is and to learn new knowledge. Other respondents define this quest as a need to relax and to reinforce family bounds, by creating a 'unique souvenir' by experiencing a new place, which enables to interact with everyone' interest and excitement, a familial experience out of the ordinary setting.

As argued by the literature, due to the evolution of the world, consumer's travel preferences have evolved by being more attracted toward a more cultural motivation, for novelty and education, than the socio-psychological motivation (Crompton, 1979) (Hsu & Huang, 2007). Therefore, highlighting that the cognitive dimension is focused more on the cultural motivation as the quest, with a want to discover, explore, adventure and learn. Culture may appeal to tourists because it is a social construction, which varies depending on the destination.

Seven out of ten of the respondents classified culture as the main attraction for a destination. Hence, to experience the culture enables the tourist to interact with cultural differences to their own, and to gain new knowledge. As quoted by the interviewees, cultural differences vary from customs, transportation, architecture, food, locals

"I want to feel that it was worth it. That the holidays, somehow brought something to new to me. I think it is important you kinda see how other cultures work and to realize that they are some other ways which are okay. There is not only your way that is correct. That makes people more tolerant, and I think that is very important, even more in the climate we are living now." (Appendix5, p. 3)

"I like to be challenged on who I am as a person and where my values are. I want to learn like other people live their life, so definitely things that kinda expend my arising and that are different from where I come from." (Appendix8, p. 1)

Thus, the interviewee exposes that the cultural quest is directly linked to the other dimensions in the decision process. According to them, exploring a new culture enables them to feel elevated in society by making them more knowledgeable, and possibly more tolerant of other cultures. This point underlines that Danish tourists have changed through the years, nowadays,

they are not primarily travelling to relax and see the destinations mains tourism attractions. Instead, the interviewees demonstrated that they are searching for what makes a place unique: its cultures—discovering newness from the world, the cultural differences. From the respondents' answers, for some of the respondents it can be seen that culture is associated with the theme of 'authentic'. There are a multitude of definitions of what authentic is in literature. Once defined as object-related, nowadays it is acknowledged by constructivist as more of a cultural value, which is produced and varies in the process of social construction. It can be argued that this definition varies depending on the perception and experience of each individual (Kim & Jamal, 2007).

"To me authentic it is not something that no one else has experienced, it really like when it moves me on some kind of way '...' it can still be an authentic experience because it is the first time to me and it has some cultural value '...' to have an authentic experience, to bring something new to my soul" (Appendix4, p. 1).

Demonstrating that everyone can experience the same or a different authentic, it is considered as such by the individual person, even though it is the main attraction for tourists. Others respondents support this statement

"Authentic, it's such a cliché, but if I can go to the restaurant, which is not necessarily full of tourists, or if I can go a bit off the beaten part". (Appendix1, p. 3).

Hence, it can be interpreted that all the respondents want to have an authentic experience, but that it does not have to be something unique to be authentic. This complex concept of the authentic experience can be understood as to what will meet consumers' perception of the authentic (MacCannell, 1973). This can be understood as Danish tourists wanting to have a sense of what they define as authentic from the culture. Finally, culture is interplayed with the idea of nature, and they cannot be dissociated.

"The most important is to combine the nature, the cultural and some personal experiences that can go up to a higher level and can be mixed." (Appendix2, p. 3).

It is essential to note that all the interviewees have a broad interest in nature, with three out of ten respondents considered nature to be the most important attributes of the destination. Therefore, culture and nature are considered to be the main pull factors for

consumers, because these concepts provoke a feeling of difference in each of the individuals. The consumers motivation, hence match with the push factors stated above. Showing that the main element of the consumers motivation to travel is 'the difference'. The difference, is therefore a positive element, it is an escape from the reality, the ordinary that enables each individual to feel more alive.

When the respondents were asked what their main motives are for travelling, they talked about their need to be breath taken, to try new thing that they could not see, do or try in Denmark, but also to learn about themselves. Interviewees had difficulties in defining what their first lead motives were, but their primary quest is a feeling that cannot be touched or explained, but is an experience.

"I think it is, the feeling of "WOW", "seeing something completely new" and seeing or experiencing something that you would never be capable to see at home. I feel like also sometimes, especially when you go alone, it is the contemplation to it, to be alone for a while and to experience new things alone so like contemplate in a different way, like an introspection. When you travel alone, I feel there is a different kind of introspection. The feeling of "WOW", makes me feel like it adds something to me – not like I am a new person – but like if your character is made of blocks, then you add a block – you see a new perspective, a reflection that you hadn't had before." (Appendix6, pp. 2-3).

Thereby, highlighting that Danish tourists are searching to feel wowed and amazed through their experience. In this sense, suggesting that the motivation beyond travel, is to do something different, that will make them different. Giving each individual the time to enjoy the moment, to construct themselves from a different perspective. It can, therefore, be argued that the Danish tourists are culturally aware of what travelling is and what it brings to their soul. Thus, it is demonstrated that what influences Danish tourists in the decision-making process is their imagination of what the experiences could be at the destination.

Indeed, when the interviewees have been asked what they would generally tell about their holidays when going back home, they narrated about their personal emotions, what have surprised them the most as the destination. Hence, reinforcing that what matters the most is the biggest impression on them linked to their emotion and their expression of the culture but not about the places, touristic attractions. Showing that Dane's as a market segment, are in a quest for feelings, emotions and experiences that will play with their senses. Thus, they want to create

memories of the intangible, to experience a glimpse of difference life far from the stress. Showing that what used to be considered the destination's marketing asset, branding a destination on its mains tourism attractions, may no longer be a valuable marketing strategy – at least not for this market.

1.5 Destination source of informations

DMO's (Destination Marketing Organisations) and their communication campaign are considered to be a reliable source of knowledge of their destination for prospective tourists. It can even be argued that mass media communication is nowadays easier thanks to the social media, which ensure that more consumers can be reached by the message. Nonetheless, when questioned about the way in which they choose a destination, the research interviewees highlighted that they always refer to their relatives for advice on destinations. It can be from friends, family, people they met during travel, a friend of a friend, following the principle of "worth of mouth". In fact, they underline that a referral from a close source is trustful knowledge, be it based on their good or bad experience at a destination, sharing this experience will make someone else want to travel. Thereby, reinforcing the literature (Woodside & Lysonski, 1989) (Ritchie & Crouch, 2003) demonstrate that relatives play a crucial role in the decision process, by making the destination image appealing or not.

Furthermore, it has been highlighted that when the destination has been chosen, consumers use general search tools and shared platforms, such as trip advisor, as well as social media and blogs to carry out research. But the principle remains the same, like with their relatives the respondents want to have information about a destination based on people's experience. Therefore, showcasing the fact that DMO's are not considered to be a trustful source of knowledge for a destination. Indeed, they may be seen negatively by the consumer, by 'hard selling' the destination, attracting mass-tourism, and thus seen to be not protecting their place. Touching an additional point around the complexity of destination branding; where DMO's are considered as non-reliable.

Hence, the data, after demonstrating that Danish tourists prefer to travel to experience differences based upon culture and nature, it is essential to understand what is they imagine the Reunion, and therefore the destination, to be. Understanding their perception of the Island will

enable us to observe if it matches with their motives, and will make them terminate the decision process of travelling to those remotes' places.

2. Islands Perception

In order to understand the consumers perception of the island by the Danish market, the respondents have been asked questions about general components associated with it. These can be classified into four distinctive part: geographical, historical, cultural and social components (Amira, 2015) and are linked to the consumers emotional senses and their perceived image.

2.1 Geographical Components

From a geographical perspective, respondents identified island as a small territory with various fauna and flora, described as having outstanding nature and with a theme of blue and green in its nature. The blue nature referred to the sea, its wildlife and the beaches, while the green representing its nature, refereeing often to a tropical, wild nature. This can be understood as the respondents having a general image of an idyllic destination, associating words like 'coconut tree', 'white beaches', 'palm tree', 'sand', 'sea', 'blue water', 'coast', 'harbours', 'jungles', 'flowers', 'exotic', 'tropical', 'forest' and 'desert', when they were asked about how they visualise the destination. Hence seeing islands as a

"more adventurous places, it is like some uncharted territory in a kind of way. It is difficult on the nature to go to an Island compare to the mainland." (Appendix4, p. 3).

In the literature, islands have been acknowledged has being associate with remote and warm destinations, which can be difficult to access (Baldacchino, 2015). However, when the participants evoked the notion of a small territory, they emphasise this word as being a synonym of boredom. Indeed, nine out of ten participants questioned the possible activities at the destination, referring to a long trip in distance, that may not be worth it.

"I think in general my thought about Island is that they are geographically limited, just you know in size, small. Dependent on size, I would maybe worry about how much there is to see

but also some of the time I have gone to island it is because I am in a part of trip where I don't necessary want to see so many things." (Appendix1, p. 4)

From this point of view, as seen previously, they raise the point that nature may not be enough to satisfy their quest and meet their vacation needs. Indeed, they associate islands as a "naked" place, where you can quickly have nothing to do. Underlining the fact that if you just want to relax, you may choose to pick a closer destination, or only spend a few days on an island as a part of another or longer trip. However, this claim is counterbalanced by respondent Ten who identifies the natural limitation as a positive asset. Defining this component to be appealing because it enables one to do all the things that a place has to offer, without making compromises (Appendix10, p. 2). Additionally, this respondent was the only one who has lived on an island and has also travelled to many of them. This contrast between the respondents, addresses the missing awareness of Islands' potential: their differences and how different consumers view the same experience. The data thereby, reflects that Danish tourists have the image of the island as a paradise based upon its nature. However, their willingness to travel there differs between the respondents, and they may choose to come as a break from another trip.

As revealed in the previous chapter, Danes are motivated to explore the authentic; the culture, of a destination. Hence, it could be considered that they are afraid of limited experience possibilities at the destination, which will make the trip being a bad experience. This is in opposition to the literature, where it is argued that destinations should target tourist who are far away from the destination, in the hopes to make them stay longer (Abubakar, 2009). If the consumer is in a Danish mindset, demonstrated by the respondents, islands are associated with being a geographical destination, with limitations that will lack natural components, resulting in these remotes area being connected with a negative connotation. Indeed, beautiful landscapes and warm weather, may not be enough to attract this market segment, who do not want to be static, but want to be active at the destination.

2.2 Historical Components

The interviewees have not been asked directly about their historical association of islands. However, there is no doubt that all of them consider those destinations as older societies, which have their own rules and urbanism system.

"I think there is a difference between the kind of island you go to but in general I have the perception of an island as being sort excluded and a little more local society. Sometimes, it is not necessarily true but that is an image I have. So, I think going there was definitely to get away the noise and everything." ... "If there is nothing to do on the island, I would not go there and if the infrastructure is awful like there is no buses to go around or if it takes 3 hours to go to one side to the other when it will maybe take one hour in car." ... "I think natural, I think also like down to earth because when you are in smaller place I think that people are more used to in depending on each other's which often inspire like the feeling of helping each other out." (Appendix8, 2020, p. 5).

Hence it has to be understood that Islands are considered to be small rural communities which are not yet developed to the same extent as the mainland. The reference to the infrastructure supports this statement. Not only that, but further interviewees have also stated thoughts of these communities living on fishing and tourism industry. While farming has not been associated with it, due to the islands' need to import everything they need, such as food. Reinforcing this statement is Interviewee Ten, the respondent is culturally aware, emphasise that locals are proud because they are the ones who have chosen their lifestyle by maintaining their cultural inheritance (Appendix10, p. 2). However, only interviewees 7, 8 and 10 shown their awareness about colonisation and the islands history. Thus, although those factors refer to the literature of stereotypical island imagery, being an underdeveloped and more relaxed destinations (Baldacchino, 2015), it is argued that the lack of historical awareness may ensue from a lack in the branding of these places, which will be explored further in this chapter.

2.3 Cultural Components

Despite the fact that this market segment is on a quest to explore the culture of the destination and to have an authentic experience, surprisingly the research found that the cultural components of islands are generally unknown to them. Six of the respondents did not express a clear image, or an assumption of the islands culture and its differences. Instead they raise the image of the islands as tourism destinations with the culture focused on *"sea, sun and beach"* as quoted by Interviewee Six (Appendix6, p. 4). Additionally, interviewee two emphasises a contradiction in its discourse, when previously talking about destinations, they emphasised the importance of culture, but when talking about Island they said: *"I am thinking of is about nature and nature experience more than it is about cultural experiences as we've talked about*

before". In this sense, it has to be understood that in contrary to the literature, that acknowledges Islands as ethnocultural places that cannot be compared with the mainland (Baldacchino, 2015), some consumers are unaware and uninterested in its culture. Indeed, they cannot associate it towards any components in the decision-making process.

It is intriguing to wonder why some participants are not mentioning the cultural difference of the destination, such as the sonority, rituals, music, cuisine and so on. Indeed, in the tourism industry, cultural heritage and the differences are considered as an asset and are a local construction of the place, therefore a paradox is occurring (Marcelino & Gonzalez, 2015). Although cultural differences are argued to be the core of Island's identity, which enables to recognize the place (Amira, 2015), it is highlighted that what the interviewees previously considered are their primary interest, the culture loses its enticement when associated with the concept of the 'island'. Hence, it can be argued that there is currently a missing link between the literature and the branding strategy, that there is a difference between mainland destinations and island destinations. Thus, tourists may have a dissociated image of the Island and culture, although it is considered an aggregated social construction when it is about mainland (Whang, Yong, & Ko, 2015). In this sense, the previous branding strategy of Reunion Island can be called into question, seen when respondents defined an island as a tourism destination, they associated the idea of the island with words as 'cocktails', 'drinks', 'cheap drink', 'pinna colada', 'beers'. Hence, describing these places as drinking / alcoholic destination. Interviewee Five went further into that point by stating *"I imagine, like in most Island, it will be a lot of hotels where it's all tourism-driven. I am not even sure if they are gonna be locals if it's a small island."* (Appendix5, p. 4) Underlining the issue that the Island can be seen to be losing their cultural identity, to profit the tourism industry. Thereby interrogating the fact that tourism might be posing a challenge for the locals, who may not be able to live in their country, although they are the ones who construct the place (Baldacchino, 2015).

On the other hand, four respondents have evoked the culture and its differences.

"Often, I find that Islands have their own culture, especially if the Island is connected to another country. So, if you have been to the country, and you go to the Island, even tho it is the same country you find differences within culture. That's really nice, and I really love that there are beaches all around. They also got mountains kinda way at the ages and more rough nature." (Appendix7, p. 4).

First, it is interesting to notice the cultural awareness about the Island is often being a part of other countries, this is a connection to the historical component. More than this awareness, what stands out is that being an island a part of another country is considered to be an appealing factor, which wakes up consumers' curiosity and therefore fits with the idea of a quest for knowledge and adventure. However, in the literature, no marketers explore this potential asset in the branding of Island. It is considered by scholars, only of importance in the policy settings of an Island, but never directly in the marketing strategy, such as "Come to Reunion, the hidden face of France" (Baldacchino, 2015) (Amira, 2015). When referring to the semiotic of the words used, it leads us to understand that the Islands may be a more interesting destination because of their cultural differences to the consumers own country, which match with their quest, as seen in chapter 1. Thus, continuing the findings of chapter 1, it is supports that culture cannot be dissociated from the nature in the consumer mindset, when referring to Islands.

2.4 Social Components

Respondents raised that islands are places out of time, where there is no stress and which are made for relaxing. Interviewee Four described it as a

"The kind of vibe very relax, mañana, mañana attitude "if we don't make it today, we make it tomorrow", not being as effective than the western world, yeah. Beaches, slow life." (Appendix4, p. 4).

Hence, they underline the positive association of life with an island, where there is no fast pace, the rhythm is softer, and you do not rush yourself. This way of social experience is also associated with the "Danish Hygge" by Interviewee Six (Appendix6, p. 4). The Danish Hygge being define as enjoying the small things of life surrounded by relatives (VisitDenmark, 2020). Thus, meaning that tourists go to those remotes destinations to cut out all the stress from their daily life, to do nothing and to enjoy one day after one day such as argued by Baldachhino (2015). Participants also mentioned the expectations to hike, do water sport, and one more time to drink cocktails. By some, this kind of break was referred to a positive feeling.

"Well, I can see the beaches, the jungles and at least the palm trees and little bungalow hunt. I can see drinks and like the folding chairs in the sun, the pools. I think I'll project myself in a

bungalow with a small hut. I can picture myself there with a drink. I can hear the waves kinda crashing softly against the beach." (Appendix6, p. 5).

In this sense, they are travelling to escape the ordinary, by putting away all the negative elements of life to enjoy and live the moment. They shared the feeling of relaxing in the quietness and the warm taking the time to awake their senses. Indeed, they transported us with the feeling of the fresh air against their skin, surrounded by beautiful green and blue natures, soothed by the waves, enjoying a drink in peace. Hence, connotating to the image of a luxurious, relaxing holiday on a paradise island where they are not interfering with the community. Thereby, as argued in the literature by Amira (2015), consumers are not travelling to discover, but they are traveling to be insular to their resorts. It can therefore be assumed that some of the respondents, as Danish tourists, are travelling to be enclave to Island, to relax, to do nothing and repeat it. However, as seen previously, it has been demonstrated that they will choose a closer destination for this kind of break, rather than travel for a long period of time. Furthermore, based on this consumer's perspective, the distance and enclavic nature of an island can be seen as an asset, destinations should therefore be more aware of these tourists' segment, who are not beneficial for the local economy and are harmful for the environment.

However, for some respondents this kind of break is referred to a negative feeling. Interviewee Five explained

"I have never tried the kind of holidays where you just lay down and drink, so I don't think it will be for me. So, I also think it could be cool to try just for a weekend, but I don't go on holidays just to lie. I'll be bored and feeling like I am wasting my holidays." (Appendix5, p. 4).

In this sense, they are demonstrating that this kind of holiday is meaningless to them. It leads to the perception of being worthless, beside time consuming, time which could be spent on more meaningful experience that will answer their need for a quest. Moreover, as stated by Interviewee Seven, this break also gives the perception of
"way too many Danish people. I don't know why I get this feeling that many Danish people go to the exotic islands and experience nothing. I think it is my image of this exotic islands." (Appendix7, p. 5)

although its *"expectations will be that there is no trash on the beaches, and I know that there is going to be people, but I hope it will not be too many people, so it will be some calm and quiet and no children running around, putting sand in your head and family yelling and screaming."* (Appendix7, p. 6)

Thus, they shed light on the fact those types of idleness holidays are associated with a negative perception, because of boredom but also, and mainly, because it is associated with mass-tourism. Hence, creating a negative image of the destination as an enclave territory, with luxurious resorts and their all-inclusive formula. Thereby, supporting the literature which argues that destinations had been branded based on catchy slogans, such as "sea, sun and sand", based upon their geographical components, while neglecting their unique components (Crouch et al. 2005; Picard, 2011). Thus, dropping the values of the places from its cultural tangible and intangible heritage. Therefore, the general image of the island as place of paradise is controversial due to this association of mass tourism and boredom: "sea, sun and sans". It can be argued that islands being brand by destination marketers on one clear image has led to a sameness and a competitive brand image between islands (Ren & Stilling Blichfedt, 2011).

Despite this, there is not one contested notion or definition about islands, but due to their similar natural inheritance and old branding strategy toward a simple identification, it is not able for place differentiation. However, it has been demonstrated that the perception of an island is subjective to each individual, differences are shown between how respondents perceive islands in general and what they are searching for, their motivations. When the image set of an island refers to mass tourism, it refers in the consumers' mind to the destruction of the destination (Baldacchino, 2015). Thus, supporting the point that seven of the respondents are not especially attracted to travel toward island destinations more than mainland. Indeed, when islands are brand as commonplace, it results in branding failure. It is why recent literature suggests that islands should brand develop themselves as an eco-tourism destination, to preserve their identity (Richies & Crouch, 2003). Doing so aims to attract ethical behaviour consumers, such as Danish tourists as mentioned previously, in their quest for an authentic experience. They are the ones constructing this authentic. It is argued that, it is the intangible assets of the destination, that make a place unique and thereby create the destination's identities. Thus, supporting that tourism destination branding should move from a singular narrative, to multiples narratives, not defining an island as one reductive normative territory (Ren & Stilling Blichfedt, 2011).

Thus, we want to explore how Reunion can create an emotional connection, based on its marketing campaign and its strategy toward the Danish public as a potential tourism market. Indeed, in relation to the contested island destination image, it underlines the complexity of promoting a destination to reach the target audience.

3. Deconstruction of Reunion marketing campaign in relation to a Danish Perspective

Reunion searches to attract new markets, however, to do this it is argued that to attract tourists, destination should promote a multifaceted image, its marketing campaign focuses on nature to attract the foreign market (Ren & Stilling Blichfedt, 2011). In contrast, they focus on all Reunion's attributes such as its culture to attract the French market who knows the destination as Reunion being a French territory. Therefore, this section will focus on deconstructing the marketing campaign from a Danish perspective to understand if the destination has the right assets to attract them, and if its place positioning strategy matches them.

It is important to state that seven out of the ten of the interviewees have never heard of the Reunion as a destination. With only three being aware of it before the research took place; interviewee four knew about the destination due to their job when he opened a new shop at the destination. Interviewee seven had heard about the destination thanks to a French podcast, to learn the language talking about colonisation. Interviewee ten knew the destination because she has been living there for several years due to a job offer when she was younger.

To promote the destination, Reunion has launched a new marketing campaign named "The Ultimate Island" (IRT, 2018). In their marketing campaign, they are searching to convey the promise of a memorable experience, which can only be associated with Reunion (Tomassin, 2019). In it they use the technique of storytelling to play with the consumers' sensuous, based upon the plot of adventure, discovery and escape. By doing so, the DMO create stories on a multi-sensory scale to share Reunion's identity and to play with tourists' imagination of the place (Kent, 2015). Thereby, they position the marketing campaign in relation to the storytelling principles where the marketing communications are built upon an effective narrative which aims to create meaning for the tourists (Hjortegaard Hansen, 2010). To be powerful, those narratives aims to reflect the reality of the place construction by sharing emotional and interpersonal stories of it (Kent M. L., 2015). Although mutual contradiction can appear within

a same destination, it does not mean that those narratives cannot be controlled, because to be effective they need to reflect the reality of the place's construction (Hjortegaard Hansen, 2010). Hence, Reunion's DMO based its branding narratives on an identity narrative and a green narrative, through its identity markers to strengthen its territorial's complexity and density.

Through their campaign, Reunion play on the narrative of a group of friends to share the green narrative and identity narrative. They leave for a fun adventure to explore all the intensities of the island with the green and blue nature, the white beaches, the volcano, the gastronomy and the culture.

Figure 2 Screenshot from the promotional video, Reunion, the ultimate Island: austral summer

Thereby, the DMO has followed the strategy seen in the literature, which suggests campaigns to be subject-related and to offer the impression to the outsider that they will experience the authentic Reunion (Knudsen & Waade, 2010). When the respondents were questioned about their perceptions and feelings toward the campaign, so that we can observed discourse's idiosyncrasies. Six of the respondents felt positive towards the campaign; Interviewee One stated that

"It has made me feel nice and curious. I mean it made me want to go and to see some of these places and eat the food. So, I guess curious and interested. I didn't find they were too many tourists in the video. It was pretty much the travel experience I will choose. It seems that the narrative was friends; they were men and women, that went and did things together. So, it was not a large group or mass-gathering, and they went around by themselves in their own car. This it is interesting to me, that it is not in a bus, for instance, because then you don't make the same decision in the same way.". (Appendix1, p. 6)

The first impression of the video provided some of the respondents with positive feelings, where they could project themselves in to the role of tourist easily. It awakes their curiosity for the possible travel experience at the destination, thus connecting with the tourist's senses. The respondent demonstrated that they could picture them self with their friends discovering the Island, which is not yet touristic—thereby emphasising that the campaign provokes feelings that travelling to Reunion will match their motivation of wanting a quest.

However, for four of the respondents, the marketing campaign, with the friend's narrative, was negatively perceived. Giving the impression to Interviewee Eight of a

"*place where a lot of young kids go to get drunk, and they do a lot of snorkelling but are not going there for that. They are going there for the Instagram photos and getting wasted. That's a bit generalising but yeah.*" (Appendix8, 2020, p. 7)

Thus, providing the respondents with a sensation of a mass tourism at the destination, where hedonistic and un-ethical tourists travel to and therefore, erasing Reunion's intensities for the respondents.
Additionally, Interviewee Two stated that

"*My first impression, again it could be a possible place to go but what will concern me it is the impression I get that it is a place that they recently try to promote and they want to have some tourist there. And that means that they highlight, the typical tourist things. So, then I get the impression that it is a place where tourists are more or less told where to go, what to see. They are some tourists' places, on this video, you don't see any interactions with the local people, you just see the tourists at the volcano and blablabla. So, that is what that inside me will say warning warning warning. Because I don't want to go to a place where people said to you, you should go there; you should go there, you should go there. You should follow that road, that path… That will be on my warning.*". (Appendix2, p. 7)

Arguing that at on first impression, the marketing campaign in general did not create the intended impact for all the respondents. Instead it gives the sensation of a new, fresh destination, which guides the consumers into the activities they should do, erasing the cultural element. Indeed, for some of the respondents, it focuses on the mains tourism attractions which are full

of tourists, neglecting the possible authentic travel experience that this focus group is looking for from the destination.

Therefore, the general first impression of the marketing campaign by Reunion provided a mixed feeling to the interviewees, awaking a sense of curiosity for all, but also balancing with negative components and the fear of mass tourism. Hence, it demonstrates that the branding message does not create a powerful meaning in the construction of the place for consumers. It shows a first impression that the communication used may not be successful in attracting potential Danish tourists, because it does not express value in the consumer perception (Hjortegaard Hansen, 2010).

When going more into depth of visual motives, Reunion focuses its video on strong images of landscapes and a glimpse of the Island culture. The video starts with a nature narrative, with the audience watching the video overlooking the green wilderness tropical nature with its mountains, to a lunar vision due to the volcanic ground to clear blue ocean. The campaign explores the identity narratives by shouting a group of friends (as mentioned)

Figure 3 Screenshot from the promotional video, Reunion, the ultimate Island: austral summer

doing and seeing a lot of different activities such as scuba diving, paragliding, dancing, hiking with some culture by scenes capturing the local, the gastronomy and the active volcano; offering a feeling of freedom and lightness (IRT, 2018). Thereby, Reunion's campaign aims to play with the audiences sensuous by creating stories and by sharing a sense of Reunion identity (Smith, 2015) (Kent M. L., 2015).

To understand the impact of these strong images, the respondents have been asked about their physical, emotional and sensual aspects they associate to the Reunion marketing campaign video. Interviewee Eight (p. 7), referred to the place as a "drinking attraction" but felt that they had nonetheless had their senses played with.

"Physical, the nature looks amazing, the fact that you can do so many different things, visit a volcano, go hiking, take a long and beautiful road trip, go snorkelling, they are a lot of different things you can do. Sensual I think it's hard to explain but like away from the city life and that looks like a nice place to be, I do not know how to explain that one. And emotional I think yeah it looks like it is super fun and kinda new experiences." (Appendix8, p. 7)

Hence it is shows that even though they at first experienced a general negative impression, the intensities of the island displayed throughout the images, still played with their sensuous. It enables them as well as the other respondents to relate to their quest of going to Reunion to experience wanderlust, adventure, to be active. The astonishing landscapes give them the impression of endless possibilities at the destination "*Like Powerful sources of nature that play*" (Interviewee six). Giving the first image of Reunion by

"this airplane shot of mountains and jungles and trees. Not a feeling as it is uncivilized but that it is like a jungle, tropical island with all the things, all the good things that bring with it." (Appendix1, p. 7).

Therefore, capturing the respondent's attention with the multitude of scenery from the Island which is incredible nature. It can be argued that the campaign succeeds in its aim by sharing a sense of Reunion through the campaign's visual components. Indeed, the respondents are unanimous about the incredible nature and how they would like to experience it. It transports the audience to be visualize themselves as the explorative, adventurous tourist who will enjoy Reunion's fauna and flora.

Nonetheless, as argued by the literature, strong images should be supported by cultural inheritance "myths, languages, historical, religious and other cultural symbolism"(Wergin, 2015) (Baldacchino, 2015). When asked about its experience, Interviewee Four, had been to Reunion remembered that

"They are proud people, that they are proud of being Reunion and of course they embrace a lot of the French things, and a lot are going to France to study and so on. But also, a lot of them is coming back because again they have this grass in their culture, in history, and they want to preserve that." (Appendix4, p. 8).

The respondents show the warmth, proudness and uniqueness of the locals and their cultural inheritance. It questions why Reunion, which has a unique culture of "living together" due to its colonization and with everyone living in respect of each other's' customs, traditions, religions and origins (Tomassin, 2019), does not use it in its marketing campaign such as it is a major way of doing a destination (Ren & Stilling Blichfedt, 2011). Moreover, the rooted cultural truths are considered by marketers as fundamental principle to succeed in place branding (Hjortegaard Hansen, 2010). However, informants being aroused by this powerful nature image, they missed the 'cultural elements.' Interviewee Eight explores this point:

"I definitely miss local. It is actually what turned me off as I said before. It is a young European people who are on it. So, what I think it is that it looks like one of those Island where someone has figured out that the place is beautiful and then created all kind of tourists' attractions and then locals only live from that. I don't really like when you hide the locals because they made the Island and they are there when we go home even during wintertime. I missed the local and seeing how you actually live. I don't think anyone on an Island wakes up every day like oh today I am going to go hiking, you also have a very daily life. So, I think that it missed a bit of the authenticity I was looking for before, but I think I am also willing to accept that I know that of course, it would be there." (Appendix8, p. 8)

Stating that they felt that the cultural part was erased from the campaign. In this sense, they raises that the DMO in their campaign, did not show the value of its people, although it is the locals that create the uniqueness of the destination and influence its identity (Baldacchino, 2015). By doing so, they can be seen to be hiding the locals and taking away the authenticity of the place, which is the difference that most Danish tourists, represented by the respondents, are searching for. Highlighting the same elements that other destinations do not able to differentiate the place, thus not making Reunion more attractive than other Islands. This is unfortunate and emphasises a real struggle for the destination to make the world recognize its unique Creoles culture (Wergin, 2015). On the other hand, the respondent states that they could get passed this fact for what the destination has to offer. Believing that the destination will be able to meet their expectations of experiencing the culture of the destination. This statement is in accordance with three of the other participants' association with Reunion's culture, it is not the first enticing element, as stated by Interviewee Six

"The cultural things seem interesting, it does kinda compel me but not as much as the other things. It does not appeal to me as much as the other things. I would like to try the food; I am pretty sure it is delicious. Like the food part of the culture." (Appendix6, p. 6).

It shows that Reunion's cultural symbolism may not be as impactful, than the image of its landscapes to attract members of this market. It refers to how each individual could experience the place through nature. Therefore, agreeing with the DMO's strategy to promote nature to the international market, but being in opposition with the modern literature which argue that one clear image stand up for revision (Ren & Stilling Blichfedt, 2011).

In a musical sense, the DMO has chosen to play a Maloya music in the background, which is a pillar of their cultural heritage and is listed on the world heritage, enabled individuals to express themselves (Tomassin, 2019). Thus, following the literature by using unique characteristics to appeal to tourists, giving an impression of cultural authenticity through the music (Abubakar, 2009). When respondents were asked about their interpretation of the music, some referred to a 'Disney Movie' song (Appendix1, p. 6) or a more African vibe as

"The music actually it gave it some I don't know Moroccan vibe to it. So, if it will have said go visit Morocco instead. Then I would have thought okay, is that Morocco about." (Appendix4, p. 7).

Interviewee Ten, who lived in Reunion, could not relate to the music. This element did not bring back their memory of the destination and was not something they associated with (Appendix10, p. 4). Thereby, the music could produce the inverse of the desired impact on Danish tourists. It also opens-up on the questioning on DMO's has processed the decision making to put this music in the background. The "why" is understood as a cultural reference. However, it does not match the respondent's perception of the visual of Reunion, who missed the cultural elements in the campaign due to lack of knowledge. It underlines that consumers cannot know or neither understand the musical choice because they are unaware of the ethnicity of the population which is directly linked with the cliché of islands as tourism destination (Baldacchino, 2015).

Moreover, as every brand should have a slogan, Reunion nicknamed itself "The Ultimate Island" due to the density of their identity's markers, the tangible and intangible (Tomassin,

2019) with a rhetoric based on pathos, to appeal to the consumers' senses. It enables the marketer to play with the emotional and imaginative of tourists to share Reunion's values (Kent M. L., 2015). Upon being asked if they thought the slogan matched the destination, a disparity appeared, Interviewee Seven agreed with that statement:

"*Yeah, because just as I said, I think it is the perfect combination of all the things I love about travelling. Different culture, beautiful nature, the possibility to experience something new, and to relax at the same time and it is so much different from Denmark and from actually all of Europe. So, it will definitely be some place where I want to go so for me it is definitely the perfect Island, definitely.*" (Appendix7, p. 9)

Thus, they support the DMO's strategy to emphasise a slogan which plays on the unique value of the destination as advised in the literature (Royle, 2015) (Amira, 2015). To the respondent, the slogan reflects the endless possible of experiences from the culture to nature, which explore all the Island's intensities.

However, the other nine participants disagreed. Even though they could see its particular aspects, they state that to say the destination is the 'ultimate' is too "pretentious", a too "confident" statement. Moreover, it is also noted that it might not be the island for everyone; and therefore, it cannot be ultimate island (Interviewee Six). This point was also raised by Interviewee Four, who stated that the family segmentation was missing in the campaign. Thereby, eight participants agreed on the fact that "you cannot sale what you cannot give" due to the level of the statement. Moreover, for Interviewee Ten they thought that the campaign was a good summary of what they remember and understood the choice of the slogan, revealing that Reunion is not 'unlimited' compared to other destination such as Borneo (Appendix10, pp. 4-5). Thus, it may be argued that the chosen slogan is too vain for this market segment. Additionally, it is suggested that it is the translation chosen by marketers who may not be the correct one. When considered in relation to the French slogan, it can be translated as "Reunion, the intense Island" which could seem to be less arrogant and is a reference to the intensities of the destination.

With this marketing campaign, Reunion is trying to give a glimpse of this authentic Island which is unaltered with no artifices and therefore does not try to be another destination. Furthermore, the communication manager argued about the difficulties of promoting stories

about the destination, due to the complexity and diversity of the Island (Tomassin, 2019). The literature argues that there is no one right brand image, insisting on the fact that DMOs need to brand different simplified images about their place identity (Hall, 1999) (Ren & Stilling Blichfedt, 2011). It is therefore questioned why Reunion only selected to promote one image of the destination for the international market, focused on adventure and nature and towards the identity and green narratives (Hjortegaard Hansen, 2010).

In contrast, in their other marketing campaigns, Reunion promotes seven ambiances toward the French Market, which will enable place differentiation. Despite the fact that they found the nature astonishing, some participants

Figure 4 From en.reunion.fr

argue that "*it is not hard to find beautiful nature '…' you cannot only have the nature, you have to do something as well*" (Appendix8, p. 9) or "*we have Norway just around the corner*" (Appendix5, p. 8) . Thereby illustrating that Reunion cannot only brand the destination on a image of strong nature because beautiful nature exists everywhere. In this way, they support that they prefer to have more information about the destination to understand what makes Reunion being Reunion. It is Reunion's differences that will make the destination more appealing (Zhang, 2010). Interviewee Ten emphasised this market element by arguing that "*Reunion is much more than a tourism destination, it is about its local life, its population*" (Appendix10, p. 3). In contemporary branding strategy it is underlined that place diversity creates a positive connation in consumers' minds and suggest a dynamic destination (Ren & Stilling Blichfedt, 2011).

Finally, when the participants have been asked if they thought something was missing in the marketing campaign, beside their previous criticism, there were a number of different discourses that appeared. Firstly, Interviewee Four (pp. 8-9). highlights that Reunion did not seem to be available as a place for a family trip. However, the family segment is the one who is considered to be wealthier enough to travel. Interviewee Seven underpins that at the end of the video, they were lost about how they could get more information, and how to spell the Islands name. They demonstrated that although the elements of communications awoke their interests, they have no idea of how to pursue it. Interviewee Two came back to the idea of culture

"My wish will be then to go a bit behind this video, to find out what is the real place. How do the local live? What is the government, the rules, the religion, the culture? Of course, also to explore the nature and the video but also to come behind the video, the surface. Find out what is the real content of that place, the people and so on." (Appendix2, p. 8).

They emphasised the fact that the video is too insipid by not enabling him to gain a sense of Reunion. Arguing that the destination is devoid of contents, and discuss the place position of Reunion (Baldacchino, 2015). Interviewee Ten also insists on the fact that the marketing campaign gives a nice glimpse of the destination, but they would have liked to see more local, the cuisine and the volcano (Appendix10, p. 4). Thus, it can be argued that primarily cultural narratives are missing to create a symbol of the destination to appeal to a Danish market segment.

Hence, it has been underlined that each individual has its opinion about Reunion perception, which is neither black nor white. Indeed, it is argued that the marketing campaign is more complex than only promoting the "right" destination image due to the interplay between destination branding and the psychological tourists' behaviour (Ren & Stilling Blichfedt, 2011). For some respondents, the campaign attributes matched with their consumer's motivation needs, as expanded on above, while for some others of the respondents it does not match their needs (Kent P. , 1990). For instance, Interviewee Six has a direct sensual connection with the campaign, "*a feeling of lost for adventure. You know, like it made me feel like I wanted to go somewhere and do things, experience something, like a sense of adventure*" (Appendix6, p. 6). Hence, they are a part of the respondents who the campaign had a positive impact on their mindset. Giving Danish tourists a need or wish to travel to Reunion, which will answer their motivational quest for adventure. As for Interviewee Eight (pp. 7 - 10), they perceive the destination as a beautiful place where you can experience a lot of different things, but also gives the impression of a mass tourism destination. In this sense, they have tow images which are confronting in the way they perceive Reunion. The marketing campaign gives them a balanced opinion, where it matches and un-matches their travel needs. It is a mix between creating envy and developing fear. Thereby, the respondent remains doubtful about a future eventual visit to the destination. On the other hand, Interview Five argued that

"Actually the video did not make me want to go, it looks like a place, it was a place to go to. Oh, I am not sure, it didn't appeal to me because it hadn't a lot of locals in it. You saw a lot of tourists doing things and I want to get away from tourists". (Appendix5, p. 6)

Thus, emphasising one more time how they feel that the campaign missed out the cultural part of the Island, but also how they interpret the group of friends as mass-tourism.

Thereby, it is argued that from a Danish Perception, and the literature, the marketing campaign has different effects depending on the profile's travellers. The consumer's consumption is defined by the creation and how stories are shared (Lichrou, O'Malley, & Patterson, 2010). Thus, the perception of Reunion's natural image with groups of friends discovering the destination through the place identity and green narratives of adventure and exploration awakens the curiosity to some prospective Danish tourists. At the same time, for some other, it has created some fears of a newly mass-tourism destination. Furthermore, it has been portrayed for seven respondents that they miss cultural elements in the campaign. Despite the complexity of branding and controversy between the participants, some grey zone of concordance also appeared. Indeed, despites the importance of destination plurality's images and identities evoked in literature, Reunion through its marketing campaign does not completely take upon the challenge to promote all the island differences (Ren & Stilling Blichfedt, 2011). Thus, it is interesting to go further into this point to observe how the DMO could potential attract the Danish market.

4. "Attracting" Danish consumers

To attract the Danish Market, it is important to understand what is the image of the destination that they have in relation to their motivational needs, previous experiences and actions towards Islands. In this sense, Reunion need to showcase images of the place that will play a cognitive, affective and conative in relation to this segment group.

First, seen in the previous part, the cultural elements are considered missing by the respondents who are not able to differentiate Reunion from other islands. However, it is argued that it is these cultural tangible and intangible elements, which underline the competitive advantages of a destination and make the place attractive for tourist (Zhang, 2010). Thus, if Danish tourists are only searching for a warm island paradise, they may choose to go somewhere closer due to

the distance. Hence, to attract the Danish tourism market Reunion should play on its cultural differences in its marketing campaign, such as those shown to be missing by the respondents. Interviewee Seven demonstrated that

"It has everything I think. It seems that they have a rich culture, people who love living there and also this beautiful nature. Everything from volcano, ocean, mountains and it also seems it had some kind of field. It looks like the perfect combination of different countries. It looks like a nice vacation. Not what I had in mind, actually better I think." (Appendix7, p. 6).

In this sense, it is understood that Reunion has all the potential to attract these tourists because of its intensities, which give the sense of not being one island but different destinations gathered in one territory. Furthermore, it is of relevance to underline that Reunion is better than their imaginary of the place. Indeed, the interviewees were firstly asked to imagine themselves on a tropical island, before watching the marketing campaign material. It has been revealed that Reunion the destination does not match with their 'cliché' perception of the tropical island, being a place of "sea, sun and sand". By following an attitudinal model of White (2014) based on the way islands attributes are generally perceived by Danes toward their perception of Reunion attributes, we can observe oppositions. Although it is acknowledged that there is no one social reality of the island and Reunion, figure one enables us to observe dichotomies between the perceptions of the tropical island and Reunion. Even though there are contested ideas between the attributes and the feelings, the scheme link to the theory which shows that a misunderstood image can make a destination unappealing (Richies & Crouch, 2003).
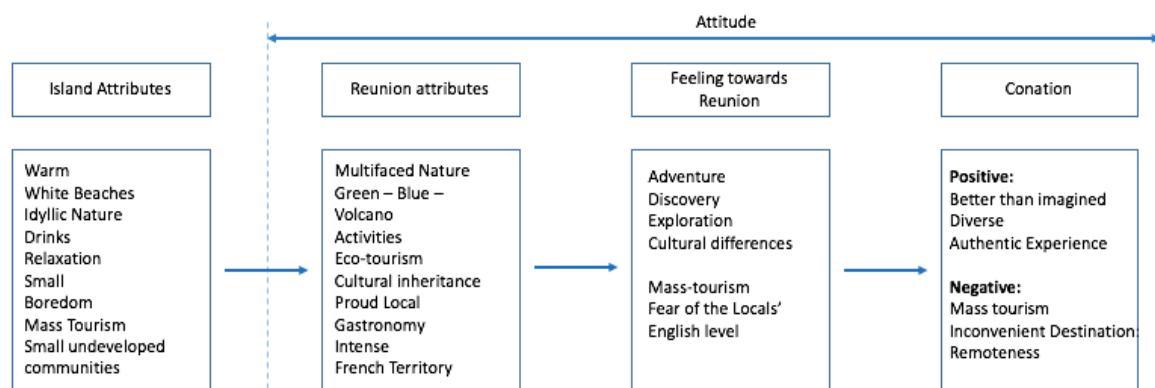

Figure 5 Adaptation of White Attitudinal model towards Island and Reunion based on the empirical data

In general, the Danish's interviewees associate tropical island to paradisiac islands but also to mass-tourism, relaxation holidays and boredom. At the opposite end they associate Reunion as

a place of adventure and active holidays. Thus, based on these informant's imaginary of island; their first thought about travelling to this kind of destination may not let them reach their expectations, their motivational need (Crouch & al, 2004). It has been demonstrated that Reunion has all the potential to answers their psychological needs. For instance, Interviewee One stated:

"I think in general my thought about Island is that they are geographically limited, just you know in size, small. Dependent on size, I would maybe worry about how much there is to see but also some of the time I have gone to island it is because I am in a part of trip where I don't necessary want to see so many things." (Appendix1, p. 4)

Hence, they demonstrate that in their opinion there is not much to do on an Island which creates a feeling of worry. In contrast, they say of Reunion

"I would like to do some snorkeling like they did. It also seems it can be a place where you can go into the jungle on foot with a tour guide. Definitely. I would, yeah, I would maybe set off a few days to rent a car or a motorbike to drive out. I don't know what it is like accommodation wise around the island but if it was possible to take 2 or 3 days on a motorbike to maybe go around the island or cross it or stuff like that. Not to see anything, but just to ride, that would be something I would definitely do. If I could do it in one day, I'll go one way and then backward or in the middle and maybe what the infrastructures is like so maybe I could just do road biking. It is fantastic as long as the infrastructure is there." (Appendix1, pp. 6-7)

They see themselves being adventurous and active. Indeed, they can see themselves exploring the destination with all that it has to offer. Thus, as seen in part one, letting them met their motivational needs of adventure and escape from the mundane. Sustaining the same point, Interviewee Three shares their image of island as

"usually, it's like beaches, cause there is beaches all around, at least in most cases. Depending on the size, I'll think there is not so much to do, cause I think in general it is very limited what they have to do. Not so much travelling around." and *"when I think about Island I think about diving, beaches. It is mostly what I associate with the destination and relaxation".* (Appendix3, p. 3)

Nonetheless after watching the Reunion marketing campaign, idiosyncrasies appear in their discourse,

"I feel like there is a lot of stuff happening other there. Many new, a lot to explore. I want to adventure the place, not relaxing on the beach. It feels like there is a lot to do, a lot of activities, so I don't think I will relax on the beach over there. It is definitely a place where I would have fun, try out a lot of things. Associated to an active vacation. I will not see myself chilling out there, cause there is too much to see and to much to do". (Appendix3, p. 5)

In this sense, the respondents show that in their social construction of islands they have the image of a limited territory with not much to offer beside relaxation or boredom. Although Reunion is associated as an active destination which has a lot to offers and thus is not prompt for its relaxation. In contrast, to them, it seems there is a lot to do, to see and to explore at Reunion. Thus, it demonstrates that Reunion is not perceived as the cliché island, which emphasises the importance for the DMO to showcase Reunion differences and diversity.

Moreover, the destination should emphasise its place as an eco-tourism destination to be more enticing. Most of the respondents associated the concept of the island with mass-tourism and felt the same when watching the campaign. Seen in Interview Six

"typical tourism destination, especially if it is something small, rural and have a beach. I think that they are fairly common tourism destination, like "sea, sun & beach"" (Appendix6, p. 4),

while for Reunion he has *"like a feeling of lost for adventure. You know, like it made me feel like I wanted to go somewhere and do things, experience something, like a sense of adventure"* (Appendix6, p. 6).

In this sense it shows that if islands are associated with mass tourism, they become unattractive. While Reunion, being an eco-tourism destination is attractive, thanks to its untouched, protected nature and culture it offers a sense of experiencing something authentic. Indeed, the tourist's motivation is led by the desire to partake in an authentic experience as the social reproduction of the destination construction (MacCannell, 1973).

From a cultural side, it can also be seen as a major asset to emphasise the fact that Reunion is a French territory. Thus, for Danes who like France, they may be more attracted to the prospect to discover an unknown piece of France and to experience the cultural differences amongst the same country (Appendix8, p. 6). As informed by Interviewee Ten "*Reunion is a part of France so it is a European Island which makes her more comfortable, safer than other Islands which are scarier such as Madagascar, Mauritius, Lemoore*" In this sense, it can be used as an argument to encourage people about safety, which is an important psychological component, especially for the feminine respondents. In their travel behaviour, Interviewee Nine stated that "*I think for me, the most important thing it is that it is somewhere safe, where it is not a problem for me to go alone as a woman you know*" (Appendix9, p. 2). They emphasised the awareness of being a woman when travelling and the feeling of being scared to go somewhere and not being able to enjoy the environment due of their gender. Furthermore, in relation to Reunion, Interviewees Seven and Nine, both women, have shown the most concern about the volcano activities and the fact that it is forbidden to swim in some area due to sharks (Appendix7, p. 8) (Appendix9, p. 6).

From a cultural point it is of importance for the tourism destination to reassure this market about the language talked at the destination. Interviewee Nine raised that they expect such a destination to be able to speak English and that they will think twice about travelling to Reunion without speaking French. Interviewee Ten, enforces their statement by saying that "*The worst is the French language – it scares Danes*!". Thereby demonstrating a real cultural fear that could turn tourists off travelling to Reunion.

The Danish respondents who went to Reunion have been asked what they think will be the biggest challenges of the Island in attracting the Danish market. Interviewee Four and Ten stated that in general, Danes like convenience and that the destination to be located so far away is not convenient. However, the consumer's profile is changing, as argued by Interviewee Four stating that

"*we want to have a more unique experience. And I think Reunion, being Reunion, being in the wild, you know minds of the Danish people and place they don't know about it, that makes it exclusive in itself. So, you know, there is a new jam in the world that you want to visit. The best would be the adventure sports/activities. But lots of Danes prefer "boring", charter summer holidays.*" (Appendix4, p. 9)

Thereby emphasises that nowadays the consumers are more adventurous and that although some Danes may prefer convenient vacations, some others will be very attracted by the fact that it is still a 'secret destination'. Thus, to travel to Reunion could be for some, associated to be one of the pioneers exploring this destination, enabling a unique experience, as the pilgrims visited a place for their social, historical and cultural assets. Hence, it staged the Danes as being insiders expressing their thought to have an authentic experience (MacCannell, 1973). Additionally, Interviewee Four stated

"I really think, Reunion, if you should capture, those that can actually afford going there and have the financial capacities to take their families there, then it wouldn't be a 18 years old, more likely be a 28, 30+ years old that could come, because they are more financially established". (Appendix4, p. 8).

Thereby, they are questioning the marketing campaign strategy of targeting young adults when adults are the most beneficial to the market, the most stable financially and also often with a family. Showing that to attract this market, the DMO should develop its family segmentation. Interviewee Ten reinforced that Reunion is ideal for families because everyone will have something to do due, it has a multitude of activities. Hence parents will not have to be worried about occupying their children while also enjoying the destination.

By following this model, the DMO should not stop its promotion of one simple image, but should show the multiplicity of the destination to attract the Danish tourism market based on this research's interviewees. Thereby, supporting the literature, arguing that tourism destination needs to base their branding strategy upon a multiple discourse model and not reduce it to a simple image or one identity (Ren & Stilling Blichfedt, 2011). The multitude of activities, the culture and its fauna and flaura enables this segment group, Danish tourists, to imagine their motivational needs could be met by going to Reunion and also counter balances their idea of what a tropical island is. Thus, Reunion needs to dissociate its image from the 'cliché' concept of a tropical island of the "sea, sun and sand".

Discussion

This paper demonstrates, through the analysis of the Danish consumers behaviour by investigating *"What are the Danish Travel Preferences?"*, that the Danish tourists travel preferences are changing. As the social construction of the world which is evolving, consumers' motivations for traveling are somehow following the same path. While the pilgrims used to travel to explore and discover, the baby boom generation, the one borne between 1946 and 1964 (Young, 2019) has chosen to travel to relax as a break from their daily working life. However, it is highlighted that nowadays, the escape from their mundane environment is not motivated by the need for relaxation but for being adventurous and wanting to explore. Even though each individual is different, their travel preferences are attracted when they have the perceptions of a destination that they could experience something different, get a "wow" feeling, opposing their normal routine by experiencing something different. Thus, it emerges that travellers are embracing a different way of travelling and DMOs need to adapt with these changes.

Second, it explores *"How Danes perceive Island as a tourism destination?"*. Coastal tourism used to be associated with stress-free travel, however this association is changing and nowadays coastal travel is associated with mass-tourism by some tourists. This way of travelling that used to be trendy, is now seen to be outdated. This research has found that over-tourism has caused fear for most of the research interviewees as supported by Baldacchino who refers it at a consumer's perception of damaged destinations (2015). Thus, the findings have highlight that the respondents, representing the Danish tourism market segment, are searching for an authentic experience that will play with their senses from the destination they visit, which should have a cultural awareness as a priority. However, a paradox has appeared where previously motivated to travel for the culture, it is not their primary interest when it concerns islands destination. Hence arguing that they are not aware islands as a place of culture (Whang, Yong, & Ko, 2015). This investigation has been demonstrated that the perception of an island as a destination, is for several of the respondents, associated with the old branding marketing strategy of "sea, sun and sand". It also demonstrates the negative, with perspective tourists associating mass-tourism, drunk young people and boredom due to the destination size with the concept of an island destination. Thereby, it shows that a controversial image of has occurred, similarly arguing that those tourists are staying in the island resorts are enclaves and not bringing value to the island's economy or culture (Amira, 2015).

Therefore, arguing that a destination can have a positive influence on a tourist's travel consumption if it plays with their senses, aiming to create memories by experiencing the difference from their everyday norm and giving a positive emotion from the tourists (Knudsen & Waade, 2010) (Smith, 2015) (Kent M. L., 2015). Hence, criticising that islands are referred to normative images in consumer's mind which may not be accurate (Ren & Stilling Blichfedt, 2011). Demonstrating that the way destination marketers used to brand islands as a tourism destination has to be reframed. Although the outcome may be uncertain for DMOs to change their strategy, it is evident that the current one may lead to failure. Branding the place towards the same natural attributes to ensure the destination's awareness does not create place differentiation (Wergin, 2015). This research indicates, from the interviewees, that they will not travel to a remote area such as Reunion only for nature, especially when other destinations such as Sweden, known for its natural beauty, is close by. Or if their motive is to relax on a sunny island, they will pick one closer which will be more convenient. Thus, if destination management does not understand their audience, they will not be able to find the core attributes to attract them (Hall, 1999). Nonetheless, place differentiation, according to the respondents, may seem to be the key to attract Danish tourists (Zhang, 2010). Thereby, the accuracy of island's branding literature and technics are questioned as potentially being out of modernity, untrendy, revolved. Indeed, it has been investigated that marketers used to brand islands on the same components with catchy slogan such as "sea, sun and sad" (Crouch et al. 2005; Picard, 2011). However, this research shows that to have branded for the past decades' island as paradisiac places have created an aggregated perception which is not accurate anymore for all the segment groups. Hence, from these findings, it has been addressed that the previous branding image of island destinations by Destination Marketing Organisations is outdated and no longer relevant for Danish tourists. Therefore, emphasising that island tourism branding should be based on the tangible and intangible values that match the current traveler's needs and should be adaptable as those needs evolve. Underlining that DMO's should promote island through multiple images and narratives, and not just as one normative reductive territory (Ren & Stilling Blichfedt, 2011).

Third, it investigates *"What is the effect of Reunion marketing campaign on Danish consumers"*. The research also found that while interviewees watched the Reunion marketing campaign, it occurred that Reunion's campaign, to some extent, created an opposite reaction in the perspective tourists than the one the DMO intended it to. This demonstrated that the marketing campaign tries to promote a simplified image of Reunion, by identity and green

narratives through which they named their intensities. The DMO display a story of friends aimed at playing with the sensuous of the watcher in order to make them feel that they too could experience the authentic Reunion like in the video through different narratives. The narratives of nature influenced the consumer's mindset positively, while they were not captured by the cultural narrative, which, for some, was missing from the campaign (Kent M. L., 2015) (Hjortegaard Hansen, 2010). Although it did positively influence a few of the respondents, several respondents viewed this information and narrative as a connotation of mass-tourism at a destination. Hence, the respondents had at first, mixed feeling towards the Reunion campaign. Additionally, despite the beautiful nature of the island being on display in the video, the watchers felt that it missed the cultural elements that make Reunion, Reunion. It can, therefore, be assessed that the current branding strategy does not fully play with the market segments senses (Knudsen & Waade, 2010). Thereby, when Reunion's DMO stated the complexity and difficulty of promoting its territory due to its intensities, it is argued that they should accept it as a natural gift and should be used efficiently to create value for the destination and its culture. Indeed, it has been highlighted that Reunion should take the risk to brand itself using plural images of the place identities, so that it is able to differentiate itself to other destination in the mind of the tourist. As suggested in recent literature, branding a destination upon one clear image has to be revoked (Ren & Stilling Blichfedt, 2011). Thus, new marketing techniques concerning the new consumer trends should be carried out and reflected in the campaign. This research discussed that branding is like an iceberg (Lichrou, O'Malley, & Patterson, 2010). Meaning that destinations are more than what can be perceived but that they are made up by infinites components which support it. In this sense, arguing that branding should explore the all the hidden elements which are intangible. should be done by exploring cultural facets through different facets and stories. It has been highlighted that Reunion should take the risk to brand itself using plural images of the place identities, so that it is able to differentiate itself to other destination in the mind of the tourist.

Finally, it explores if "*Is there a miss-connection from a Danish Perspective between Island are commonly perceived by Danish tourists and their perception of Reunion?"*. Significant discrepancies have been addressed between Reunion and island destinations. Reunion's perception to a high degree, differs with that of islands and tropical islands perceptions, it appeared that Reunion has the attributes to attract the Danish market by playing on the tourists' sense of exploration and adventure (White, 2014). While in general island are considered to be

associated as a place of boredom and mass-tourism, and the cliché of "sea, sun and sand". Reunion appeared to be a place of adventure and active holidays, which should, as outlined in the respondents travel preferences, appeals to our informants' senses. Thus, it shows that the post-modern normative image of islands does not match the segments travel preferences, which assesses that the DMOs branding needs to evolve. In the case of Reunion, it is discussed that the cultural nation facet should be explored by turning into light Creolness as a cultural marker, which distinguishes Reunion to France. Thereby using the narrative of nations will enable the DMO to share a multitude of stories of the place, which will be associate a cultural meaning (Hjortegaard Hansen, 2010) such as which this narrative is yet unexplored. Hence, this research agrees with Ren and Stilling Blichfedt (2011) that propose destinations need to brand different images of the same destination. Thereby, branding the narrative of the nation whether it be through music, art, food, dance and song toward the prospective tourist may enable them to create unique meaning and values toward the destination, which will enable them to have a social construction of the place, that will be associated with positive feelings. Hence, it is discussed that Reunion should thrive from its multifaceted intensities by branding the lived experience of the place toward multiple images which refer to the identities of Reunion.

As research, it supports the idea that branding the multiplicity will not create an unclear negative image in consumers' perception, but will influence a positive feeling that will be associated with place differences (Wergin, 2015) (Baldacchino, 2015). Thereby, it is discussed that branding Reunion through its diversity such as a combination of nation and nature will attract a more extensive panel by suggesting a lived experience that could be associated to their primary motivations, such as an authentic experience. Hence, it is argued that there is not just one social reality of Reunion for its tourists and in order to be attractive to the Danish travel market, the DMO should display its multiplicity through different discourses and narratives according to the market segments travel preferences – reflected by the respondents in this research.

Conclusion

This study aims to unwrap how Reunion could potentially attract the Danish as a tourism market segment. Thus, the goal of this paper was to deconstruct Reunion's marketing campaign by gaining an understanding of general Danish's travel behaviour, their perception of an island destination and their travel needs. Following these objectives, the investigation has uncovered the contrast between the perception of on island destination and that of Reunion as an island destination, from a place branding perspective, which has been controversial in the recent literature. To answer the research question, the data collection consisted of semi-structured interviews sample toward the same criteria of being Danish and a semi-structured interview of Reunion Marketing Communication manager.

In conclusion, this study has investigated the question *"How could Reunion promote the destination in relation to the Danish market preferences?"*. It has identified that Danish, as a tourism market, have evolved their travel preferences and needs. The participants of this research, who reflect this market segment for Reunion, have adapted their travel motivations to that of wanting an authentic experience, relative to them, with the priority of exploring the culture and being adventurous. However, the research has revealed that their perception of an island destination is outdated and is associated with a non-appealing experience for most. In contrast to this perception of island destinations, Reunion is perceived be an enticing destination, different from island perception. Additionally, it has been concluded that Reunion's branding strategy should focus more on its diversity as a destination, replacing the now outdated code of destination branding, to one clear image that is multifaced in its narration of Reunion.

Hence to promote Reunion based on the Danish market preferences, a market which is considered to have a high spending power and could be economically and socially beneficial to Reunion's tourism industry, it has been argued that by branding all the intensities of the island through different narratives, it will play with the consumer senses and imaginary to provide them with a sense of the authentic Reunion and therefore attract them as tourists. Reunion therefore needs to develop multiple narratives based on the preferences outlined within this research, narratives which focus on nature, adventure, family activities and island culture. Furthermore, by reframing their branding strategy to include sustainability and evoked Reunion as an eco-tourism destination, they open up their potential difference from other islands and

play into the decision-making process of the Danish tourist market segment by reflecting their own values and wants from a destination.

Suggestion for future research

As a result, from this research, the researcher suggests that the concept of branding and branding of islands should be further researched. As mentioned, a new kind of travel is appearing by tourist being motivated toward differences through adventure or what they will consider as a unique experience, giving them a positive feeling, memory, as the social construction of themselves. Thereby, to brand island is not as simple any more than the old techniques only focusing on the natural components or relaxation. Hence it is suggested that new marketing techniques should be explored to match with the consumers' trends perceptions and the new consumers' cultural ways of moving.

Furthermore, the researcher suggests as a result of the findings, that more studies should be developed on revising one clear image to brand a destination by emphasising the multiplicity and facets that make a destination being a destination in relation to the audience target. Moreover, it is proposed that marketers should not focus on a wish market but to a market that could thrive at a destination.

Finally, it is suggested that further research should revoke the fact that marketers branding strategy change depending on the country by not displaying the same image such as Reunion with the case of France and the international market. Indeed, the identities of the destination stayed the same, and it has been shown that consumers prefer to have plural images of a place.

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Appendices

Appendix1. (2020, 03 11). Interviewee One. (M. Binetti, Intervieweur)

Appendix2. (2020, 03 11). Interviewee Two. (M. Binetti, Intervieweur)

Appendix3. (2020, 03 10). Interviewee Three. (M. Binetti, Intervieweur)

Appendix4. (2020, 03 16). Interviewee Four. (M. Binetti, Intervieweur)

Appendix5. (2020, 03 10). Interviewee Five . (M. Binetti, Intervieweur)

Appendix6. (2020, 03 31). Interviewee Six. (M. Binetti, Intervieweur)

Appendix7. (2020, 04 05). Interviewee 7. (M. Binetti, Intervieweur)

Appendix8. (2020, 04 13). Interviewee 8. (M. Binetti, Intervieweur)

Appendix9. (2020, 04 17). Interviewee 9. (M. Binetti, Intervieweur)

Appendix10. (2020, 04 22). Interviewee 10. (M. Binetti, Intervieweur)

Appendix 11
 Tomassin, M. (2019, 11). Communication Manager of Reunion DMO'S . (B. Margaux, Intervieweur) - Available Upon requests

Appendix 12 – Interview Guide