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Master Thesis

Developing a market-oriented strategy for a Bulgarian rural tourism enterprise

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Supervised by:

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Aalborg University, Campus Copenhagen, 10th Semester,
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Abstract

Marketing research is vital for businesses to successfully thrive in the ever more changing market environment. To do so, entrepreneurs have come to acknowledge the prerequisite need to understand consumers' behavior and decision making processes. The purpose of this paper is to investigate the Danish market potential as a source of outbound tourism to rural areas of Bulgaria. The St. Nikola guest house in the region of Plovdiv, Bulgaria is used as a case study, however, the research findings are broadly applicable to other rural accommodation establishments. A total number of 412 self-administrated questionnaires were gathered in Copenhagen and data are analyzed by Mann-Whitney U and Kruskal-Wallis tests. The test results outlined life cycle as most appropriate criteria for segmenting the market. Therefore the study segregates the Danish market into 'young tourists', 'family tourists', and 'elderly tourists' segments. Each segment is analyzed and discussed in order to draw practical implications for successful promotional targeting. The paper recommends 'elderly tourists' as a target group for the case study and propose mission and vision statements.

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1 Introduction (Atanas, Stoyan)

Over the last sixty years, tourism has experienced continuous growth and diversification, becoming one of the largest and fastest-growing industries in the world (UNWTO Tourism Highlights, 2013:2). Every year an increasing number of destinations open up and invest in tourism, turning the sector into a great contributor to nations' economies through export revenues, the creations of jobs and enterprises, and infrastructure development (UNWTO Tourism Highlights, 2013:2). The number of international tourist has tremendously increased - from 25 million in 1950 to1035 million in 2012 while domestic tourism currently accounts for the movement of some 5 to 6 billion tourists (UNWTO Tourism Highlights, 2013:2). This has resulted in tourism's direct, indirect, and induced impact accounting for 9% of the worlds' GDP and providing one out of eleven jobs on the global labor market. The industry's turnover accounts for 1.3 trillion USD representing 6% of the world's export (UNWTO Tourism Highlights, 2013:2). In 2012, Bulgaria received 6.5 million international tourists, an increase of 3.4% compared to the previous year. The revenue from the industry for the same period accounts for 2.92 billion EUR, a 2.2% increase compared to 2011 (Bulgarian tourism in facts and figures, 2012:1-4).

With the heightened importance of tourism for national economies, countries have come to acknowledge the need for further diversification of the industry, by developing alternative types to the traditional forms of mass tourism. Bulgaria in particular prioritizes the development of: health tourism; eco-tourism; sport tourism; MICE tourism; and rural tourism in order to diversify its tourism industry (National strategy for sustainable development of tourism in Bulgaria 2009-2013, 2013). In addition, in rural tourism, the European Union recognizes an opportunity for economic development of rural areas and therefore funds programs such as "Rural Development - Measure 312" (www.euconsult.bg, 2013).

This paper adopts the St. Nikola guest house as a case study. It is situated in a rural area in the outskirts of Rhodope Mountain in Bulgaria. It is a future rural tourism provider offering accommodation as well as variety of sport, cultural, nature, and luxury activities. The project is self-funded as the above mentioned program was denied due to ownership issues.

The motivation behind the guest house project, is the hosts' desire to stay within a rural community and create a particular lifestyle and, as proposed by Walker and Brown (2004 in Siemens, 2010), to capitalize on opportunity.

Since the St. Nikola guest house is a new entrant on the market, it has no marketing strategy and integrated marketing plan. Due to a number of reasons (listed in more detail in the methodology section), including the fact that the authors are currently residing in Denmark, this paper will examine the Danish market potential for outbound tourism to rural areas.

Kotler, Bowen, & Makens (2010) suggest that if a business is to be successful, it needs to understand customer needs and wants and the marketplace within which it will operate. To better understand the marketplace, customers' needs and wants, and travel motivation, the paper will also examine theories on consumer behavior. Authors such as Kotler et al. (2010), Mullins, Wallker, & Boyd (2008), Arora (2007), Kastenholz, Davis, & Paul (1999) (just to mention a few) agree upon the need for segmenting the market in order to better meet its needs and wants. According to Ripley (1988), Fodness (1992), and Bojanic & Warnick (1995) demographic factors such as sex, age, income, family status, and education level are possible ways of segmenting the market, however, they also suggest that life cycle is more accurate.

Consequently, the aim of this paper is, through the use of a self-administrated questionnaire to research the Danish market potential as a source for outbound tourism to the rural areas. The gathered data will be analyzed by IBM SPSS (Version 20) using Kruskal-Wallis and Mann-Whitney U tests in order to identify which demographic characteristic would be most appropriate for segmenting the market. After defining the segments, each will be examined so to outline the specific segment service preferences, income level, sources of information, travel frequency, and positioning and differentiating opportunities. Further on, the paper recommends a target group and mission and vision statements in accordance with the recommended target group characteristics derived from the gathered data.

1.1 Research Question

Accordingly, the scope of the thesis is to address the following research questions:

1.) **Which market segment/s offer the greatest potential for the St. Nikola guest house and what are the preferences of consumers in this/these segments in terms of product offerings and promotional media?**
2.) **What should constitute the main pillar of the St. Nikola guest house's product offering?**

In order to answer the research questions the paper sets the following objectives:

- To research the Danish market using a structured questionnaire survey
- To segment the Danish market based on a range of demographic criteria
- To analyze each segment in order to reveal its specific characteristics, regarding preferred products, services, and sources of information
- To define a core set of services and products for the St. Nikola guest house
- To develop evidence-based recommendations for St. Nikola's target group and mission and vision statements

1.2 Delimitations

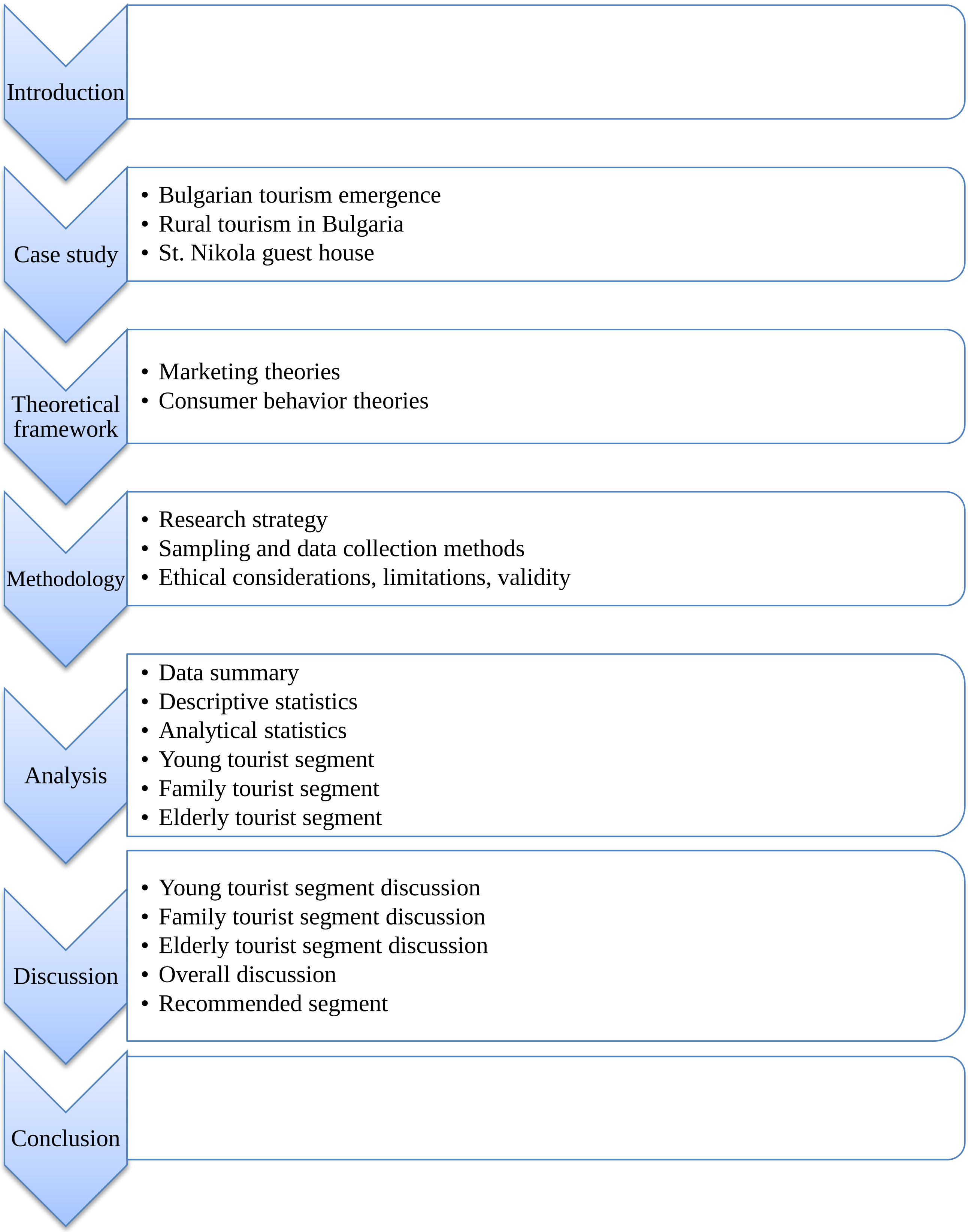
For the purpose of narrowing down the scope of this study, practical reasons, and simplicity matters, certain delimitations for the thesis have been set. In particular, Kotler et al's (2010) five steps model of marketing process have been delimitated to the first two steps i.e. (i) understand the marketplace and customer needs and wants; (ii) design a customer-driven marketing strategy.

Step three (constructing an integrated marketing program that delivers superior value) and step four (building profitable relationships and creating customer delight) of the model require extensive further research, analyses, and forecasting. In a nutshell, transforming a marketing strategy (i.e. steps 1 and 2 of the model) into integrated marketing plan (i.e. steps 3 and 4 of the model) entails PESTEL, competitor (just to mention a few) analyses, considering various prices approaches and strategies affecting company's pricing decisions, identifying the ultimate marketing communication mix and evaluating the outcome of it, specifying distribution system, etc. Therefore due to time, paper size, and resources constrains the thesis as mentioned above delimitates its scope to the first two steps, however, presents the entire model aiming to provide guideline for the case study's future marketing practices.

In addition, consumer behavior theory is drown upon to provide insights from general consumer behavior models; motivational factors; decision-making process; typologies of travelers; and empirical studies of rural areas in the context of tourism. These insights are used as a basis for creating a theoretically informed questionnaire and to develop themes for discussion of the study's findings.

1.3 Structure of the project

Figure 1 Project illustration



Source: Authors

2 Case study (Stoyan)

2.1 Bulgarian tourism emergence

Bulgaria is a picturesque country with a pleasant climate and a number of potential tourist attractions. The best known tourist area in the country is the Black Sea coast, which has sandy beaches, stunning cliff vistas, and large number of residential options for tourists. The rest of the country is less well known but includes craggy mountain scenery, historic monasteries, and picturesque villages in the southern mountains, as well as cultural opportunities and historic buildings in major cities (nearby Sofia, Plovdiv, and Veliko Turnovo). There is also the valley of Roses in central Bulgaria, a delight to the senses (Vodenska, 1992).

The beginning of the international tourism in Bulgaria can be dated to the summer of 1926 when about 15 000 tourists on organized tours from Germany and (former) Czechoslovakia visited Varna. However, the Great Depression and the Second World War halted the embryonic development of the industry. In 1949 the country was visited by only 2 000 foreigners (tourists, businessmen, and official guests) (Vodenska, 1992:409). Nevertheless, the country's natural infrastructure and scenic attractions favored tourism as a key sector in the rapid post-war development plans though the primary goal of economic development was industrialization as elsewhere in Eastern Europe (Allcock 1986 in Pearlman, 1990).

Vodenska (1992) documents that the real upsurge in tourism activity was brought about by the State, when in 1956 the Government recognized the rapid worldwide development of international tourism and its potential for earning foreign currency and a correct favorable evaluation of the country's rich natural tourist resources was made, followed by a deliberate effort to encourage the inflow of foreign tourists to the country.

2.2 Tourism in communist Bulgaria

The communist period in Bulgaria is marked with the name of Todor Zhivkov. "He became First Secretary of the Bulgarian Communist Party in 1954 and remained on this position for 35 years, until 1989, thus becoming the longest-serving leader of any Eastern Bloc nation, and one of the longest ruling non-royal leaders in history" (Wikipedia, Todor Zhivkov). "Zhivkov's rule marked a period of unprecedented political and economic stability for Bulgaria due to the close political, economic relationship, and complete submission of Bulgaria to Soviet rule" (Wikipedia, Todor Zhivkov). In Soviet time, Bulgaria was considered as the 16th (unofficial) member of the USSR.

During Zhivkov's ruling period, state efforts to increase international tourism were successful and, between 1965 and 1989, arrivals increased by more than 700% (Harrison, 1993:520). Furthermore, during early 1970s, Bulgaria was already among the world "leaders" ranking fourteenth in top-destinations with a market share of one percent of all tourists worldwide (Madanoglu, 2003). Among the holidaymakers, as in all visitor categories, permanent residents of member countries of CMEA (Council for Mutual Economic Assistance) predominated, a situation dating from the 1960s, when they were first permitted to enter Bulgaria without visas (Carter, 1991:229-230 in Harrison, 1993). In 1989, in order of importance, Poland, Czechoslovakia, the Soviet Union, the German Democratic Republic, Yugoslavia (which was not a member of the CMEA), Hungary, and Romania were the main origins of tourists to Bulgaria. Together, they provided more than 80% of all holidaymakers (Central Statistical Office 1989b:27, 47 in Harrison, 1993).

Accordingly, deprived of major natural resources, but rich in recreational and cultural tourism attractions, communist Bulgaria became the most prominent foreign tourism receiving country within CMEA from the 60s to the late 80s, particularly attractive for vacations on the Black Sea coast (Bachvarov, 1997). Given the high concentration of Bulgarian tourism at the seaside (tendency to date), and seasonality the establishment on what are still today the biggest Bulgarian tourist complexes along the seaside – "Golden Sands", "Drouzhba" (nowadays named 'St. Konstantin and Elena'), and "Sunny Beach" was undertaken in 1954 (Vodenska, 1992).

Holidaymakers from Western Europe, on the other hand, were becoming increasingly important, because of their "hard" currency and their tendency to stay in Bulgaria for longer than visitors from Eastern Europe (National Statistical Institute 1991:16 in Harrison, 1993). According to Pearlman (1990), during the 1960s, the role of the Bulgarian tourist industry was to provide foreign currency and, in particular, hard currency, which could be used to improve the economic infrastructure of the country. In 1976, Zhivkov expressed a desire that tourism should become the country's third-ranking source of foreign currency earnings, but by 1985 it still lagged behind other industrial sectors such as electronics, machine tools, and petrochemicals (Pearlman, 1990:104-5).

The then Bulgarian government had traditionally viewed tourism as an important source of foreign exchange to modernize and expand other sectors of the economy, as a means of reducing the country's outstanding foreign debt, and, most important of all, to provide

Bulgarian citizens with greater opportunities for rest and recreation, forming the basis of the government's social policy. Accordingly, the State did not seek direct profit from social (domestic) tourism. It believed by guaranteeing and financing its citizens' rest and recreation, it will improve not only their health but their working capacity too. The indirect economic effect will manifest itself in higher productivity levels – the concept of "rest being good for the brain" (Pearlman, 1990).

2.3 Organization of Bulgarian tourism in communist Bulgaria

According to Harrison (1993), up to 1990, the organization of the Bulgarian economy and its tourism sector was relatively straightforward. At the national level, the state was in control and this was reflected in the organization of the tourism industry. From the onset of mass tourism to Bulgaria after 1956, the social (domestic) and economic (international) functions of tourism have coexisted without any attempt being made towards the integration of these two distinct strands. Until 1983, there were two separate administrative bodies responsible for each-the State Committee for Tourism was responsible for economic tourism and the Bulgarian Trade Unions for social tourism. In 1983, administrative functions were integrated within the BATR (Bulgarian Association of Tourism and Recreation) (Pearlman, 1990:104). Headed by a president, BATR was, in effect, a major government department, directly under the Council of Ministers, bringing together more than 150 enterprises and individuals with an interest in the industry (Pearlman 1990:106-108, 112-121). Organized into four departments, all headed by a Vice-President, it dealt with physical infrastructure and pricing policy, marketing, the coordination of economic strategies, and investment policy (Harrison,1993:523). Although member organizations varied in size, and membership was full or affiliated, BATR was dominated by Balkantourist, the major state corporation with financial interests in all aspects of Bulgarian tourism, which was itself subdivided into numerous smaller units (Pearlman 1990:115). At the end of 1989, such major tourist complexes as Golden Sands, Sunny Beaches, and Albena, for example, were semi-autonomous parts of the Balkantourist Corporation and full members, in their own right, of BATR (Harrison, 1993:524). In addition, at the end of the 1980s, the industry was dominated by BATR, whose position was reinforced by its role in training for such occupations as cooks, waiters, and lower-level management, with higher educational institutions in Varna and Sofia responsible for the education of those entering higher management levels (Rakadjiyska 1990 in Harrison, 1993).

In effect, BATR ran Bulgarian tourism, directing investment to where the state saw fit, marketing the tourist product, formulating financial and labor policies, and generally coordinating the relations of its members. This last task, especially, was not easy, for there was considerable resentment among many BATR members at the position held by the Balkantourist Corporation, both within BATR and in the tourism industry more generally. It was considered too big, too arrogant, and too inefficient, criticisms which, in part at least, may be historically based (Harrison, 1993:524).

Harrison (1993) concludes about the Bulgarian tourism before 1989 as follows:

> *"At the end of 1989, the characteristics of Bulgaria's tourism industry were clear. State-run and state-controlled, highly seasonal, and concentrated on the Black Sea coast, it operated a split market. Most international tourists were from the Soviet Bloc, but visitors from the capitalist countries of Western Europe were disproportionately important as a source of hard foreign exchange"* (pp.524-5).

2.4 Bulgarian tourism in post-communist Bulgaria

Bachvarov (1997) documents that in the English scientific literature the most recent and quite exhaustive analysis of Bulgarian tourism was presented by Harrison (1993). The other paper written by Pearlman (1990) is based on data prior to the situation in 1989. The article by Vodenska (1992) contains information up to 1991, but still before the organizational changes in the tourism sector at the end of 1991 (Bachvarov, 1997:43). Bachvarov, (1997) in his in-depth situational analysis of Bulgarian tourism until 1995 argues that the decline of the communist political and economic system, and the loss of the ex-socialist states, especially the USSR, as economic partners, created an extremely difficult situation for the Bulgarian economy as a whole and for its tourism industry in particular. The lack of flexibility in product development and limited investments in the 1970s and 1980s, but particularly the hardships of the transition process in the 1990s led to a considerable loss of the sector's competitiveness and a drastic decrease of its market share (Marinov and Petrov, 2000 in Madanoglu, 2003).

Figure wise, Bulgaria's share in world tourism revenues reduced sharply from 0.30% in 1985 to 0.16% in 1992. Bulgaria does not publish official statistics on its tourism currency earnings, however, the then Chairman of the Committee for Tourism stated that in 1993 the currency revenue amounted to an equivalent of US$500 million (an exaggerated figure, according to some experts), while neighbouring Turkey and Greece earned more than US$2.5 billion. The number of foreign visotors to Bulgaria in 1992 went down to half that of 1988, the number of tourists decreased by a third and overnight stays by a quarter. A slow recovery was noticed in the second half of 1993 and continued throughout 1994. The data for 1995 though, is rather disappointing. In 1995 according to the frontier arrivals Bulgaria was visited by 8 million foreigners, which is 20% less than in the previous year (Bachvarov, 1997:44). Bachvarov (1997) asserts that all above somewhat indicates that tourism is not behaving as a priority sector in post-communist Bulgaria, despite politicians' claims. In fact, there is a serious fallback in its market position and in investment, while the quality of the services has not improved significantly. Furthermore, he claim that since 1990 most of the Bulgarian tourist offices abroad were either closed or downgraded, making a country which expects much from its tourism industry absent in the field of international tourism promotion.

The year of 1998 was the first one to mark the end of the collapse of the Bulgarian economy. It marked the shift in the governmental policy towards establishing a development scheme. In the transition from central-planned towards market economy this policy resulted in the beginning of the privatization process (Kaleynska, 2002). The process is a milestone for the tourism industry in post-communist Bulgaria. Employees in tourism enterprises were allowed to buy up to 20% of the shares, the rest were sold on competitive terms to Bulgarian and foreign financial groups (Bachvarov, 2006). The intensity of privatization obviously increased after 1997 and today more than 96 per cent from the property in Bulgarian tourism is private. This reflected respectively the quality of the tourist services offered. In 1995 over 60 per cent of the hotels were certified as two stars hotels and only 7 per cent as four and five stars hotels whereas in 2001 the percentage of the accommodation place of high quality categories is more than 12 (Kaleynska, 2002). As a result of the privatization the structure of the tourist sector has become strongly fragmented and dominated by small and medium sized enterprises (General information to the tourism sector in Bulgaria, 2013). The period is also marked with substantial growth of the number of the foreign tourists due to the improved political and economic situation in the country and the Balkans. After 1999, and especially after 2000, most of the tourism indicators have improved significantly and in many years featured a 2digit annual growth rates. The bed capacity of accommodation facilities increased by 22% and reached 242 thousand beds with an average annual grow the rate of 3.1% for 1999-2005. The number of tourist arrivals (transit not included) has grown by more than 80% and reached 4.8 million by 2005 with annual growth rates after 2000 of between 4.5% and 17.9% (General information to the tourism sector in Bulgaria, 2013). Iliev (2006) argues that Bulgaria has come to understand the importance of marketing its tourist sites and has become a regular at major tourism fairs worldwide. In March 2006, Bulgaria presented itself at ITB Berlin, the world's largest such event. In April, several Bulgarian tour operators participated in the Beijing International Travel and Tourism Market, where Bulgaria was declared an official tourist destination by the Chinese authorities. And in May, Bulgaria's tourist offerings were on display at the Arabian Travel Market (ATM) in Dubai. Traffic on Bulgaria's official tourism site (www.bulgariatravel.org) has been steadily climbing.

Another milestone for tourism industry is the Bulgarian accession to European Union (EU) in 2007. Since its membership, (except 2009-decline of 7.74%) Bulgaria experiences continuous growth in foreign tourist arrivals. For the period 2007-2012 the number of foreign tourist arrivals has increased by 13%. Another trend is that since a member of EU foreign tourists coming from EU countries has dramatically increased accounting for the majority of all foreign tourist arrivals. In 2006 as much as 42% of all tourist arrivals are from EU countries whilst for the period 2007-2012 the percentage varies between 64 and 67 with slight declining tendency over the years (National Statistical Institute, 2012).

The EU membership made Bulgaria to adopt and implement EU tourism standards. Now difference in accommodation price for foreigners and Bulgarians is illegal as this was one of the requirements of EU entry. Some hoteliers used to offer lower prices to Bulgarians, justifying a dual pricing policy by arguing that domestic tourists have a lower purchasing power (Bachvarov, 2006; Iliev, 2006). Bulgarian accession to EU in the context of tourism industry has also resulted in creating opportunities for development of alternative to mass tourism in Bulgaria through various EU funded projects. Particularly, and to a greatest relevance to this study is "Support for establishing and development of micro enterprises" pertaining to operational program "Rural Development Program - Measure 312". In a nutshell, the program objectives are (1) encouraging the growth and the establishment of new work places in non-agricultural micro-enterprises (i.e. up to 9 employees) in the rural areas; (2) encouraging the entrepreneurship in the rural regions, and (3) encouraging the development of integrated tourism in the rural regions. The program beneficiaries are newly established or existing micro enterprises, registered in the rural areas (www.euconsult.bg) as is the case study of this paper. The rural tourism of Bulgaria is presented in the next chapter.

2.5 Rural tourism in Bulgaria

Rural tourism in Bulgaria reflects traditions established over the centuries of cultural and historical development of the Bulgarian village. The interesting architecture, the rich folklore and customs, closely connected to the spiritual life of the local people, as well as the natural heritage give the opportunity for infinite possibilities for the development of rural tourism (Krasteva, 2011:372). By the "National project for agriculture and rural regions in Bulgaria for 2000-2006", as those are definite these regions whose largest city has a population fewer than 30.000 people and a population density less than 150 inhabitants per square km. According to that, rural areas cover a territory of 92, 056 square km or 83% of the total territory of the country with a population of 41, 6% of the total population. From the 263 municipalities in the country 231 are located in rural regions, 34 of which are characterized for their low incomes per capital and high unemployment rates (fewer than 20%)(Krasteva, 2011:373).

Bulgarian village has its own rhythm of life, characterized by strong family relationships and divided into neighborhoods. There is a common phenomenon the production of local produce in many of the village gardens along with rearing of domestic animals. Unlike the big cities where the accepted role of animals is only as pets, here in the villages they have their real food production role. Friendly, hospitable people are willing to help and introduce tourists to the local way of living. Village life is a lot slower, time seems to be stopped and values that have been forgotten in more modern societies are coming at the forefront. Those tourists who spent their holidays in the Bulgarian village usually get involved in agricultural activities, becoming close to the nature, exercising different activities such as mountain bike, hiking, horse riding, etc. General speaking the tourist is living the life of a villager, cooking local dishes, taking part in the local customs, in the traditional occupations and learning about the cultural-historic heritage of the region by visiting the churches, monasteries and historical monuments (Krasteva, 2011:373).

In Bulgaria, rural tourism gained popularity comparatively recently – only at the end of last century. According to data of BAAT (Bulgarian Association for Alternative Tourism) nearly three hundred and forty thousand Bulgarians and 220 thousand foreigners have chosen rural tourism in Bulgaria in 2007. The total income from rural tourism is 65 million Euro for 2007 and turnover from alternative tourism - 130 million leva (the monetary unit of Bulgaria) and total turnover in tourism in Bulgaria is 2.5 billion leva. People who have chosen the alternative were for recreation and comprise 0.5% of the total number of visitors in the country for last year. As a whole the number of tour operators offering alternative tourism both for foreigners and for Bulgarians has increased (Yarkova and Stoykova, 2008:31).

Vazquez et al. (2005), argue that the position of Bulgaria as an international rural tourism destination is based on local culture, natural environment and national cuisine.

Siemens (2010) study suggest that firms in rural areas tend to be small—as defined by both revenues and numbers of employees – and are service-oriented (Cromie et al., 2001; Mochrie and Galloway, 2004; Smallbone et al., 2002). These owners often start their businesses to create employment (Tervo, 2004), to be one's own boss (Walker and Brown, 2004) and/or to capitalize on an opportunity (Mankelow and Merrilees, 2001). Whatever the reason, these owners often acknowledge that their desire to stay within a rural community and create a particular lifestyle may be more important than business profits and growth (Dabson, 2003; Hinrichs, 1998). Within this context, success may be defined at a basic level, i.e., by business survival (Brush, Greene, and Hart, 2001). In other words, these owners are looking to make do, rather than make it big (Smith, 2006), often with limited access to resources required to compete successfully against larger and more endowed enterprises (Siemens, 2010:66).

Yarkova and Stoykova (2008) assert that in 2004 there are around 300 rural households in Bulgaria that develop rural tourism (0.3 per cent of rural households). Rural tourism in Bulgaria in its individual form is offered in village rooms or guest houses, family or other small hotels, villas and an area of summer houses. The collective form of offering is in complexes that conform to the main characteristics of villages in Bulgaria (compactness, regional self-containment) (Yarkova and Stoykova, 2008). The case study of this paper i.e. the St. Nikola guest house is a future rural tourism offering establishment. It is presented in the next chapter.

2.6 St. Nikola guest house

St. Nikola guest house is categorized as a guest house according to "Ordinance for Rating of Collective Tourist Accommodation Establishments, Supplementary Tourist Accommodations, Mass-catering and Entertainment Establishments". It is situated in the village of Galabovo, in municipality of Kuklen, province of Plovdiv. The village's altitude is 850 meters and as of 2011 census the population is 201 people (Wikipedia, Гълъбово, Област Пловдив). The village of Galabovo in municipality of Kuklen has a favorable location being in the skirts of

Rhodope Mountain, 14km. from Plovdiv (second biggest city in Bulgaria) and on the main road connecting the city of Plovdiv with the hut of Zdravets (ski resort).

The guest house itself is a three floors building with four double en-suite rooms and four double rooms with shared bathroom i.e. accommodation capacity of 16 guests. It also offers tavern with capacity of 18 guests, parking lot for up to 4 vehicles, steam room, Jacuzzi, and sauna. After the investment project applying for EU funds from the above mentioned operational program being denied due to ownership issues, the investment is carried out with entirely owners' own resources which has delayed the construction and furnishing processes.

The main motivation behind the project, is hosts' desire to stay within a rural community and create a particular lifestyle and, as proposed by Walker and Brown, (2004 in Siemens, 2010), to capitalize on opportunity.

The ultimate set of tourism offerings constituting St. Nikala's product and target group is yet to be identified as these are among the objectives of this project; however the guest house location reveals great potential (to date there are no other guest houses or other means of accommodation registered in the village) and wide spectrum of historical, religious, natural, and cultural attractions. As mentioned above, Galabovo is 14km from Plovdiv which history spans 6,000 years, with traces of a Neolithic settlement dating to roughly 4000 BC, ranking it among the world's oldest cities (Wikipedia, Plovdiv). In Plovdiv are located antic monuments from 1st century such as 'The Roman Stadium' and 'The Antic Theatre'. Another historical monument, 20 km. from the village of Galabovo is the medieval Asen's fortress dating from 11th century (Wikipedia, Asen's fortress). One of the most prominent religious attractions in Bulgaria i.e. Bachkovo monastery is 28 km away from Galabovo. The monastery is important monument of Christian architecture and one of the largest and oldest Eastern Orthodox monasteries in Europe (Wikipedia, Bachkovo Monastery). Located in Rhodope Mountain, the monastery is favorite place for the Bulgarians to escape the noise and swelter during the summer weekends. Another monastery that is very close to Galabovo is the Kuklen Monastery of St. Cosmas and Damian, founded during the Second Bulgarian Kingdom around a spring with healing water which according to the legend treats mental illnesses. The monastery is the starting point for tourist routes to the huts of Rouen, Zdravets, Ravnishta, Martsiganitsa. The Rhodope Mountain proximity provides St. Nikola with great opportunity to offer nature tourism activities such as trekking, hiking, nature sightseeing, visiting caves, picnics, eco routes, gathering mushrooms and herbs, etc. Last but not least, the juxtaposition of the ski resorts hut of Zdravets and Pamporovo (82km from Galabovo) enable St. Nikola to include winter sports in its product offering.

3 Marketing (Stoyan)

In the following section general marketing theories as well as empirical studies in the marketing field are revised. Kotler et al's (2010) simple model of the marketing process is presented. Further on, notions such as segmentation, targeting, positioning, differentiation, and the 4 Ps are examined. The chapter aims to outline a theoretical guideline for the aim of the current research i.e. creating a customer-driven marketing strategy.

3.1 Introduction to marketing

People hold variety of misconceptions about marketing. Most common is its confusion with selling and advertising. Selling and advertising are actually types of promotion which is only a component of marketing. Marketing involves much more, including product/service development, place (location and distribution), and pricing. It requires information about people, especially those interested in what you have to offer i.e. your market, such as what they like, where they buy, how much they spend etc. (Arora, 2007).

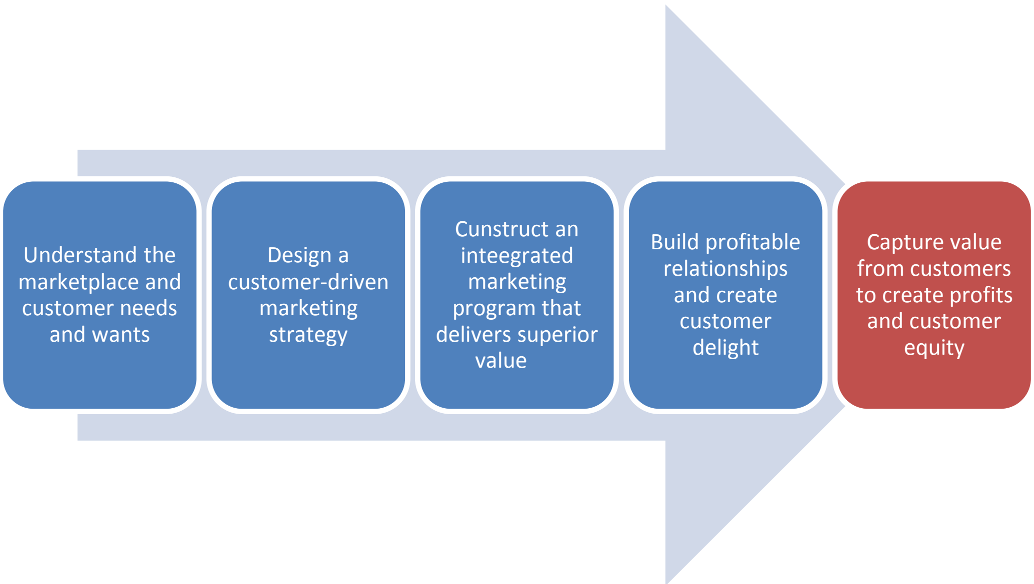
According to the American Marketing Association, marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives (Arora, 2007).

It is well beyond the aims of this paper to involve in the academic dispute rendered by different scientific approaches to marketing theory. Yet, Roberts and Hall's (2004), postmodernist standpoint questioning the modernist approach raises interest. According to them, beneath the apparent simplicity of modernist approach to marketing being (in its simplest mode) the determination of the needs of the target markets – and this must be done more effectively and efficiently than the competitors, lies considerable confusion and complexity. They challenge the assumption about (tourist) behavior – that is rational, consistent, planned, and organized and that the customer can be recognized, understood, and served in a consistent manner. Roberts and Hall (2004) also argue that contemporary social characteristics such as fragmentation, de-differentiation, pastiche and hyper-reality render product frameworks and tourist typologies meaningless for the marketer, who must, instead, treat each marketing situation as unique.

Despite the postmodernists' call for considering the tourists' preferences, expectations, and experiences subjectivity, thereby appealing for individual approach, this paper embraces the modernist approach to the marketing theory since at the stage of researching understanding the market place and customer needs and wants, grouping it is inevitable. Therefore, the authors of this paper take Kotler, Bowen, & Makens (2010) standpoint that, if the marketer understands customer needs; develops products that provide superior customer value; and prices, distributes, and promotes them effectively, these products will be sought after by the customer. In their words: *"marketing is the art and science of finding, retaining, and growing profitable customers"* (p.11).

To visualize the process of marketing the paper adopts Kotler et al's (2010) model (Figure 2).

Figure 2 A simple model of the marketing process



Source: Kotler et al. (2010, p.11)

3.1.1 Understanding the market place and customer needs

According to Kotler et al's (2010) model, as a first step marketers need to understand customer needs and wants and the marketplace within which they operate. They further list five core customer and marketplace concepts (1) needs, wants, and demands; (2) marketing offerings (tangible products, services, and experiences); (3) value and satisfaction; (4) exchanges and relationships; and (5) markets.

'Needs' are not invented by marketers, but they are part of the human makeup. A human need is a state of felt deprivation. Included are the basic physical needs for food, clothing, warmth, and safety, as well as social needs for belonging, affection, fun, and relaxation. There are esteem needs for prestige, recognition, and fame, and individual needs for knowledge and self-expression. ‘Wants’ are the form human needs take as they are shaped by culture and individual personality. In other words, wants are how people communicate their needs. ‘Demands’, on the other hand, are the wants that a customer can afford. Kotler et al (2010) suggest that understanding customer needs, wants, and demands in detail, provides important input for designing marketing strategies.

Customer needs and wants are fulfilled through a ‘marketing offering’: a product that is some combination of tangible, services, information, or experiential product.

The third basic concept to marketing is that of ‘customer value’ and ‘satisfaction’. Customer value is the difference between the benefits that the customer gains from owning and/or using a product and the cost of obtaining the product. Customer satisfaction is the outcome of meeting ‘customer expectations’. The challenge for the marketer is to set the right level of expectations, because, if the set expectations are too low, they might satisfy those who buy, but fail to attract new customers, otherwise, if expectations are too high and not met buyers will be disappointed. In this regard, an empirical study researching similarities and differences in business travelers’ expectations and managers’ perceptions of the service provided by guest houses located in the beach-front suburbs of Port Elizabeth, South Africa done by Radder and Wang (2006) emphasizes the above challenge. Their study concludes that the studied guest house managers had overestimated the expectations of business travelers regarding the service provided. They further suggest that management should focus on the service dimensions important to guests and not those based on management’s own opinions.

Despite its limitations i.e. findings relevant to the studied sample, the article has its practical implications and value. In particular, empirical evidence for carefully considering the ‘fine line’ of effectively matching service levels with customers’ expectations. The empirical study also stresses upon the importance of the first step of Kotler et al’s simple model of the marketing process.

‘Exchanges and relationships’ is the fourth concept to marketing. According to Kotler et al. (2010), marketing occurs when people decide to satisfy needs and wants through exchange where exchange is the act of obtaining a desired object from someone by offering something in return. Marketing consist of actions taken to build and maintain desirable exchange relationships with target markets. Beyond simply attracting new customers and creating 'transactions' the goal is to retain customers and grow their business with the company.

The concept of transactions leads to the concept of a 'market'. According to Mullins, Wallker, & Boyd (2008), market is: "*consist of (a) individuals and organizations who (b) are interested and willing to buy a particular product to obtain benefits that will satisfy a specific need or want, and who (c) have the resources (time, money) to engage in such a transaction*." (p.13)

Kotler et al. (2010) claim that marketing means managing markets to bring about profitable customer relationships. However, creating these relationships takes work. Sellers must search for buyers, identify their needs, design good market offerings, set prices for them, and deliver them.

3.1.2 Designing customer-driven marketing strategy

Once it fully understands consumers and the marketplace, marketing management can design a customer-driven marketing strategy. Marketing strategy outlines which customers the company will serve and how it will create value for these customers (Kotler et al. 2010).

Selecting customers to serve is done by dividing the market into segments of customers (market segmentation) and selecting which segments to go after (target marketing).

Value proposition, on the other hand, is the set of benefits or values a company promises to deliver to consumers to satisfy their needs (Kotler et al. 2010).

Kotler et al. (2010) propose five concepts under which organizations design and carry out their marketing strategies: 'production', 'product', 'selling', 'marketing', and 'societal marketing' concepts.

The production concept is one of the oldest philosophies guiding sellers. It holds that consumers will favor products that available and highly affordable, and suggests a focus on production and distribution efficiency.

The product concept, like the production concept, has an inward focus. It holds that consumers will favor products that offer the most in quality, performance, and innovative features. Under this concept, marketing strategy focuses on making continuous product improvements.

The selling concept holds that consumers will not buy enough of the organization's products unless the organization undertakes a large selling and promotion efforts. The aim of the selling focus is to realize every possible sale. Under this concept, customer satisfaction or the revenue contribution of the sale is not a priority.

The marketing concept is a more recent business philosophy and one that is being rapidly adopted in the hospitality industry. It holds that achieving organizational goals depends on determining the needs and wants of target markets and delivering the desired satisfaction more effectively and efficiently than competitors.

The societal marketing concepts, the newest marketing concept, holds that the organization should determine the needs, wants, and interests of target markets and deliver the desired satisfaction more effectively and efficiently than competitors in a way that maintains or improves the consumer's and society's well-being. According to Fieldman (1971), the societal marketing concept questions whether the marketing concept is adequate in an age of environment problems, resource shortages, rapid population growth, worldwide inflation, neglected social services. It asks if the firm that serves and satisfies individual wants is always doing what is best for consumers and society in the long run.

3.1.3 Preparing an integrated marketing plan

After creating company's marketing strategy that outlines which customers the company will serve and how it will create value for these customers, the marketer develops an integrated marketing program that will actually deliver the intended value to target customers. The marketing program builds the customer relationship by transforming the marketing strategy into action. It consists of the firm's marketing mix (product, price, place, and promotion - 4Ps), the set of marketing tools the firm uses to implement its marketing strategy (Kotler et al., 2010).

3.1.4 Building profitable customer relationships

The first three steps in the marketing process – understanding the market place and customer needs, designing a customer-driven marketing strategy, and preparing an integrated marketing plan – all lead up to the fourth and most important step: building profitable customer relationships (Korler et al., 2010). Berry & Parasuraman (1991) propose three customer value-building tools. The first relies primarily on adding financial benefits to the customer relationship by proposing, for instance, lower prices to the frequent customers. The second approach is to add social as well as financial benefits. Here company personnel work to increase their social bonds with customers by learning individual customers' needs and wants and then individualizing and personalizing their products and services. Put simply, a company turns its customers into clients where customers are nameless, served as part of the mass or as part of large segment whilst, clients are not nameless, served on an individual basis.

The third approach to build strong customer relationship is to add structural ties, as well as financial and social benefits. For instance, Sheraton has developed flexible check-in and checkout times for their best customers, Hilton is using technology to provide personalized welcome message on the guest's television (Kotler et al. 2010).

3.1.5 Capturing value from customers

The first four steps in the marketing process involve building customer relationships by creating and delivering superior customer value. The final step involves capturing value in return, in the form of current and future sales market share, and profits. According to Kotler et al. (2010), by creating superior customer value, the firm creates highly satisfied customers who stay loyal and buy more. This, in turn, means greater long-run returns for the firm. They further propose three outcomes of creating customer value i.e. 'customer loyalty and retention', 'share of market and share of customers, and 'customer equity'.

Good customer relationship management creates customer delight (Kotler et al. 2010). In this regard, Berman (2005) claims that whereas customers are typically satisfied through the meeting or exceeding of expectations, delight requires a mixture of joy and surprise. According to Dr. Darrel Edwards (in Berman, 2005), satisfaction means that a marketer has fulfilled the contract with the customer. Satisfaction is thus the midpoint of the delight index. Delight is a more positive and more emotional response than simply excellent and is viewed as an emotional response that commits a customer to the product. Accordingly, customer satisfaction and delight results in customer loyalty and retention where according to Kotler et al. (2010) the benefits of customer loyalty and retention come from continued patronage of loyal customers, reduced marketing costs, decreased price sensitivity of loyal customers, and partnership activities of loyal customers.

Good customer relationship management can also help marketers to increase their share of customers – the share they get of the customer's purchasing in their categories thus increase firm's market share (Kotler et al. 2010).

The third outcome of creating customer value is customer equity. Rust, Lemon, & Zeithaml (2004) define customer equity as *"as the total of the discounted lifetime values summed over all of the firm's current and potential customers"* (p.110). They also suggest that a firm's strategic opportunities might be best viewed in terms of the firm's opportunity to improve the drivers of its customer equity.

Companies providing services, however, needs to consider some intrinsic characteristics. Those are examined in the next chapter.

3.2 Service characteristics of hospitality and tourism marketing and service culture

Since the case study of the paper i.e. St. Nikola pertains to hospitality and tourism business sector hence it is a service provider the paper needs to address the fundamental characteristics of service marketing.

Marketing theory lists four service characteristics e.g. 'intangibility'; 'inseparability'; 'variability'; and 'perishability'. Intangibility refers to services not being able to be seen, tasted, felt, heard, or smelled before purchase. The second mentioned characteristic is that services cannot be separated from their providers. In other words, services are produced and consumed simultaneously, which according to Kotler et al. (2010) limits the quality control.

It also refers to the fact that customers are part of the product. Variability, on the other hand, means that services are highly variable and their quality depends on who provides them and when and where they are provided. According to Schanlensee, Bernhardt, and Gust (1985 in Kotler et al. 2010), when variability is absent we have consistency, which is one of the key factors in the success of service business. Last but not least, perishability refers to the issue that services cannot be stored. Put in another way, hospitality business (a hotel) would accumulate revenue lost from selling its capacity on only 40%.

Given the above mentioned service characteristics, Yu and Lee (2009), bring attention onto what is the optimal amount of services included by accommodation establishments in order the service business to be efficient. They propose a mathematical programming technique referred to as Hyperbolic Network Data Envelopment Analysis (HNDEA) to appraise service performance in a service industry in terms of quantity using international tourist hotels in Taiwan as an example to illustrate the process. Their empirical study reveals that productive efficiency and service effectiveness differ across hotel businesses. The results suggest that using the HNDEA approach to look inside a hotel's management provides greater insights as to the source of organizational inefficiency. In addition, the HNDEA model has the advantages of accounting for the simultaneity and perishability of services, thus making it easy for a service business to measure its service performance.

The HNDEA technique is to a little relevance to this paper as the technique is designed to evaluate already established hospitality units, which is not the case with the case study of this thesis; nevertheless it provides valuable "hint" for the St. Nikola guest house's marketer future strategic choices. Elsewhere, Kotler et al. (2010) claim that one of the most important tasks of a hospitality business is to develop the service side of the business, specifically, a strong service culture appears to be the more relevant strategy to cope with the above mentioned service characteristics.

3.3 Strategic vision and mission

As mentioned before this paper is set to design a marketing strategy for St. Nikola. Therefore, notions such as 'vision' and 'mission' are relevant to the study since it is difficult to have a strategy without having an idea of what the strategy is designed to achieve.

According to Tribe (2010), visions and missions consist of concise statements which generally preface a strategy document. He also asserts that the terms vision and mission are often used interchangeably but there is a subtle difference between them. A vision signals what an entity would like to become. It carries with it connotations of aspiration and inspiration. On the other hand a mission sets out more concrete terms the general aims of an entity, what it is trying to achieve and what it is in existence for.

Mullins et al. (2008) claim that a well-thought-out mission statement guides an organization's managers as to which market opportunities to pursue and which fall outside the firm's strategic domain. A clearly stated mission can help instill a shared sense of direction, relevance, and achievement among employees, as well as a positive image of the firm among customers, investors, and other stakeholders. Ollenburg and Buckley (2007) examined motivations of farm tourism operators throughout Australia using both qualitative and quantitative methods. Their study results in social motivations being marginally more important overall than economic motivations among respondents. In the same vein, Getz and Carlsen (2000) in their research examining the goals pertaining to start-up, operations, the family, and ultimate disposition of the enterprise by family and owner-operated businesses in the rural tourism and hospitality sectors in rural Western Australia results that large majority of respondents were with strong motivation to live and work in the countryside but few were oriented primarily to making lots of money and indeed most put family first. About half the respondents do not have formal business goals, and according to Getz and Carlsen (2000) this fact should cause some alarm given the high failure or closure rates among small businesses in general.

The two empirical papers presented above document the predominant social motivations behind starting a family-operated business in the countryside. In this regard, the St. Nikola guest house is not an exception as owners' main motive for starting the project is being close to the nature and settle certain life style related to rural areas. Nevertheless, owners' 'secondary' goal is to capitalize from the investment and since the authors of this paper have personal interest the business-related part of the guest house project to be successful, one of the thesis objectives is to suggest evidence-based mission and vision statements and hopefully by doing it to prevent the above mentioned unfavorable trend addressed by Getz and Carlsen (2000).

3.4 Theoretical guidelines for designing and managing marketing strategy for St. Nikola

Mullins's et al. (2008) suggest that a strategy should specify (1) *what* (objectives to be accomplished), (2) *where* (on which industries and product – market to focus), and (3) *how* (which resources and activities to allocate to each product – market to meet environmental opportunities and treats and to gain a competitive advantage).

A well-developed strategy in Mullins et al. (2008) sense contains five components, or sets of issues: 'scope', 'goals and objectives', 'resource deployment', 'identification of a sustainable competitive advantage', and 'synergy'.

The scope of an organization refers to the breadth of its strategic domain – the number and types of industries, product lines, and market segments it competes in or plans to enter. Decisions about an organization's strategic scope should reflect management's view of the firm's purpose or mission.

Strategies need also detail desired levels of accomplishment on one or more dimensions of performance – such as volume growth, profit contribution, or return on investment – over specified time periods.

Resource deployment refers to the process of deciding how firm's financial and human resources are to be obtained and allocated, across business, product – markets, functional departments, and activities within each business or product – market.

The fourth listed component is concerned with the specification of how the organization will compete in each business and product – markets within its domain and how can it position itself to develop and sustain a differential advantage over current and potential competitors.

Synergy exists when the firm's business, product – markets, resource deployment, and competencies complement and reinforce one another. In other words, synergy enables the total performance of the related business to be greater than it would otherwise be: The whole becomes greater than the sum of its parts.

As mentioned above within the marketing strategy the company decides which customers it will serve (segmentation and targeting) and how (differentiation and positioning). These terms are examined in more detail in the next chapter.

3.4.1 Market segmentation

Marketing theories agree upon companies' inability to profitably serve all customers in a given market – at least not all consumers in the same way as most markets are heterogeneous. Consequently, companies have had to divide up the total market, choose the best segments, and design strategies for profitably serving chosen segments. Mullins's et al. (2008:172) definition of market segmentation is as follows:

> *"Market segmentation is the process by which a market is divided into distinct subsets of customers with similar needs and characteristics that lead them to respond in similar ways to a particular product offering and marketing program"*

In the course of reviewing the existing literature no empirical research on market segmentation for accommodation establishment located in Bulgarian rural area targeting far-away market was found. In fact, it appears that during the 90s market segmentation research was seldom of interest to researchers. Bowen (1998) in his exploring the development in market segmentation relating to hospitality and tourism research published between 1990 and 1998 article lists only eleven quantitative research articles. However, more recently the practices of segmentation, targeting, and positioning has been more extensively studied. Oh, Kim, Shin's (2004) paper reviewing marketing research published in hospitality and tourism journals for the period of 2002-2003 lists a total number of 42 marketing research articles on the subject. They conclude that in contrast to the quantity of market segmentation research, the knowledge generated is somewhat fragmentary and local. Use of different segmentation criteria or variables, narrowly targeted products or destinations, and pervasive convenience sampling seem to have caused such divergent outcomes without contributing much to the mainstream progress in segmentation research (Oh et al. 2004:433).

To the best of our knowledge, there are three published studies about segmentation in rural tourism. The first was made in Portugal by Kastenholz, Davis and Paul (1999); the second was done by Frochot (2005) in Scotland, and the most recent was made in Spain by Molera & Albaladejo (2007). All three articles, however, are set to segment the market from different to this thesis perspective. The three empirical studies segment the market in question on motivational factors and benefits sought basis and not on services sought with product development intentions.

Literature searches were also performed with ‘rural’, ‘family businesses’, ‘farm’, and ‘agribusiness’ as key words in the title. Researched articles pertaining to these criteria were predominantly concerned with motivational factors and goals (Getz and Carlsen, 2000; Nikerson, Black, and McCool, 2001; Danes, Zuiker, Kean, and Arbuthnot, 1999), intergenerational relations and issues (Bjuggren and Sund 2001; Churchill and Hatten 1997; Danes, Rueter, Kwon, and Doherty 2002), challenges (Roberts and Simpson, 1999; Siemens, 2010), the transition period (Poutziouris, O’Sullivan, and Nicolescu, 1997; Allen, Forrest, Murray, and Myles, 2011), and sustainability (Yarkova and Stoykova, 2008; Bramwell, 1994)

Because these identified articles are generally not relevant to the specific context of the current research this study will adapt general marketing and consumer behavior theories of market segmentation in order to design a theoretical framework as a guideline for segmenting the Danish market and recommending a target group for the St. Nikola guest house.

Mullins et al. (2008) introduce three important objectives entailed in the market segmentation process. Firstly, to identify a homogeneous segment that differs from other segments. In other words, the market segmentation process needs to result in identifying homogeneous groups of prospective buyers with regard to their wants and needs and/or their likely responses to differences in the elements of the marketing mix – the 4 Ps.

Secondly, to specify criteria that defines the segment. The segmentation criteria ought measure or clearly describe the segments so that members can be readily identified and accessed, in order for the marketer to know whether a given prospective customer is or is not in the target and in order to reach the prospective customer with advertising or other marketing communication message.

Thirdly, to determine size and market potential of each segment for use in prioritizing which segments to pursue, a topic more thoroughly examined in the next chapter.

Segmentation decisions are best made in one of three ways: based on *who* the customers are ('demographic segmentation'), based on *where* they are ('geographic segmentation'), or based on *how they behave* relevant to the market in question ('behavioral segmentation') (Mullins et al. 2008).

Demographic segmentation consists of dividing the market into groups based on demographic variables such as age, lifestyle, sex, income, occupation, education, religion, race, and nationality (Kotler et al. 2010:202-4). Some demographic variables compose the so – called 'psychographic segmentation'. It divides buyers into different groups based on social class, lifestyle, and personality characteristics. According to Kotler et al. (2010), people in the same demographic group can have very different psychographic profiles.

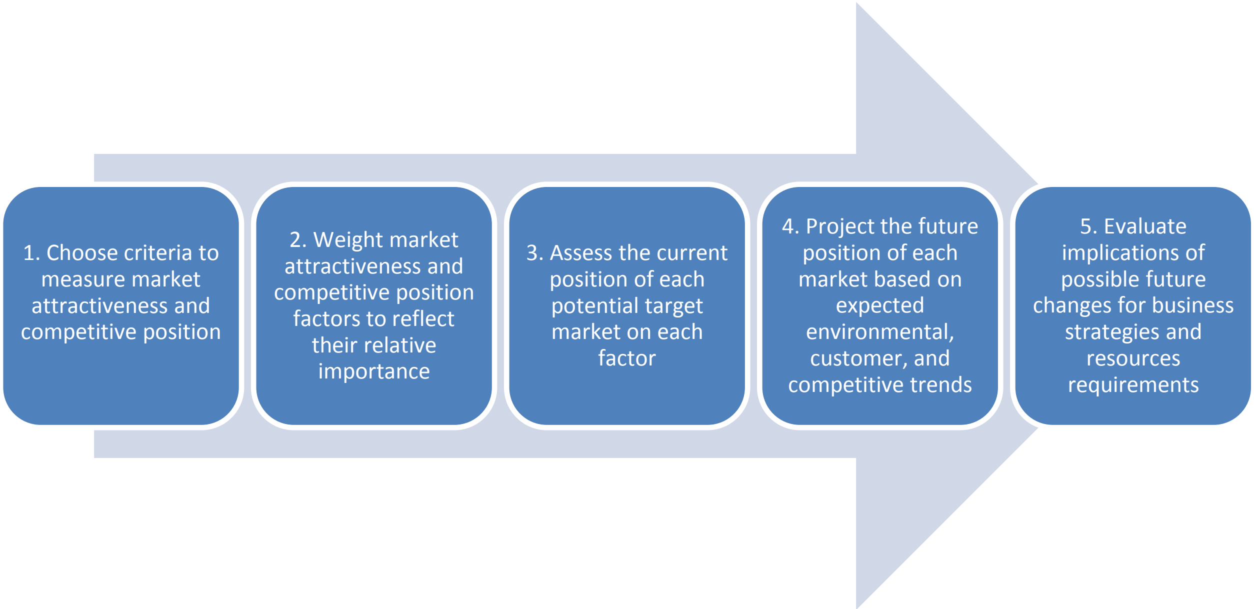
Geographic segmentation, on the other hand, is particularly important in retailing and many services businesses, where customers are unwilling to travel very far to obtain the good or service they require (Mullins et al. 2008).

In behavioral segmentation, buyers are divided into groups based on their knowledge, attitude, and use or response to a product. Many marketers believe that behavioral variables are the best starting point for building market segments.

3.4.2 Market targeting

Marketing segmentation reveals a company's market – segment opportunities. Market targeting is the process of prioritizing target segments by their potential through evaluating their future attractiveness and their firm's strengths and capabilities relative to the segments' needs and competitive situations. (Mullins et al. 2008). To that end, Mulilns et al. (2008) propose five steps analytical framework i.e. 'market – attractiveness/competitive – position matrix' (Figure 3).

Figure 3 Steps in constructing a market – attractiveness/competitive – position matrix for evaluating potential target



Source: Mullins et al. (2008, p.182)

Step 1: Select market – attractiveness and competitive – position factors

Assessing the attractiveness of markets or market segments involves determining the market's size and growth rate and assessing various trends – demographic, sociocultural, economic, political/legal, technological, and natural – that influence demand in that market. An ever more critical factor in determining whether to *enter* a new market or market segment, however, is the degree to which *unmet customer needs*, or needs that are currently not being well served, can be identified. In the absence of unmet or undeserved needs, it is likely to be difficult to win customer loyalty, regardless of how large the market or how fast it is growing.

Competitive – position factors refer to the degree to which the firm's proposed product entry into new market or segment will be sufficiently differentiated from competitors, given the critical success factors and product life – cycle conditions already prevalent in the category. Simply put, most new goods or services need to be either better from a consumer point of view or cheaper than those they hope to replace.

Step 2: Weight each factor

The second step involves numerical weight to each factor to indicate its relative importance in the overall assessment.

Step 3: Rate segments on each factor

This step requires that evidence – typically both qualitative and quantitative data – be collected to objectively assess each of the criteria identified in Step 1.

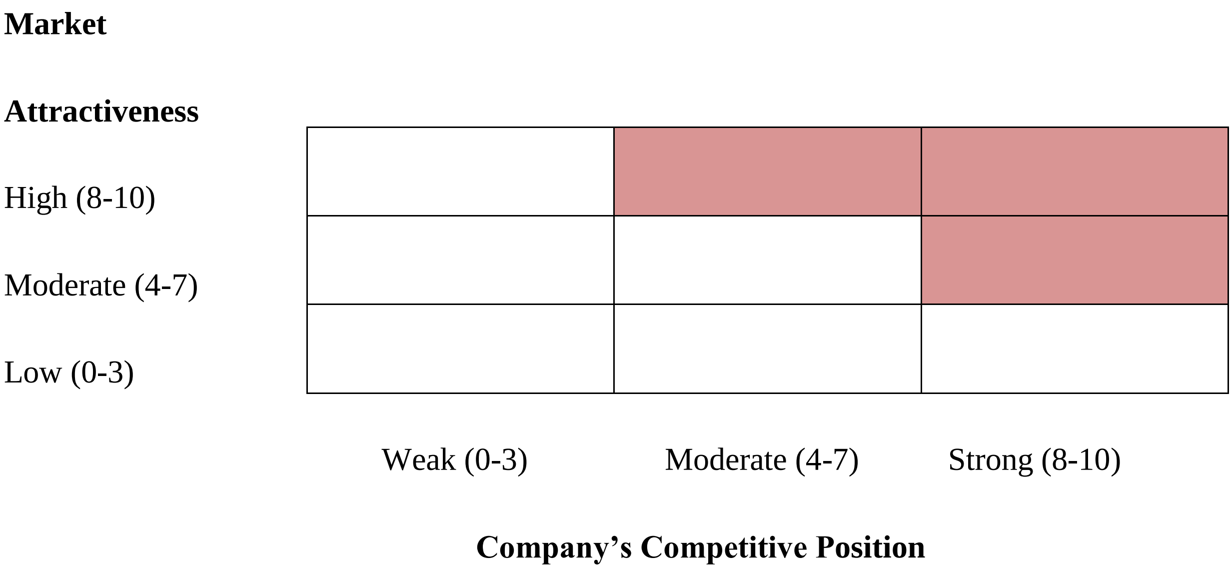
Step 4: Project future position for each segment

Forecasting a market's future is more difficult than assessing its current state and undoubtedly holds uncertainty in itself. The starting point for this assessment is to consider possible shifts in customer needs and behavior, the entry or exit of competitors, and changes in their strategies. It also needs to address several broader issues, such as possible changes in product or process technology, shifts in the economic climate, their impact of social or political trends.

Step 5: Choose segments to target, allocate resources

Within this step the analytical framework suggests marketers to consider a market segment to be a desirable target only if it is strongly positive on at least one of the two dimensions of market attractiveness and potential competitive position and at least moderately positive on the other. In figure 4 this includes markets positioned in any of the three cells in the upper right – hand corner of the matrix.

Figure 4 Market – Attractiveness/Competitive – position matrix



Source: Mullins et al. (2008, p.185)

3.4.3 Market positioning

A product's position is the way the product is defined by consumers on important attributes – the place the product occupies in consumers' minds relative to competing products (Kotler et al. 2010:213). As mentioned before, customers in one market segment have wants and needs that differ in some way from those of customers in other segment. Positioning allows the marketer to take advantage of and be responsive to such differences and position particular goods and/or services so as to better meet needs of consumers in one or more of these segments. These differences are often physical but they can also be perceptual. Creating both physical and perceptual differences, using all the elements of the marketing mix – product, pricing, promotion, and distribution decisions - is what effective positioning seeks to accomplish (Mullins et al. 2008).

Kotler et al. (2010) introduce several positioning strategies. Firstly, they suggest companies can position their products based on 'specific product attributes'. Secondly, products can be positioned against another product. Thirdly, when two or more firms pursue the same position, each needs to seek further differentiation building a unique bundle of competitive advantages that appeal to a substantial group within the segment. This sub positioning they term 'niche marketing'. They further propose that positioning task consists of three steps: (1) identifying a set of possible competitive advantages on which to build a position; (2) selecting the right competitive advantages; and (3) effectively communicating and delivering the chosen position to a carefully selected target market.

3.4.4 Product differentiation

Product differentiation is important because it creates barriers to entry, protection against imitation and customer loyalty (Boehe & Cruz, 2010). Dickson and Ginter (1987 in Svendsen, Haugland, Gronhaug & Hammervoll, 2011) define product differentiation as follows: *"A product offering is perceived by the consumer to differ from its competition on any physical or nonphysical product characteristic including price"* (p. 4). The aim of differentiation is to earn superior profit through, for example, reduced price sensitivity or achieving a price premium (Sharp and Dawes, 2001). Differences in product offerings can be perceptual and created by mechanisms such as usage experience, word of mouth and promotion, or actual and created by specific product characteristics (Dickson and Ginter, 1987 in Svendsen et al. 2011).

According to Kotler et al. (2010), differentiation can occur by physical attributes, service, personnel, location, or image. However, they further claim that physical attribute differentiation is no longer strong differentiating tool for hospitality companies. In their words: *"Unfortunately, many hotels, restaurants, and airlines lack physical differentiation. Motels in particular follow a standard architectural look that provides no differentiation. When this happens, price becomes the primary differentiating factor"*(p.215).

Service differentiation, on the other hand is harder to imitate by competitors.

According to Gebauer, Gustafsson, & Witell, (2011), service differentiation is the extent to which a company focuses on service as its core offering and the extent to which customers regard the organization as a service provider. They further claim that service differentiation translates into different ways to achieve competitive advantages through services.

Hospitality companies can differentiate themselves through their personnel. It requires that a company selects its customer – contact people carefully and train them well. In other word, a company needs to establish the so-called 'service culture'.

Location can also provide a strong competitive advantage. Hospitality and travel firms should look for benefits created by their location, however, keeping in mind that this advantage is subject to change (Kotler et al. 2010:217).

Image differentiation is powerful tool as even when competing offers look alike; buyers may perceive a difference based on company or brand image. Keller (2008 in Hailin, Kim, & Im, 2011) define brand image as consumer perceptions of a brand as reflected by the brand associations held in consumer's memory. In the same vein, Temporal (2002 in Ren & Blichfeldt 2011) argues that brand image relates to how consumers actually see the brand; i.e. the total sum of perceptions the target audience has about the brand.

3.5 Marketing mix

The marketing mix is the set of controllable, tactical marketing tools that the firm blends to produce the response it wants in the target market. The marketing mix consists of everything the firm can do to influence the demand for its product. The many possibilities can be collected into four groups of variables known as the four Ps: 'product', 'price', 'place', and 'promotion'. An effective marketing program blends all of the marketing mix elements into an integrated marketing program designed to achieve the company's marketing objectives by delivering value for customers. The marketing mix constitutes the company's tactical tool kit for establishing strong positioning in target markets (Kotler et al. 2010:70). It provides specific information about which product features are to be promoted, and how; to which target markets; using which access media; at what price; located or distributed in which areas; and sold by what types of people (Yiannakis, 1991:63). Luan and Sudhir (2010) suggest that before a new product launch, marketers need to infer how demand will respond to various levels of marketing mix variables to set an appropriate marketing plan. According to them a critical challenge in estimating marketing mix responsiveness from historical data is that the observed decisions are affected by private information possessed by managers about the heterogeneous effects of marketing mix variables on sales. The authors refer to this as the 'slope endogeneity' problem. To correct for the slope endogeneity bias, the authors develop a conceptually simple control function approach and apply it to forecasting advertising responsiveness in the U.S. DVD market. However this is to a little relevance to the current research which is focused on segmenting the Danish market, recommend a target group, and outline the main pillar of the St. Nikola guest house's marketing offering.

The four marketing mix elements are examined in the next chapters.

3.5.1 Product

Mullins et al (2008) define product as anything that satisfies a want or need through use, consumption, or acquisition. Thus products include objects, services, places, people, activities, and ideas. Vargo & Lusch (2004) argue that products should be thought of as problem solvers since they are purchased because of the core benefits they provide – not because of the product per se. In this regard, the seller must turn the wanted benefits into a tangible product with features or attributes that will provide the intended satisfaction better than competitive products. However difference between features and benefits exist. Features are the tangible or intangible attributes given the product by its designers whilst benefits are the solutions to customer problems or needs delivered by the product (Mullins et al. 2008:238).

A well-developed positioning statement or value proposition plays an important role in designing products. It provides information on what benefits are to be delivered, so designers can imbue the product with the necessary features or other attributes to deliver those benefits. One important dimension on which products are differentiated is on the basis of quality –

seeking to be better, in some sense, in the customers' eyes than competing products (Mullins et al. 2008:241).

According to Mullins et al (2008), differentiating on quality can occur on any of the five dimensions of service quality. Those are as follows: 'tangibles', 'reliability', 'responsiveness', 'assurance', and 'empathy' where tangibles are the appearance of physical characteristics associated with the service; reliability is the dependability entailed in the service performed; responsiveness is the promptness and helpfulness of the service deliverers; assurance is the competence, courtesy, and credibility with which the service is provided; and empathy is the degree to which the service provider communicates with the customer and understands the customer's needs and concerns.

Kotler et al. (2010), on the other hand, asserts that hospitality companies need to consider the product on four levels: the core product, the facilitating product, the supporting product, and the augmented product. The core product is the most basic level solving customers' basic needs and want. Facilitating product are services or goods that needs to be present for the guest to use the core product. One important aspect of facilitating products is accessibility. In addition, product design requires an understanding of the target markets and the facilitating services that they require.

Core products require facilitating products but do not require supporting products. Supporting products are additional products offered to add value to the core product and help to differentiate it from the competition but they must meet or exceed customer expectations to have a positive effect.

The augmented products include accessibility, atmosphere, customer interaction with the service organization, customer participation, and customer's interaction with each other. These elements combine with the core, facilitating, and supporting products to provide the augmented product. From a managerial standpoint, the core product provides a focus for the business; it is the reason for being. Facilitating products are those that are essential for providing the core product to the target market. Supporting products can help position a product. However, Gronroos (1990) claim is worth noting: *"The core, facilitating, and supporting products determine what the customer receives but not how they receive it."* (p.69)

Another factor to consider in making product decisions is branding. It identifies and helps differentiate the goods/services of one seller from those of another. Brand consists of a name, sign, symbol, or some combination thereof (Mullins et al. 2008).

Branding facilitates both buyers and sellers. From a buyer's perspective, branding simplifies shopping, eases the process of information concerned with purchase options, provides confidence that the consumer has made the right decision, helps to ensure quality, and often satisfies certain status needs. From a seller's point of view, branding enhance: (1) the effectiveness of their marketing programs – particularly those concerned with promotion; (2) brand loyalty, which leads to greater profitability as generally it costs less to retain customers than to acquire new ones; (3) the opportunities for successfully launching brand extensions; (4) prices and margins resulting from a competitive advantage; and (5) channel relationships (Mullins et al. 2008). Through its branding efforts, a company improves its brand equity position, which consists of four major asset categories – brand name awareness, brand loyalty, perceived quality, and brand associations. Thus, given the value enhancing of branding ever more attention is being given to managing brands, especially in terms of developing a winning brand identity (Mullins et al. 2008). Davis (2000) states:

> "Brands are among a company's most valuable assets and smart companies today realize that capitalizing on their brands is important… These companies know that brands are more than just products and services. They know that brands are also what the company does and more importantly, what the company is… A brand is a critical component of what a company stands for. It implies trust, consistency, and a defined set of expectations. The strongest brands in the world own a place in the customer's mind and when they are mentioned almost everyone thinks of the same thing" (p.3)

Dabija and Chris (2012) in their empirical study examining the impact of the marketing mix elements on building the image of tourist accommodation establishments in Romania, underpin the importance of the marketing tools in developing a potential for the studied accommodation establishments to differentiate themselves. The study concludes by calling for strategies adopted by the management of the tourist entities which, when implemented, can contribute visibly to drawing and loyalising customers.

3.5.2 Price

Price is the only marketing mix element that produces revenue. All others represent costs. Simply defined, price is the amount of money charged for a good or service. More broadly, price is the sum of the values consumers exchange for the benefits of having or using the product or service (Kotler et al. 2010).

3.5.2.1 Factors affecting company's pricing decisions

Price decisions are affected by internal and external company factors. Internal factors include the company's marketing objectives, marketing mix strategy, costs, and organizational considerations while external factors include the nature of the market, demand competition, and other environmental elements (Kotler et al. 2010).

Company's marketing objectives derived from strategic decisions on marketing position have a major influence on price – whether a company strives to 'survival', 'current profit maximization', 'market – share leadership', 'product – quality leadership', or other objectives.

Price also needs to be coordinated with product design, distribution, and promotion decisions to form a consistent and effective marketing program.

Another internal factor influencing pricing decisions is costs. Costs set the floor for the price a company can charge for its product. Costs take two forms, fixed and variable. Fixed costs (overhead) are costs that do not vary with production or sales level. Variable costs vary directly with the level of production. Fixed and variable costs account for the total costs for any given level of production (Kotler et al. 2010).

Organizational considerations refer to which unit of a company is responsible for setting the prices.

From the mentioned above external factors only 'competitors' prices and offers' seems to be worth considering as 'market and demand' and 'other environmental elements' (such as interest rates, boom etc.) are somewhat irrelevant to the case study due to the size of its business and are not further examined.

3.5.2.2 General pricing approaches

Kotler et al. (2010) propose three pricing approaches e.g. cost – based, value – based, and competition – based approach.

Within cost – based approach the simplest pricing method is cost-plus pricing, adding a standard markup to the cost of the product. Another cost – oriented pricing method is break – even pricing, in which the firm tries to determine the price at which it will break even. A variation of break – even pricing is called ‘target profit pricing’, which targets a certain return on investment.

An increasing number of companies, however, are basing their prices on the products’ perceived value. Value – based pricing approach uses the buyers’ perceptions of value, not the seller’s cost, as the key to pricing. Within this approach price considered along with other marketing mix variables before the marketing program is set.

The competition – based approach holds a strategy of ‘going – rate pricing’ which is the establishment of price based largely on those of competitors, with less attention paid to costs or demand.

3.5.2.3 Pricing strategies

Pricing strategies usually change as a product passes through its life cycle (Kotler et al. 2010). Since St. Nikola’s product is in its introductory stage, only options existing for pricing new products will be presented e.g. prestige pricing, market – skimming pricing, and market – penetration pricing.

Prestige pricing is a strategy for hospitality companies, for instance, positioning themselves as luxurious and enter the market with high prices to support this position.

Market – skimming prices strategy is setting a high price when the market is price – insensitive. It usually is an effective short – term policy.

Market penetration pricing is rather than setting a high initial price to skim off small but profitable market segments, setting a low initial price to penetrate the market quickly and deeply, attracting many buyers and wining a large market share.

3.5.3 Place

The third marketing mix element i.e. place refers to the notion of distribution/marketing channel. Stern and El-Ansary (1992 in Mullins et al. 2008) define distribution channel as the set of interdependent organizations involved in the process of making a product or service available for consumption or use by consumers or industrial users. Distribution channels exert eight key functions: (1) information, (2) promotion, (3) contact, (4) matching, (5) negotiation, (6) physical distribution, (7) financing, and (8) risk taking (Kotler et al. 2010)

In marketing, distribution channels are traditionally used to move goods (tangible products) from the manufacturer to the consumer. In the hospitality and travel industries, distribution channels are used to move the customer to the product: the hotel, restaurant, cruise ship, or airplane. In addition, for the hospitality and travel industry there are specialized distribution system consist of: travel agents, tour wholesalers, specialists, hotel representatives, national, state, and local tourist agencies, consortia and reservation systems, global distribution systems, the Internet, and concierges (Kotlere et al. 2010).

3.5.4 Promotion

Building good customer relationships calls for more than just developing a good product, pricing it attractively, and making it available to target customers. Companies need also to communicate their value propositions to customers, and what they communicate should not be left to chance (Kotler et al 2010). A company's total 'promotion mix' – also called its marketing communications mix – consist of the specific blend of advertising, public relations, personal selling, sales promotion, and direct marketing – marketing tools that the company uses to communicate customer value and build customer relationships persuasively (Kotler et al. 2010).

Kotler et al. (2010) suggests six steps in developing effective communication: (1) identifying the target audience, (2) determining the communication objective, (3) designing the message, (4) selecting communication channels, (5) selecting the message source, and (6) measuring the result of the communication.

The developing an effective communication process takes clear idea about the target audience as a departure point. The target audience heavily affects the communicator's decisions on what will be said, how it will be said, when it will be said, where it will be said, and who will say it. Within the second step communication objectives need to be set depending in which of the six buyer readiness stages the target audience is e.g. awareness, knowledge, liking, preference, conviction, purchase. Having defined the desired audience response, the communicator turns to developing an effective message. Ideally, the message should get attention, hold interest, arouse desire, and obtain action (a framework known as the AIDA model). In putting the message together, three problems needs to be solved: what to say (message content), how to say it logically (message structure), and how to say it symbolically (message format). Next the communicator needs to select channels of communication. There are two broad types of communication – personal and nonpersonal. In first mentioned type, two or more people communicate directly with each other. The latter mention type is media that carry messages without personal contact or feedback. The fifth step concerns selecting the message source. Kotler et al. (2010) claim that the most important aspect of this step is to what extend the message is credible. Factors most often affecting message credibility are: expertise, trustworthiness, and likability. Expertise is the degree to which the communicator appears to have the authority needed to back the claim. Trustworthiness is related to how objective and honest the source appears to be. Likability is how attractive the source is to the audience. After sending the message, Kotler et al (2010) suggest that the communicator must evaluate its effect on the target audience.

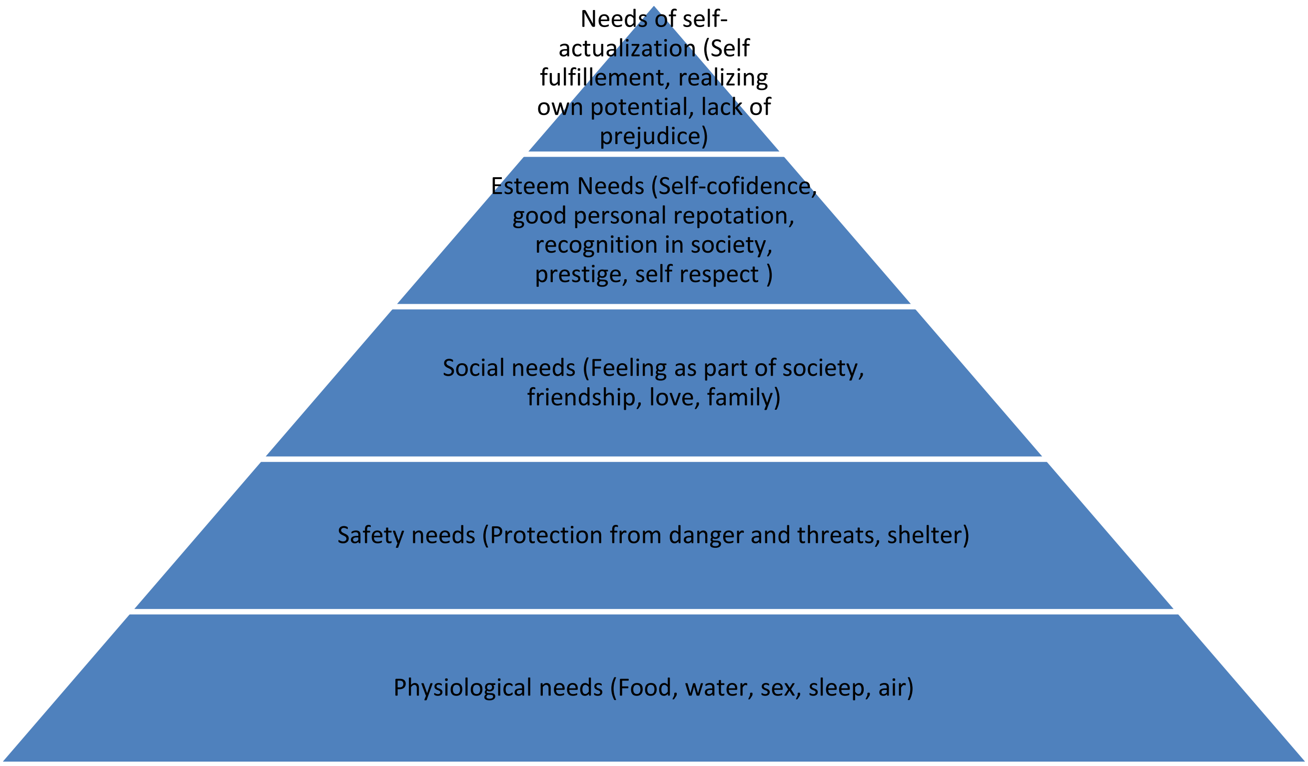
4 Consumer behavior in tourism (Atanas)

Consumer behavior is a basis for marketing research in the field of tourism. Therefore the theories and models explored below will be used in order to create a questionnaire for researching the Danish market. For example, by better understanding the behavior and desires of tourists, marketing managers are able to improve their business decisions (Pizam & Mansfeld, 1999). Based on the understanding of tourists' behavior, managers can forecast customers' future needs and desires in order to predict future touristic demand. In addition, marketing managers are able to develop new products and services which will answer the future demand in the sector. Last but not least, with understanding consumers' behavior, needs and wants, managers are able to accurately divide the market into segments which can be targeted with appropriate advertising and promotional campaigns (Pizam & Mansfeld, 1999).

4.1 Consumer behavior models

Tourist behavior and actions are determined by the needs that generate them. To better understand the behavior of tourists one has to first understand the specific characteristics of those needs (Pizam & Mansfeld, 1999). The foundations of research related to human needs are laid by Maslow in 1943. The author divides most human needs in a very simplistic way putting them in different categories. The point of his work is that after one category of needs is fulfilled it is in our nature to automatically go up and desire to satisfy the needs from the upper category (Figure 5).

Figure 5 Hierarchy of Needs according to Maslow



Source: Maslow, 1943

During the last seventy years however Maslow's theory has received many critical responses. Witt and Wright (1992) for example notice that needs such as dominance or play are not included and point out that this might be because they do not perfectly fit in the theory of Maslow. Murray (1938) provides a much more complex scheme that is more closely related to human needs and their relation to tourism. He presents a list of categorized general needs which consists of more precise smaller needs. For example the main category of "Human power" has subcategories such as: dominance, deference, aggression, blame avoidance, etc. (Murray, 1938). The complexity of his work however is the reason why his theory is not as wide spread in the academic world compared to Maslow's work. Another consumer behavior model is developed by Nicosia (1966). It focuses on the communication links between the provider of goods and the customers; in addition the author observes the predisposition of customers acting in a defined way, which could be of use to the suppliers.

Very important, and widely quoted consumer behavior model is the one of Howard-Sheth created in 1969. It focuses on the importance of inputs related to the decision/buying process and their effect to the final decision. These models however do not point out in details the succession of actions how the buying process is completed. This is done by Foxall & Goldsmith (1994) who presented a model with four problem solving stages shown in figure 6.

Figure 6 Buying process model

Source: Foxall & Goldsmith (1994)

Those models however are related to general consumer behavior and decision making processes. However, Kotler & Armstrong (1994a) and Swarbrooke & Horner (1999) suggest that decisions regarding tourism are very different from others in their nature. In itself most of the tourism is mostly services and not physically existent product and that difference leads to complications when analyzing consumer behavior related to tourism. The intangible nature of the tourism services paired with the high cost of the services and the rarity of the usage (people usually go on big holidays twice a year because of work and high prices of the holidays, which is the opposite of purchasing everyday goods at low prices) of these services present tourism as high risk field of purchase (Swarbrooke & Horner, 1999, Kotler & Armstrong, 1994a). In addition the lack of ownership (a tourist does not receive a object, the service is a onetime only experience that you cannot hold to), inseparability (the overlapping of different services during the purchased holiday) and the heterogeneity (the difference in the mood of the customers and the ability of the provider to assure exactly the same quality and type of service repetitively) add to the dilemma of the tourists when making a purchase and even further raise the risk for the customers when purchasing (Kotler & Armstrong, 1994a).

Even before Kotler & Armstrong (1994a) point out the difference of the general consumer behavior to tourist consumer behavior, authors such as Plog (1977), Dann (1977) and Mill & Morrison (1985) develop their own theories of tourist motivation based on Maslow's hierarchy of needs which are closer related to tourism than to general consumer behavior. They focus on the relation between Maslow's top categories of the pyramid with tourism and its benefits to the personality of the traveler. The authors put special attention on the so called "push" and "pull" factors that affect tourism behavior and choices. A special section in this work is devoted to the push and pull factors further down. Middleton (1994) suggests another model of tourism consumer behavior that is focused on the relation between the stimulus and the caused response in the customers.

As Swarbrooke & Horner (1999) point out, the main goal of all these models is to present a simple version of the connections between the factors that influence and affect consumer behavior. Their main reason for doing that is that based on those models certain behavior patterns can be build and that way a method of understanding the consumer behavior can be established.

Those models however are far from flawless. Each of them has a certain point of view, and ignores (or has low focus) the other sides of the consumer decision making process. One specific issue is the lack of thorough empirical research. None of these models have enough empirical research based on them so that the model can be absolutely confirmed as working and properly representing reality. Dann (1977) uses surveys to examine tourist motivation and describes two basic motivations - anomie and ego-enhancement. He categorizes both of those as "push" factors. Pearce & Caltabiano (1983) use self-report surveys to examine tourists' needs and desires. According to their research the respondents' answers were fitting very well in the pyramid of needs that Maslow created. However those or other empirical researches are not extensive enough so that the general models can be confirmed as absolute truth.

Another problem of those models is that they are very old and do not take into account modern day innovations and their effect on the industry (Swarbrooke & Horner, 1999). Examples include: the internet and the easy access to any kind of information, the rise of low-cost airlines, all-inclusive holidays, the growth of direct marketing (without third party mediators such as travel agencies), etc. In addition most of those academic works are made in developed countries markets such as North America, West Europe and Australia, which might not correctly represent the reality in newly boosting economies such as Asia, East Europe and South America (Swarbrooke & Horner, 1999).

4.2 Typologies of tourists

Based on the different needs, desires, possibilities and the eventual decisions taken to satisfy those needs, tourism scholars developed different kind of typologies of tourists.

Cohen (1972) is one of the first authors that classify tourists and he places them in four groups. The first group is the mass tourist one. They are characterized with inflexibility of their holiday and desire to stay within the safe limits of the known environment and do not explore the destinations outside the packaged tours. The so called "drifter" is the exact opposite - this type tries to blend in with the local community, to become part of them, to experience the everyday life of the locals. The "individual mass tourist" stays close to the known environment but is open to new experiences and is more flexible when coming to choose their activities. The last group is the "explorer" and those are tourists that try to avoid most of the other tourists in the region, while establishing relations with the locals, but still choosing a certain security and comfort standards.

Seven years later Cohen (1979) published a new classification of travelers according to the kind of experience they were looking for. This time he divides the tourists in five categories. The first two types are very distinct and relate to those tourists who seek physical recreation and those who are trying to avoid the repetitiveness of their everyday life at work and home. The other three types are much closer to each other and relate to the tourists who seek authentic experiences, those who desire to communicate with the locals, and those who want to fully merge with the locals as a part of their society.

Plog (1977) developed his own classification according to the personality of the tourists. The first type was "psychocentrics" that prefer familiar experiences and can be linked to the Cohen (1972) "mass tourist" category. The "allocentrics" of Plog (1977) on the other hand are more risk open tourists, ready to explore new destinations and can be linked to the "drifter" category of Cohen (1972). The categories of Plog (1977) that are between the two extremes are called "near-psychocentrics, allocentrics and mid-centrics". Later on Plog (2002) also evolves his typology theory and exchanges "psychocentrics" with "dependables" and "allecentrics" with "venturers" but the main point of his work, and the meaning behind the definitions stays the same.

Dalen (1989) divides tourists in four groups of his own. The "traditional materialists" are the people who are interested in special offers, discounts, and lower prices but are very demanding for high levels of security. The "modern materialists" are not so concerned with the price, they focus on the hedonistic experiences. That group sees tourism as a chance to simultaneously satisfy their needs and impress their friends and society at home with the tan, pictures, stories they have from the vacation. The third group of Dalen (1989) is the "traditional idealists" which focus on the quality of the experience, the culture and heritage of the destination and the local community and the famous landmarks which they desire to visit. The last group are the so called "modern idealists" and their priorities are set on seeking entertainment, pleasure, excitement but want those experiences to feel more intellectual and innovative so they can be superior tourists to the "modern materialists".

Another author who presents his own categorization is Smith (1989). He defines seven groups. Explorers - very small part of the tourists which travel almost as scientists examining the local community. Elite tourists are usually people with large history of travelling, possessing enough funds to be able to afford expensive, luxury, and tailor made trips. The off-beat tourists are a group who try to avoid other tourists during their holidays. Unusual tourists are such that take organized trips and excursions but often take a step away from those in order to better experience the local culture. Incipient mass tourists are a group of tourists who travel to rising in popularity destinations which are not yet overwhelmed by mass tourism. The mass tourists are looking for conditions in their holidays that are very similar to those at home. The last group is the charter tourists which do not seek change or different experiences. The destination itself is not of great importance as long as it provides the entertainment and standards of life they are used to.

Wood & House (1991) elaborate on the modern idea of sustainable or so called green tourism. Their work divides the tourists in only two categories - those who interfere with the nature and local environment and those who tend to preserve it and do not wish to harm the nature or the area in any way. The point of their work is that tourist should attempt to move from the old fashioned type of tourist to the new sustainable type of tourist by aiming to preserve the host environment without bringing any harm to it.

In addition to the academic research and typologies created by academics there are also economic/statistic organizations such as Gallup and Westvlaam bureau that categorize tourists according to their own empirical researches.

Pizam & Mansfeld (1999) make an observation that many tourists (not all) evolve during their lifetime and slowly pass from the type of tourists that are interested in mass tourism, secure travels, not leaving the safe and known environment to the type of tourist that are interested in the local culture far from the known boundaries, the authentic experience and the merging with the natives.

Even though different authors group tourist behavior in variety of ways and in variety of number of groups, there are few general criteria that they use to group the tourists Swarbrooke & Horner (1999), Pizam & Mansfeld (1999):

- the amount of money (budget) the tourists are ready to spend on holidays
- the activities desired by the tourists while on holiday -- looking for adventure, authentic experiences, discovering new cultures or staying with the safe and known environment,
- the type of destination - sun, sea, beach, mountain, party resorts, authentic villages
- the type of travel - package (mass tourism) versus independent traveling and exploring

As with the consumer behavior models, the typologies of tourists have received wide range of critique. Lowyck, Van Lagenhove, & Bollaert (1992) are the big critics of those kinds of classifications of tourists. They suggest that in order to do a classification of tourists it is enough to look at the structure of the suppliers of tourist services, and based on those services different tourists groups can be formed. They make suggestions for further research in the tourism consumer behavior field based on psychology and personality studies.

Swarbrooke & Horner (1999) summarize many of the critiques pointed out by other authors. As with the consumer behavior models the tourist typologies are usually made in Western Europe or North American environments which might not correspond correctly to the other parts of the world which have very different cultures. In addition those typologies are very old and none of them pays attention to the business tourism sector which is currently very popular. Those typologies also ignore the fact that consumers might move through categories as their life progresses (Wickens, 2002; Swarbrooke & Horner, 1999), of course that might be due to the fact that while some people leave a category, another people join it. Another great disadvantage of those models is the problem that tourists do not always make the decisions for their travels individually and independently (Swarbrooke & Horner, 1999; Bowen & Clarke, 2009). The authors point out that tourists never have full information of the market and offered products so they can never make the perfect decision and that many travelling decisions are not taken individually but by a group of people which influence the decision making process- friends, family, kids. Last but not least, those typologies either lack enough empirical data to be confirmed or are too descriptive to understand actual consumer behavior Swarbrooke & Horner (1999). For example Plog's model has been tested empirically by some researchers. Smith (1990) and Nickerson and Ellis (1991) present their works, testing Plog's model but the findings are conflicting. Later on Griffith & Albanese (1996) used correlation analysis to explore the connection between Plog's model and the behavior of tourist, focusing on a group majorly consisted of young, single students. They concluded that with certain limitations Plog's model is actually much more precise and useful than previously thought and it can be applied to other market segments as well.

Bitmonte & Faralla (2012) compare park and beach visitors as basis for their typology research. In it they find difference in motivation and desires of the two groups. However a weakness of their research is that the only characteristic they use to differ the two groups is visitation of one single place, instead of group of services/products. McMinn & Cater (1998) use site investigations, interviews and questionnaires in order to examine the tourists visiting Belize. The results of their research point out that it is inefficient to view all tourists as homogeneous group and that for purposes of targeting it is much more beneficial to segregate the market into different types of tourists based on their characteristics, motivations and desires. Alvarez & Asugman (2006) use questionnaires to examine Turkish tourists and segment them based on their information sources. They manage to point out two types of tourists that that correspond to previously mentioned typologies (Cohen, 1979; Dahlen, 1989, Smith, 1989) - explorers and risk-averse planners. The explorers plan less, do not fully trust available information and prefer to choose their services and products during the holiday. The risk-averse are exactly the opposite - they look for safe and secure, well planned trip (Alvarez & Asugman, 2006). It is interesting that the explorers are mainly men, while the risk-averse category is consisted mainly of women. Kehg & Cheng (1999) use structured questionnaires in order to research tourists in Singapore. Their results correspond to already existing theory and they manage to form four main groups of tourists: culture dissimilarity seekers, destination novelty seekers, novelty seekers and familiarity seekers. While they were able to form the groups they point out that socio-demographic segmentation is not possible because the distribution among the different categories is mostly homogeneous. While those works all relate to the existing academic theory and models they do not completely set frameworks for market research in the field of tourism and rural tourism in particular. They do however point to the assumption that the general tourist typologies can be applied to different sectors with certain amount of adaptation.

Analyzing the types of services that tourists prefer, the authors will be able to reach another aim of this research - to characterize the different segments of the market according to their desires. Tourists that are interested in nature, sightseeing, discovering new cultures, being eco-friendly, and socializing with the locals seem to be perfect fit for the guest house, because most of the services available in the region are in those fields. On the other hand those who seek luxury, sea, beaches, parties and familiar environment probably would not fit perfectly into the profile of the offered services and are likely to have negative experience if they visit the house.

4.3 Decision making process

As with consumer behavior models and typologies of tourists, various researchers have tried to describe and better understand the decision making process behind the choices made by consumers. Engel, Blackwell & Miniard (1993) (published originally in 1968) suggest a six step model:

- recognizing the feeling of a certain need
- searching for information - internal (consumers own memory and knowledge) and external (information from other sources - friends, family, news, advertising, etc)
- processing of information - exposure, comprehension, acceptance.
- evaluation of information - comparison of the information received from different sources, assessment of positive and negative factors, comparison of brands, products, services, followed by narrowing the choices to a smaller group
- purchasing the desired product or service
- evaluation of the result - satisfaction, displeasure, frustration, happiness, contentment, etc.

Engel et al. (1993) observe the decision making process as a succession of actions which are always followed one by the other in a logical matter so a consumer can reach from the first to last step of the process. This model however is focusing on general decision making process for any kind of product and is not particularly focused on tourism.

The tourism choice process, however, has its own specific characteristics that differentiate it from the purchase of other services and especially goods (Bowen & Clarke, 2009). As mentioned above the tourism product consists mainly of intangible, high priced services and not of actual goods that can be measured. In addition the services are chained between each other and it is hard to judge and weight them separately which makes the consumer decisions even harder. Moreover tourism is often related to satisfying dreams and fantasies of the travelers which is unlike regular services and goods in particular (Bowen & Clarke, 2009). Last but not least it is important to point out that tourism related services are often seasonal and demand fluctuates during the different periods of the year (Bowen & Clarke, 2009).

Authors such as Schmoll (1977); Mayo & Jarvis (1981); Mathieson & Wall (1982); Moutinho (1987); Um & Crompton (1991); Middleton & Clarke (2001) have created their own decision making process models targeting tourism decisions in particular. Some of those models are reviewed further in this paper.

Schmoll (1977) bases his tourism decision making process on the works of Nicosia (1966) and Howard & Sheth (1969). The model is based on the idea that the decision process is influenced by four different types of variables; that it is possible to analyze those variables; and that the potential decision is an actual result of a strongly logical process affected by those variables. The four group of variables he suggest are:

- external stimuli (advertising, news, publications)
- desire of tourists to travel formed by personality, social status, personal preferences
- external variables - destination image characteristics, previous travel experiences, security levels, costs of the holiday
- destination or service specific characteristics that might affect the decision outcome.

The model is rather descriptive, it presents the variables that affect the decision process and their relations. The problem with the model however is that it cannot be quantified and marketers are not able to make predictions based on it.

The decision making process framework suggested by Mathieson & Wall (1982) actually follows very close the general model of Engel et al. (1993). It suggests five basic steps:

- feeling of the need and desire to travel
- collecting of information regarding the travel and evaluation of that information

- making the purchase decision
- preparation for traveling and the actual travelling experience
- assessment of the travel experience

Mathieson & Wall (1982) outline four major group of factors that affect this decision making process. The tourist profile represents the economic and behavior characteristic of the tourists. The travel awareness is the information that the tourists have about the different traveling possibilities, services, etc. Trip features are the specifics of a holiday such as distance to the destination, cost of the holiday, travelling group size, length of stay. The last group of factors is the resources and characteristics of the destination itself. It includes the quality of services, attractions in the destination, weather conditions, characteristics of the country visited, etc.

Crompton (1977) suggests a basic model that concerns the destination choice made by tourists. It consists of two steps: "Should I go to a holiday?" and if the answer is positive a tourist chooses his destination based on the relation between factors such as time, money, destination image. Later on in 1991 Um & Crompton expand this theory and present the destination choice as a result of interaction between three major groups of factors - internal inputs, external inputs and cognitive constructs. Those three groups affect a five stage decision forming process leading from formation of beliefs regarding destination characteristic to selection of a certain tourist destination chosen from all known options.

Another widely quoted model is the one of Moutinho (1987). His model embraces three major steps of the decision making process, each of which consists of many smaller chains of factors that influence the decision. Those three general groups are the factors that influence before the actual purchase is made "prepurchase influences"; the "postpurchase evaluation" which is the stage of the decision process where tourists evaluate their experience and satisfaction of the received services and the last group is "repeat-buying probability" which reflects on the chances of potential future ordering of the same services, which is dependent on the level of satisfaction.

All those models however have their weaknesses. First of all it should be noted that all researchers look upon the decision making process as a logical sequence of events. All of the models rely on the principle that every action causes a consequence which step by step form the whole decision making process. None of the academics take into account that the consumer choice might be just a coincidence or a lucky alternative (Bowen & Clarke, 2009;

Swarbrooke & Horner, 1999). Again there are the limitations that were mentioned regarding the typologies of travelers and consumer behavior models. The tourism consumer decision process models are old, non-empirical (i.e. mostly hypothetical), and are based upon European or North American context (Bowen & Clarke, 2009; Swarbrooke & Horner, 1999). Some empirical works however try to use those models as basis for their research. Gosling, Scott, Hall, Ceron & Dubois (2012) for example use the internal/external factors model in order to explain the evolving understanding of destination by the tourists. Decrop (2010) conducts a longitudinal study in a form of interviews over a period of six months focused on the destination choice made by different decision making units (DMU). Based on the three interviews of each DMU the author suggested four main sets of themes that affect the destination choice - types and dynamics of choice sets and continuity and sizes of evoked sets. Another empirical research on the decision making process of DMU's is the one of Beerli, Meneses & Gil (2007). They conduct surveys based on which they determine the importance of congruity between the projected destination image and the self-image of the tourist. According to them the higher the similarity between those two images is, the higher the chances of purchase of the service/products are. Cai, Feng & Breiter (2004) examine the correlation between information search and the decision making of DMU's. Their research is in the form of surveys and the results point to a difference in the information source preferences and their affection depending on the specific case of travel. In addition a closer look points out that even a single source such as the internet can have different weight on the decision making process depending on the particular case. Those and other empirical studies show that the general decision making models are usable in many situations but need adaptation to fit the individual problems. None of those researches however is directly related to decision making process in the field of rural tourism and guest houses as a product, especially not in the developing Eastern European countries such as Bulgaria.

Another drawback of most models is that they review the decision making process as a single handedly made decision, instead of a group decision influenced by friends, family, etc. Moreover the models do not anticipate the nature of the purchase. They present the decision process as a constant regardless of the particular segment of tourism that the decision influences (Bowen & Clarke, 2009; Swarbrooke & Horner, 1999). While the models present the factors that influence a certain decision they do not take into account the fact that the variety of factors might have different weight, which causes them to be more or less important regarding certain decision (Swarbrooke & Horner, 1999). In addition following the fact that most of those models are old it has to be pointed out that they do not anticipate the technological improvements such as mobile phones, internet and social networks (Bowen & Clarke, 2009). Last but not least it has to be noted that all those models present the decision as a process that has happened before the actual holiday. They do not take into account that while general decisions regarding destination and accommodation are taken in advance, the majority of decision concerning additional, supplementary services are taken during the holiday (Woodside, Crouch, Mazanec, Oppermann & Sakai, 2000).

Following the decision making process models it becomes clear that the St. Nikola guest house can have serious effect only on two of the steps. The first time the business can affect the consumer choice is during the information gathering process. Discovering the preferred sources of information helps achieving another goal of this research - better understanding of their information search behavior of different segments, which would help the business to better target them. Serving as external source of information via precisely targeted advertising and promoting campaigns the guest house can attract the tourist to itself instead of the competitors. The other possibility of affecting the consumer choice is the time during the stay at the guest house. By providing high quality services and products and satisfying every need of the tourists the guest house can leave good impressions in them, which will result in positive evaluation of their holiday and eventual future revisits or at least recommendations to friends and family.

4.4 Factors affecting the decision making process

After taking a look upon the some of the decision making process this paper will elaborate on the motivational factors that affect this process.

Dann (1981) divides the reasons for a travel into two major groups - push and pull factors. As push factors Dann refers to those motives that are inside of every person - his thoughts, reasons, desires. On the other hand as pull factors Dann describes the influence of advertising, marketing, attractiveness of certain destinations or services. Kozak (2002) elaborates on Dann's (1981) work and categorizes the push factors as internal and the pull as external. It is important to be noted that those two kinds of factors are not in conflict but exactly the contrary - they supplement each other. The push factors raise a desire in the tourists and pull factors attract them to a certain destination or service out of the many available on the market, in that way both factors affect the traveler simultaneously resulting into a final decision (Wodside et al., 2000).

It appears that travelling itself is caused by a lack of something. People decide to travel in order to satisfy a need, to receive something they do not have in their everyday life. Authors such as Crompton (1979); Iso-Ahola (1982); Poon (1993), Ryan (1997), Bron (1998) and Woodside et al. (2000) present number of reasons (push factors) why a person would want to become a tourist, and what are the reasons for his or her potential traveling. In an overview the list might be summarized to:

- visiting friends and family (VFR)
- relaxation
- nature related activities - sightseeing, forest walks, etc.
- excitement, adventure, partying - amusement parks, extreme sports, etc.
- visiting landmarks and famous tourist attractions - the great wall of China, the Eifel tower, Sagrada Familia, etc.
- discovering new places with new, unfamiliar culture, heritage, customs
- leaving the routine everyday life at home for something new, unfamiliar and exiting
- self-enrichment - broadening knowledge and views of the world, expanding one's own horizons
- spending time with others, sharing social activities
- escaping bad weather
- business related trips - congress, conferences, signing contracts, meeting partners, etc.

Rarely people are affected only by one motivational factor, usually it is a collection of different ones that simultaneously affect the decision and each of them has different weight over the final result (Swarbrooke & Horner, 1999).

Swarbrooke & Horner (1999) point out six main factors that tourist motivation depends on:

- personality of the tourist - adventurous, outgoing, communicative, confident, shy, etc.
- lifestyle - type of career, family status, the way the tourist lives, what they do in their free time, etc.
- past experience - the already gained experience as a tourist with its positive and negative sides, the lessons learned from those events
- past life - the result of past experience in life directly affect people's choice. it might reflect into choosing a specific destination over other because of a memory for example

- perception - the way tourist see themselves - including both skills acquired through their life and material goods they posses
- image - the way that the tourist want to be viewed by others

The authors add that those factors are not permanent, going through life makes them evolve. Things like changing of the traveling group, own heath condition, expectations, etc. directly affect those categories and result in new decisions influenced by different factors. Swarbrooke & Horner (1999) add that every person has his own motivational factors but rarely travels alone and that is the reason why decision making process is more complicated than it looks like. Each of the group members have his own input into the final decision which is leading to compromises made by everyone.

When talking about motivations it has to be noted that tourists rarely express them fully. Sometimes the reason behind that is that those motivations will be seen by other as unacceptable and the individual feels ashamed to admit them. Other times is a internal clash of motivation - desiring of two directly opposite characteristics of a holiday (relaxation and all night partying for example) (Swarbrooke & Horner (1999). Last but not least a tourist just may not recognize his true motivations, they might be at subconscious level (Moutinho, 1987; Mayo & Jarvis, 1981). Based on the different motivations of tourists different market segments can be formed, and a look upon them is taken further in this work.

White and White (2007); Bowen & Clarke (2009) elaborate on the idea of a general changing in motivation for tourism and traveling. They discuss the idea that tourism has evolved from leisure activities, sightseeing, etc. to a search for authenticity and human contact. The authors emphasizes on the modern technologies, the repetitiveness and lack of authenticity of our everyday lives and how tourism is helping us escape them and go back to personal human interaction. The new motivational trends are related to searching for new cultures, experiences, interaction with the locals, possibilities to spend time with your family included in social activities. This trend is very beneficial for rural and underdeveloped regions because more and more tourists are looking for such places. Earlier Woodside et al. (2000) suggest the same idea. According to them the everyday environment of our life is becoming more and more unhealthy, crowded and unsocial even alienated. They see tourist travels to undeveloped, rural areas with preserved nature as the last few places left where people can go back to "basics", to truly seek some kind of peace and relaxation.

There are some demographic factors that help marketers and consumer behavior specialists divide the tourists into different categories, each of which have different motivations and desires for a travel. Such classic examples are: age, family situation, social status, occupation, income, sex (Woodside et al., 2000; Bowen & Clarke, 2009). However categories as age and family status are usually closely related and are much better described further down in the lifecycle categorization. For instance younger people have more energy and are more likely to prefer active holidays, including sports and high level of participation activities. Another example can be given with the income - if a student has part time job he may prefer low cost flights and cheap hostels, while people who work at good payment positions might be interested in luxury travel and high quality hotels.

When discussing tourist motivation special attention should be put on the lifecycles that humans pass through their life. Pearce (1993), Woodside et al. (2000), Bowen & Clarke (2009) and others stand behind the hypothesis that during the different stages of life people are motivated by different factors which influence their traveling choices.

In general the lifecycles can be narrowed down to:

- Young single - Under 40 years old, single (divorced), no children - looking for new experiences, freedom, activities, social interaction with people from the same group.
- Young couple - Under 40 years old, married or just living together, no children - looking for romance, new experiences, socialization with other couples
- Younger family - Head of the family (not necessarily married) under 50 years old, children that are less than 12 years old - looking for economy travel, family activities, places for children entertainment
- Mid-life family - Head of the family over 30 years old, at least one children above 12 years old, some children might have left the household, while others still live with the family and affect the tourist decisions - looking for something for everyone in the family, economy travel
- Single-parent family - The Head of the household is single - divorced or widowed. Children still lives in the house - looking for economy travel, activities for the children
- Older couple - over 40 years old, children have already left the house and do not participate in the tourism decision making process since they do not travel with their parents - looking for chance to learn something new, relaxing activities, passive holidays

- Older single - over 40 years old, alone, widowed, divorced, no children that affect their decision making process - looking for chance to learn something new, relaxing activities, passive holidays, meeting other old people at their age
- Group of friends - usually includes people from the same group - young people, young couples, younger families, etc. It is a group that changes over time and is not stable - the services they are looking for depend on the group decision, usually achieved after discussion and compromises.

When there is more than one DMU, decisions are usually taken as a group. People at same age usually have similar desires and motives for travel, especially because they live together in one household. However children have their own opinions and desires which are different from those of the parents and that conflict is usually solved in two ways. First option is for the parents to take into account their growing up children desires and to choose the holiday according to those or at least some kind of compromise will be made between the desires of the children and the parents. The other option is for the parents to completely ignore the desires of the children and take the holiday they wanted at first place, which in case of older children might result into them moving out of the household and therefore permanent changes in the family lifecycle (Woodside, 2000). Obviously with growing old people pass through some of the life stages mentioned before, and when that happens it affects both their everyday consumer behavior as well as the tourism related behavior and decision process (Woodside, 2000). With children coming into the family the financial priorities switch, later on with the growing of the children they become less interested with traveling with their parents which again affects the tourism behavior of the family, and when finally they leave the household there are free funds which can be used by the parents and involved in new tourist activities (Woodside, 2000). Not only the financial side of the problem changes, priorities change as well. When the children are young holidays are mainly regarding play and having fun, when they grow older parents spend less time with them and could use the holiday in order to get back closer together, when the children leave the family it is opportunity for the parents to socialize with other people at their age, to experience new cultures, to discover new destinations (Woodside, 2000).

Except the already mentioned categories as age, marital status, income, family life cycle, etc. marketers also use another types of division in order to form market segments. Such examples are geographical, socio-economic, demographic, psychographic and behaviouristic segmentations (Swarbrooke & Horner, 1999). Deeper look into those types of segmentation is taken in the marketing part of this work.

Crompton (1979) conducted empirical research in the form of unstructured interviews. Based on them he concludes nine types of motivational factors. He notes that those factors are not exclusive but complement each other in order to form final decision. The author adds that during the research many of the interviewees found many subconscious motives for travel, that they have never thought of before. Via focus groups Fodness (1994) examines the motivations and attitudes of tourists related to vacation travel. He takes a deeper look upon understanding, predicting and influencing consumer decisions that would potentially lead to desired behavior.

The empirical research on the topic of life cycle segmentation is relatively extensive. Crompton (1979) and Ripley (1988) carry out empirical works based on which they conclude that there is strong connection between the family life cycle, their motivations and decision they make. Later on Fodness (1992) and Bojanic & Warnick (1995) conduct their own researches which fortify the previous findings that the family life cycle is main factor affection tourist destination choice. Oppermann (1995a, 1995b and 1995c) conducts longitudinal study based on German travelers. In his series of researches he argues that modern day tourists have much richer experience as travelers than the previous generations. That makes the differentiation by age not so precise. Therefore he also agrees that life cycle stage is more accurate factor when segmenting tourism markets. Even though there are such empirical researches on the topic of life cycle segmentation none of them points out which segment would be most interested in rural tourism, or the services offered by a guest house. Therefore this works is going to try to search for such market segments that best fit the rural tourism product.

By understanding which types of tourists prefer what kind of services, the authors of this research will be able to achieve their main goal - establish different market segments, based on series of distinguished demographic characteristics. All these market segments would be potential clients for different tourist services suppliers. St. Nikola guest house in particular would be able to choose those tourists that best fit its profile and focus on attracting them. Based on the existing theory only the part of young travelers that are seeking partying and extremely active holidays would not fit the profile of the guest house but that will be further examined in the analysis part of this work.

4.5 Pull factors

The pull factors reflect the push factors. They do not work on their own, but are based on the internal pushes of the tourists (Bowen & Clarke, 2009). The pull factors depend on the desires of the traveler. For example if a person wants to relax, get sun tan and swim, then the pull factors of a destination would be beach, good weather, calm environment. On the other hand if one desires to enrich himself culturally pull factors for his destination would be authentic environment, preserved culture and traditions of the local community.

The pull factors are based on certain information. This information reaches the tourists through different information channels. As mentioned before there are two kinds of information - internal and external. The internal information is within the tourists themselves. It is preformed image of the destination (Pizam & Mansfeld, 1999; Woodside, 2000). This information is acquired through low-involvement and is based on knowledge from school, news, literature, films, magazines, etc. Those sources have created preconceptions and certain image of the destination, which consciously or unconsciously affect the consumer destination choice. Often the internal information is not enough to make a decision and the tourists reach for external sources of information (Pizam & Mansfeld, 1999).

Therefore when a certain destination or a company promotes itself its main tools are marketing and advertising through different channels which are external source of information for the tourists. Such channels are: friends, family, colleagues, travel agencies and guide books or brochures, television and radio advertising, newspapers, magazines, the internet, etc. Advertising and promoting in all of those channels would be waste of recourses, since the costs would be high and the potential profit likely will not cover them (Woodside, 2000; Swarbrooke & Horner, 1999). Pizam & Mansfeld (1999) and Buhalis & Laws (2001) suggest that not all sources of information are equally trusted by the tourists and that different target segments can trust different sources. That is why in order to achieve higher efficiency, market research is needed so that it can be determined which target groups and segments are affected by which sources of information (Woodside, 2000; Swarbrooke & Horner, 1999; Buhalis & Laws, 2000). In that way the companies (in this particular case St. Nikola guest house) can focus their efforts and resources in reaching the desired target groups through their specific, preferred and trusted information channels.

When it comes to new product or service it is impossible to seek information in the personal memory or advice from friends or family. That is why the external sources of information are particularly important in this kind of situations (Pizam & Mansfeld, 1999, Buhalis & Laws, 2001). A well-executed marketing strategy based on proper market research can be the difference between successful business and failed enterprise.

4.6 Models of desired rural products

Every type of tourism relates to a certain category of services and products offered. The specific case of St. Nikola guest house is not different. Because of its characteristics the guest house is able to offer certain range of services that can satisfy variety of touristic needs.

Park & Yoon (2009) make their own research situated in South Korea where they examine the importance of different factors when people are choosing their holiday in rural regions.

They present six main groups, each of which has subcategories and can be seen on 7.

Each of the six main groups represent general motivational factor for tourists to go on vacation in a rural region: relaxation, socialization, learning, family togetherness, novelty and excitement. The subcategories go into specifics and divide the big factors into smaller, more specific reasons for undertaking a travel (Figure 7).

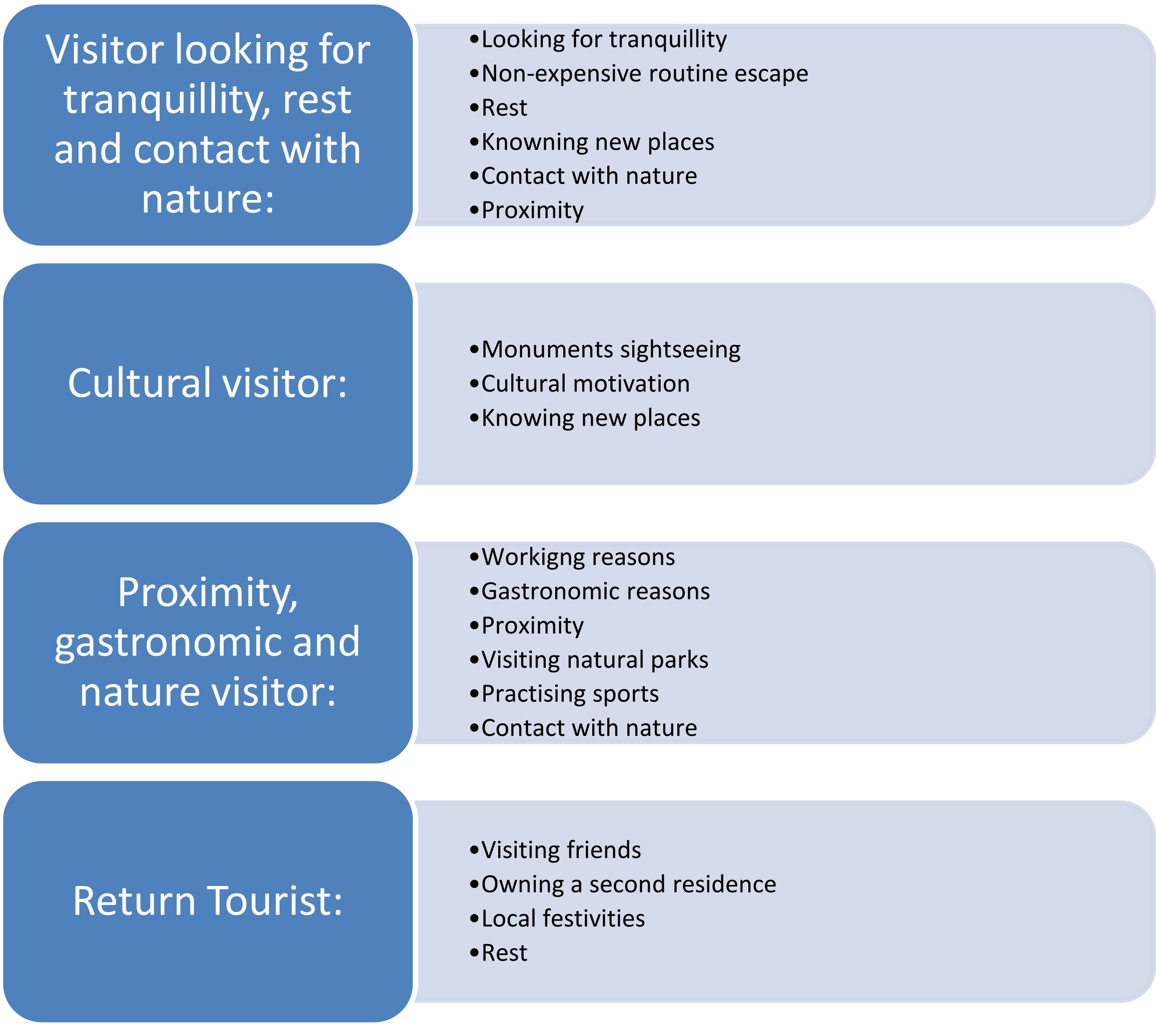
Figure 7 Motivational factor groups regarding rural tourism in Korea

Source: Park & Yoon (2009)

Another similar research is the one of Devesa, Laguna & Palacios (2010) situated in the Province of Segovia, Spain. They suggest four clusters of motivational factors, each of which explained by a set of more detail oriented factors (Figure 8). The four main categories here are

Visitors looking for tranquility, rest and contact with nature; Cultural visitor; Proximity, gastronomic and nature visitor; Return tourist. The subcategories segregate the main ones into smaller motivational factors, so that the academic research can be more thorough and precise.

Figure 8 Clusters of motivational factors



Source: Devesa, Laguna & Palacios (2010)

This particular research regarding St. Nikola guest house takes in mind the papers of Devesa, Laguna & Palacios (2010) and Park & Yoon (2009) and uses them as a base to create its own framework. The main categories are reworked while the sub categories represent services that fit well into those main categories. It is important to be noticed that this research takes in mind the specifics of St. Nikola guest house and its surroundings. For further research on the subject of guest houses in different regions specific categories can be added or removed in order to fit the specifics of the offered products and services in the region. Further explanation how the categories of the research were formed can be found in the methodology section of this paper.

5 Methodology (Atanas)

This chapter focuses on giving an understanding of the methodological considerations of the study and presents justification why the particular research methods were chosen. The scientific paradigm is introduced first, followed by explanation of the research strategy adopted for this particular work. The section continues with reasons behind the adopted sampling and data collection methods and finishes with ethical considerations, limitations and validity.

5.1 Philosophy of science

Post positivism, also known critical realism is a paradigm that is the next step in the evolution of the classic positivist paradigm (Cook & Campbell, 1979). Unlike its predecessor, the post positivism paradigm views the word as probabilistically apprehendable. This means that the existing knowledge and the surrounding world must be extensively tested in order to achieve a view of it as close to reality as possible, even though perfection and absolute knowledge can never be ever achieved (Guba & Lincoln, 1994). Although to some extent the paradigm relies on qualitative research methods, the main tools used by scholars in this paradigm are the quantitative. According to the paradigm knowledge is not a constant. It is accumulated over time, it is always changing and evolving (Guba & Lincoln, 1994). Every new empirical work or academic research adds new bits of knowledge to the existing, which step by step gets humanity closer to reality. The knowledge itself is a consequence of the relation between cause and effect of the collected data (Guba & Lincoln, 1994). This particular research will help enrich the marketing knowledge by examining the Danish market and exposing its potential as a source of outbound tourism for rural and mountain tourism. With the lack of mountains in the country it is expected that if there is need for this particular kind of tourism it will be focused on the foreign market. The main addition to the general knowledge pool of this research will be outlining the desired services and products regarding mountain and rural tourism on the Danish market. This will be done by using one of the specific instruments of the post positivism paradigm - structured questionnaires (Guba & Lincoln, 1994). Another specific characteristic of the post positivism paradigm is its goal to predict, control and generalize. By following the cause-effect relationship of the problem, the scholars are trying to establish models or build frameworks based on which the market demand can be predicted and controlled which would benefit the business. In this particular case researching the

Danish market will give St. Nikola guest house and other service providers in the field of mountain and rural tourism a base for developing their marketing strategies.

Last, but not least, very specific goals of the paradigm is that the respondents are not to be affected or influenced in any way by the research team (Guba & Lincoln, 1994). The authors of the academic works must stay distanced from the researched matter and respondents and not influence their answers. In this work this is done by formatting the questionnaire in a way that it does not represent the opinion or thoughts of the authors in any way, neither it predispose respondents to any particular answer. In addition during the data gathering process the authors tried to be as distant as possible from the respondents and reduce the interacting with them to a minimum.

5.2 Research Strategy

Case studies can adopt the approach of theory tasting, theory generation, or to be theoretically informed (Bryman, 2012). This paper however does not aim to test any existing theory, neither does it intend to generate new theory as a main goal. Therefore this paper is theoretically informed, it uses existing theory as guideline to design questionnaire that are specific, detailed, and fully covering the researched topic and case of St. Nikola guest house. In addition, theory is used as base when discussing the market segments and recommending feature development of the business. With examining particular case study some arguments have to be made: (i) the work does not set up hypotheses which are going to be tested, (ii) the case of St. Nikola will not be made as longitudinal study, because of time constraints, and (iii) while it presents unique case of St. Nikola, similar studies on other guest houses can be made.

As pointed out, post positivist scholars use quantitative methods as primary tools for their works. These types of methods allow authors to be more precise, by asking specific, focused on the examined topic questions, and to generalize the data. On the negative side however is that the authors are limited in certain borders, they cannot explore the problem in depth, by letting respondents formulate their personal answers and let them free speak on the topic (Brannen, 1992). These type of works achieve the aforementioned precision and generalization thanks to its pre-defined and finely tuned tools. Those tools remove the possibility of creative input and improvisation from the respondents, and instead limits them to certain borders that the authors are interested in (McBurney and White, 2007).

For this particular work researching the Danish market, a closed-ended, structured questionnaire was chosen. With having certain limited options, a structured questionnaire gives the possibility to code the data in such way that based on it, authors can produce graphics, scales, and different kind of statistics (Brannen, 1992). Moreover closed-ended structured questionnaires are short, precise, fast, cheap and convenient to implement (Bryman, 2012). In addition this type of research can point out what percentage of the researched individuals has specific characteristics that the authors are interested in. Not only that but based on different demographical factors and the interests of the people, authors can form different market segments, which is one of the goals of this particular research.

For this particular work the questionnaire was made with thought to be strict and to represent the specific case as close as possible. With the questions being close-ended, all that was required from the respondents was to evaluate their desire of certain alternatives from "not important at all" to "very important". No creative input whatsoever was requested from the participants. McBurney and White (2007) point out that this type of questionnaire bring high risk of lowering the quality of the research by missing important alternatives that the authors might have not thought of. In this particular case that is not an issue because the authors have researched the area of St. Nikola guest house and have accounted for all possible offered services. While the questionnaire covers services and products offered in the region of the guest house, it is by far not covering all possible tourist services. Other tourist regions all over the world may offer completely different set of products and services, which are not represented in the current research, however covering all possible services related to tourism would be unwise because the research will become extremely long, which would increase the time needed for filling the questionnaire by the respondents, lower the respond rate and overcomplicate the statistical data at the end of it. Therefore the authors realize future research on the topic is required that would more thoroughly examine the topic.

Another positive feature of the closed-ended questionnaire, and one which is highly valued by the authors of this research, is the very low amount of time required to be filled it, thanks to the lack of the need for respondents to think and formulate their own answers (McBurney and White, 2007), which leads to increase in the respond rate.

The first three sets of statements in the questionnaire are related to the desired services by the tourists, their preferred characteristics of a place to stay and the sources of information they use in order to choose a specific destination for their holiday. All of them are formatted with a five point Likert scale. The benefits of the Likert scale is that it measures magnitude instead of simple direction (McBurney and White, 2007) and in this particular case it goes from "not important at all" to "very important". The open space at the end of each question group is placed so respondents can give a top answer because even if they have few "very important" services required, it is unknown which has top priority.

The last part of the questionnaire consists of socio-demographical questions. Based on them the authors will be able to separate and segment the market into different categories depending on their service interests (Pearce (1993), Swarbrooke & Horner (1999), Woodside et al. (2000), McBurney and White (2007), Bowen & Clarke (2009)).

Quantitative tools are widely used by market researchers. For example Svendsen, Haugland, Gronhaug and Hammervoll (2011) for use quantitative questionnaire in order to research the international market so Norwegian supplier can develop their products based on the desires of the respondents. Raddler & Wang (2006) also make a market research in which they measure tourist expectation of guest house services via quantitative questionnaires featuring Likert Scales. Jeong & Oh (1998) also recommend questionnaire as a method to research customer needs, desires and their satisfaction. Javalgi, Young & Martin (2006) suggest that questionnaires should be used by market-oriented organization in order to extract information from the market and based on it to develop their future development strategies. Nickerson, Black & McCool (2001) use a quantitative questionnaire in order to examine the market and establish a market strategy based on diversification. Gebauer, Gustafsson & Witell (2011) also examine the relationship between the customer needs, service differentiation and their effect on the business performance of tourist entrepreneurs via a survey. Another scholar that uses questionnaire in order to research motivation for visiting guest houses is Wang (2007).

5.3 Contextualization

The authors chose the Danish market as a focus of the master thesis research and St. Nikola guest house as specific case for series of reasons. First of all one of the authors is a co-owner and future manager of the guest house, which breeds personal interest on the topic and potential future benefits if the market research is successful and properly applied to his own business. Main reason for choosing the Danish market in particular is because both authors are students in the country which makes access to respondents much easier. In addition thanks to living in the country for approximately two years, the authors have good observations and understanding of the environment in the country.

Another very important reason for researching the Danish market is the income in the country. According to wikipedia.org (2013), Bulgaria has the lowest average net salary in the European Union at about 2390 DKK per month, while Denmark is at one of the top positions with about 23305 DKK. With such high income, people that work in Denmark have much larger spending potential. In addition the difference of the prices in Bulgaria to those in Denmark results in a very high value for money rate for people working in Denmark and choosing to go on holidays in Bulgaria. According to Euromonitor International (2012) the Danish market generates over ten million outbound trips per year resulting in expenditure over 51 billion DKK.

The geographical characteristics of Denmark are additional reason for choosing the country as research subject. Since it is situated in the north of Europe, the weather in Denmark is not very warm during most of the year and if people desire such weather they would have to travel to more southern countries. In addition Denmark has very low average height of the land at about 31m. above the sea level, with the highest mountain at 171m (worldatlas.com, 2013). This means that people living in Denmark desiring to spend their holidays in mountain regions would have to go outside the country. As Bulgaria and Denmark are relatively distant geographically speaking, their cultures and history differentiate greatly. This means that people who are interested in knowing new cultures, traditions and history might be attracted by the potential that Bulgaria has to offer.

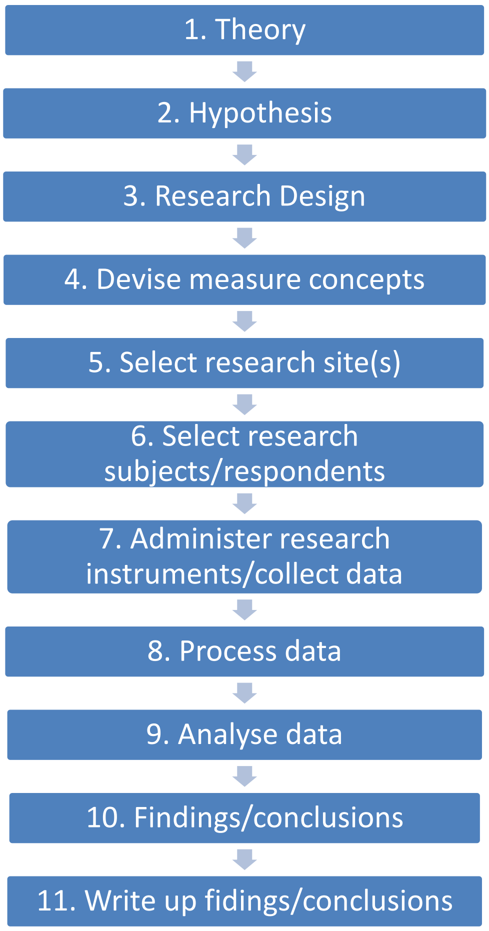
In addition to the above, Bulgaria has high recognition on the Danish market as a tourist destination and has average about 90,000 Danish tourists per year visiting the country (nsi.bg, 2012) since Bulgaria have joined the European Union in 2007. Moreover Danish TV shows such as "Summer in Sunny Beach" bring additional attention to Bulgaria on the Danish market.

Last, but not least, it should be noticed that for the purpose of this work the authors accept the Danish market as a combination of both Danish and foreigners working and living in Denmark. Since both groups live in Denmark, work and pay taxes here, as well as are constantly exposed to Danish media they form the Danish market together, and should be examined together as a whole.

5.4 Operationalization

This work follows the eleven step model of Bryman (2012) (Figure 9).

Figure 9 The Process of Quantitative Research



Source: Bryman (2012)

Firstly, existing marketing and consumer behavior theory was thoroughly examined. Based on the knowledge received from the literature research and in accordance with the scope of the thesis, the following research questions were formulated:

1.) **Which market segment/s offer the greatest potential for the St. Nikola guest house and what are the preferences of consumers in this/these segments in terms of product offerings and promotional media?**

2.) **What should constitute the main pillar of the St. Nikola guest house's product offering?**

In order to answer the research questions the paper set the following objectives:

- To research the Danish market using a structured questionnaire survey
- To segment the Danish market based on a range of demographic criteria
- To analyze each segment in order to reveal its specific characteristics, regarding preferred products, services, and sources of information
- To define a core set of services and products for the St. Nikola guest house
- To develop evidence-based recommendations for St. Nikola's target group and mission and vision statements

Due to the nature of the study, there was no set hypothesis. Instead the goal of this thesis is to answer the research questions, based on the results of the market analysis.

The next step was choosing the most appropriate tool for researching the topic. After an examination of the literature and previous market research studies, it was decided that a questionnaire would best fit the purpose of the work. The questionnaire itself is constructed based on existing theory. It represents marketing theory that provides strict lines why and how a marketing research should be made. Following those advices and already existing research in the field of rural tourism a questionnaire was developed.

Since no appropriate questionnaire designs that could directly be applied to this particular research were identified, the authors had to design their own questionnaire. However it was heavily influenced by the works of Devesa, Laguna & Palacios (2010) and Park & Yoon (2009). Their general categories were slightly modified in order to better fit the situation at the St. Nikola guest house. The four general groups of services that were formed for this research are: sport activities, culture related activities, nature related activities and luxurious services.

The first group, **sport activities**, is relatively small and includes possibilities for sports available in the region which are limited to: mountain biking, trekking, horse riding, and ski and snowboarding. Due to lack of facilities for other sports in the region, no other options were included but for other market researches or more thorough examination other can be included.

The second group of services are those related to **history and culture**. As options were given: monument sightseeing, visiting monasteries, historic places, museums, interacting with the locals, discovering local traditions, rituals and lifestyle, participating in preparing the meals, wine testing, gastronomy, and games and activities for the children. Those categories describe the possibilities for cultural activities in the region. With over 1300 years of history as Bulgaria, and even more before the country was formed, the region is able to offer wide variety of services and products, and unique authentic experience met nowhere else in the world.

The third group in the questionnaire is the **nature-related** activities. Being situated in the mountain, St. Nikola guest house is able to offer plenty of services in that field. The possibilities start with standard activities such as nature sightseeing, picnics and hiking and go to more specific and rare options as visiting caves, gathering mushrooms and herbs, participating in caretaking of the garden and the animals in the guest house.

The last group of is very small and contains few **luxurious activities** that are usually not associated with guest house experience but might be included as a part of the total product if there is enough interest, thanks to the availability of such facilities in the region.

The second question of the questionnaire is related to the general pattern of the marketing strategy. According to the preferences of the tourist, the guest house can focus its strategy so it positions itself better on the market.

Sources of information or communication channels are the third part of the research. Pizam & Mansfeld (1999), Swarbrooke & Horner (1999), Echtner & Ritchie (2003) suggest that different sources of information have different weight on the decision making process. With understanding the preferred sources of information the guest house can better transfer its message to the desired target segment.

The questionnaire ends with demographic information questions. This group of questions was put at the end instead of the beginning so that respondents do not feel discouraged to fill the questionnaire by "sensitive" questions. Those are used so that specific segments can be formed out of all the respondents.

Following the model of Bryman (2012) next step of the research was choosing site and respondents. In order to be as unbiased as possible the questionnaire gathering process were stretched over a period of two weeks between 20st of May and 31st of June 2013 in both workdays and weekend. The questionnaires were gathered between 9.00 and 18.30 at different locations in Copenhagen, including: Strøget, Nyhavn, The Round Tower square, Kongens Have, The Little Mermaid park, Copenhagen Business School, Brønshøj, Nørreport, Vesterport, and random streets of the city.

After the data collection process was finished, the data from the questionnaires was entered into SPSS statistical program in order to be analyzed so that different market segments can be defined. The analyses were done by Kruskal-Wallis tests (for analyses where one variable has more than two categories) and Mann-Whitney U tests (for analyses of where each variable has two categories). After discussing and critically evaluating the segments and the specific case of St. Nikola guest house, the appropriate target segment was chosen.

The master thesis finishes in synchrony with the Bryman (2012) model with final conclusions chapter.

5.5 Sampling and data collection methods

Before the data collection process start a series of pilot questionnaires was distributed. They were gathered between 15th and 19th of May 2013. A total of 26 people, from 7 nationalities participated in those in order to improve the quality of the final questionnaire that would be used for the master thesis. With the pilot questionnaires, the authors were following the Taylor-Powell (2008) & Byanan (2012) points of evaluating and improving questionnaires:

- Do the questions measure what they are supposed to?
- Do the questions correspond fully to the research topic?
- Could some questions that are irrelevant be removed, while others that are to be added to the questionnaire?
- Are the socio-demographic questions properly placed in the research?
- Are questions regarding different topics properly differentiated into groups?
- Is the terminology in the questionnaire exact and properly understood by the respondents?
- Do the response options reflect the questions properly?
- Are there any inappropriate, offensive or misleading questions?
- Is the questionnaire precise, easy to understand and complete?
- Are the questions clear, preventing confusion and prevent respondents from losing interest?
- How much time is needed for filling up the questionnaire?

- Will the data gathered from the questionnaire reflect the purpose of the research?

Using the feedback from the respondents, the authors made slight alterations to the existing questionnaire. Some questions were rephrased, words were changed with synonyms so that the respondents understand them easier, positions of questions were changed and finally some additional categories were added to the existing questions.

The final questionnaires were made only in English and only in paper form. No online questionnaire was made, because the researchers wanted to be interacting with the respondents so that they could assist respondents if anything was unclear. In addition since younger generations are using the internet more than the older, it would result in much more youngsters participating in the research than older generation potential tourists. The data collection took place between 20st of May and 31st of May 2013. The questionnaires were gathered in different areas in Copenhagen, at different time of the day and week, specified earlier in methodology part. When approaching the respondents the only criterion if they are appropriate for the research is if they live and work in Denmark. After the topic and instructions for filling the questionnaire were explained, the contact with the respondents was reduced to minimum in order to avoid any influence on the respondents. Interaction appeared only if the people needed help with understanding a question, which helped reducing the bias (Bryman, 2012). However some of the respondents preferred not to fill the questionnaires by themselves and instead asked if the researchers can fill it for them while they only answer. In these cases the authors just read the questions and filled the answerers without any other interference.

When it comes to sampling the authors were aiming to collect a Simple Random Sample, in order to examine the market. This type of sample means that every subject of interest for the research has same chance to be into the research as others (Yang, 2010). As with other kind of sampling there are negative sides, that might have led to compromising the results, since people who do not wish to voluntarily participate in the research might have different interests, desires and views on the problem (Fink, 1995). In addition those who refuse to participate in the research would break the randomness of the sample. Therefore the researchers adopted the "next available respondent" approach (Chung, Fam, Holdsworth & Chai, 2008; Wilkinson, Bates, Chambers & McClung, 2000) where specific respondent is not chosen by any other criteria but just being available, resident of Denmark and willing to participate in the research. Therefore this paper uses convenience sample. This type of sample allows researchers to approach the easiest to reach respondents (Everitt and Skrondal, 2010). In that way the results of the work can be applied carefully to tourists with close demographic characteristics to those participated in the research (Fink, 1995).

5.6 Questionnaire design issues

The major problem when it comes to designing the questionnaire was formulating the questions so that they can be explicit. Each question was meant to be at the same time academically written and easy to understand, even by those respondents who do not speak perfect English. In addition the questions were designed so that they each address a specific issue and have a unique meaning (McBurney and White, 2007), to help prevent confusion and bewilderment.

Another problem with the questionnaire and enumeration of offered services in particular was making the answers unique and distinct (McBurney and White, 2007). Most services were easy to separate but some were impossible because of the specific case of St. Nikola guest house. For example due to similarity of answers such as hiking and trekking, some respondents needed small explanation that trekking is a bit more extreme than hiking. In addition the questions regarding sauna, Jacuzzi and spa services are very similar because the guest house has its own sauna and Jacuzzi, but lacks other facilities, and if they are required by the guests, the managers should offer it as a product and use nearby facilities as provider.

The problem of social desirability (Floyd, 1995; McBurney and White, 2007) also appeared when designing the questionnaire. As the authors point out, respondents tend to choose certain options in order to better represent themselves in the eyes of the researchers. In addition certain options might be more attractive to the respondents because of wrong self-image, not wanting to offend someone or to save themselves problems with the authorities (Floyd,1995). This problem was addressed by explaining to all respondents that the questionnaire is absolutely anonymous, no personal data is required and will not bring them any harm. In addition with the verbal explanation, the anonymity factor was also written in the introduction to the questionnaire. Extra reason for people to choose certain answer over another and in that way cause bias is the questionnaire itself being made so it predisposes the respondents to certain options (McBurney and White, 2007). That issue was addressed by structuring the questionnaire as neutral as possible, in a simple, and not judgmental in any way so that respondents can answer as honestly as possible.

McBurney and White (2007) point out the problem of acquiescence when it comes to answering questionnaires, which is a situation where people answer questions fast without evaluating them, giving automatic answers that do not represent the reality. This problem was partially solved by not including yes or no, true or false, and agree or disagree questions. However Likert Scale questions and rating of services could not be changed so that is still an eventual issue in the questionnaire.

5.7 Ethical Considerations

The problem of ethics into social research is not something the authors could pass with a light hand. Bryman (2012) points out that those issues are tightly related to the integrity of every academic or business study. The questionnaire itself starts with an introduction chapter in which the authors send a short message to the respondents explaining the field of the research as well as reassuring anonymity to all who participate. All respondents were assured that the answers they have given will not be misinterpreted, and will be used in the way that they were meant (Groves et al. 2004).

In order to conduct as ethically strict as possible research, the authors followed the advices given from various authors. First of all, to prevent confusion, misunderstanding or any form of discrimination in the respondents standardized phrases were used in the questionnaire as Vanderstoep and Johnston, (2009) suggest. In addition to that, the questions and answers were designed so they sound as neutral as possible and not to predispose respondents to any particular option.

When approaching respondents with the questionnaire their right of informed consent (Rogelberg, 2002; Floyd, 1995; Bryman, 2012) was talked upon. Absolutely all potential participants were asked to voluntarily participate in the research and that it is not mandatory in any way. In addition they were informed that if at any given point they change their mind, and do not want to participate in the research, they can stop and it would not cause any consequences.

Another general issue when it comes to ethics is the confidentiality (Rogelberg, 2002; Floyd, 1995; Bryman, 2012). As suggested by the authors all participants were informed both verbally and in written text that the research is anonymous and that their identity will not be known when the results are done. In order to strengthen the feeling of security and safety in the respondents no questions regarding names, personal identification numbers, or other identifiers were included in the questionnaire. Moreover all collected questionnaires were kept in one single spot, mixed in together, so there is no way of understanding which questionnaire was filled by which respondent. Last but not least, all gathered information was stored in private places with limited access only to the researchers. In addition all paper questionnaires were destroyed after the data was implemented into the statistical program. The authors aimed to make respondents feel safe and secure so they express their real opinions in the questionnaire and not feel threatened in any way by the possible results (Floyd, 1995). The importance of giving real, honest answers was especially stressed upon in the conversation between the authors and the respondents before the questionnaire filling process began. It was clearly explained that there are no wrong answers, and that no answers will insult or affect anyone. This was necessary due to the fact that people might change their answers in order to look better in the eyes of the researcher (Floyd, 1995).

Another important topic is the one of invasion of privacy (Rogelberg, 2002; Floyd, 1995; Bryman, 2012). The questions were designed in a way that no personal matters were involved, the point of the research is not to probe into any private areas or problems. The respondents were also informed that if any of the questions affects their privacy and they do not wish to answer it, the question could be skipped.

Deception (Rogelberg, 2002; Floyd, 1995; Bryman, 2012) is the last problem when it comes to ethics in research. The authors tried to be as open as possible. The research purpose was clearly stated when the respondents were approached as well as written in the introduction to the questionnaire. In addition no hidden observation or any other form of research was done upon the respondents except the questionnaire that they filled up willingly. No harm was brought to the respondents during the research process.

5.8 Limitations

Certain limitations were encountered while this research was carried through. The main problem was related to the location of the research site. Even though the market research focuses on Denmark in general, all questionnaires were gathered from respondents in Copenhagen. This might lead to bias in the data if people living elsewhere in Denmark have different motivations and desires.

With the lack of funding for the research, another process of data gathering had to be limited - specifically, the search for potential services and products offered in the region of St. Nikola guest house had to be done online via advertising, government and private organization web sites, instead of visiting the region and conducting research on the site. This might have resulted in the authors involuntarily missing an option that could have been included in the questionnaire.

The subsequent limitation is connected with the amount of services included in the questionnaire. The authors decided to include only services provided in the region of St. Nikola guest house instead of any possible tourist related service available in the world. By limiting the amount of services in the questionnaire, the research team focuses only on particular, relevant for the specific case study activities. This was done due to the fact that the list of services can be extraordinary extensive and no matter how well the research process is made, some services or products would be missed. In addition making too long service list will enlarge the questionnaire to a size, which would be inconvenient for the respondents due to the massive amount of time they would need to fill it up.

Limitation of the study is also that during the segmentation process two of the life cycle groups were not examined, due to low amount of respondents in the single parent family (nine) and older single (four) groups.

Another limitation to the study is that no empirical literature concerned with segmenting a market for a rural tourism accommodation facility was found. While articles by Kastenholz et al. (1999); Frochot (2005); Molera & Albaladejo (2007); Park & Yoon (2009); and Devesa, Laguna & Palacios (2010) segment the market in rural areas, they approach the issue from a different perspective. That necessitates the need for further empirical research on the topic, examining respondents' preferences towards particular services and products.

A good characteristic of the gathered data for this research is the relatively big sample including 412 respondents from different age, education, income, and life cycle groups participated in the research. However, there are negative sides of the sample as well. It is not a true probability sample (as no randomization method was adopted).

Following all of the above, and most importantly the nature of the sample (not a true probability sample) and the research site - Copenhagen (not entire Denmark) the authors of this paper realize the results of this research cannot be generalized for the entire Danish market.

However, it should be pointed out that during the data gathering process none of the respondents was informed that the study examines the particular case of St. Nikola guest house and the Bulgarian rural tourism sector. Therefore the authors argue that the results are applicable for any other guest house located in a rural area and able to offer similar products and services.

5.9 Validity

The point of this master thesis as with many research studies is to examine relationships between different variables. In this case, the authors are examining the various possibilities for segmenting the market, and the products and services desired by those segments. The validity of a research is one of the most important criteria, and it examines if the conclusions made by the research are an actual fact, that their integrity is flawless and that the data represents the actual state of the problem (Bryman (2012); McBurney and White (2007)). Internal, external, measurement (construct), statistical, and ecological validity (Bryman (2012); Cook, Campbell& Peracchio, (1990)) will elaborated on in order to better explain the nature of this work

Internal validity focuses on the problem of causality in a research (Bryman (2012); McBurney and White (2007)). It examines if the conclusions made regarding the relation between the different variables are actual fact. In this particular work the variables are the different segments and their desired services. Since the services are ordered and used by the people in those segments, it means that there is significant relation between the two variables.

External validity concerns the problem if the final results and conclusions of the research can be generalized for bigger group (or different situation or context) than the small percentage of population that is actually examined (Bryman (2012); McBurney and White (2007)). In addition it examines if the respondents, research set, research time and other variables concerning the research process are shifted, would the end results and conclusions be identical. Since the research examines people of all age groups, marital status, sex, education, etc. it can be assumed that the results would not be affected by those factor, if the data were collected from a different sample representing the same population of interest. In addition the research is focused only on the Danish market, which means that all respondents are affected by relatively same media and are part of the same market and culture, which would also cause similarity in their answers. Even on bigger scale, with similar culture and formation of society and development as a country, the Danish market is highly likely to be similar to other nearby countries; however it cannot be assumed that they are exactly the same, and further research is needed. Few other external validity threats are also taken into account. With time passing, respondents mature and their view of the world, understanding, needs and desire change (McBurney and White, 2007), however this is not a problem for this particular research because it is conducted during a short period of time (it is not longitudinal study) and such changes in the behavior are unlikely to appear. Respondents were encountering the questionnaire for first time in their life, which means that they had no previous experience with it and could not have learned anything about it in advance. In that way the "effect of testing" (McBurney and White, 2007) threat was avoided. On the other hand, the external threat of potential respondents not participating in the test (and eventually having other opinions and desires than those who did) cannot be calculated and still exists.

The measurement (construct) validity relates to the connection between the research, its results and conclusion and the theoretical, scientific concepts used to conduct the research (Bryman (2012); McBurney and White (2007)). As it can be seen, this master thesis closely follows the existing theoretical background. It creates its own market measurement tool in the form of questionnaire in which the categories consists of different services, which would potentially form the product and marketing strategies of St. Nikola guest house in the future.

The statistical validity (McBurney and White, 2007) is relatively easy to examine. It represents if the results of the research are actual fact and not cause by chance or coincidence. In this master thesis those issues are addressed via thorough examination of the data with series of statistical tests and coefficients in SPSS.

Last but not least, ecological validity measures if the results of the research actually represent real life settings (Bryman, 2012). As the author points out, a research might be statistically correct, to have good internal and external validity but not to be ecologically valid, which would mean it does not actually reflect real life situation. This can be due to the fact that the research is conducted in environment different from the natural one of the respondents, even slight alterations might cause difference in the answers of the people, not to mention research conducted in specific conditions such as laboratories or special rooms. This problem was avoided by approaching respondents in their natural everyday activities, while walking to work, resting in the parks or other natural for them activity.

6 Analysis (Atanas, Stoyan)

The following section focuses on analyzing the gathered data. Firstly, data summary is presented giving an overview of the sample's demographic characteristic. Secondly, the descriptive statistics subchapter analyzes the sample's preferences as a whole. The third subsection segments the sample on various demographic characteristics and highlights life cycle as most appropriate criteria to segment the Danish market. The section continues with individual analysis of the three identified segments.

6.1 Data summary

During the data gathering process, a total of 412 questionnaires were completed. Thirty two of the questionnaires have single categories omitted; nevertheless they were included in the research as they provide useful information on other aspects of the research. 208 (50.6%) of the participants are male, while 203 (49.4%) are female (Appendix A, Table 14, p.124). The research divides the participants into six age groups (Appendix A, Table 15, p. 124). The majority - 153 (37.2%) fall into the first age category - between 18 and 29 years of age. A total of 103 (25.1%) are into the 30 to 39 years group and 84 (20.4%) of the respondents fall into the third group - 40 to 49. The fourth category, 50-59 years old, consists of 52 (12.7) respondents. 17 (4.1) of the people are into the 60-69 years category. Last but not least, there are 2 (0.5%) participants in the over 70 years of age group. When it comes to marital status the respondents are again divided into 6 groups (Appendix A, Table 16, p. 124). 84 (20.4%) of them are single, 9 (2.2) are single parents with a child living in the household. As many as 94 (22.8%) of the respondents are with family status of a couple. 82 (19.9%) of the respondents are in a couple with children that have already left the household. 79 (19.2%) of the people are a couple with a child under 12 years. The last group consists of64 (15.5%) respondents who are in a couple and have a child or children on or above 12 years old living in the household. Participants are also divided depending on the amount of times they travel per year (Appendix A, Table 17, p. 125). The majority of the sample, 201 (48.8%), travel up to 2 times per year. 162 (39.3%) of the respondents travel from 3 to 4 times per year, and last 49 (11.9%) travel 5 or more times. Another demographic factor used for examining participants is their education level (Appendix A, Table 18, p. 125). 40 (9.7%) of the respondents are at high school educational level. 48 (11.7%) are with professional diplomas. A total of 108 (26.3%) have graduated or are currently studying at bachelor level. The largest group of respondents, 215 (52.3%), have master level of education or above. The sixth demographic segregation examines if the respondents are Danish or not (Appendix A, Table 19, p. 125). As many as 323 (79.2%) are Danish, while 85 (20.8) are from other nationalities. The participants were also studied in terms of their income after tax (Appendix A, Table 20, p. 125). The category of people earning under 10000DKK consists of 63 (15.4%). 91 (22.2%) of the respondents have income between 10001 and 15000DKK. The largest category consists of people earning between 15001 and 20000DKK and equals 119 (29.0%) of the respondents. A total of 51 (12.4%) fall into the fourth category - 20001 to 25000DKK per month and 60 (14.6%) of the participants are earning between 25001 and 30000DKK per month. The last category includes 26 (6.3%) respondents, which earn more than 30000DKK. Additional demographic subgroups have been created based on the stage of the respondents' life cycle. The subgroups are formed by cross-examining respondents' age and marital status (Appendix A, Table 21, p. 126). The sample includes 78 (19.4%) single respondents, 87 (21.6%) participants that are part of young couples and 78 (19.4%) part of young families. A total of 63 (15.6%) respondents are part of mid-life families, while only 9 (2.2%) are single parents. There are 84 (20.8%) respondents who are in the older family subgroup and 4 (1.0%) who are older singles.

6.2 Descriptive statistics

This part of the analysis outlines the general frequencies of the variables regarding the whole sample of 412 respondents. The market is represented as a whole, and no focus is put on specific market segments. As Kotler et al's (2010) model first step suggests marketers need to understand customer needs and wants and the marketplace within which they operate. In addition, since the St. Nikola guest house is new entrant on the market, 26 possible activities and services available at the house and area were included in the questionnaire in order to acquire insight of the market preferences. The activities and services were grouped into 4 subgroups.

The first group of services focuses on **sport activities** and is represented by four categories - mountain biking, horse riding, skiing and snowboarding, and trekking. Mountain biking does not appear to be desired service in general (Appendix B, Table 22, p. 126). The modal value for responses to the 'importance of mountain biking' question is 1 (i.e. not important at all) and values 1 and 2 together account for around 70% of all responses to this question. The horse riding and trekking categories (Appendix B, Tables 23 & 25, pp. 126-7) have similar results, both with modal values of 3 and the distribution of answers is between 20% and 30%

on options from 1 to 4. This points out to the conclusion that the desire of such services varies greatly and should be examined in details, according to the different market segments. The last category, skiing and snowboarding, (Appendix B, Table 24, p. 127) is more favorable since the mode is 4 and answers pointing it as a very important part of the product set account for nearly 50% of the total.

As mentioned in the methodology section, the second group of services focuses on **cultural activities** such as: monument sightseeing, visiting monasteries, historic places, museums, interacting with the locals, discovering local traditions, rituals and lifestyle, participating in preparing the meals, wine testing, gastronomy, and games and activities for children.

There are certain similarities that appear when analyzing the modal values for the variables. For instance the interest regarding monasteries and museums is average and the majority of answers are spread evenly between options 2, 3 and 4 (Appendix B, Tables 27 & 29, p. 127-8). The only service that seems to be unattractive to the respondents is "participating in preparing the meals" with modal value of 1, and answers steadily decreasing up to 5 (Appendix B, Table 32, p. 129). On the other hand, visiting monuments and historic places is important for the tourists with modal values of 4 and majority of answers above 3 (Appendix B, Tables 26 & 28, p. 127-8). Interaction with the locals and discovering local traditions and rituals seem to be of high importance since between 60% and 70% of the respondents point out to answers 4 and 5 (Appendix B, Tables 30 &31, p. 128). Other highly important and valued services are the wine tasting and gastronomy (Appendix B, Tables 33 & 34, p. 129). Both categories have answers 4 and 5 between 60% and 70%. When it comes to children games and activities as well as traditional children entertainment, respondents' opinions are divided (Appendix B, Tables 35 & 36, p. 130). That might be due to the fact that participants with children value highly those types of services, while respondents without children are not interested in them at all. The matter will be further discussed in the specific market segments part of the analysis.

The third group **nature-related services and activities** includes: nature sightseeing, picnics, hiking, visiting caves, gathering mushrooms and herbs, participating in caretaking of the garden and the animals in the guest house.

From the data it can be seen that nature sightseeing and visiting caves are the most desired services of this group with modal values of 4 and majority of answers at 3 or above

(Appendix B, Tables 37 & 40, p. 130-1). The majority of respondents express medium desire regarding the picnics, hiking and gathering mushrooms and herbs categories. The answers are spread between the different options (Appendix B, Tables 38, 39 & 41, p. 130-1). The least favorable categories of this subgroup are participating in gardening and caretaking of the animals (Appendix B, Tables 42 & 43, p. 132). With modal values of 1 and amount of answers declining in every consecutive category it appears that respondents do not wish to do any work related activities during their holidays, even if it is something out of the ordinary city lifestyle.

The last group of services (i.e. **luxury activities**), even though not traditionally associated with countryside holidays, appears to have significant importance for the respondents. Both Sauna and Jacuzzi have modal values of 4 (Appendix B, Tables 156 & 157, p. 240) and over 60% of the respondents rate it 4 or above which means that the services are highly important when choosing a holiday. In addition, shopping and visiting spa centers have modal values of 5 and 4 respectively, and above 50% of the respondents point those 2 services as highly important (Appendix B, Tables 158 & 159, p. 240).

As Mullins et al. (2008) and Kotler et al. (2010) suggest, positioning and differentiating is very important for an organization in order to achieve its goals. As they point out strategies can be focused on pricing or quality. Therefore, this work examines if the respondents value more low prices, high quality or eco friendliness. Based on the results a more focused marketing strategy can be developed depending on the targeted segment preferences. The data reveal that all 3 characteristics are important for the respondents with answers concentrated on 3 or above. However, the comparative question leads to the conclusion that high service and product quality is the most important criteria for the respondents with 188 (46.0%) of the total answers. Close second is low prices with 154 (37.7%) of all, whilst67 (16.4%) respondents point out eco friendliness as a deciding factor when choosing holiday accommodation establishment (Appendix B, Tables 44, 45, 46 & 47, p. 132-3).

Since one of the objectives of this study is to provide evidence-based recommendation for effective communication channels for each segment, a question examining the extent to which participants use different sources of information when choosing a holiday. This particularly would be of a great importance for the St. Nikola guest house when targeting its desired segments as not all sources of information are equally trusted by the tourists and that different target segments are affected by different sources (Pizam & Mansfeld, 1999; Buhalis & Laws

2001). The question itself does not underpin the issue of trustworthiness; however the authors of this research argue that it goes without saying that tourists use those sources of information which they trust.

Participants' most used and preferred sources of information when choosing a holiday appears to be recommendations given by friends and family and personal experience (Appendix B, Tables 49 & 53, p. 134-5). The answers in both categories are focused on 4 and 5, with over 85% and 90% respectively. In addition, the same two categories are pointed out as favorite source of information by 117 (28.4%) and 124 (30.1%) respondents (Appendix B, Table 56, p. 136). Less chosen sources of information are advices from travel professionals, personal web sites and internet blogs and forums. The answers are not so greatly concentrated on options 4 and 5 and are spread throughout the scale instead (Appendix B, Tables 50, 54 & 55, p. 134-5). The least used sources of information when it comes to choosing a holiday are promotional literature, news from mass media and advertising in mass media. The modal values of the latter mentioned categories are 2 or 3, which means that those are rather used as secondary sources of information (Appendix B, Tables 48, 51 & 52, p. 133-4).

6.3 Analytical statistics

Theory on marketing and consumer behavior suggests that a market needs to be divided into segments in order to better meet the requirements of the customers (Kotler et al., 2010; Mullins et al., 2008; Swarbrooke & Horner, 1999). As the scholars point out, segmentation can be done based on variety of demographic factors, therefore seven demographic categories were included in the questionnaire for this particular research. The relationship between the importance of specific services and demographic categories was examined with Kruskal-Wallis test (for analyses where one variable has more than two categories) and Mann-Whitney U test (for analyses of where each variable has two categories).When segmented on demographic basis, the two tests show that there are a small number of statistically significant associations between the customers' needs and wants and their demographic characteristics.

For instance, the Mann-Whitney U test made regarding the preferences of customers according to their gender shows only 8 out of 26 listed categories that have statistically significant association (Appendix C, Table 57, p. 137). Mann-Whitney U test was also done on 'Danish vs. non-Danish' correlation with the listed 26 services. The data show that only 5 services have statistically significant associations between the two demographic subcategories (Appendix C, Table 60, p. 139). Kruskal-Wallis test was carried out in order to examine if there is a relationship between respondents' travel frequency and their needs and wants. Once more statistically significant associations are observed between only 8 of the services (Appendix C, Table 58, p. 137). The fourth demographic separation was based on the educational level. The test revealed that a total number of 10 categories have statistically significant associations on this factor (Appendix C, Table 59, p. 138).

Another Kruskal-Wallis test was conducted based on participants' income. The results show that half of the listed services have statistically significant associations with the income (Appendix C, Table 61, p. 139).

Another 2 demographic categories i.e. age and marital status were included in the questionnaire. Oppermann (1995a, 1995b and 1995c) suggests that due to modern day travel opportunities, young people are more experienced travelers than older generations and that is a reason why age segmentation appears to be inappropriate. Therefore, age and marital status are not examined individually and are combined in order to create one unified category named family life cycle. Moreover, increasing number of consumer behavior scholars (Crompton, 1979; Ripley, 1988; Fodness, 1992; Bojanic & Warnick, 1995) have come to acknowledge the strong relationship between family life cycle, motivation and decision making process. Those scholars argue that family life cycle is not only superior to other demographic segmentation but it is also more accurate and appropriate. In addition, this piece of research affirms the statement above. The Kruskal-Wallis test (see Table 1) indicates that there is statistically significant association between 20 (77%) of the services included in the questionnaire and the family life cycle of the respondents. Therefore, in this paper, family life cycle will be used as basis for segmenting the Danish market.

Table 1 Kruskal-Wallis test on Family Life Cycle

Kruskal-Wallis test on Family Life Cycle	Chi-Square	df	Asymp. Sig.
Mountain biking	100,094	4	0,000
Skiing and snowboarding	59,798	4	0,000
Hiking	41,038	4	0,000
Monument sightseeing	48,112	4	0,000
Visiting monasteries	34,479	4	0,000
Visiting historic places	33,219	4	0,000
Visiting museums	27,495	4	0,000
Wine tasting	48,354	4	0,000
Gastronomy	20,545	4	0,000
Trekking	60,302	4	0,000

Visiting caves	22,919	4	0,000
Gathering mushrooms and herbs	20,661	4	0,000
Participating in gardening	42,783	4	0,000
Participating in caretaking of the animals	28,249	4	0,000
Children games and activities	216,591	4	0,000
Traditional, local children entertainment	204,172	4	0,000
Sauna	17,497	4	0,002
Jacuzzi	12,603	4	0,013
Interaction with the locals	11,992	4	0,017
Visiting spa center and wellness activities	11,703	4	0,020
Participating in preparing the meals	8,85	4	0,065
Horse riding	5,002	4	0,287
Picnics	4,07	4	0,397
Discovering local traditions, rituals and lifestyle	3,345	4	0,502
Nature sightseeing	2,849	4	0,583
Shopping	2,081	4	0,721

Source: Authors

6.4 Market segmentation analysis

In this paper, respondents' family life cycle status is used to divide the market into 7 groups. However, 2 of the groups i.e. single parent family and older single are not taken into consideration during the market segmentation process due to the small number of respondents belonging in these groups (9 and 4 respectively), confounding many of the statistical procedures. Therefore the life cycle groups are narrowed down to 5.

During the data analysis process, mean ranks were computed as part of the Kruskal-Wallis and Mann-Whitney U tests. Similarities in mean ranks were observed between some of the family life cycle groups regarding service preferences (see Appendix C, Table 62, p. 140); in particular, these similarities in mean ranks were observed between young singles and young couples as well as between young family and mid-life family. Accordingly, Mann-Whitney U tests were carried out in order to further examine the statistically significant associations between the groups with similar mean ranks. The test reveals a statistically significant association between young singles and young couples on four service categories: participating in caretaking of the animals (U=2408; n = 165; p = 0.001); visiting caves (U=2626.5; n = 165; p = 0.009); gathering mushrooms and herbs (U=2682; n = 165; p = 0.017); and participating in gardening (U=2670.5; n = 165; p = 0.017) (Appendix C, Table 63, p. 144). With regards to young family and mid-life family, the Mann-Whitney U test again showed 4 services with statistically significant associations (Appendix C, Table 64, p. 145): children games and activities (U=1740.5; n = 141; p = 0.001); visiting museums (U=1751.5; n = 141; p = 0.002); visiting monasteries (U=1841; n = 141; p = 0.009); and skiing and snowboarding (U=1878.5; n = 141; p = 0.013).

Based on the mean rank similarities of the above mentioned groups, as well as the small number of services with statistically significant association revealed by the Mann-Whitney U tests, this paper will combine young singles and young couples into one segment, as well as young family and mid-life family into another. Therefore, this paper segregates the Danish market into 3 major segments.

The first segment consists of young singles and young couples, hereinafter referred to as 'young tourists'. This segment consists of people who are single, divorced or a couple, without children in the household and are less than 40 years old. Young family and mid-life family will be merged into 'family tourists'. The segment includes respondents who are in couples (not necessarily married), with at least one child living in the household. Last but not least, older couple group will be referred to as 'elderly tourists' and consists of participants over 40 years old, living in a couple (not necessarily married), with no children in the household.

In the analysis of the 3 segments, the focus will be put on those services where (a) the modal value is 4 or 5 (i.e. the two points at the very important pole of the response scale: referred to hereafter as highly important) and (b) more than 50% of respondents have responded with values 4 or 5. In this way, the analysis focuses only on services that respondents have rated as 'highly important' for their 'perfect countryside holiday'.

6.4.1 Young tourists segment

This analysis is carried out by cross-examining respondents in the young tourists' life cycle group (165 in total) and the services included in the questionnaire. The young tourists segment focuses on 9 main services that simultaneously show: (i) modal values of 4 or 5; and (ii) majority of answers (over 50%) reflecting the same 2 options (Table 2. For detailed data and charts, see Appendix D).

Table 2 Young tourists' highly important services

Sub-category	Service	Mode	% of the segment rated the service as highly important
Sports	Skiing and snowboarding	4	60.0%
Cultural	Visiting historic places	4	54.5%

activities	Interaction with the locals	4	70.9%
	Discovering local traditions, rituals and lifestyle	5	76.4%
	Gastronomy	4	75.3%
Nature activities	Nature sightseeing	4	79.9%
	Visiting caves	4	56.4%
Luxury activities	Sauna	4	54.2%
	Jacuzzi	4	58.8%

Source - Authors

Only one service within the **sports** subcategory seems to be of high importance for the respondents. The modal value of skiing and snowboarding is 4 and 60.0% rate it as highly important. Largest number (4) of highly desired services falls into the **cultural activities** subgroup. Modal values of 4 are shown by visiting historic places, interaction with the locals and gastronomy and are highly preferred respectively by 54.5%, 70.9% and 75.3%. Even higher modal value and preference percentage is shown by discovering local traditions equaling to 5 and 76.4%. Only 2 of the **nature related services** are characterized as highly important. Both, nature sightseeing and visiting caves both have a modal values of 4.The sum of answers on4 and 5 for the first mentioned one accounts for 79.9%, whilst 56.4% for the latter. Last but not least, 2 of the **luxury services** are also highly preferred by the respondents. Both sauna and Jacuzzi, with modal values of 4, appear to be highly important for 54.2% and 58.8% of the respondents correspondingly.

There are services, with relatively high modal values (from 3 to 5), which are highly important for more than 40% but not exceeding 50% of the respondents, hereinafter referred to as 'secondary services' (Table 3). For this particular segment those are: trekking, wine tasting, picnics, hiking, shopping, and visiting spa centers and wellness activities. Including these as additional services in the product offering might help business to better meet the requirements of the targeted segment.

Table 3 Young tourists' secondary services

Service	Mode	% of the segment rated the service as highly important
Trekking	3	43.6%
Wine tasting	4	44.8%
Picnics	4	48.5%
Hiking	3	44.3%

Shopping	5	45.5%
Visiting SPA centers and wellness activities	4	49.1%

Source: Authors

When analyzing positioning and differentiating opportunities suggested by Mullins et al. (2008) and Kotler et al. (2010) the research focuses on data regarding low prices, high quality of product and services and eco friendliness. It can be seen (Table 4) that all 3 characteristics are important for participants, since they have modal values of 4 or 5. However, low prices stands out as its modal value is the highest, equaling 5, and being pointed out by 54% of respondents as most important characteristic among the 3 listed. Second rated as most important is high product and service quality chosen by 35.6% of the participants and eco-friendly is third as it is of highest importance for only 10.4% of the segment.

Table 4 Young tourists' positioning and differentiating opportunities

Characteristic	Mode	% of the segment rated the characteristic as highly important	% respondents graded it as MOST IMPORTANT
Low prices	5	67.3%	54.0%
High service and product quality	4	72.7%	35.6%
Eco friendly	4	46.6%	10.4%

Source: Authors

When examining the sources of information, and the extent to which respondents use them, 3 of the sources come forward as mostly preferred (Table 5). First-hand information and experience has been rated with 4 or 5 by 92.7% of the respondents. With 85.5% in the range of 4 to 5 is recommendations of friends and family, while internet blogs and forums is with 70.9%. On the specifying question asking for favorite source of information, the data reflect the trend above in the same order by respectively 31.3%, 30.1% and 28.2% of respondents pointing out the source as most important.

Table 5 Young tourists' sources of information

Source of information	Mode	% of the segment rated the source as highly used	% respondents graded it as MOST IMPORTANT
Promotional literature	2	7.3%	
Recommendations of friends	4	85.5%	30.1%
Travel professionals	3	26.8%	
News from mass media	3	21.2%	

Advertising in mass media	1	13.3%	
First-hand information	5	92.7%	31.3%
Personal web site of the accommodation facility	4	63.6%	
Internet blogs and forums	4	70.9%	28.2%

Source: Authors

When analyzing the travel frequency of young tourists the data reveal that almost as many respondents travel up to 2 times per year (44.2%), as from 3 to 4 times (43.0%), while only 12.7% travel 5 or more times annually (Appendix D, Table 93, p. 174).

The income chart (Appendix D, Table 94, p. 175) shows decreasing trend in the amount of people, when it comes to earning higher salary. 38.4% of the respondents in this segment earn under 10 000 DKK per month after tax. 25.6% earn between 10 001 and 15 000, while 17.1% have income of 15 001 to 20 000. Each of the other 3 income range categories is represented by less than 10% of the segment.

6.4.2 Family tourists segment

A total number of 141 respondents constitute the family tourists segment. Examining the activity preferences of the family tourists segment, nice services can be seen where the data correspond with the criteria stated above (i.e. modal value of 4 or 5 AND greater than 50 per cent of responses on scale points 4 and 5) and three services (visiting historic places, interaction with the locals, and traditional children entertainment) with modal values of 3 (Table 6. For detailed data and charts, see Appendix E).

Table 6 Family tourists' highly important services

Sub-category	Service	Mode	% of the segment rated the service as highly important
Cultural activities	Visiting historic places	3	50.4%
	Interaction with the locals	3	52.4%
	Discovering local traditions, rituals and lifestyle	4	75.1%
	Wine tasting	4	69.5%
	Gastronomy	4	65.7%
	Children games and activities	4	71.6%
	Traditional children activities	3	59.6%
Nature activities	Nature sightseeing	4	83.0%

Luxury activities	Sauna	4	75.9%
	Jacuzzi	4	74.4%
	Shopping	5	52.4%
	Visiting SPA centers and wellness activities	4	66.6%

Source: Authors

None of the **sport activities** appear to be highly important to the segment with top score for skiing and snowboarding being rated as such by 36.9% respondents.

Similarly to the young tourists, the family tourists segment has pointed out most highly important services within the **culture activities** subcategory. With modal values of 3 and just above 50% of respondents pointing them as highly important are visiting historic places and interaction with the locals. More distinct is the preference for discovering local traditions rituals and lifestyle, wine tasting, and gastronomy with modal values of 4 and rated as highly important by respectively 75.1%, 69.5%, and 65.7%. The category of children games and activities has been rated as highly important by 71.6% and has a modal value of 4. The answers regarding traditional, local children entertainment are equally distributed between 3, 4, and 5 at about 30% each.

Only one **nature related service** stands out as highly important. As much as 83% of respondents have valued nature sightseeing with 4 or 5. On the other hand, all **luxury activities** have been pointed as highly important. The categories: sauna, Jacuzzi, and visiting SPA centers and wellness activities all have modal values of 4 and have been rated by 4 or 5 by 75.9%, 74.4%, and 66.6% respectively. Even though shopping has a modal value of 5 only 52.4% of the respondents graded it as highly important. There are 4 services with modal values of 3 or 4, close to 50%, however, fail to exceed it. Those are monument sightseeing (42.5%), visiting museums (40.4%), picnics (49%), and visiting caves (41.2%) (Table 7).

Table 7 Family tourists' secondary services

Service	Mode	% of the segment rated the service as highly important
Monument sightseeing	3	42.5%
Visiting museums	4	40.4%
Picnics	3	49.0%
Visiting caves	4	41.2%

Source: Authors

The positioning and differentiating data section show modal values of 4 for low prices and high service and product quality. Eco friendly, on the other side, has 3 as a modal value (Table 8). The percentage of respondents rating them with 4 or 5 equals to 58.1%, 86.6%, and 15%. Furthermore, the specifying question echoes the results from the previous one, listing high service and product quality as most important among the three with 53.6%. Ranked second is low prices with 31.4%, and eco-friendly is last with 15%.

Table 8 Family tourists' positioning and differentiation opportunities

Characteristic	Mode	% of the segment rated the characteristic as highly important	% respondents graded it as MOST IMPORTANT
Low prices	4	58.1%	31.4%
High service and product quality	4	86.6%	53.6%
Eco friendly	3	44.6%	15.0%

Source: Authors

This segment uses the same sources of information as the young tourists in identical order (Table 9). Firsthand information and experience is the most used source of information with 97.2% of answers in the range of 4 to 5. It is also pointed out by the majority (31.4%) as most important. Second most used source of information with 84.4% is recommendation of friends and family also rated as favorite by 22.1% of the segment. Third favorite source of information is internet blogs and forums with 21.4% and is rated as very much used by 70.9% of participants. Even though not among the top three sources of information pointed out as favorite, it is worth mentioning that personal WEB site has been outlined by 52.4% as very much used for gathering information.

Table 9 Family tourists' sources of information

Source of information	Mode	% of the segment rated the source as highly used	% respondents graded it as MOST IMPORTANT
Promotional literature	2	19.1%	
Recommendations of friends	4	84.4%	22.1%
Travel professionals	3	45.3%	
News from mass media	3	29.8%	
Advertising in mass media	2	17.7%	
First-hand information	4	97.2%	31.4%

Personal web site of the accommodation facility	3	52.4%	
Internet blogs and forums	4	70.9%	21.4%

Source: Authors

Unlike the young tourists segment the distribution of travel frequency of family tourists segment is not so evenly spread. Largest part of the segment (65.2%) travels up to 2 times per year. Twice less respondents (27.7%) travel from 3 to 4 times annually and only 7.1% travel 5 or more times (Appendix E, Table 124, p. 205).

There is no linear dependency when examining the income level of the segment. The majority of it (41.8%) earns between 15 001 – 20 000DKK, while no respondent earns less than 10 000DKK and only 2.8% earn above 30 000DKK. The remainder of respondents is relatively equally spread among the other three categories (Appendix E, Table 125, p. 206).

6.4.3 Elderly tourists segment

The third segment consists of as many as 84 respondents. Analyzing the activity preferences of the segment, 10 services meet the above mentioned criteria (i.e. modal value of 4 or 5 AND greater than 50 per cent of responses on scale points 4 and 5).

As family tourists, this segment does not rate any **sport activity** as highly important. Among them horse riding is the most valued by 29.7% and modal value of 2. Similarly to the other two segments the majority of highly important services fall into **cultural activities** subgroup (Table 10. For detailed data and charts see Appendix F). Six out of eleven services from the subgroup have been pointed as highly important part of participants' 'perfect countryside holiday'. With modal value of 4, monument sightseeing (77.4%), visiting historic places (84.5%), interaction with the locals (65.5%), and discovering local traditions, rituals and lifestyle (86.9%) are pointed out as highly important by the respondents. Even more important are wine tasting and gastronomy with 86.9% and 88.1% respectively and modal values of 5.

Table 10 Elderly tourists' highly important services

Sub-category	Service	Mode	% of the segment rated the service as highly important
Cultural activities	Monument sightseeing	4	77.4%
	Visiting historic places	4	84.5%
	Interaction with the locals	4	65.5%
	Discovering local traditions, rituals and lifestyle	4	84.5%
	Wine tasting	5	86.9%

	Gastronomy	5	88.1%
Nature activities	Nature sightseeing	4	84.6%
Luxury activities	Sauna	4	64.3%
	Jacuzzi	4	73.8%
	Visiting SPA centers and wellness activities	4	61.9%

Source: Authors

Nature sightseeing is the only **nature related activity** that has a modal value of 4 and is rated highly by respondents averaging at 84.6%. Among the **luxury activities** there are three which stand out as highly important for the segment. All sauna, Jacuzzi, and visiting SPA centers and wellness activities have modal values of 4 and are being pointed out as highly important when choosing a holiday by 64.3%, 73.8%, and 61.9% respectively. Services with high modal values and pointed out by 40% - 50% of participants as highly important are: visiting monasteries, visiting museums, participating in preparing the meals, gathering mushrooms and herbs, and shopping (Table 11).

Table 11 Elderly tourists' secondary services

Service	Mode	% of the segment rated the service as highly important
Visiting monasteries	4	49.4%
Visiting museums	3	40.5%
Participating in preparing meals	2;4	40.5%
Gathering mushrooms and herbs	2;4	42.9%
Shopping	2;3;5	44.1%

Source: Authors

The positioning and differentiating question (Table 12) reveals that high service and product quality is rated as highly important by 92.9% and is pointed out as most important characteristic by 57.1% of the segment. Second highest rated with 70.2% is eco-friendly as well as favored by 27.4%, and third is low prices with 35.8% of respondents evaluating it as highly important and 15.5% favoring it.

Table 12 Elderly tourists' positioning and differentiation opportunities

Characteristic	Mode	% of the segment rated the characteristic as highly important	% respondents graded it as MOST IMPORTANT

Low prices	2	38.8%	15.5%
High service and product quality	5	92.9%	57.1%
Eco friendly	4	70.2%	27.4%

Source: Authors

As the other two segments, recommendations of friends and family and first-hand information and experience are the most used sources of information with 90.4% and 90.5%. The third most used, however, differs greatly from the one pointed out by the other two segments. With 73.8% travel professionals has been ranked third by the elderly tourists (Table 13). The majority of the segment (40.2%) lists recommendation of friends and family as favorite source of information. Second and third are taken by first-hand information and experience and travel professionals presenting very close results equaling to 23.2% and 22.0% accordingly.

Table 13 Elderly tourists' sources of information

Source of information	Mode	% of the segment rated the source as highly used	% respondents graded it as MOST IMPORTANT
Promotional literature	3	16.9%	
Recommendations of friends	4	90.4%	40.2%
Travel professionals	4	73.8%	22.0%
News from mass media	3	27.4%	
Advertising in mass media	2	20.2%	
First-hand information	4	90.5%	23.2%
Personal web site of the accommodation facility	2	26.2%	
Internet blogs and forums	2	20.3%	

Source: Authors

When analyzing respondents' travel frequency, the answers distribution appears to be uneven. As many as 54.8% travel 3 to 4 times per year, while 29.7% travel up to 2 times annually and only 15.5% travel 5 or more times a year (Appendix F, Table 154, p. 235).

Alike family tourists, there are no respondents earning less than 10 000DKK within this segment. The answers regarding income level are relatively equally spread among the income ranges with 10 001 – 15 000, 25 001 – 30 000, and above 30 000 nearing 15% each, whilst 15 001 – 20 000 and 20 001 – 25 000 rise above with 29.8% and 23.8% accordingly (Appendix F, Table 155, p. 236).

7 Discussion (Atanas, Stoyan)

This thesis set out to examine the Danish market potential for outbound tourism to the rural and mountain areas in Bulgaria using the St. Nikola guest house as a case study. However, the thesis argues that the findings are applicable to any other guest house located in the countryside that aims to position itself for the Danish market. The analysis divided the market into three segments using respondent life cycle as a basis for this segmentation. This chapter will outline specific characteristics, trends and practical implications for the three segments. The section concludes with recommendation for a target group for the case study based on the analysis and discussion of the segments.

7.1 Young tourists

Based on the set criteria for identifying the essential preferences of the segment (modal values 4 or 5 AND greater than 50 per cent of responses on scale points 4 and 5) the analysis of the young tourists segment outlines 9 out of 26 services (Table 2) that the value proposition (Kotler et al. 2010) needs to be focused on. There are six additional services (Table 3) that do not fulfill the above mentioned criteria, however, those are close and can be added to the primary set so to expand the product range. For instance, skiing and snowboarding is the only highly important service within the **sport** subcategory but cannot be offered during the whole year therefore in the off season, the product offering can be supplemented by an additional service within the same subcategory i.e. trekking.

When it comes to **cultural activities**, the segment preferences suggest that the respondents want to experience the local culture and life style through interaction with the locals, discovering local traditions and life style, gastronomy, and the secondary service wine tasting. The above listed services imply active tourist participation, while non-participatory services such as monument sightseeing, visiting monasteries, and visiting museums have been rated as rather unimportant for the segment, which corresponds to Wang's (1999) notion of 'existential authenticity'. It is beyond the aim of this paper to thoroughly introduce the controversial notion of authenticity in the context of tourism. Yet, briefly, Wang (1999) refers existential authenticity to activity. In other words and simply put, it does not matter whether a performed dance at the St. Nikola guest house is exact re-enactment of a traditional Bulgarian dance, the tourist see it as authentic as long as he/she participates in it. In Wang's (1999) sense, tourists' participation itself generates existential authentic experience, which perhaps might lead to higher customer satisfaction.

Within the **nature activities** subgroup, the segment seems to be keen to the leisure activities in the subcategory, whilst activities associated with physical efforts such as gathering mushrooms and herbs, participating in gardening and caretaking of the animals are being rated as not important. This directly corresponds to Mehmetoglu's (2007) findings that majority of tourists prefer passive nature related activities than active, physically involving activities.

The segment analysis reveals that those **luxury activities** that are present at the accommodations establishment e.g. sauna and Jacuzzi are preferred and rated as highly important, while those available at another facility are pointed out as relatively important. Therefore, the set of product offerings should focus on those located in the accommodation facility.

The young tourists segment analysis outlines low prices and high service and product quality as highly important characteristics of the holiday (Table 4). However, the former has been pointed out as deciding factor when choosing accommodation facility. Accordingly, if this segment is to be targeted by St. Nikola, the focus of the positioning and differentiating strategies should be put on low prices. This implies need for further competitor analysis in order to propose superior value for the segment as well as stressing on low prices in the marketing communication message. The importance of low prices might come from the fact that majority of the segment (38.4%) earn less than 10 000DKK as well as 25.6% less than 15 000DKK. It also somewhat indicates that the segment does not consist 'high-spenders'.

It is worth mentioning, however, that 10.4% of the young tourists highlight eco-friendly as most important characteristic of the accommodation facility. This provides an opportunity for further differentiation from the competitors and additional competitive advantage that appeals to substantial group within the segment or what Kotler et al. (2010) term 'niche marketing'.

Developing effective communication as suggested by Kotler et al (2010) includes six steps. Firstly, identifying the target audience has been done by dividing the market into three segments, each targeted by unique, specifically designed message. Secondly, communication objective for St. Nikola should be informing the audience of its presence since the guest house is a new entrant on the market. Regarding the third step designing the message, Bauer, Barnes, Reichardt, and Neumann (2005) suggest that it needs to be centered around and adapted to the individual preferences of the segment. In addition, the message should be personal and focused on the specific segment requirements, which in this case are the nine highly important services as well as low price of the accommodation. Step four is selecting communication channel. The analysis highlights recommendations of friends and family and first-hand information and experience as highly used as well as most important when choosing a holiday (Table 5). However, St. Nikola guest house is new on the market, moreover, to date it has not hosted any guests, hence, those two sources of information are to a little relevance at this stage. Nevertheless, fulfilling customer needs and wants should be primary objective of the hosts so to ensure positive word-of-mouth as well as future return visits. By the time the two above mentioned sources of information become relevant to the guest house, the focus should be on promoting on internet blogs and forums as well as creating personal web site of the accommodation facility, since these two sources are highly used by the segment. Furthermore, internet blogs and forums is pointed out as third most important source of information. Other possibilities for online marketing are including the St. Nikola guest house at online booking systems e.g. www.hostelworld.com or key word links to the personal web site from www.google.com.

Steps five and six i.e. selecting the message source and measuring the result of the communication are out of relevance since the message source can only be the marketer of the guest house and at this particular stage there is no result to be measured.

7.2 Family tourists

According to the above specified criteria the family tourists segment pinpoints 12 services as a base for marketing strategy (Table 6). In addition, there are four services that could be added to the set of product offerings so to better meet the requirements of the segment (Table 7). Unlike the young tourists, the family tourists segment has not pointed out any sport related services as highly important. Due to the lack of interest in the **sport activities**, if this segment is to be targeted, there is no need for investments in sport facilities and equipment such as mountain bikes, ski and snowboards neither will be needed collaboration with sport activities providers such as horse riding.

The analysis reveals a trend that largest number of highly important services falls into the **cultural activities** subcategory. Furthermore, another trend within the subcategory can be observed. Active participation activities: discovering local traditions, rituals and lifestyle; wine tasting; and gastronomy are valued as highly important. However, unlike the young tourists the passive cultural activities monument sightseeing and visiting museums are within the group of secondary services for the family tourists segment.

The data results show that family tourists segment is the only one in which holiday decision making process is affected by the availability of children’s entertainment during the holiday. Interestingly, children’s entertainment does not necessarily have to be traditional for the destination since traditional children’s activities has been rated as highly important by fewer respondents than general children games and activities. Consequently the segment confirms Ripley (1988), Fodness (1992), and Bojanic & Warnick (1995) suggestion that children play a great role in family’s holiday decisions. The data reveal that meeting children’s needs and wants is of a great value for the parents. Therefore, if the segment is to be targeted, providing children’s entertainment at St. Nikola guest house is vital as this is a strong pull factor for the segment.

Nature related activities appear not to be valued by the segment since only nature sightseeing has been rated as very important. However, it should be kept in mind that picnics and visiting caves are among the secondary services for the segment and could be added to the product if the segment is to be targeted.

On the other hand, all **luxury activities** are highly important for the segment and collaboration with SPA providers is to be sought in order to expand the spectrum of product offerings. In addition, organized trips to the urban centers and shopping malls need to be offered.

When it comes to the opportunities for positioning the St. Nikola guest house, the data reveal a reversal between low prices and high service and product quality compared to the young tourists segment (Table 8). In other words, while both characteristics have been rated as highly important by both segments, family tourists has pointed out high service and product quality as most important. The reversal might come from the fact that the income of the family tourists segment is higher than the young tourists. Therefore, if this segment is to be targeted, St. Nikola guest house's positioning and differentiation strategy should emphasize on high service and product quality turning its customers into clients. In this scenario, setting the right level of expectations is of a great importance since in Kotler et al’s (2010) sense if the set expectations are too low, they might satisfy the current guests, but fail to attract new customers otherwise, if expectations are too high and not met tourists will not be satisfied.

It is worth stressing that this segment provides greater opportunity for niche marketing since 15% of the segment has pointed out eco-friendly as most important characteristic, compared to 10.4% of the young tourists.

Following Kotler et al's (2010) six steps for effective communication, steps one and two are identical to the young tourist segment. When designing personal and focused on the segment message, which is the third step, St. Nikola guest house should focus on the specific characteristics for the segment including the twelve highly important services as well as the emphasizing on high product and service quality offered by the accommodation establishment. Regarding the fourth step selecting communication channel the case study encounters the same challenge as with the young tourists segment. In particular, St. Nikola guest house is new entrant on the market and cannot take advantage of the two most used and most important sources of information – recommendations of friend and family and first-hand information and personal experience (Table 9). Identically to the young tourists, family tourists needs to be approached through online promotional messages, since personal web site of the accommodation facility and Internet blogs and forums are pointed out as highly used and the latter is rated as the third most important source of information.

Steps five and six are again irrelevant at this particular phase.

7.3 Elderly tourists

In accordance with the above mentioned criteria (i.e. modal values 4 or 5 AND greater than 50 per cent of responses on scale points 4 and 5), the elderly tourists responses outline ten highly important services for the segment (Table 10). Within the group of secondary services for the segment are five services providing opportunity for more precise targeting (Table 11). Alike family tourists, the elderly tourists segment does not highlight any **sport activity** as highly important. The fact that most highly important services fall into the **cultural activities** subgroup means that the trend noticed in the other two segments has been kept. Again the set of product offerings should focus on the active and participatory highly important cultural activities and can be supplemented by the secondary passive visiting monasteries and visiting museums. The only **nature related activity** pointed as highly important, identically to family tourists, is nature sightseeing. However there are two services e.g. participating in preparing the meals and gathering mushrooms and herbs that appear as secondary and are specific for the particular segment, distinguishing it from the other two. The elderly tourists segment **luxury activities** preferences are to a great extent similar to those of family tourists – sauna, Jacuzzi, and visiting SPA centers and wellness activities are rated as highly important while shopping falls into the group of secondary services.

The data analysis reveals that if the segment is to be targeted, the positioning and differentiating strategies should focus on high service and product quality (Table 12). This characteristic is not only rated as highly important by nearly 93 per cent of the segment but it is also pointed out as the most important by over 57 per cent. In addition, the least percentage (15.5) of the segment rates low prices as most important. The potential eco-friendly exceeds niche market status as more than a quarter of the segment has pointed it out as the most important characteristic of the accommodation establishment. The low amount of respondents in the segment rated low price as highly important might be due to the fact that the segment has the highest income level among the three. This might also be the reason for eco-friendly being rated as the most important by such a large part of the segment.

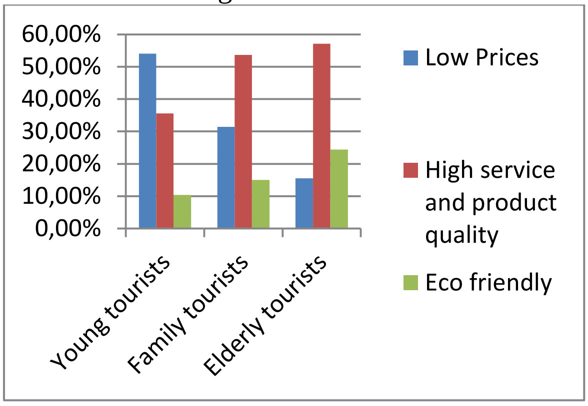
When discussing the possibilities for developing effective communications and the six steps plan proposed by Kotler et al. (2010) it appears that the first, second, fifth and sixth steps remain unchanged and identical to the other two segments. The promotion message that the marketer for the St. Nikola guest house needs to convey to the segment should include the ten highly desired services as well as highlighting the high service and product quality offered by the guest house. The segment faces the same challenge at the fourth step regarding selecting communication channel as the other two segments. Once more recommendations of friends and family as well as firs hand information and personal experience are the two most used sources of information and simultaneously pointed out as most important however inapplicable for a new entrant on the market such as the case study of this paper (Table 13). As opposed to the other two segments which value the online sources as the third most important, ‘elderly tourists’ has pointed out travel professionals as its third most used and important source of information. This, for instance, creates an opportunity for the guest house to cooperate with travel agencies operating on the Danish market and organizing outbound tourism.

7.4 Overall discussion

Having discussed the three segments individually, it can be summarized that over the path of a lifetime, tourists' needs, wants, interests, and preferences transform. This observation correlates to Ripley (1988), Fodness (1992), and Bojanic & Warnick (1995) claim that during different life stages, tourists are motivated by different factors. The findings, however, outline several services which are highly important to all three segments. These are as follows: (1) historic places; (2) interaction with the locals; (3) discovering local traditions, rituals and lifestyle; (4) gastronomy; (5) nature sightseeing; (6) sauna; and (7) Jacuzzi. According to the authors of this paper, these seven services should constitute the main pillar of St. Nikola guest house's set of product offering. By including them in the promotional message, the guest house can ensure that it will cover 58.3% of the highly important services for the family tourists, 70% for the elderly tourists, and 77.8% for the young tourists thus potentially reaching wider audience. However, authors such as Kotler et al. (2010), Mullins et al. (2008), Arora (2007)(just to mention a few) suggest that marketers should focus on one segment and target it instead of "offering everything to everyone". Therefore, the rest of the marketing message needs to emphasize on the relevant services, characteristics, and communication channels for the chosen segment. Even though some services will not be included in the marketing message, they might be viable as a part of the product offering mix at the guest house, especially if no investment is needed. For example, gathering mushrooms and herb or participating in preparing the meals might not be very important services, but can still be offered on individual basis and bring profit to the owner, at no investment cost.

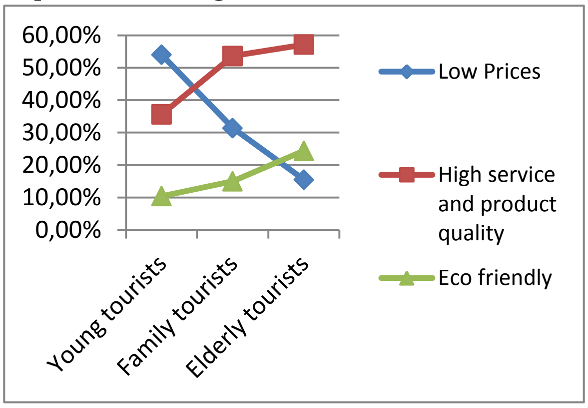
Chart 1 and Graph 1 illustrate the shift of the importance of the three positioning and differentiation characteristics. With the respondents' advancing life stage, the importance of low price steadily decreases while the significance of high service and product quality and eco-friendly increases. These data provide St. Nikola guest house's marketer a valuable insight on the Danish market, which can be used as a basic for positioning, differentiating, and branding the accommodation facility.

Chart 1 Positioning and differentiation trends



Source: Authors

Graph 1 Positioning and differentiation trends



Source: Authors

Summarizing the sources of information preferences recommendations of friends and family and first-hand information and personal experience are the two most used and important for all three segments. As mentioned before, to date, those are unavailable as marketing communication channels due to the market status of the guest house. Nevertheless, the paper stresses upon the importance of delivering high service quality and entirely satisfying customers' needs and wants in order to encourage and harness positive word-of-mouth as also suggested by Barton (2006) and Silverman (2011). In addition, social media presents an inexpensive platform for conveying the promotional message, which appears to be reasonable since online sources are rated as highly important by the young tourists and family tourists.

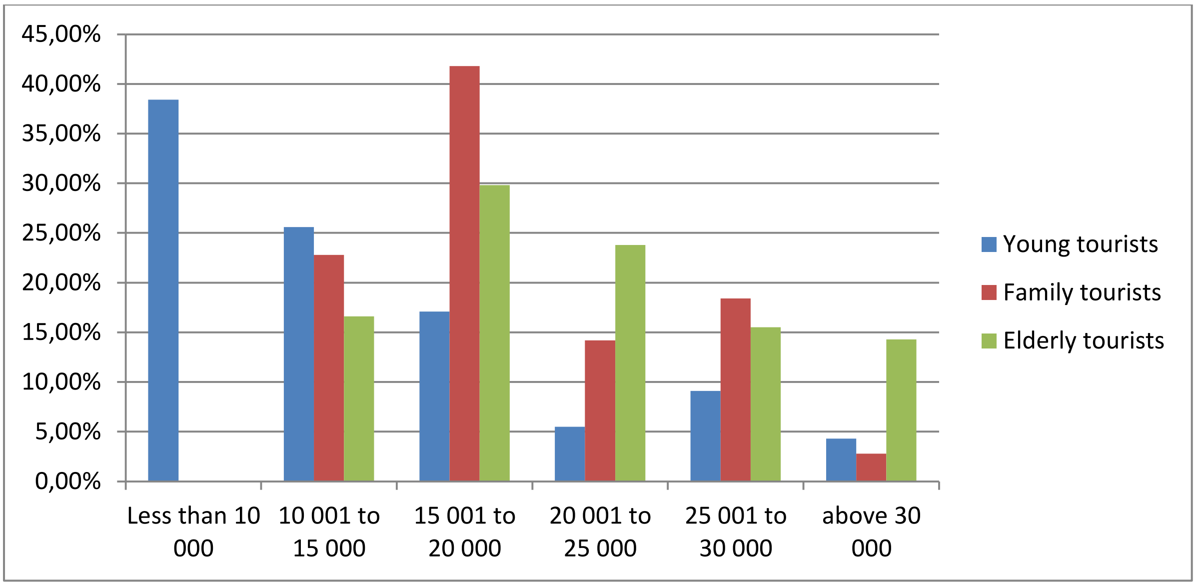
7.5 Recommended segment

Ideally, market targeting involves five steps process of prioritizing target segments by their potential through evaluating their future attractiveness and their firm's strengths and capabilities relative to the segments' needs and competitive situations (Mullins et al. 2008). However, these five steps require additional qualitative and quantitative research and analyses such as PESTLE (political, economic, socio-cultural, technological, legal, and environmental). Therefore, the process is beyond the scope of this paper due to constraints on time and the Master's thesis word limit. Accordingly, the paper will recommend a target group for the St. Nikola guest house based on the data gathered for this piece of research.

Due to the following five reasons, the thesis recommends the 'elderly tourists' segment as a target group.

Firstly, majority (53.6%) of the elderly tourists segment fall into the three categories with highest income level compared to 18.9% of the 'young tourists' and 35.4% of the 'family tourists' (Chart 2). This makes the segment potentially higher spenders than the other two segments.

Chart 2 Segments' income level

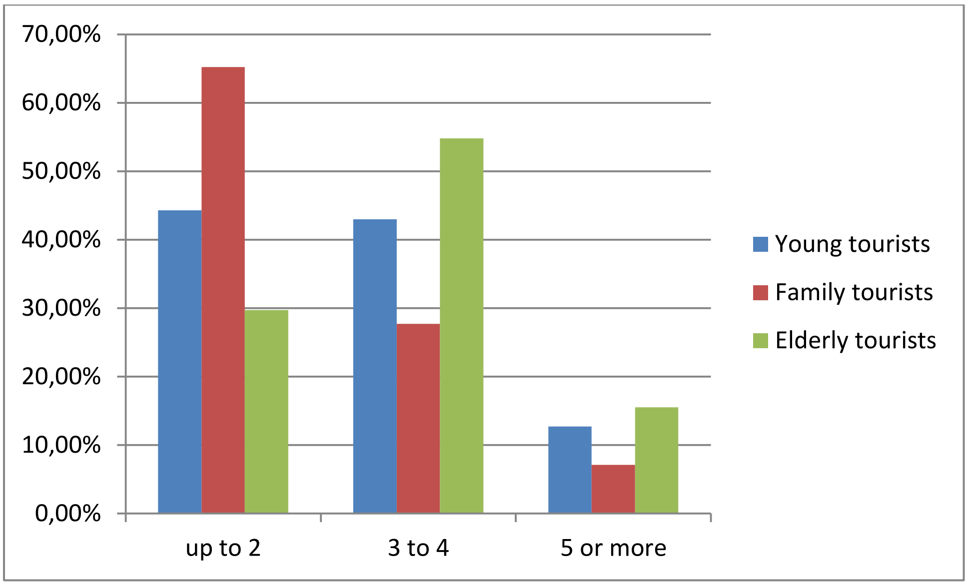


Source: Authors

Secondly, as mentioned above elderly tourists is the segment most concern with eco friendliness which is going to be in alignment with the tradition of the Bulgarian village to produce bio products. Despite the high prices of eco products (Dekhili and Achabou, 2012), the elderly tourists segment is likely to be able to afford them due to their high income.

Thirdly, the recommended segment appears to travel most frequently per year (Chart 3). The elderly tourists has higher per cent of respondents in options 3 to 4 and 5 or more compared to the other two segments. This increases the possibility for St. Nikola guest house to be chosen as an accommodation by the segment. Furthermore, the higher number of travels per year, even not for sure, somewhat indicates possibility for decreasing of seasonality.

Chart 3 Segments' travel frequency



Source: Authors

Fourthly, the owners and future hosts of the guest house are within the same life cycle that the segment consists of. As the hosts, similar to the segment, are in their late 50s with children left the household, the authors of this thesis argue that the hosts and the segment are likely to have similar interests and match each other well.

Last but not least, while the other two segments are affected by online sources of information, the 'elderly tourists' rely on travel professionals. This is somewhat advantageous due to the fact that online sources such as blogs and forums are tourist-created content (Munar, 2011), over which the marketer of St. Nikola guest house has no control. On the other hand, if the promotional message is conveyed through travel professionals, the marketer has total control on it.

St. Nikola faces need for strategic alliances with suppliers of the highly important services pointed out by the segment but not available at the guest house. Such an alliance can be mutually-beneficial contract with the nearby located "Todoroff" wine cellar and hotel (www.todoroff-wines.com, 2013) with regards to wine tasting. Another possible collaboration is with the Berkut SPA center (www.hotel-berkut.eu) again situated in the proximity. The two mentioned possible alliances also provide opportunity for joint promotions as well as package offering. The three tourism product providers can set a common budget for advertising on the Danish market. In addition, a package product offering can be designed including a short stay period (3-4 days) with different themes e.g. luxury SPA treatments at the Berkut hotel, wine tasting at Todoroff, and traditional, authentic, close to the Bulgarian village life style stay at the St. Nikola guest house.

The paper was also set to propose an evidence-based mission and vision statements for St. Nikola guest house. Since high service and product quality is the most important characteristic for the recommended segment, one possible vision statement is as follows:

"To become a leader in delivering a fabulous and authentic countryside experience"

While, according to Tribe (2010), the vision aims to be aspirational and inspirational, the mission needs to be more concrete in terms of what the business is trying to achieve. An example for a mission statement could be as follows:

"To exceed our guests' expectations by providing high quality services and Bulgarian hospitality"

8 Conclusion (Atanas, Stoyan)

This paper was motivated by personal interest of the authors to facilitate the St. Nikola guest house at its early business stage. Kotler et al. (2010) suggest that if a business is to be successful it firstly needs to understand customer needs and wants and the marketplace within which it will operate. To better meet customers' needs and wants authors such as Mullins et al. (2008), Arora (2007), Kastenholz (1999) and others suggest segmenting the market and choosing a target group (i.e. developing a marketing strategy). Therefore, the main aim of this thesis was to examine the Danish market potential as a source for outbound tourism to the rural areas of Bulgaria and to develop a successful customer-driven marketing strategy for the St. Nikola guest house which could be used as a basis for its future marketing plan.

Kotler et al's (2010) simple model of the marketing process was adopted as a guideline for creating a marketing strategy for the St. Nikola guest house. Theories on consumer behavior including Woodside (2000), Pizam & Mansfeld (1999), Swarbrooke & Horner (1999) as well as empirical studies done by Park & Yoon (2009), Devesa, Laguna & Palacios (2010) and others were revised in order to create theory-informed questionnaire.

The collected data were analyzed with IBM SPSS analytical software package. Through Mann-Whitney U and Kruskal-Wallis tests, the paper affirmed Ripley's (1988), Fodness's (1992), and Bojanic & Warnick's (1995) suggestions that life cycle is useful categorization for segmenting the market. Based on life cycle criteria, the researchers divided respondents into seven segments that were subsequently reduced to three following initial analyses. The three segments were young, family and elderly tourists.

The paper set out criteria for outlining the holiday services/activities that each segments rated as highly important (i.e. modal values 4 or 5 AND greater than 50 per cent of respondents on scale points 4 and 5).

The three segments were analyzed and compared their preferences for the highly important services, secondary services, opportunities for positioning and differentiating, preferred sources of information, travel frequency, and income. Similarities and dissimilarities were identified between the three segments. Seven services were observed to be highly important for all three segments: (1) historic places; (2) interaction with the locals; (3) discovering local traditions, rituals and lifestyle; (4) gastronomy; (5) nature sightseeing; (6) sauna; and (7) Jacuzzi. These were suggested to constitute the main pillar of the St. Nikola guest house's product offering. The dissimilarities were discussed with regard the market segment offering the greatest potential for the St. Nikola guest house as well as the preferences of consumers in each segment in terms of product offerings and promotional media.

Compared to the other two segments, young tourists are characterized with lower income, more sport-oriented, and are the most influenced by low price. Family tourists, on the other hand, are highly influenced by the availability of children's entertainment and high product and service quality. The elderly tourists segment is characterized by having the highest interest in eco friendliness as well as the desire to experience the local cuisine at first hand by participating in preparing the meals.

The paper lists five evidence-based reasons for recommending the elderly tourists segment as a target group. Those are: highest income among the three segments; keen on eco friendliness (offering the potential for premium pricing); most frequent travelers; similar life cycle stage to the hosts; and offering the greatest potential to manage promotional messages (these consumers relying less on online user-created content and more on material on travel professionals).

In addition, evidence-based mission and vision statements were proposed.

The vision statement reads:

"To become a leader in delivering a fabulous and authentic countryside experience"

The mission statement reads:

"To exceed our guests' expectations by providing high quality services and Bulgarian hospitality"

It can be seen how these statements reflect future organizational goals to achieve high service and product quality since it was pointed out by the segment as most important characteristic of an accommodation facility. In addition, the two statements also reflect the segment's desire to discover local traditions, rituals and lifestyle.

Concluding, this thesis draws insights of the Danish market preferences and characteristics. It is argued that the findings are applicable to any other guest house located in the countryside that aims to position itself on the Danish market. The thesis also recommends a target group but the authors of this paper would like to bring to the St. Nikola guest house's marketer attention Mullins et al. (2008) "warning" that a decision to target a particular segment is a strategic choice that the guest house will have to live with for some time.

This thesis proposes a customer-driven marketing strategy for the St. Nikola guest house. However, prior the St. Nikola guest house's product to be launched, future research is needed in order for this marketing strategy to be "transformed" into integrated marketing plan. In particular, how the target group will respond to various levels of marketing mix variables (i.e. the 4Ps) to set the ultimate marketing plan. For instance, the target group's price sensitivity needs to be researched in order the most appropriate pricing approach and strategy to be chosen. Another future research needs to be carried out with regard to St. Nikola branding strategy. In other words, what set of brand attributes to be communicated to the targeted market so the 'dialogue' between brand identity and brand image can be launched.

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10 Appendices

10.1 Appendix A - Demographic characteristics

Table 14 Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	208	50,5	50,6	50,6
	Female	203	49,3	49,4	100,0
	Total	411	99,8	100,0	
Missing	System	1	,2		
Total		412	100,0		

Table 15 Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-29	153	37,1	37,2	37,2
	30-39	103	25,0	25,1	62,3
	40-49	84	20,4	20,4	82,7
	50-59	52	12,6	12,7	95,4
	60-69	17	4,1	4,1	99,5
	70+	2	,5	,5	100,0
	Total	411	99,8	100,0	
Missing	System	1	,2		
Total		412	100,0		

Table 16 Marital status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	84	20,4	20,4	20,4
	Single parent with child/children in the household	9	2,2	2,2	22,6
	Couple	94	22,8	22,8	45,4
	Couple with child/children left the household	82	19,9	19,9	65,3
	Couple with child/children under 12	79	19,2	19,2	84,5
	Couple with child/children on/above 12 years in the household	64	15,5	15,5	100,0

	Total	412	100,0	100,0	

Table 17 Travelfrequency

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Up to 2	201	48,8	48,8	48,8
	3 to 4	162	39,3	39,3	88,1
	5 or more	49	11,9	11,9	100,0
	Total	412	100,0	100,0	

Table 18 Educationlevel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school	40	9,7	9,7	9,7
	Professional diploma	48	11,7	11,7	21,4
	Bachelor degree	108	26,2	26,3	47,7
	Masters or above	215	52,2	52,3	100,0
	Total	411	99,8	100,0	
Missing	System	1	,2		
Total		412	100,0		

Table 19 Citizenship

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Danish	323	78,4	79,2	79,2
	Non Danish	85	20,6	20,8	100,0
	Total	408	99,0	100,0	
Missing	System	4	1,0		
Total		412	100,0		

Table 20 Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under 10,000	63	15,3	15,4	15,4
	10,001 to 15,000	91	22,1	22,2	37,6
	15,001 to 20,000	119	28,9	29,0	66,6
	20,001 to 25,000	51	12,4	12,4	79,0
	25,001 to 30,000	60	14,6	14,6	93,7
	above 30,000	26	6,3	6,3	100,0
	Total	410	99,5	100,0	
Missing	System	2	,5		

Total		412	100,0		

Table 21 LifeCycle

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	78	18,9	19,4	19,4
	Young couple	87	21,1	21,6	40,9
	Young Family	78	18,9	19,4	60,3
	Mid-life family	63	15,3	15,6	75,9
	Singe-parent family	9	2,2	2,2	78,2
	Older couple	84	20,4	20,8	99,0
	Older single	4	1,0	1,0	100,0
	Total	403	97,8	100,0	
Missing	System	9	2,2		
Total		412	100,0		

10.2 Appendix B - Descriptive statistics

Table 22 Mountain biking

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	165	40,0	40,0	40,0
	2	119	28,9	28,9	68,9
	3	69	16,7	16,7	85,7
	4	45	10,9	10,9	96,6
	5	14	3,4	3,4	100,0
	Total	412	100,0	100,0	

Table 23 Horse riding

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	96	23,3	23,3	23,3
	2	105	25,5	25,5	48,8
	3	105	25,5	25,5	74,3
	4	72	17,5	17,5	91,7
	5	34	8,3	8,3	100,0
	Total	412	100,0	100,0	

Table 24 Skiing and snowboarding

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	80	19,4	19,4	19,4
	2	79	19,2	19,2	38,6
	3	77	18,7	18,7	57,3
	4	108	26,2	26,2	83,5
	5	68	16,5	16,5	100,0
	Total	412	100,0	100,0	

Table 25 Trekking

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	77	18,7	18,7	18,7
	2	83	20,1	20,1	38,8
	3	130	31,6	31,6	70,4
	4	86	20,9	20,9	91,3
	5	36	8,7	8,7	100,0
	Total	412	100,0	100,0	

Table 26 Monument sightseeing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	1,7	1,7	1,7
	2	84	20,4	20,4	22,1
	3	130	31,6	31,6	53,6
	4	140	34,0	34,0	87,6
	5	51	12,4	12,4	100,0
	Total	412	100,0	100,0	

Table 27 Visiting monasteries

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	53	12,9	12,9	12,9
	2	106	25,7	25,9	38,8
	3	123	29,9	30,0	68,8
	4	93	22,6	22,7	91,5
	5	35	8,5	8,5	100,0
	Total	410	99,5	100,0	
Missing	System	2	,5		

Total		412	100,0		

Table 28 Visiting historic places

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	1,2	1,2	1,2
	2	47	11,4	11,4	12,6
	3	114	27,7	27,7	40,3
	4	169	41,0	41,0	81,3
	5	77	18,7	18,7	100,0
	Total	412	100,0	100,0	

Table 29 Visiting museums

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	25	6,1	6,1	6,1
	2	106	25,7	25,7	31,8
	3	132	32,0	32,0	63,8
	4	103	25,0	25,0	88,8
	5	46	11,2	11,2	100,0
	Total	412	100,0	100,0	

Table 30 Interaction with the locals

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	44	10,7	10,7	10,7
	3	107	26,0	26,0	36,7
	4	156	37,9	37,9	74,5
	5	105	25,5	25,5	100,0
	Total	412	100,0	100,0	

Table 31 Discovering local traditions, rituals and lifestyle

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	,5	,5	,5
	2	7	1,7	1,7	2,2
	3	80	19,4	19,5	21,7
	4	168	40,8	40,9	62,5
	5	154	37,4	37,5	100,0

	Total	411	99,8	100,0	
Missing	System	1	,2		
Total		412	100,0		

Table 32 Participating in preparing the meals

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	104	25,2	25,2	25,2
	2	84	20,4	20,4	45,6
	3	90	21,8	21,8	67,5
	4	85	20,6	20,6	88,1
	5	49	11,9	11,9	100,0
	Total	412	100,0	100,0	

Table 33 Wine tasting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	28	6,8	6,8	6,8
	2	42	10,2	10,2	17,0
	3	86	20,9	20,9	37,9
	4	145	35,2	35,2	73,1
	5	111	26,9	26,9	100,0
	Total	412	100,0	100,0	

Table 34 Gastronomy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	1,2	1,2	1,2
	2	29	7,0	7,1	8,3
	3	89	21,6	21,7	30,0
	4	149	36,2	36,3	66,3
	5	138	33,5	33,7	100,0
	Total	410	99,5	100,0	
Missing	System	2	,5		
Total		412	100,0		

Table 35 Children games and activities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	182	44,2	44,2	44,2
	2	42	10,2	10,2	54,4
	3	56	13,6	13,6	68,0
	4	86	20,9	20,9	88,8
	5	46	11,2	11,2	100,0
	Total	412	100,0	100,0	

Table 36 Traditional, local children entertainment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	184	44,7	44,7	44,7
	2	45	10,9	10,9	55,6
	3	70	17,0	17,0	72,6
	4	60	14,6	14,6	87,1
	5	53	12,9	12,9	100,0
	Total	412	100,0	100,0	

Table 37 Nature sightseeing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	,2	,2	,2
	2	6	1,5	1,5	1,7
	3	67	16,3	16,3	18,0
	4	200	48,5	48,7	66,7
	5	137	33,3	33,3	100,0
	Total	411	99,8	100,0	
Missing	System	1	,2		
Total		412	100,0		

Table 38 Picnics

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	15	3,6	3,6	3,6
	2	33	8,0	8,0	11,7
	3	174	42,2	42,3	54,0

	4	141	34,2	34,3	88,3
	5	48	11,7	11,7	100,0
	Total	411	99,8	100,0	
Missing	System	1	,2		
Total		412	100,0		

Table 39 Hiking

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	42	10,2	10,2	10,2
	2	103	25,0	25,0	35,2
	3	138	33,5	33,5	68,7
	4	90	21,8	21,8	90,5
	5	39	9,5	9,5	100,0
	Total	412	100,0	100,0	

Table 40 Visiting caves

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	37	9,0	9,0	9,0
	2	89	21,6	21,7	30,7
	3	94	22,8	22,9	53,5
	4	122	29,6	29,7	83,2
	5	69	16,7	16,8	100,0
	Total	411	99,8	100,0	
Missing	System	1	,2		
Total		412	100,0		

Table 41 Gathering mushrooms and herbs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	75	18,2	18,2	18,2
	2	115	27,9	27,9	46,1
	3	83	20,1	20,1	66,3
	4	88	21,4	21,4	87,6
	5	51	12,4	12,4	100,0
	Total	412	100,0	100,0	

Table 42 Participating in gardening

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	124	30,1	30,2	30,2
	2	115	27,9	28,0	58,2
	3	80	19,4	19,5	77,6
	4	73	17,7	17,8	95,4
	5	19	4,6	4,6	100,0
	Total	411	99,8	100,0	
Missing	System	1	,2		
Total		412	100,0		

Table 43 Participating in caretaking of the animals

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	116	28,2	28,2	28,2
	2	107	26,0	26,0	54,1
	3	87	21,1	21,1	75,2
	4	76	18,4	18,4	93,7
	5	26	6,3	6,3	100,0
	Total	412	100,0	100,0	

Table 44 Low prices

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	23	5,6	5,6	5,6
	2	49	11,9	11,9	17,5
	3	104	25,2	25,2	42,7
	4	106	25,7	25,7	68,4
	5	130	31,6	31,6	100,0
	Total	412	100,0	100,0	

Table 45 High service and product quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	,2	,2	,2
	2	8	1,9	1,9	2,2
	3	66	16,0	16,0	18,2
	4	193	46,8	46,8	65,0

	5	144	35,0	35,0	100,0
	Total	412	100,0	100,0	

Table 46 Eco friendly

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	25	6,1	6,1	6,1
	2	60	14,6	14,6	20,6
	3	114	27,7	27,7	48,3
	4	133	32,3	32,3	80,6
	5	80	19,4	19,4	100,0
	Total	412	100,0	100,0	

Table 47 Which of the above 3 is MOST IMPORTANT for you

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low Prices	154	37,4	37,7	37,7
	High service and product quality	188	45,6	46,0	83,6
	Eco friendly	67	16,3	16,4	100,0
	Total	409	99,3	100,0	
Missing	System	3	,7		
Total		412	100,0		

Table 48 Promotional literature (brochures, posters, billboards)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	45	10,9	11,0	11,0
	2	167	40,5	40,8	51,8
	3	139	33,7	34,0	85,8
	4	50	12,1	12,2	98,0
	5	8	1,9	2,0	100,0
	Total	409	99,3	100,0	
Missing	System	3	,7		
Total		412	100,0		

Table 49 Recommendations of friends and family

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	,2	,2	,2
	2	12	2,9	2,9	3,2
	3	47	11,4	11,4	14,6
	4	243	59,0	59,0	73,5
	5	109	26,5	26,5	100,0
	Total	412	100,0	100,0	

Table 50 Travel professionals (travel agents, guide writers, etc)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	26	6,3	6,3	6,3
	2	76	18,4	18,5	24,8
	3	127	30,8	30,9	55,7
	4	132	32,0	32,1	87,8
	5	50	12,1	12,2	100,0
	Total	411	99,8	100,0	
Missing	System	1	,2		
Total		412	100,0		

Table 51 News from mass media (TV, radio, newspapers)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	36	8,7	8,7	8,7
	2	101	24,5	24,5	33,3
	3	172	41,7	41,7	75,0
	4	91	22,1	22,1	97,1
	5	12	2,9	2,9	100,0
	Total	412	100,0	100,0	

Table 52 Advertising in mass media (TV, radio, newspapers)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	88	21,4	21,4	21,4
	2	148	35,9	35,9	57,3
	3	109	26,5	26,5	83,7

	4	60	14,6	14,6	98,3
	5	7	1,7	1,7	100,0
	Total	412	100,0	100,0	

Table 53 First hand information and experience (personal visits, etc)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	,2	,2	,2
	2	2	,5	,5	,7
	3	21	5,1	5,1	5,8
	4	192	46,6	46,7	52,6
	5	195	47,3	47,4	100,0
	Total	411	99,8	100,0	
Missing	System	1	,2		
Total		412	100,0		

Table 54 Personal web site of the accommodation facility

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	25	6,1	6,1	6,1
	2	47	11,4	11,4	17,5
	3	126	30,6	30,6	48,1
	4	136	33,0	33,0	81,1
	5	78	18,9	18,9	100,0
	Total	412	100,0	100,0	

Table 55 Internet blogs and forums

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	40	9,7	9,7	9,7
	2	62	15,0	15,0	24,8
	3	62	15,0	15,0	39,8
	4	134	32,5	32,5	72,3
	5	114	27,7	27,7	100,0
	Total	412	100,0	100,0	

Table 56 Please tell us which of these is YOUR FAVOURITE source of information

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Promotional literature	5	1,2	1,2	1,2
	Recommendations of friends and family	117	28,4	28,7	30,0
	Travel professionals	38	9,2	9,3	39,3
	News from mass media	5	1,2	1,2	40,5
	Advertising in mass media	5	1,2	1,2	41,8
	First-hand information and experience	124	30,1	30,5	72,2
	Personal web site	27	6,6	6,6	78,9
	Internet blogs and forums	86	20,9	21,1	100,0
	Total	407	98,8	100,0	
Missing	System	5	1,2		
Total		412	100,0		

10.3 Appendix C - Analytical statistics

Table 57 Mann-Whitney U test on Gender

Service	Mann-Whitney U	Wilcoxon W	Z	Asymp. Sig. (2-tailed)
Shopping	14606,5	36342,5	-5,544	0,000
Skiing and snowboarding	17719,5	38425,5	-2,881	0,004
Traditional, local children entertainment	18218	39954	-2,535	0,011
Picnics	18224	39752	-2,473	0,013
Gastronomy	18136,5	38842,5	-2,44	0,015
Participating in preparing the meals	18378,5	40114,5	-2,324	0,020
Nature sightseeing	18574	40102	-2,211	0,027
Visiting caves	18652	39155	-2,019	0,043
Children games and activities	18919,5	40655,5	-1,92	0,055
Discovering local traditions, rituals and lifestyle	19337	41073	-1,493	0,136
Mountain biking	19611	40317	-1,31	0,190
Interaction with the locals	19737	41473	-1,197	0,231
Gathering mushrooms and herbs	19711	40417	-1,192	0,233
Participating in caretaking of the animals	19839	41575	-1,088	0,277
Monument sightseeing	20206	40912	-0,785	0,432
Visiting museums	20437	42173	-0,58	0,562
Trekking	20450,5	42186,5	-0,565	0,572
Visiting monasteries	20276	41804	-0,544	0,586
Visiting spa center and wellness activities	20508	42244	-0,521	0,602
Visiting historic places	20522	41228	-0,516	0,606
Hiking	20560	41266	-0,474	0,635
Sauna	20494	42230	-0,45	0,653
Horse riding	20607	42343	-0,431	0,667
Jacuzzi	20704	42440	-0,359	0,720
Wine tasting	20784	41490	-0,283	0,777
Participating in gardening	20864,5	42600,5	-0,124	0,902

Table 58 Kruskal-Wallis test on Travel Frequency

Service	Chi-Square	df	Asymp. Sig.
Horse riding	20,014	2	0,000
Children games and activities	23,17	2	0,000
Traditional, local children entertainment	15,355	2	0,000
Jacuzzi	14,71	2	0,001
Visiting spa center and wellness activities	14,63	2	0,001
Gastronomy	11,893	2	0,003
Shopping	11,758	2	0,003
Sauna	8,749	2	0,013
Interaction with the locals	4,573	2	0,102
Picnics	4,311	2	0,116

Discovering local traditions, rituals and lifestyle	3,493	2	0,174
Wine tasting	3,322	2	0,190
Visiting caves	3,026	2	0,220
Skiing and snowboarding	2,244	2	0,326
Visiting museums	1,26	2	0,533
Participating in caretaking of the animals	1,101	2	0,577
Participating in gardening	0,999	2	0,607
Monument sightseeing	0,698	2	0,705
Gathering mushrooms and herbs	0,586	2	0,746
Visiting historic places	0,514	2	0,773
Participating in preparing the meals	0,505	2	0,777
Trekking	0,497	2	0,780
Mountain biking	0,228	2	0,892
Nature sightseeing	0,17	2	0,919
Visiting monasteries	0,075	2	0,963
Hiking	0,044	2	0,978

Table 59 Kruskal-Wallis test on Education Level

Service	Chi-Square	df	Asymp. Sig.
Wine tasting	18,804	3	0,000
Trekking	17,917	3	0,000
Sauna	16,551	3	0,001
Hiking	14,777	3	0,002
Participating in preparing the meals	14,508	3	0,002
Gathering mushrooms and herbs	14,964	3	0,002
Mountain biking	13,212	3	0,004
Jacuzzi	12,22	3	0,007
Interaction with the locals	11,186	3	0,011
Nature sightseeing	9,98	3	0,019
Picnics	6,077	3	0,108
Visiting museums	5,561	3	0,135
Discovering local traditions, rituals and lifestyle	5,406	3	0,144
Children games and activities	5,39	3	0,145
Participating in gardening	5,287	3	0,152
Visiting caves	5,215	3	0,157
Visiting monasteries	4,902	3	0,179
Visiting spa center and wellness activities	3,998	3	0,262
Skiing and snowboarding	3,181	3	0,365
Monument sightseeing	3,027	3	0,387
Gastronomy	2,923	3	0,404
Traditional, local children entertainment	2,689	3	0,442
Visiting historic places	1,941	3	0,585
Shopping	1,595	3	0,661
Horse riding	0,575	3	0,902
Participating in caretaking of the animals	0,511	3	0,917

Table 60 Mann-Whitney U test on Danish vs non-Danish

Service	Mann-Whitney U	Wilcoxon W	Z	Asymp. Sig. (2-tailed)
Visiting monasteries	11029,5	63032,5	-2,684	0,007
Picnics	11407	63410	-2,514	0,012
Visiting caves	11518	63521	-2,309	0,021
Nature sightseeing	11780	63783	-2,148	0,032
Trekking	11714,5	64040,5	-2,142	0,032
Hiking	11925,5	64251,5	-1,926	0,054
Horse riding	11921	15576	-1,918	0,055
Sauna	11926,5	63929,5	-1,912	0,056
Monument sightseeing	12487	64813	-1,338	0,181
Participating in preparing the meals	12647,5	64973,5	-1,143	0,253
Discovering local traditions, rituals and lifestyle	12758	64761	-1,029	0,304
Traditional, local children entertainment	12895	65221	-0,907	0,364
Mountain biking	12917	65243	-0,88	0,379
Participating in caretaking of the animals	12939	65265	-0,839	0,401
Interaction with the locals	12997,5	16652,5	-0,79	0,429
Participating in gardening	12957,5	16612,5	-0,779	0,436
Gathering mushrooms and herbs	13106,5	65432,5	-0,658	0,511
Visiting museums	13137,5	65463,5	-0,631	0,528
Gastronomy	12988,5	16558,5	-0,588	0,557
Skiing and snowboarding	13283	16938	-0,47	0,638
Children games and activities	13337,5	65663,5	-0,425	0,671
Shopping	13355	65681	-0,395	0,693
Visiting historic places	13514,5	65840,5	-0,232	0,817
Jacuzzi	13533,5	17188,5	-0,212	0,832
Wine tasting	13654,5	65980,5	-0,078	0,938
Visiting spa center and wellness activities	13698	66024	-0,032	0,975

Table 61 Kruskal-Wallis test on Income

Service	Chi-Square	df	Asymp. Sig.
Kruskal Wallis test on Income	43,444	5	0,000
Participating in gardening	31,401	5	0,000
Children games and activities	27,906	5	0,000
Traditional, local children entertainment	29,022	5	0,000
Sauna	40,562	5	0,000
Jacuzzi	28,251	5	0,000
Visiting monasteries	20,754	5	0,001
Gastronomy	21,665	5	0,001
Gathering mushrooms and herbs	18,483	5	0,002
Mountain biking	17,404	5	0,004
Participating in caretaking of the animals	14,983	5	0,010
Visiting spa center and wellness activities	13,789	5	0,017

Participating in preparing the meals	11,698	5	0,039
Discovering local traditions, rituals and lifestyle	10,965	5	0,052
Picnics	10,98	5	0,052
Hiking	9,697	5	0,084
Trekking	8,319	5	0,140
Shopping	8,079	5	0,152
Horse riding	7,964	5	0,158
Visiting museums	6,664	5	0,247
Visiting caves	6,153	5	0,292
Interaction with the locals	6,129	5	0,294
Monument sightseeing	4,558	5	0,472
Skiing and snowboarding	4,395	5	0,494
Visiting historic places	2,212	5	0,819
Nature sightseeing	1,218	5	0,943

Table 62 Mean Ranks on services/life cycles

Services	Life Cycle	N	Mean Rank
Mountain biking	Young Single	78	255,85
	Young couple	87	241,60
	Young Family	78	189,28
	Mid-life family	63	184,13
	Older couple	84	106,03
	Total	390	
Horse riding	Young Single	78	190,92
	Young couple	87	208,64
	Young Family	78	176,41
	Mid-life family	63	189,94
	Older couple	84	208,04
	Total	390	
Skiing and snowboarding	Young Single	78	227,05
	Young couple	87	241,56
	Young Family	78	208,78
	Mid-life family	63	169,29
	Older couple	84	125,83
	Total	390	
Hiking	Young Single	78	224,85
	Young couple	87	241,74
	Young Family	78	186,90
	Mid-life family	63	167,71
	Older couple	84	149,18

	Total	390	
Monument sightseeing	Young Single	78	176,02
	Young couple	87	158,45
	Young Family	78	181,60
	Mid-life family	63	196,32
	Older couple	84	264,26
	Total	390	
Visiting monasteries	Young Single	78	172,01
	Young couple	86	170,49
	Young Family	78	168,13
	Mid-life family	63	218,64
	Older couple	83	246,97
	Total	388	
Visiting historic places	Young Single	78	188,84
	Young couple	87	169,55
	Young Family	78	175,81
	Mid-life family	63	186,57
	Older couple	84	253,54
	Total	390	
Visiting museums	Young Single	78	180,94
	Young couple	87	166,03
	Young Family	78	173,97
	Mid-life family	63	230,33
	Older couple	84	233,41
	Total	390	
Interaction with the locals	Young Single	78	207,29
	Young couple	87	221,87
	Young Family	78	174,77
	Mid-life family	63	172,33
	Older couple	84	193,86
	Total	390	
Discovering local traditions, rituals and lifestyle	Young Single	78	189,75
	Young couple	87	202,91
	Young Family	78	179,84
	Mid-life family	63	196,88
	Older couple	84	206,67
	Total	390	
Participating in preparing	Young Single	78	188,90

the meals	Young couple	87	210,90
	Young Family	78	166,44
	Mid-life family	63	199,82
	Older couple	84	209,42
	Total	390	
Wine tasting	Young Single	78	149,48
	Young couple	87	161,14
	Young Family	78	204,37
	Mid-life family	63	212,52
	Older couple	84	252,82
	Total	390	
Gastronomy	Young Single	77	170,05
	Young couple	87	185,90
	Young Family	77	176,78
	Mid-life family	63	200,82
	Older couple	84	237,33
	Total	388	
Picnics	Young Single	78	187,10
	Young couple	87	191,80
	Young Family	78	196,48
	Mid-life family	63	218,18
	Older couple	83	186,80
	Total	389	
Nature sightseeing	Young Single	78	194,96
	Young couple	86	204,85
	Young Family	78	179,10
	Mid-life family	63	201,01
	Older couple	84	195,21
	Total	389	
Trekking	Young Single	78	233,06
	Young couple	87	252,32
	Young Family	78	179,82
	Mid-life family	63	161,15
	Older couple	84	142,10
	Total	390	
Visiting caves	Young Single	78	199,31
	Young couple	87	241,35
	Young Family	78	183,03

	Mid-life family	63	179,74
	Older couple	84	167,88
	Total	390	
Gathering mushrooms and herbs	Young Single	78	163,13
	Young couple	87	205,95
	Young Family	78	171,22
	Mid-life family	63	203,25
	Older couple	84	231,48
	Total	390	
Participating in gardening	Young Single	78	140,59
	Young couple	86	179,63
	Young Family	78	190,02
	Mid-life family	63	224,67
	Older couple	84	243,63
	Total	389	
Participating in caretaking of the animals	Young Single	78	145,29
	Young couple	87	202,97
	Young Family	78	184,81
	Mid-life family	63	211,96
	Older couple	84	231,98
	Total	390	
Children games and activities	Young Single	78	150,83
	Young couple	87	138,83
	Young Family	78	312,26
	Mid-life family	63	284,36
	Older couple	84	120,60
	Total	390	
Traditional, local children entertainment	Young Single	78	150,53
	Young couple	87	142,76
	Young Family	78	301,46
	Mid-life family	63	291,84
	Older couple	84	121,24
	Total	390	
Sauna	Young Single	77	170,95
	Young couple	87	168,52
	Young Family	78	218,85
	Mid-life family	63	222,44
	Older couple	84	201,75

	Total	389	
Jacuzzi	Young Single	78	168,46
	Young couple	87	183,42
	Young Family	78	222,01
	Mid-life family	63	193,17
	Older couple	84	210,26
	Total	390	
Shopping	Young Single	78	184,58
	Young couple	87	191,17
	Young Family	78	208,73
	Mid-life family	63	198,45
	Older couple	84	195,63
	Total	390	
Visiting spa center and wellness activities	Young Single	78	164,40
	Young couple	87	191,83
	Young Family	78	220,15
	Mid-life family	63	210,13
	Older couple	84	194,32
	Total	390	

Table 63 Mann-Whitney U test on Young singles and Young couples service preferences

Service	Mann-Whitney U	Wilcoxon W	Z	Asymp. Sig. (2-tailed)
Participating in caretaking of the animals	2408	5489	-3,342	0,001
Visiting caves	2626,5	5707,5	-2,61	0,009
Gathering mushrooms and herbs	2682	5763	-2,38	0,017
Participating in gardening	2670,5	5751,5	-2,378	0,017
Visiting spa center and wellness activities	2958,5	6039,5	-1,453	0,146
Participating in preparing the meals	3027	6108	-1,223	0,221
Visiting historic places	3068	6896	-1,114	0,265
Monument sightseeing	3073	6901	-1,089	0,276
Mountain biking	3089	6917	-1,018	0,309
Trekking	3095	6176	-1,017	0,309
Gastronomy	3059,5	6062,5	-0,997	0,319
Visiting museums	3128	6956	-0,896	0,37
Children games and activities	3157,5	6985,5	-0,888	0,375
Horse riding	3139,5	6220,5	-0,85	0,395
Jacuzzi	3149	6230	-0,828	0,408
Skiing and snowboarding	3149	6230	-0,822	0,411

Interaction with the locals	3162	6243	-0,798	0,425
Wine tasting	3159,5	6240,5	-0,78	0,436
Discovering local traditions, rituals and lifestyle	3172	6253	-0,769	0,442
Traditional, local children entertainment	3238,5	7066,5	-0,583	0,56
Nature sightseeing	3204	6285	-0,53	0,596
Hiking	3239	6320	-0,524	0,6
Shopping	3283,5	6364,5	-0,366	0,715
Picnics	3310	6391	-0,282	0,778
Sauna	3300,5	7128,5	-0,167	0,867
Visiting monasteries	3318	7059	-0,123	0,902

Table 64 Mann-Whitney U test on Young families and Mid-life family service preferences

Service	Mann-Whitney U	Wilcoxon W	Z	Asymp. Sig. (2-tailed)
Children games and activities	1704,500	3720,500	-3,339	,001
Visiting museums	1751,500	4832,500	-3,034	,002
Visiting monasteries	1841,000	4922,000	-2,622	,009
Skiing and snowboarding	1878,500	3894,500	-2,481	,013
Participating in preparing the meals	2014,000	5095,000	-1,889	,059
Participating in gardening	2023,000	5104,000	-1,856	,063
Gathering mushrooms and herbs	2059,000	5140,000	-1,708	,088
Jacuzzi	2081,000	4097,000	-1,678	,093
Participating in caretaking of the animals	2107,000	5188,000	-1,494	,135
Gastronomy	2117,500	5120,500	-1,362	,173
Picnics	2162,500	5243,500	-1,328	,184
Hiking	2157,500	4173,500	-1,303	,193
Nature sightseeing	2177,500	5258,500	-1,288	,198
Trekking	2176,000	4192,000	-1,205	,228
Discovering local traditions, rituals and lifestyle	2249,000	5330,000	-,921	,357
Monument sightseeing	2259,000	5340,000	-,861	,389
Horse riding	2267,000	5348,000	-,820	,412
Visiting historic places	2309,000	5390,000	-,650	,516
Traditional, local children entertainment	2335,500	4351,500	-,528	,598
Shopping	2336,500	4352,500	-,515	,607
Wine tasting	2343,500	5424,500	-,500	,617
Visiting spa center and wellness activities	2353,000	4369,000	-,454	,650
Mountain biking	2369,500	4385,500	-,389	,697
Visiting caves	2383,500	4399,500	-,313	,754
Sauna	2401,500	5482,500	-,247	,805
Interaction with the locals	2408,500	4424,500	-,211	,833

10.4 Appendix D - Young tourists segment

Table 65 Skiing and snowboarding * Segments Cross tabulation – Young tourists

			Segments	Total
			Young tourists	
Skiing and snowboarding	1	Count	20	20
		% within Segments	12,1%	12,1%
	2	Count	22	22
		% within Segments	13,3%	13,3%
	3	Count	24	24
		% within Segments	14,5%	14,5%
	4	Count	53	53
		% within Segments	32,1%	32,1%
	5	Count	46	46
		% within Segments	27,9%	27,9%
Total		Count	165	165
		% within Segments	100,0%	100,0%

Chart 4 Skiing and snowboarding * Segments Cross tabulation – Young tourists

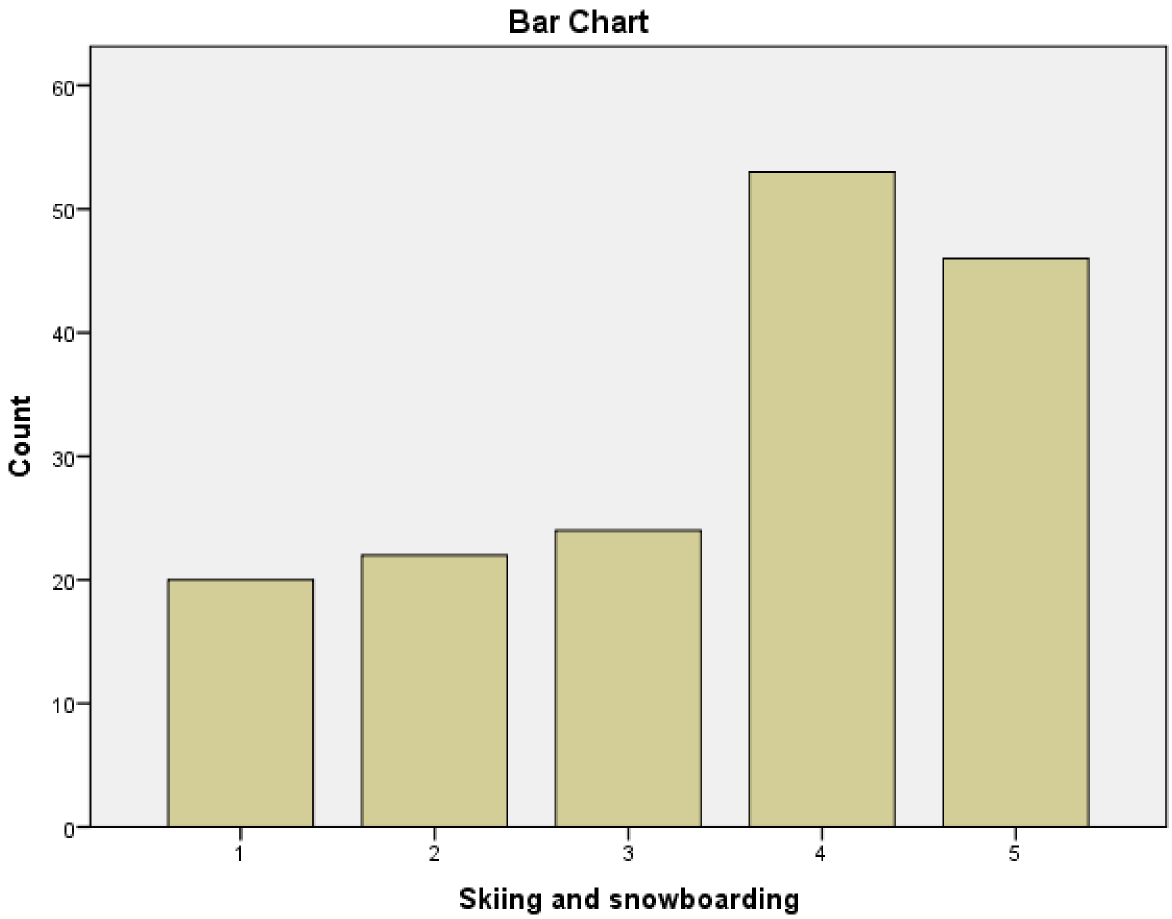


Table 66 Hiking * Segments Crosstabulation – Young tourists

			Segments	Total
			Young tourists	
Hiking	1	Count	11	11
		% within Segments	6,7%	6,7%
	2	Count	20	20
		% within Segments	12,1%	12,1%
	3	Count	61	61
		% within Segments	37,0%	37,0%
	4	Count	47	47
		% within Segments	28,5%	28,5%
	5	Count	26	26
		% within Segments	15,8%	15,8%
Total		Count	165	165
		% within Segments	100,0%	100,0%

Chart 5 Hiking * Segments Crosstabulation – Young tourists

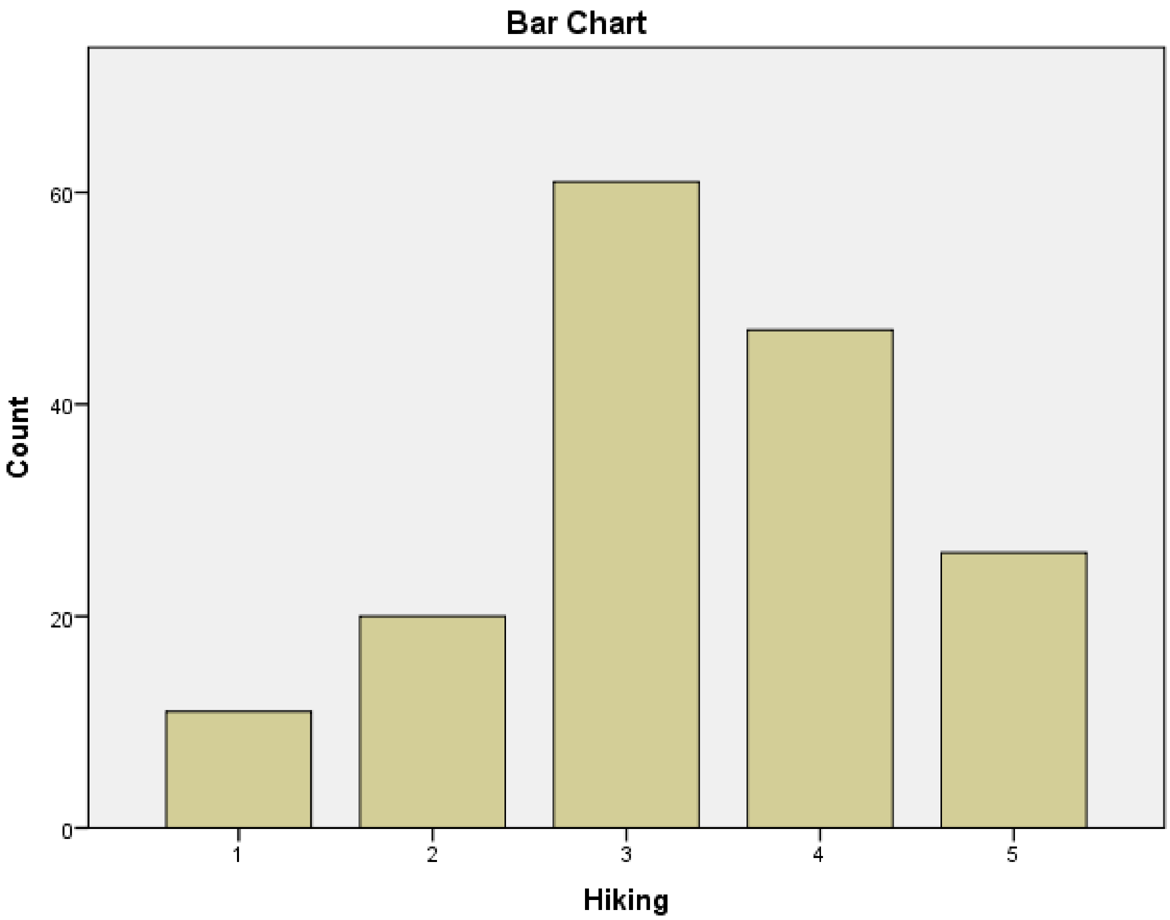


Table 67 Visiting historic places * Segments Crosstabulation – Young tourists

			Segments	Total
			Young tourists	
Visiting historic places	1	Count	5	5
		% within Segments	3,0%	3,0%
	2	Count	25	25
		% within Segments	15,2%	15,2%
	3	Count	45	45
		% within Segments	27,3%	27,3%
	4	Count	67	67
		% within Segments	40,6%	40,6%
	5	Count	23	23
		% within Segments	13,9%	13,9%
Total		Count	165	165
		% within Segments	100,0%	100,0%

Chart 6 Visiting historic places * Segments Crosstabulation – Young tourists

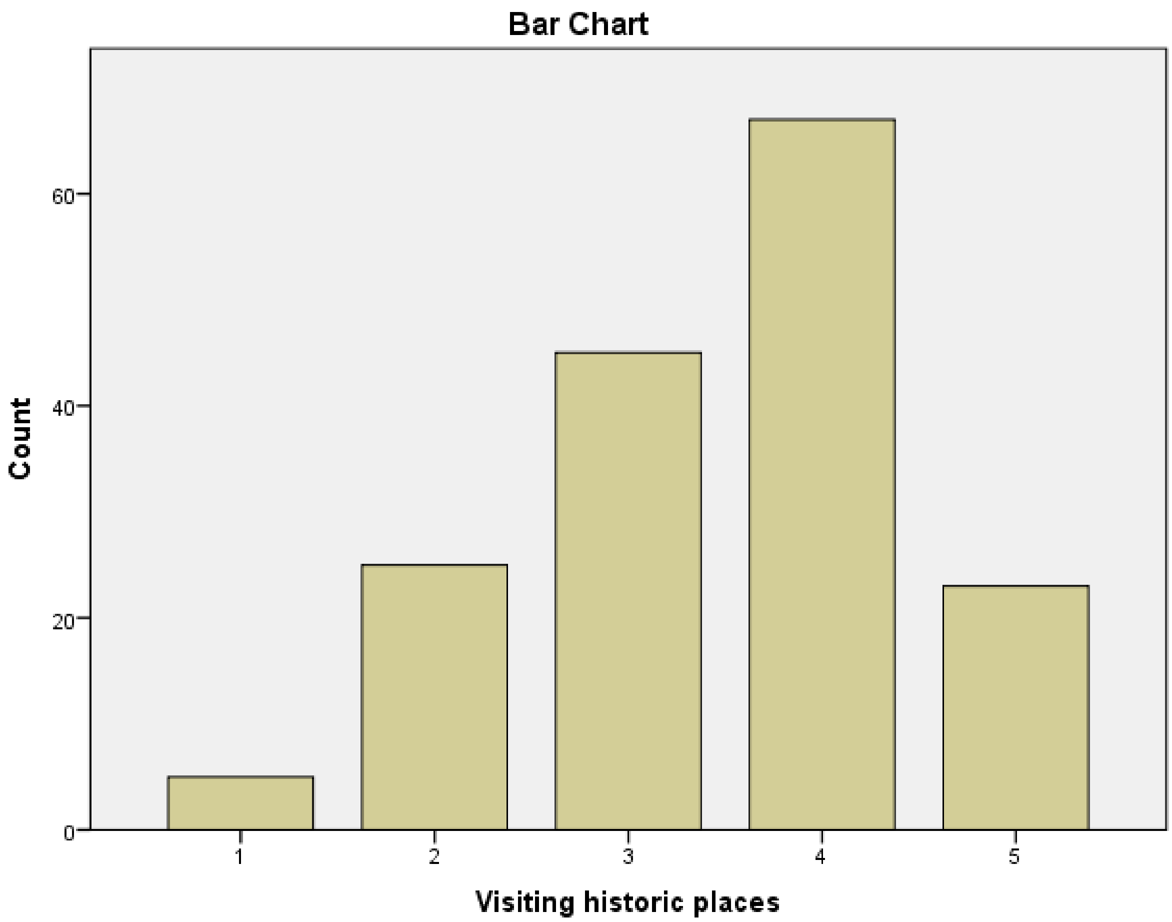


Table 68 Interaction with the locals * Segments Crosstabulation – Young tourists

			Segments	Total
			Young tourists	
Interaction with the locals	2	Count	10	10
		% within Segments	6,1%	6,1%
	3	Count	38	38
		% within Segments	23,0%	23,0%
	4	Count	67	67
		% within Segments	40,6%	40,6%
	5	Count	50	50
		% within Segments	30,3%	30,3%
Total		Count	165	165
		% within Segments	100,0%	100,0%

Chart 7 Interaction with the locals * Segments Crosstabulation – Young tourists

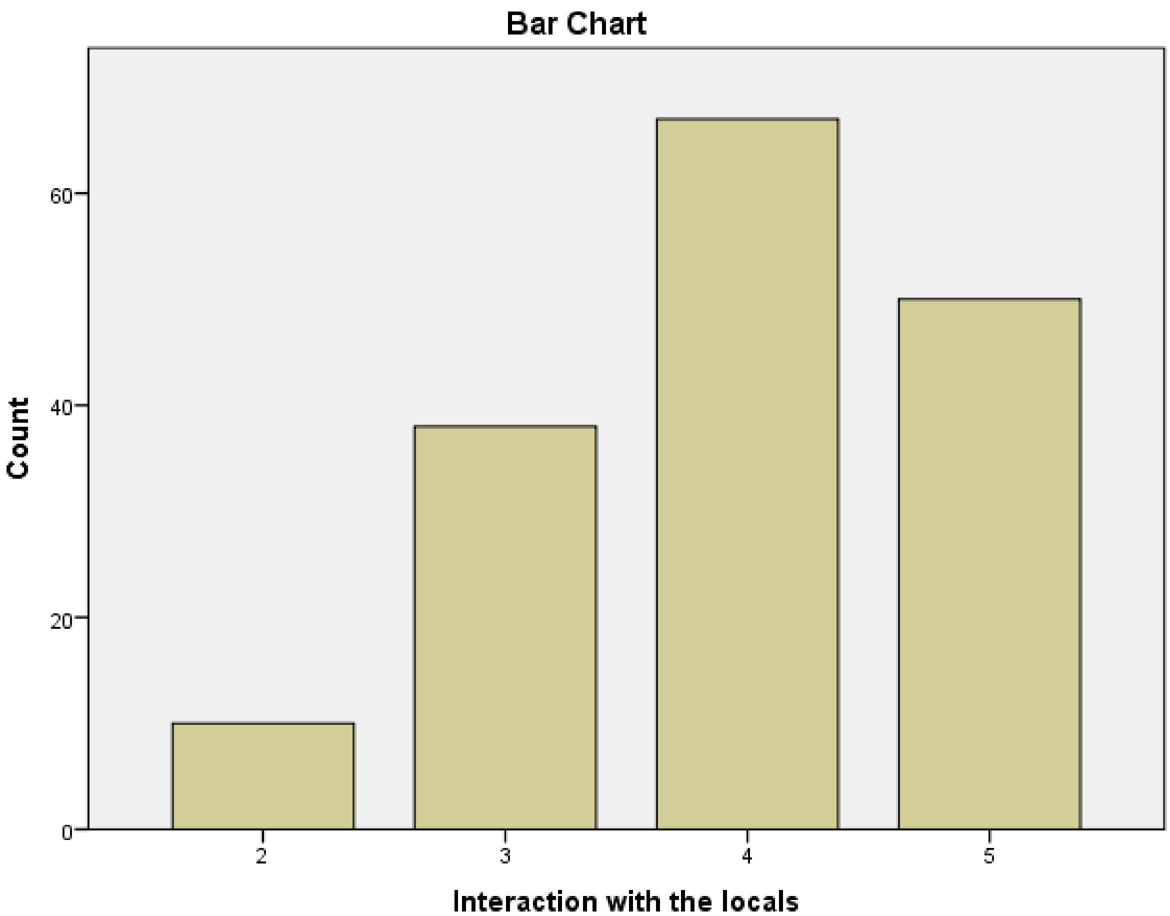


Table 69 Discovering local traditions, rituals and lifestyle * Segments Crosstabulation – Young tourists

			Segments	Total
			Young tourists	
Discovering local traditions, rituals and lifestyle	1	Count	1	1
		% within Segments	0,6%	0,6%
	2	Count	5	5
		% within Segments	3,0%	3,0%
	3	Count	33	33
		% within Segments	20,0%	20,0%
	4	Count	60	60
		% within Segments	36,4%	36,4%
	5	Count	66	66
		% within Segments	40,0%	40,0%
Total		Count	165	165
		% within Segments	100,0%	100,0%

Chart 8 Discovering local traditions, rituals and lifestyle * Segments Crosstabulation – Young tourists

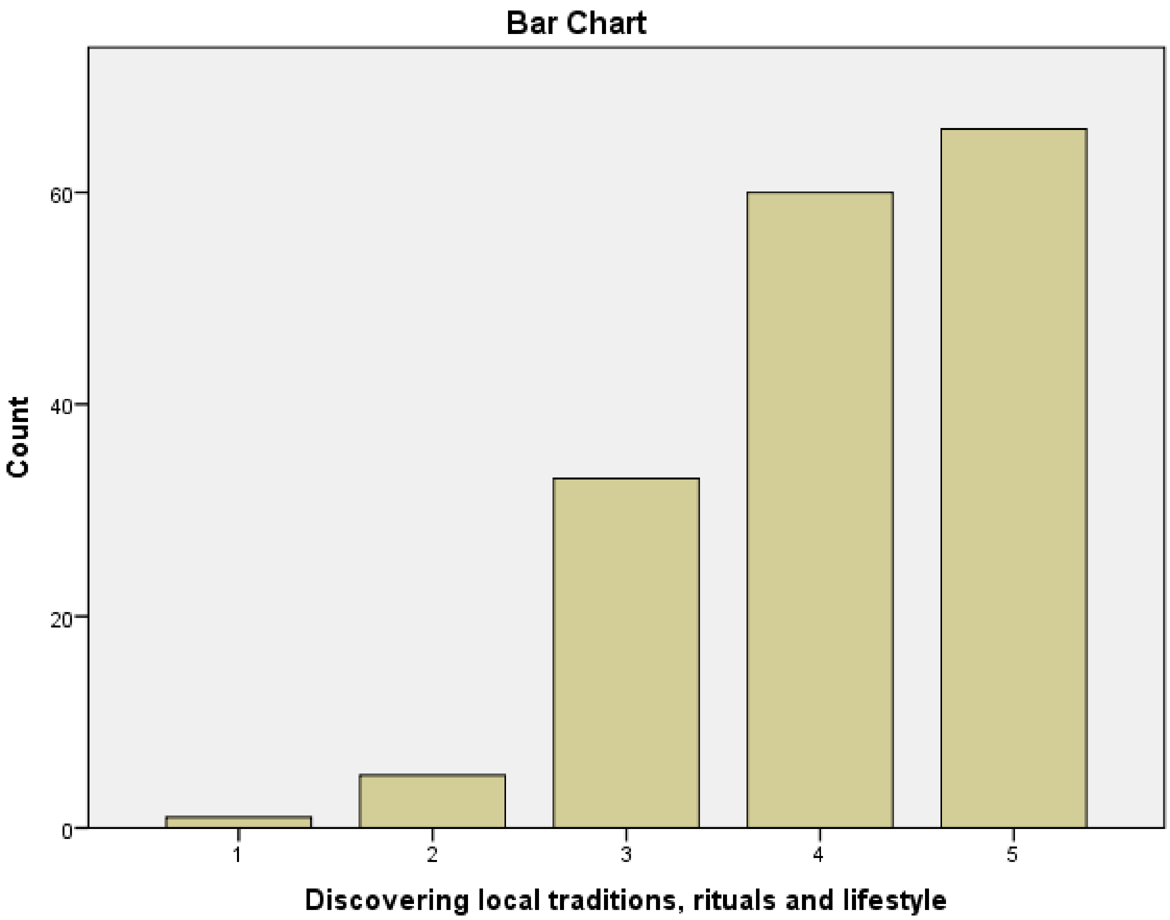


Table 70 Wine tasting * Segments Crosstabulation – Young tourists

			Segments	Total
			Young tourists	
Wine tasting	1	Count	24	24
		% within Segments	14,5%	14,5%
	2	Count	28	28
		% within Segments	17,0%	17,0%
	3	Count	39	39
		% within Segments	23,6%	23,6%
	4	Count	41	41
		% within Segments	24,8%	24,8%
	5	Count	33	33
		% within Segments	20,0%	20,0%
Total		Count	165	165
		% within Segments	100,0%	100,0%

Chart 9 Wine tasting * Segments Crosstabulation – Young tourists

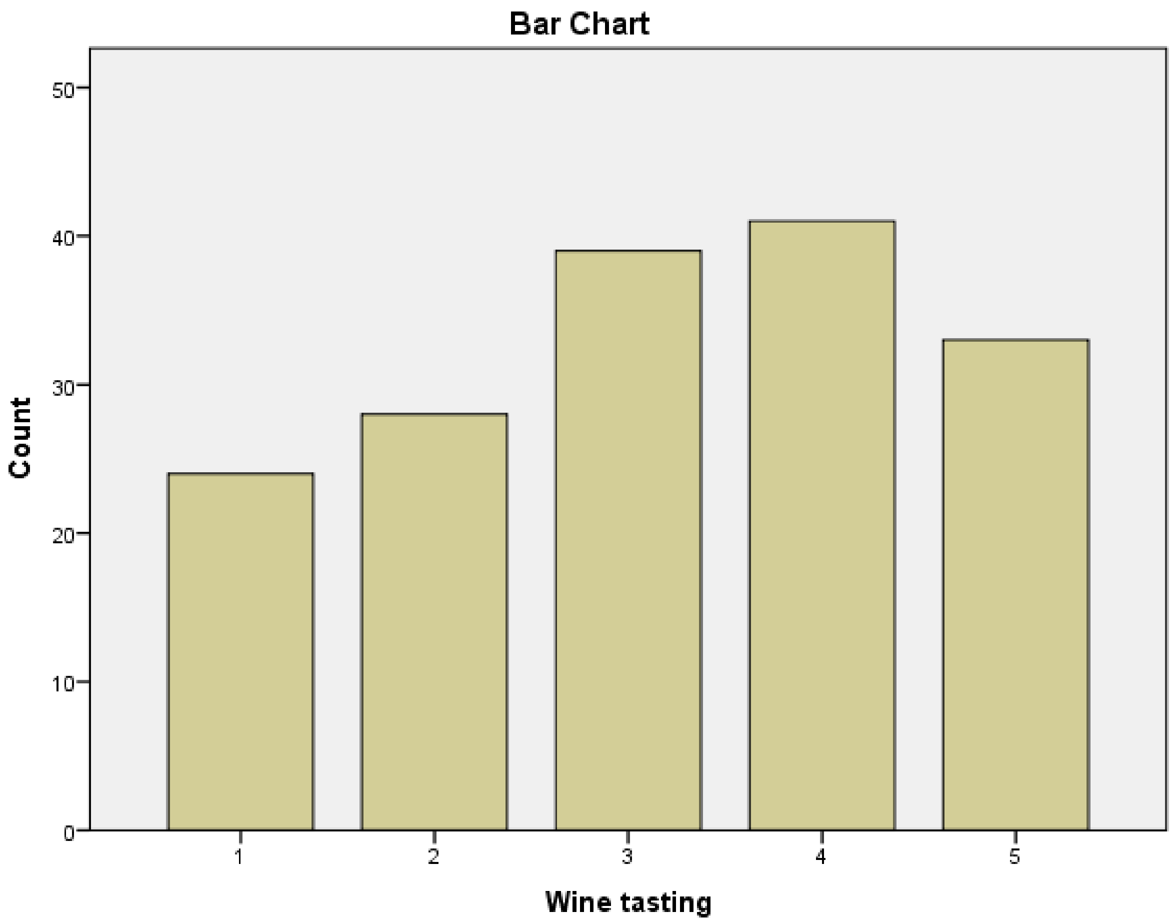


Table 71 Gastronomy * Segments Crosstabulation – Young tourists

			Segments	Total
			Young tourists	
Gastronomy	1	Count	2	2
		% within Segments	1,2%	1,2%
	2	Count	24	24
		% within Segments	14,6%	14,6%
	3	Count	31	31
		% within Segments	18,9%	18,9%
	4	Count	58	58
		% within Segments	35,4%	35,4%
	5	Count	49	49
		% within Segments	29,9%	29,9%
Total		Count	164	164
		% within Segments	100,0%	100,0%

Chart 10 Gastronomy * Segments Crosstabulation – Young tourists

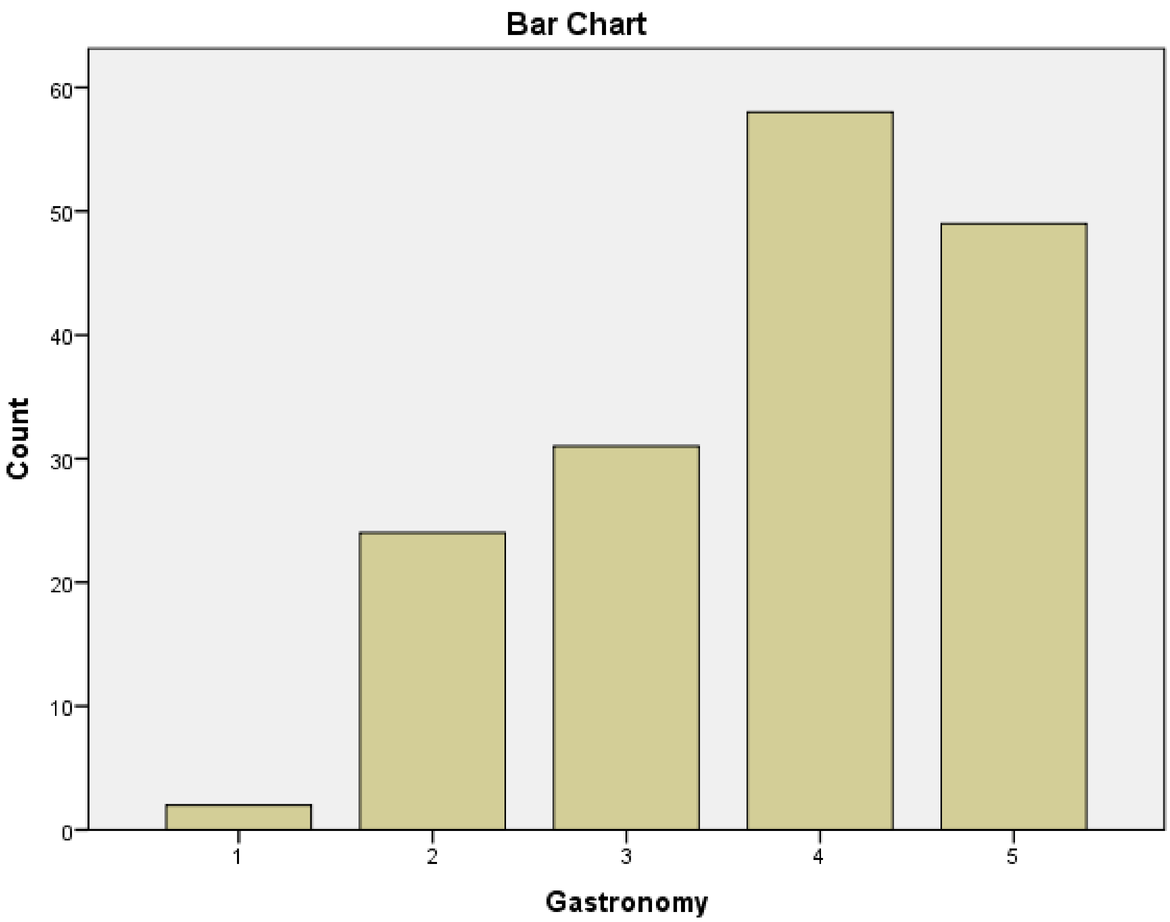


Table 72 Picnics * Segments Crosstabulation – Young tourists

			Segments	Total
			Young tourists	
Picnics	1	Count	13	13
		% within Segments	7,9%	7,9%
	2	Count	20	20
		% within Segments	12,1%	12,1%
	3	Count	52	52
		% within Segments	31,5%	31,5%
	4	Count	58	58
		% within Segments	35,2%	35,2%
	5	Count	22	22
		% within Segments	13,3%	13,3%
Total		Count	165	165
		% within Segments	100,0%	100,0%

Chart 11 Picnics * Segments Crosstabulation – Young tourists

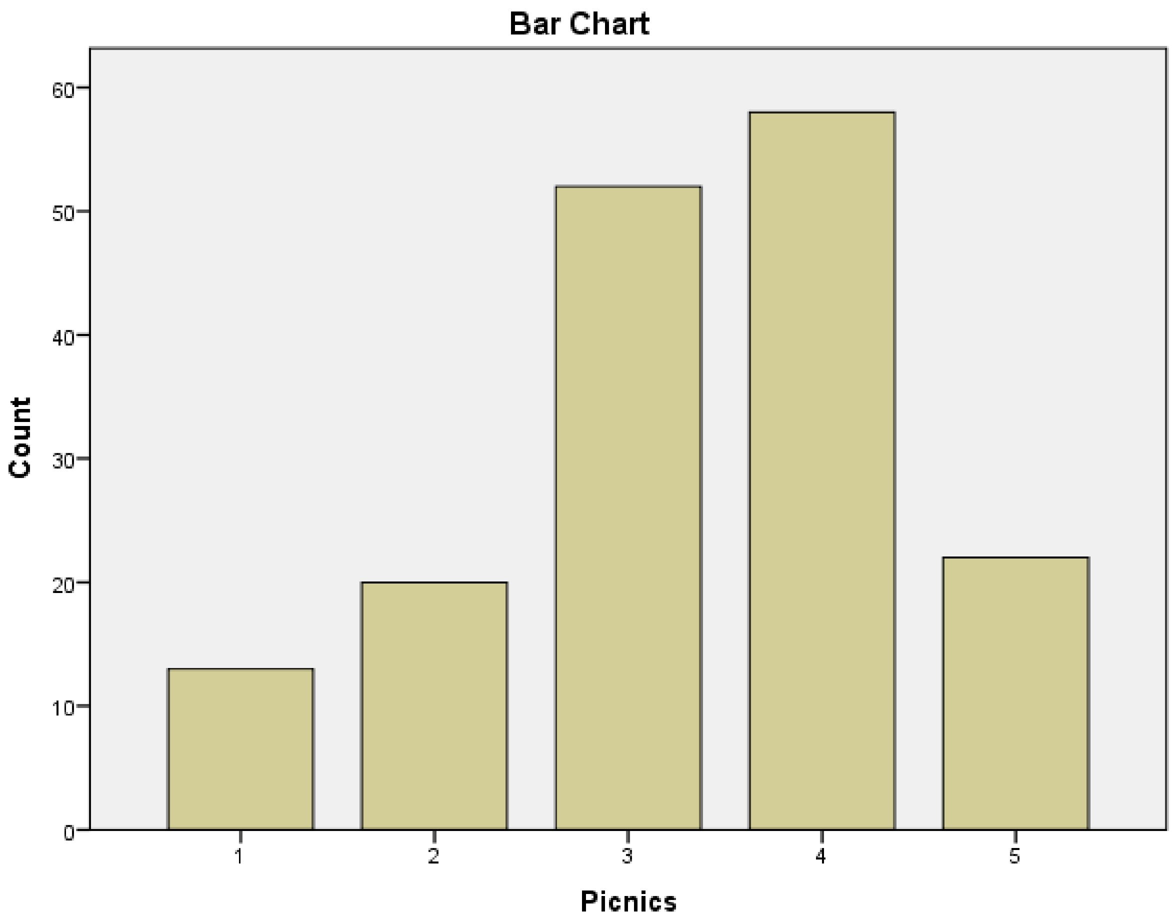


Table 73 Nature sightseeing * Segments Crosstabulation – Young tourists

			Segments	Total
			Young tourists	
Nature sightseeing	1	Count	1	1
		% within Segments	0,6%	0,6%
	2	Count	4	4
		% within Segments	2,4%	2,4%
	3	Count	28	28
		% within Segments	17,1%	17,1%
	4	Count	68	68
		% within Segments	41,5%	41,5%
	5	Count	63	63
		% within Segments	38,4%	38,4%
Total		Count	164	164
		% within Segments	100,0%	100,0%

Chart 12 Nature sightseeing * Segments Crosstabulation – Young tourists

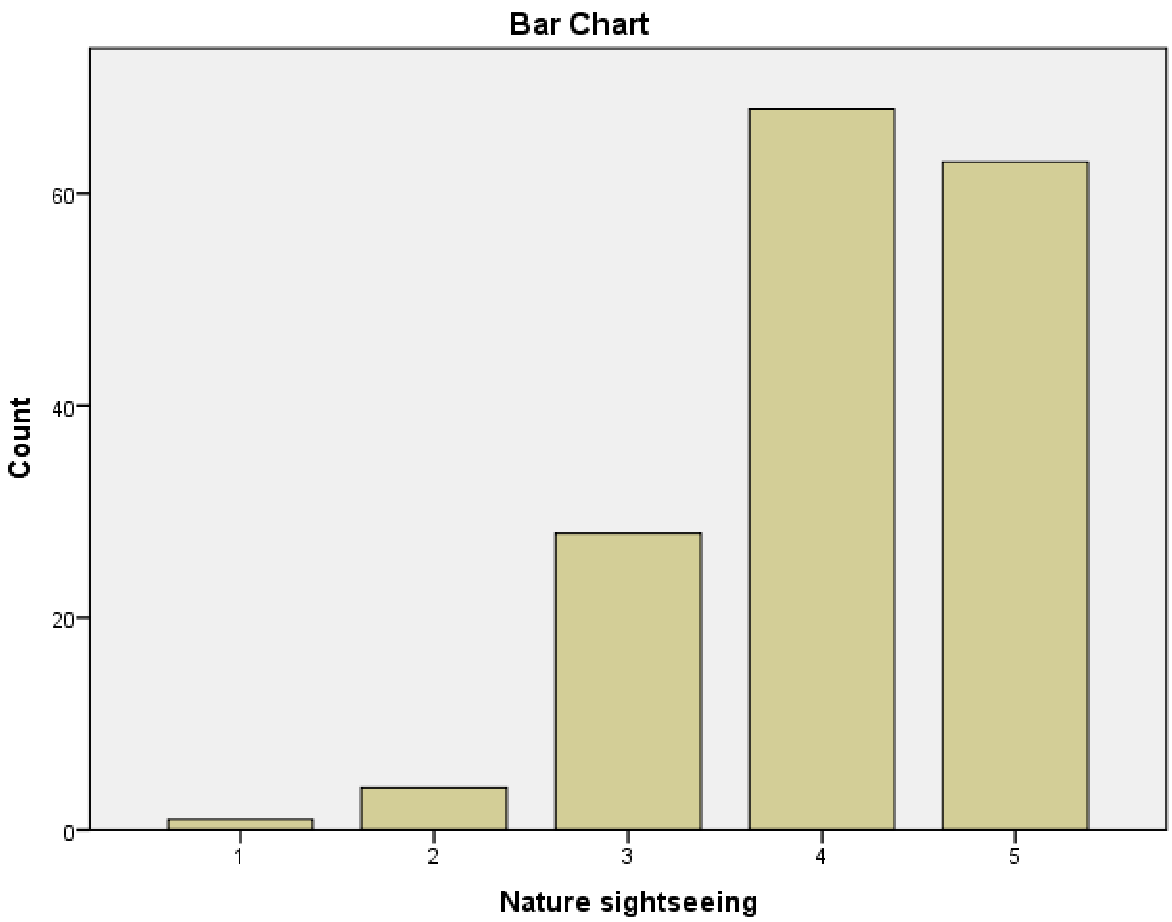


Table 74 Trekking * Segments Crosstabulation – Young tourist

			Segments	Total
			Young tourists	
Trekking	1	Count	8	8
		% within Segments	4,8%	4,8%
	2	Count	23	23
		% within Segments	13,9%	13,9%
	3	Count	62	62
		% within Segments	37,6%	37,6%
	4	Count	49	49
		% within Segments	29,7%	29,7%
	5	Count	23	23
		% within Segments	13,9%	13,9%
Total		Count	165	165
		% within Segments	100,0%	100,0%

Chart 13 Trekking * Segments Crosstabulation – Young tourist

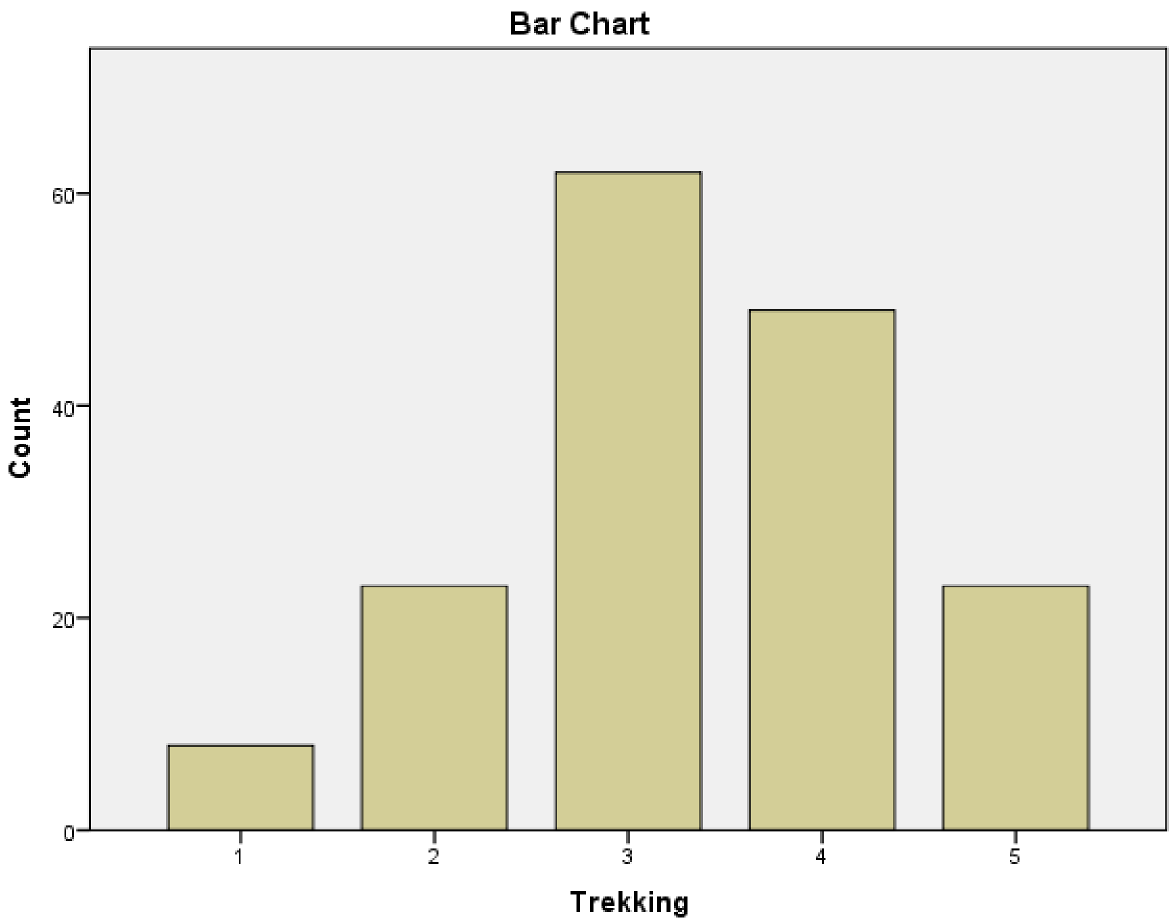


Table 75 Visiting caves * Segments Crosstabulation – Young tourists

			Segments	Total
			Young tourists	
Visiting caves	1	Count	8	8
		% within Segments	4,8%	4,8%
	2	Count	21	21
		% within Segments	12,7%	12,7%
	3	Count	43	43
		% within Segments	26,1%	26,1%
	4	Count	63	63
		% within Segments	38,2%	38,2%
	5	Count	30	30
		% within Segments	18,2%	18,2%
Total		Count	165	165
		% within Segments	100,0%	100,0%

Chart 14 Visiting caves * Segments Crosstabulation – Young tourists

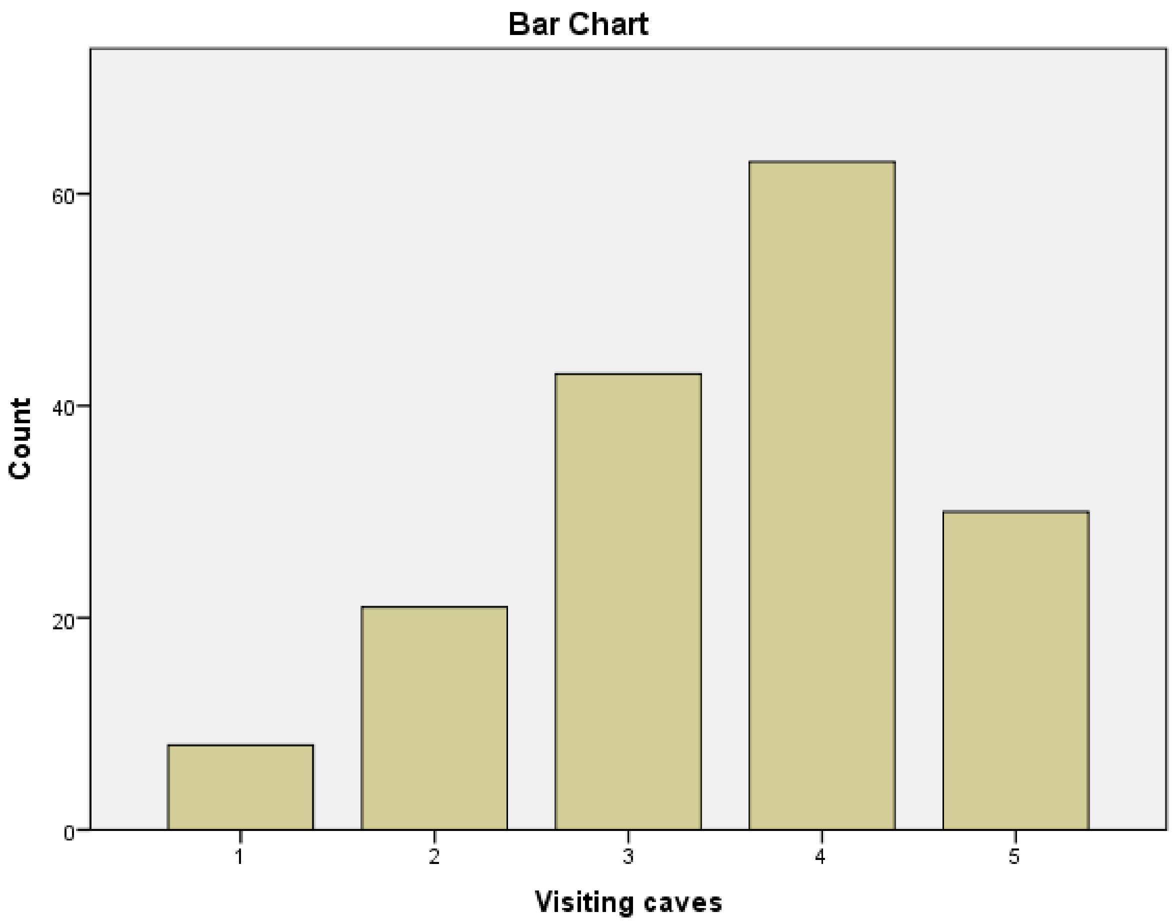


Table 76 Sauna * Segments Crosstabulation – Young tourists

			Segments	Total
			Young tourists	
Sauna	1	Count	21	21
		% within Segments	12,8%	12,8%
	2	Count	15	15
		% within Segments	9,1%	9,1%
	3	Count	39	39
		% within Segments	23,8%	23,8%
	4	Count	56	56
		% within Segments	34,1%	34,1%
	5	Count	33	33
		% within Segments	20,1%	20,1%
Total		Count	164	164
		% within Segments	100,0%	100,0%

Chart 15 Sauna * Segments Crosstabulation – Young tourists

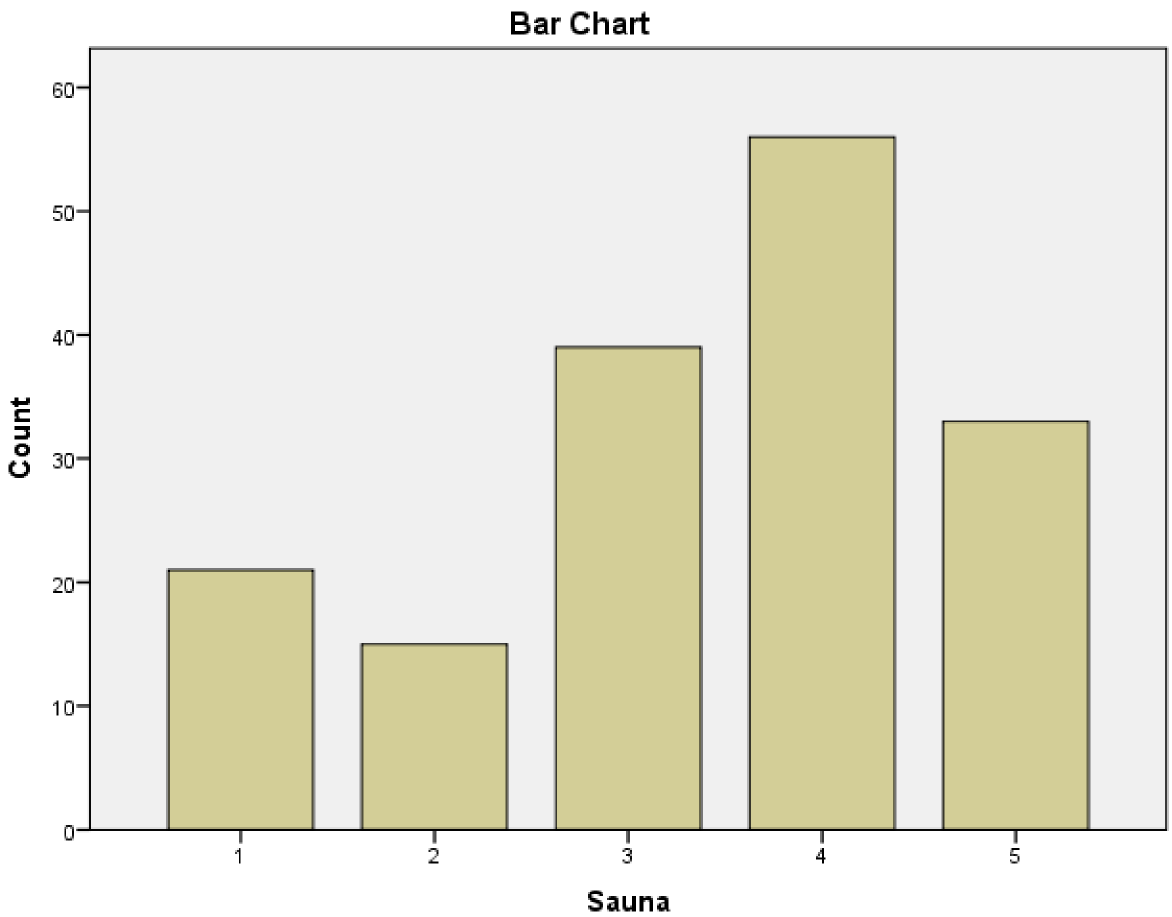


Table 77 Jacuzzi * Segments Crosstabulation – Young tourists

			Segments	Total
			Young tourists	
Jacuzzi	1	Count	18	18
		% within Segments	10,9%	10,9%
	2	Count	12	12
		% within Segments	7,3%	7,3%
	3	Count	38	38
		% within Segments	23,0%	23,0%
	4	Count	61	61
		% within Segments	37,0%	37,0%
	5	Count	36	36
		% within Segments	21,8%	21,8%
Total		Count	165	165
		% within Segments	100,0%	100,0%

Chart 16 Jacuzzi * Segments Crosstabulation – Young tourists

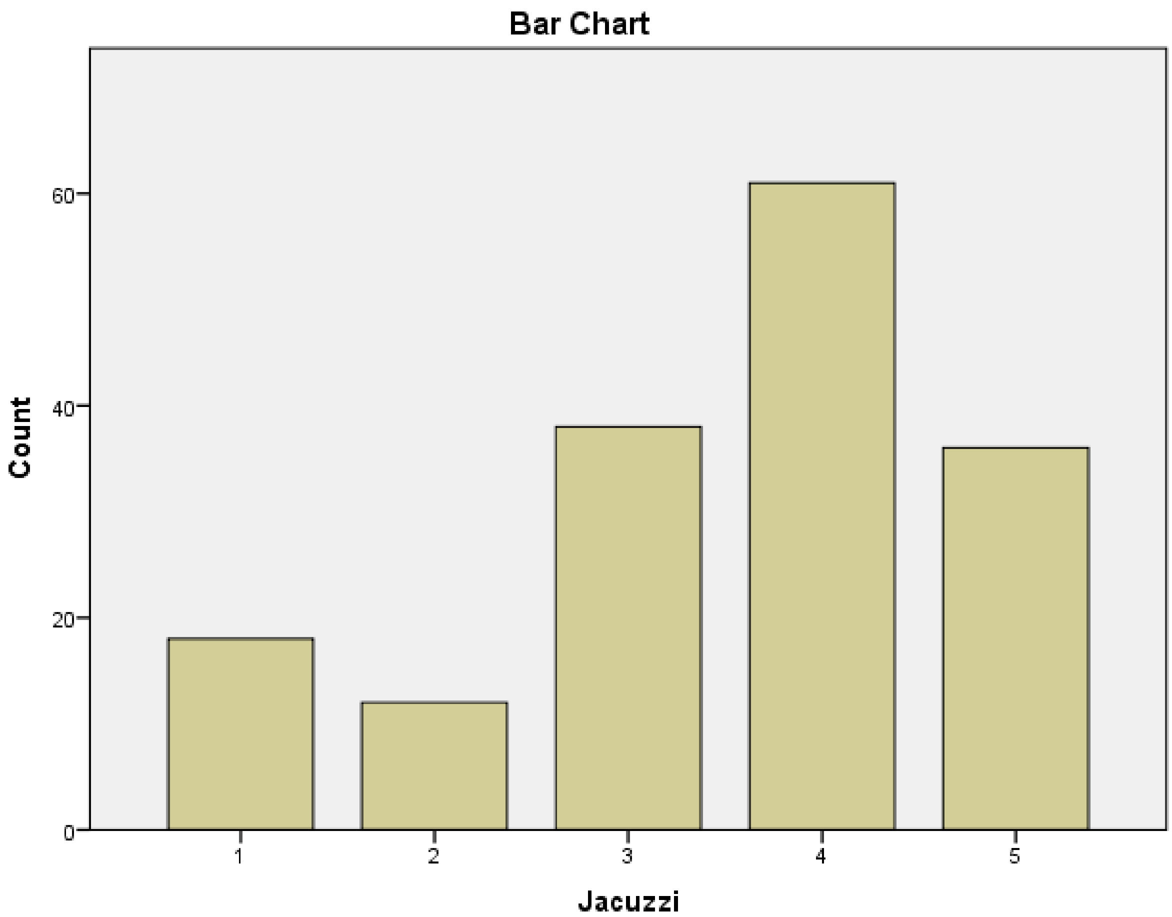


Table 78 Shopping * Segments Crosstabulation – Young tourists

			Segments	Total
			Young tourists	
Shopping	1	Count	24	24
		% within Segments	14,5%	14,5%
	2	Count	28	28
		% within Segments	17,0%	17,0%
	3	Count	38	38
		% within Segments	23,0%	23,0%
	4	Count	33	33
		% within Segments	20,0%	20,0%
	5	Count	42	42
		% within Segments	25,5%	25,5%
Total		Count	165	165
		% within Segments	100,0%	100,0%

Chart 17 Shopping * Segments Crosstabulation – Young tourists

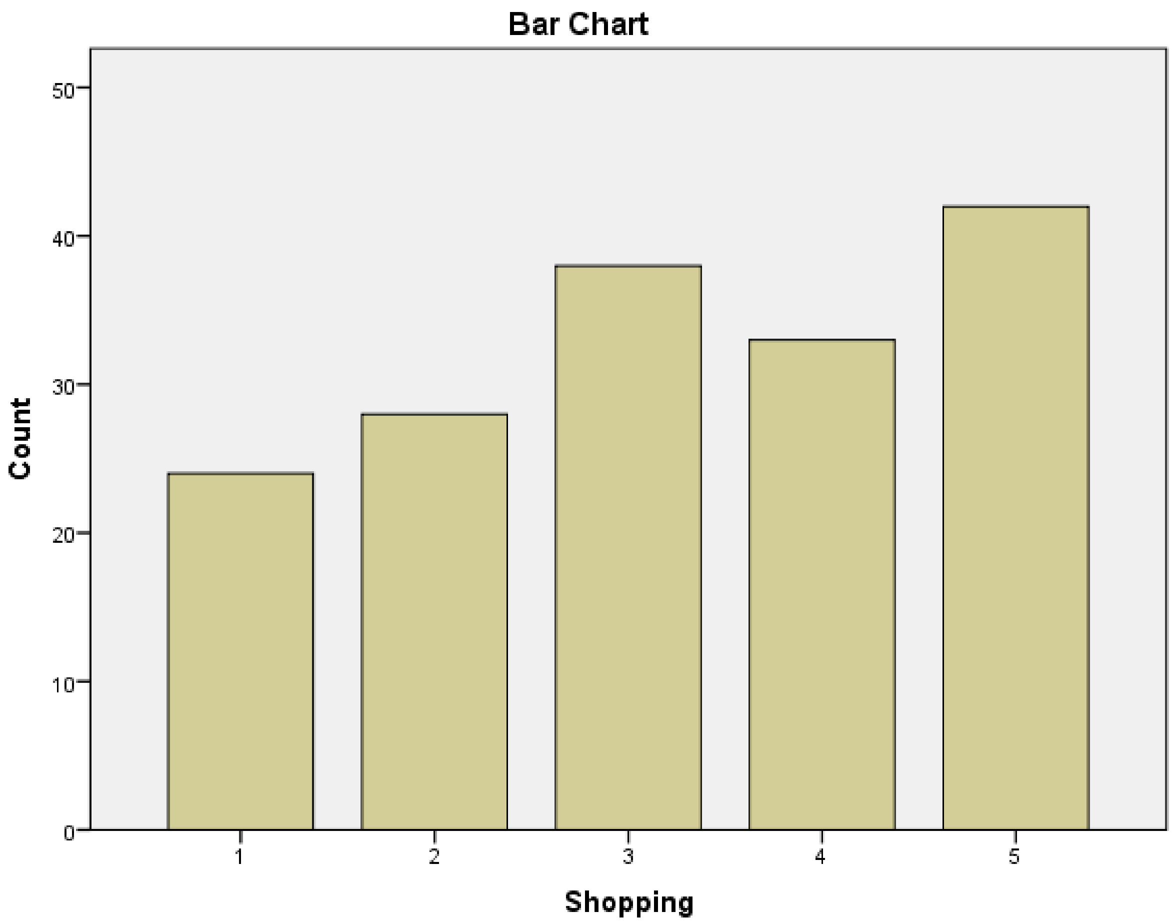


Table 79 Visiting spa center and wellness activities * Segments Crosstabulation – Young tourists

			Segments	Total
			Young tourists	
Visiting spa center and wellness activities	1	Count	23	23
		% within Segments	13,9%	13,9%
	2	Count	25	25
		% within Segments	15,2%	15,2%
	3	Count	36	36
		% within Segments	21,8%	21,8%
	4	Count	44	44
		% within Segments	26,7%	26,7%
	5	Count	37	37
		% within Segments	22,4%	22,4%
Total		Count	165	165
		% within Segments	100,0%	100,0%

Chart 18 Visiting spa center and wellness activities * Segments Crosstabulation – Young tourists

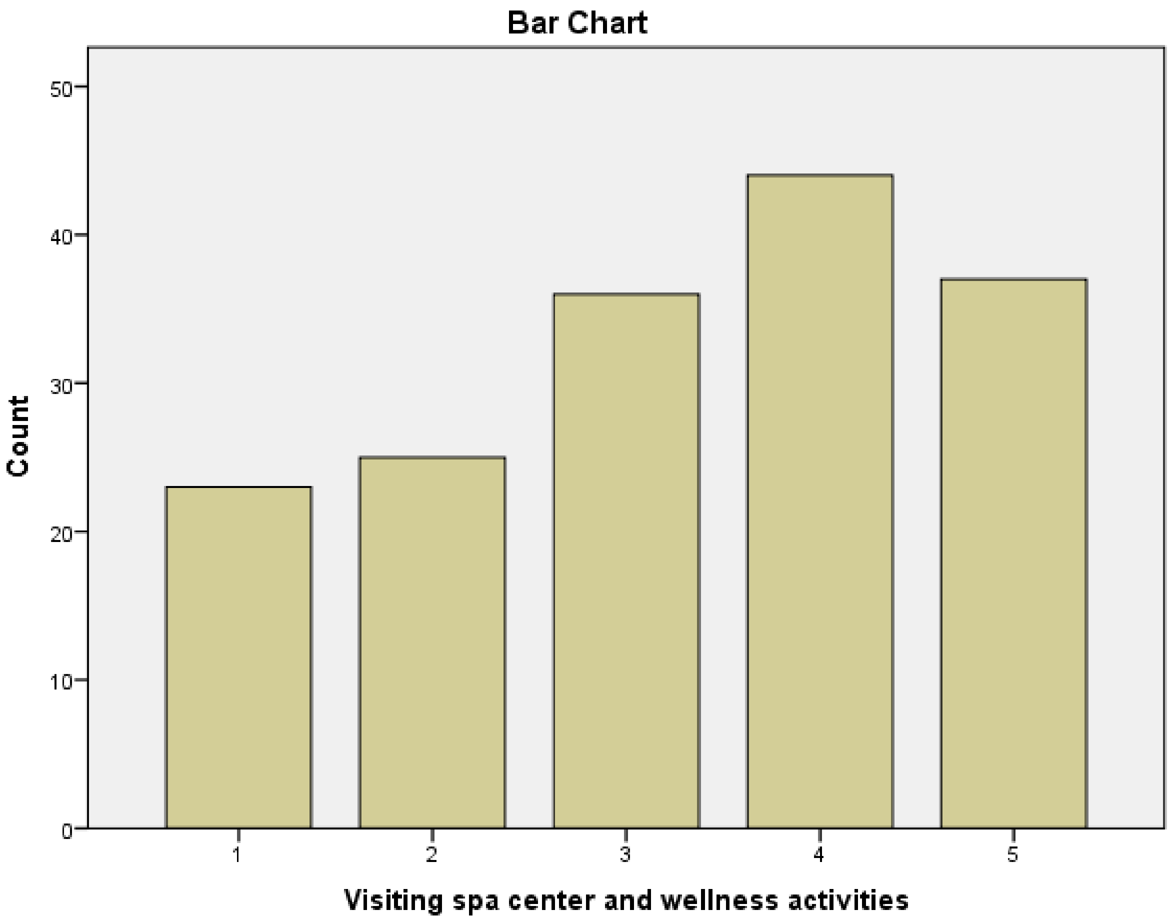


Table 80 Low prices * Segments Crosstabulation – Young tourists

			Segments	Total
			Young tourists	
Low prices	1	Count	10	10
		% within Segments	6,1%	6,1%
	2	Count	6	6
		% within Segments	3,6%	3,6%
	3	Count	38	38
		% within Segments	23,0%	23,0%
	4	Count	31	31
		% within Segments	18,8%	18,8%
	5	Count	80	80
		% within Segments	48,5%	48,5%
Total		Count	165	165
		% within Segments	100,0%	100,0%

Chart 19 Low prices * Segments Crosstabulation – Young tourists

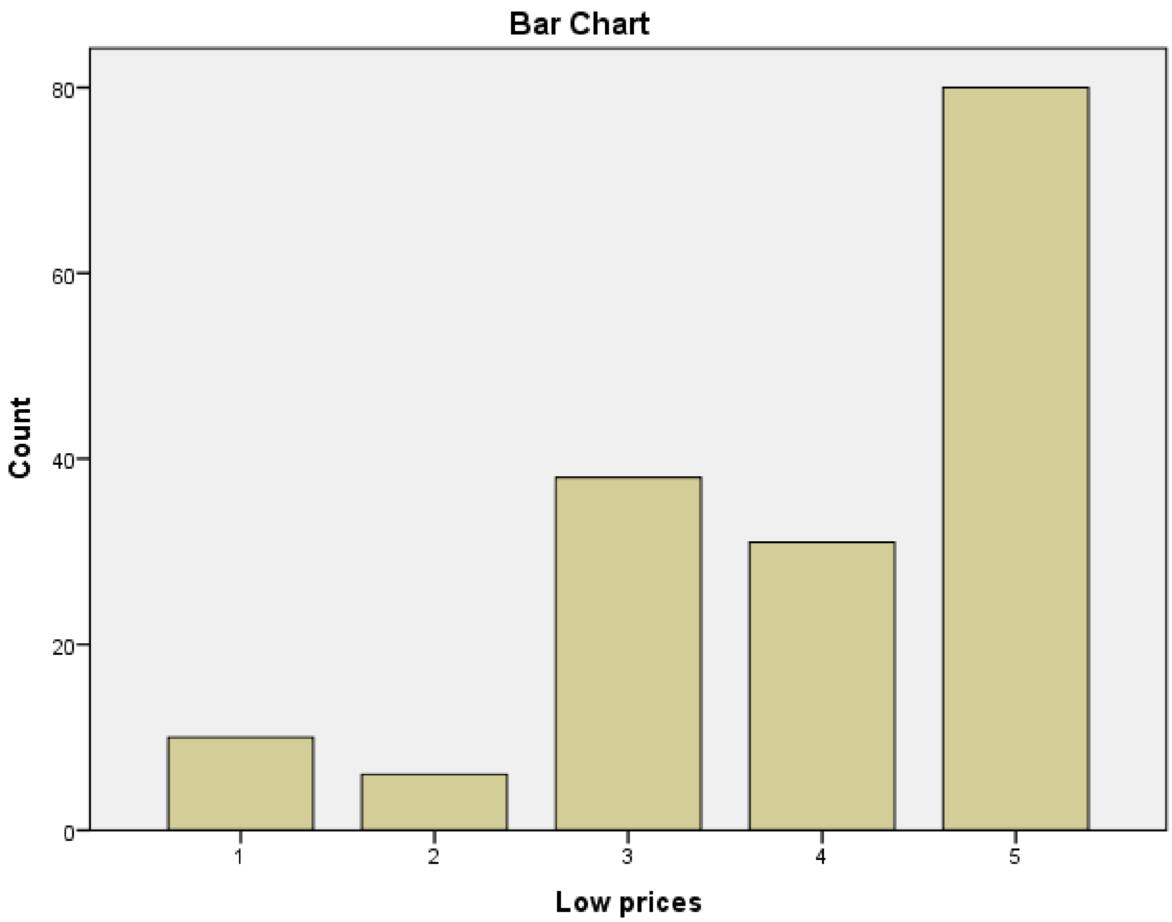


Table 81 High service and product quality * Segments Crosstabulation – Young tourists

			Segments	Total
			Young tourists	
High service and product quality	1	Count	1	1
		% within Segments	0,6%	0,6%
	2	Count	7	7
		% within Segments	4,2%	4,2%
	3	Count	37	37
		% within Segments	22,4%	22,4%
	4	Count	74	74
		% within Segments	44,8%	44,8%
	5	Count	46	46
		% within Segments	27,9%	27,9%
Total		Count	165	165
		% within Segments	100,0%	100,0%

Chart 20 High service and product quality * Segments Crosstabulation – Young tourists

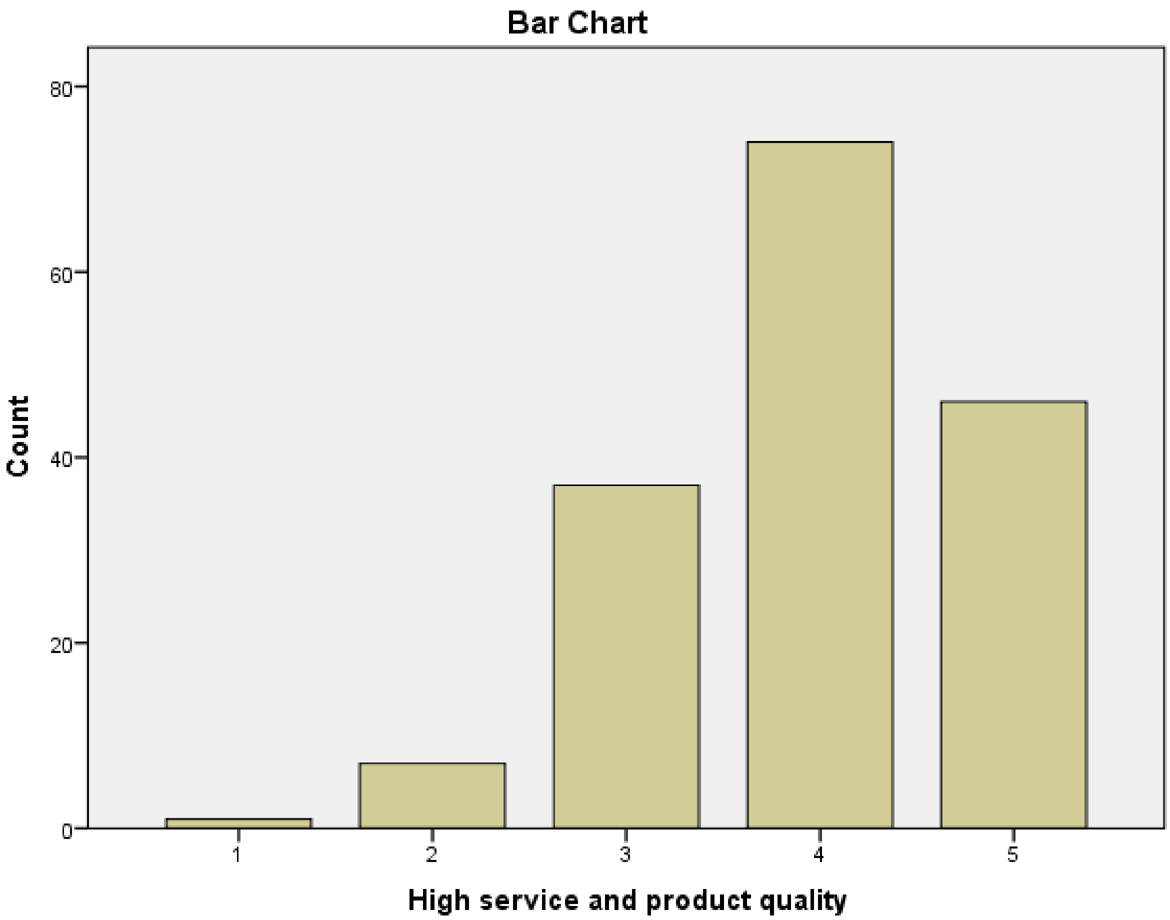


Table 82 Eco friendly * Segments Crosstabulation – Young tourists

			Segments	Total
			Young tourists	
Eco friendly	1	Count	19	19
		% within Segments	11,5%	11,5%
	2	Count	32	32
		% within Segments	19,4%	19,4%
	3	Count	37	37
		% within Segments	22,4%	22,4%
	4	Count	57	57
		% within Segments	34,5%	34,5%
	5	Count	20	20
		% within Segments	12,1%	12,1%
Total		Count	165	165
		% within Segments	100,0%	100,0%

Chart 21 Eco friendly * Segments Crosstabulation – Young tourists

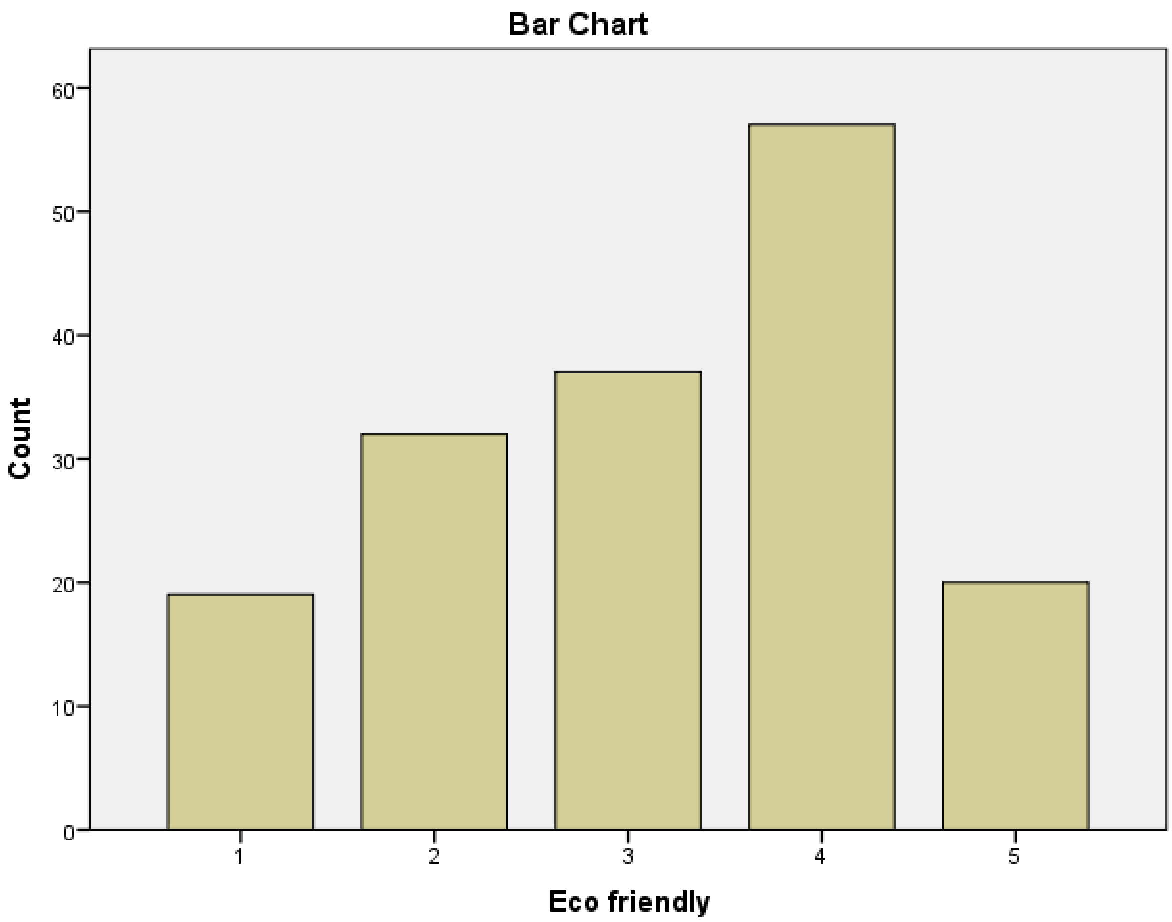


Table 83 Which of the above 3 is MOST IMPORTANT for you: * Segments Crosstabulation – Young tourist

			Segments	Total
			Young tourists	
Which of the above 3 is MOST IMPORTANT for you:	Low Prices	Count	88	88
		% within Segments	54,0%	54,0%
	High service and product quality	Count	58	58
		% within Segments	35,6%	35,6%
	Eco friendly	Count	17	17
		% within Segments	10,4%	10,4%
Total		Count	163	163
		% within Segments	100,0%	100,0%

Chart 22 Which of the above 3 is MOST IMPORTANT for you: * Segments Crosstabulation – Young tourist

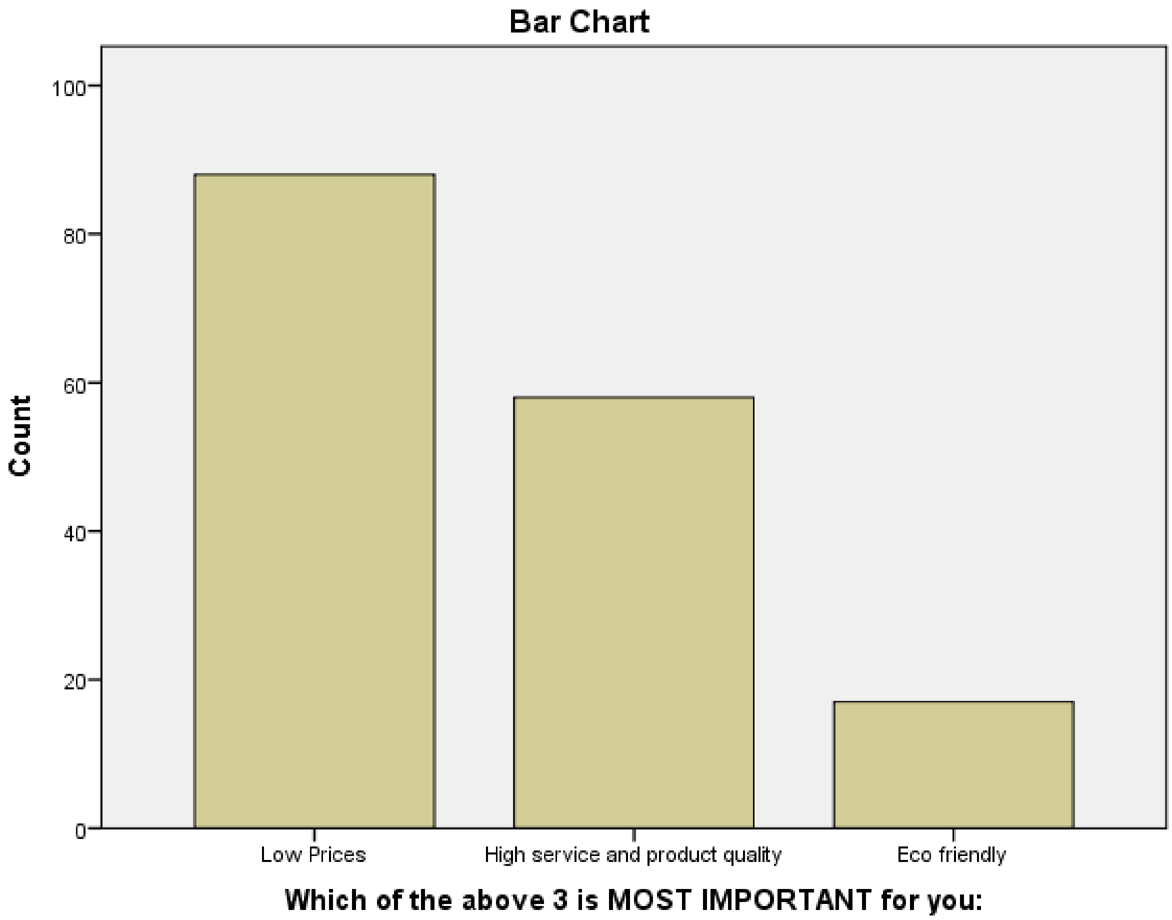


Table 84 Promotional literature (brochures, posters, billboards) * Segments Crosstabulation – Young tourists

			Segments	Total
			Young tourists	
Promotional literature (brochures, posters, billboards)	1	Count	27	27
		% within Segments	16,6%	16,6%
	2	Count	71	71
		% within Segments	43,6%	43,6%
	3	Count	53	53
		% within Segments	32,5%	32,5%
	4	Count	9	9
		% within Segments	5,5%	5,5%
	5	Count	3	3
		% within Segments	1,8%	1,8%
Total		Count	163	163
		% within Segments	100,0%	100,0%

Chart 23 Promotional literature (brochures, posters, billboards) * Segments Crosstabulation – Young tourists

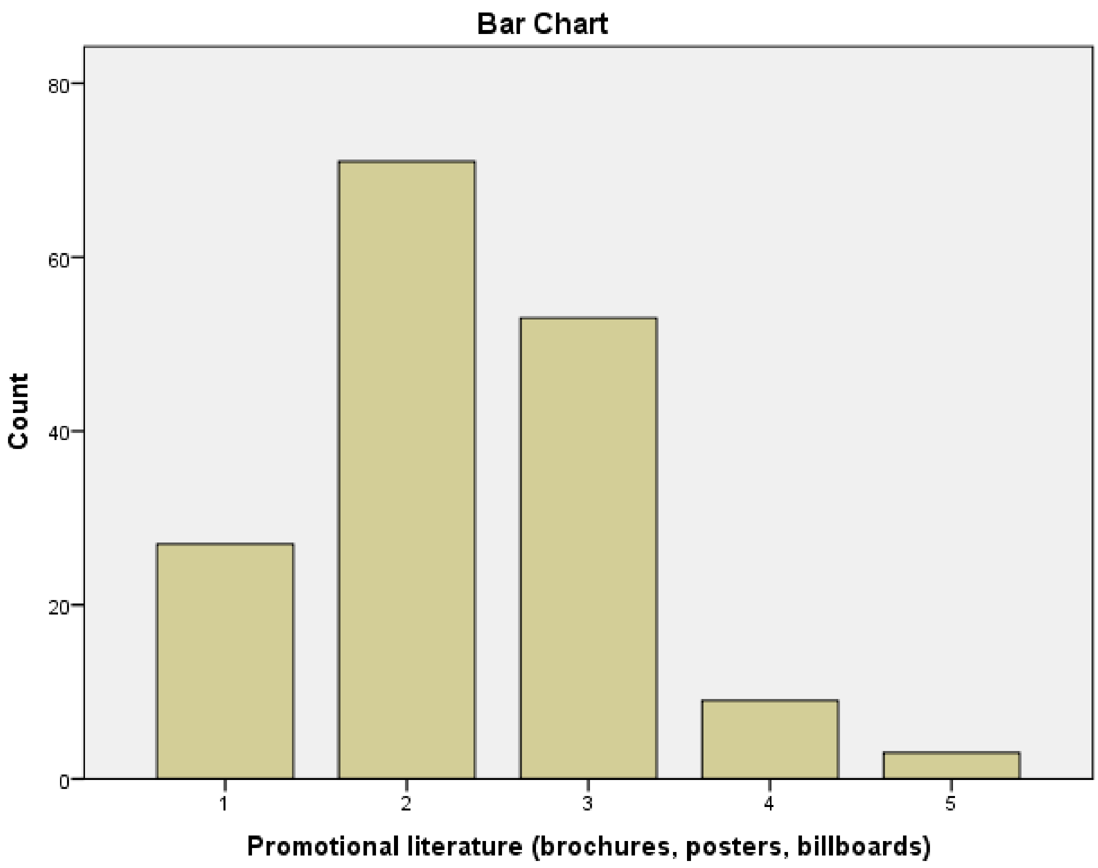


Table 85 Recommendations of friends and family * Segments Crosstabulation – Young tourists

			Segments	Total
			Young tourists	
Recommendations of friends and family	1	Count	1	1
		% within Segments	0,6%	0,6%
	2	Count	2	2
		% within Segments	1,2%	1,2%
	3	Count	21	21
		% within Segments	12,7%	12,7%
	4	Count	91	91
		% within Segments	55,2%	55,2%
	5	Count	50	50
		% within Segments	30,3%	30,3%
Total		Count	165	165
		% within Segments	100,0%	100,0%

Chart 24 Recommendations of friends and family * Segments Crosstabulation – Young tourists

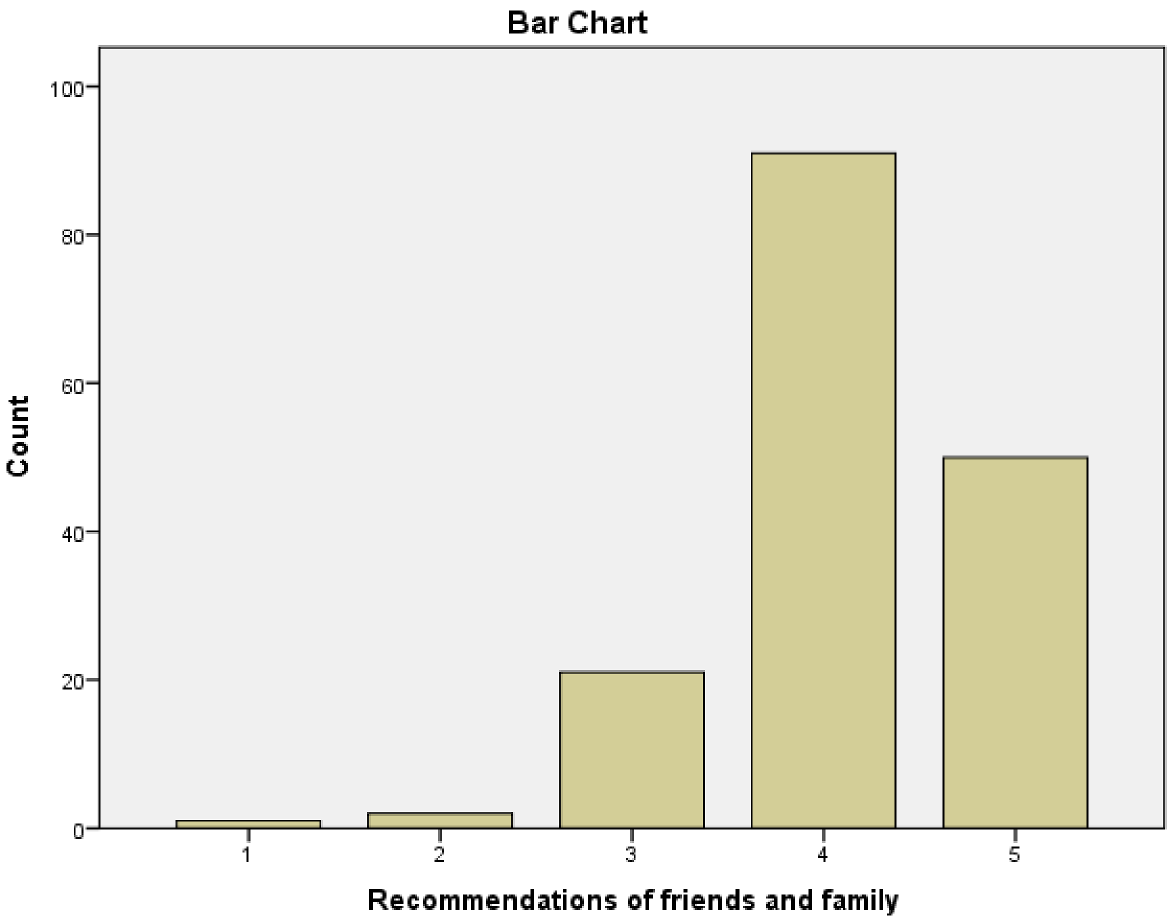


Table 86 Travel professionals (travel agents, guide writers, etc) * Segments Crosstabulation – Young tourists

			Segments Young tourists	Total
Travel professionals (travel agents, guide writers, etc)	1	Count	21	21
		% within Segments	12,8%	12,8%
	2	Count	44	44
		% within Segments	26,8%	26,8%
	3	Count	54	54
		% within Segments	32,9%	32,9%
	4	Count	34	34
		% within Segments	20,7%	20,7%
	5	Count	11	11
		% within Segments	6,7%	6,7%
Total		Count	164	164
		% within Segments	100,0%	100,0%

Chart 25 Travel professionals (travel agents, guide writers, etc) * Segments Crosstabulation – Young tourists

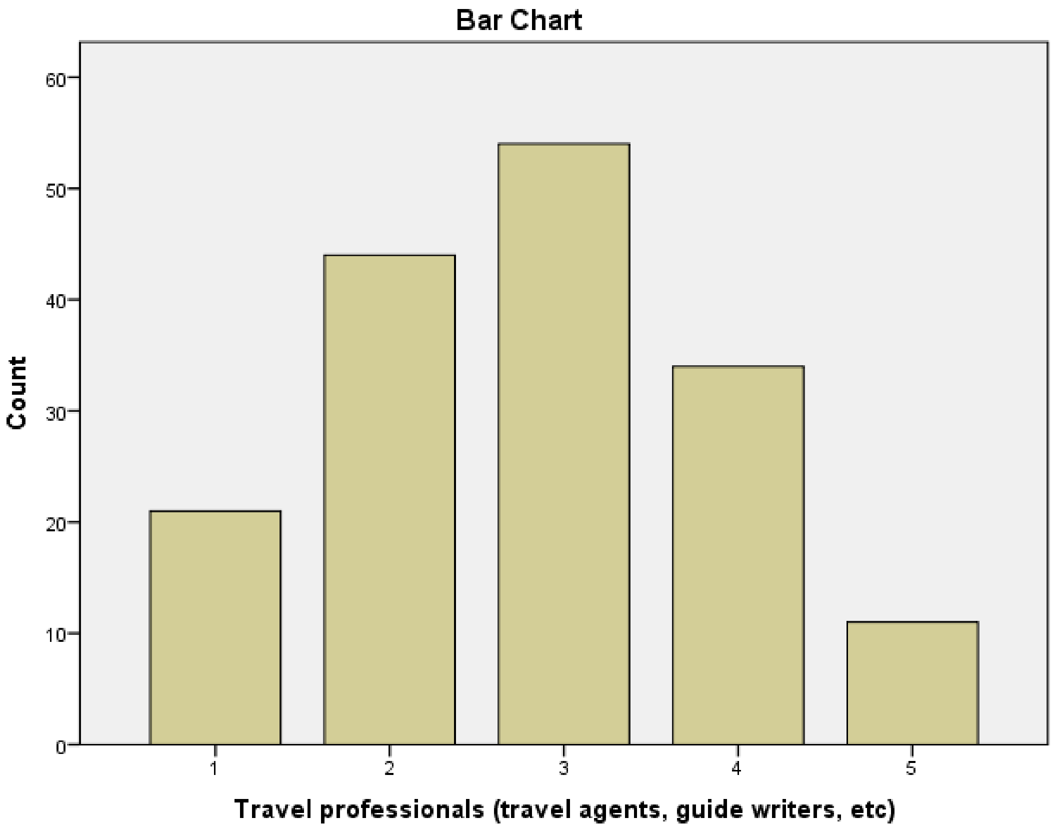


Table 87 News from mass media (TV, radio, newspapers) * Segments Crosstabulation – Young tourists

			Segments	Total
			Young tourists	
News from mass media (TV, radio, newspapers)	1	Count	24	24
		% within Segments	14,5%	14,5%
	2	Count	44	44
		% within Segments	26,7%	26,7%
	3	Count	62	62
		% within Segments	37,6%	37,6%
	4	Count	30	30
		% within Segments	18,2%	18,2%
	5	Count	5	5
		% within Segments	3,0%	3,0%
Total		Count	165	165
		% within Segments	100,0%	100,0%

Chart 26 News from mass media (TV, radio, newspapers) * Segments Crosstabulation – Young tourists

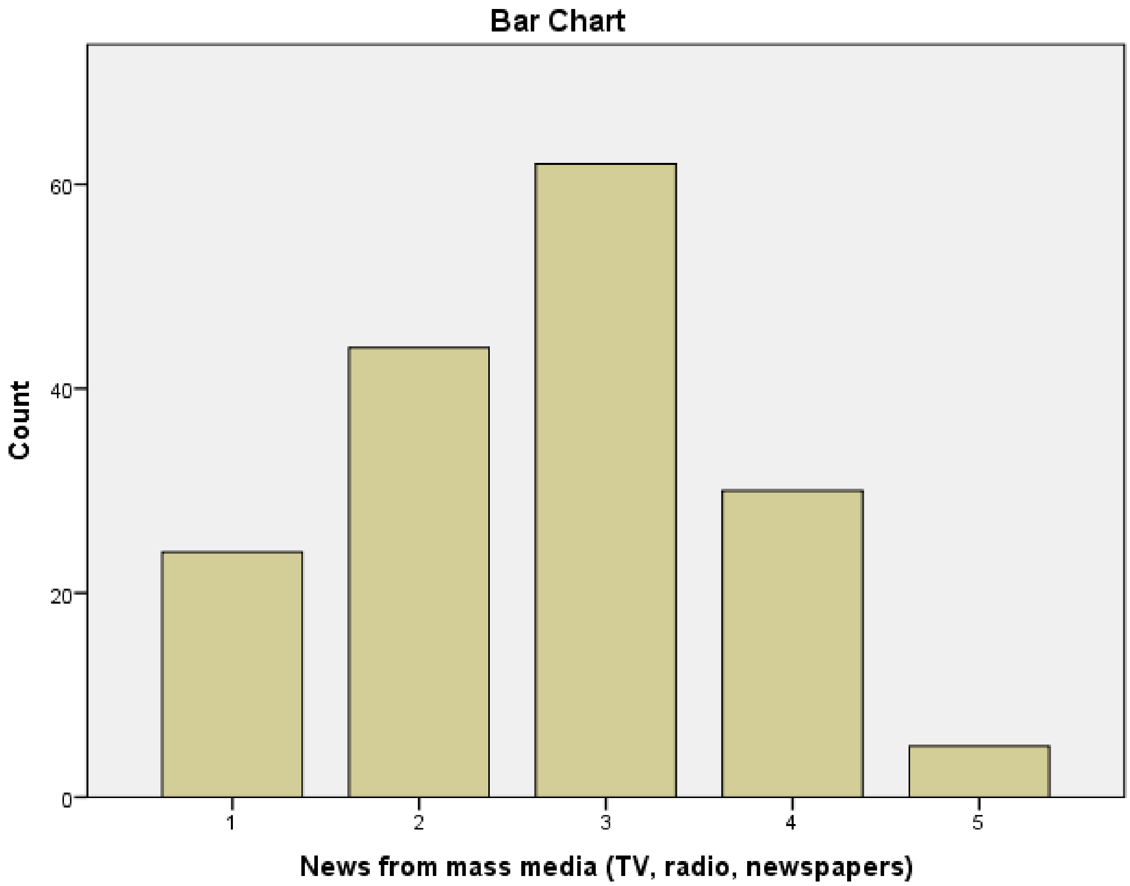


Table 88 Advertising in mass media (TV, radio, newspapers) * Segments Crosstabulation – Young tourists

			Segments	Total
			Young tourists	
Advertising in mass media (TV, radio, newspapers)	1	Count	49	49
		% within Segments	29,7%	29,7%
	2	Count	48	48
		% within Segments	29,1%	29,1%
	3	Count	46	46
		% within Segments	27,9%	27,9%
	4	Count	20	20
		% within Segments	12,1%	12,1%
	5	Count	2	2
		% within Segments	1,2%	1,2%
Total		Count	165	165
		% within Segments	100,0%	100,0%

Chart 27 Advertising in mass media (TV, radio, newspapers) * Segments Crosstabulation – Young tourists

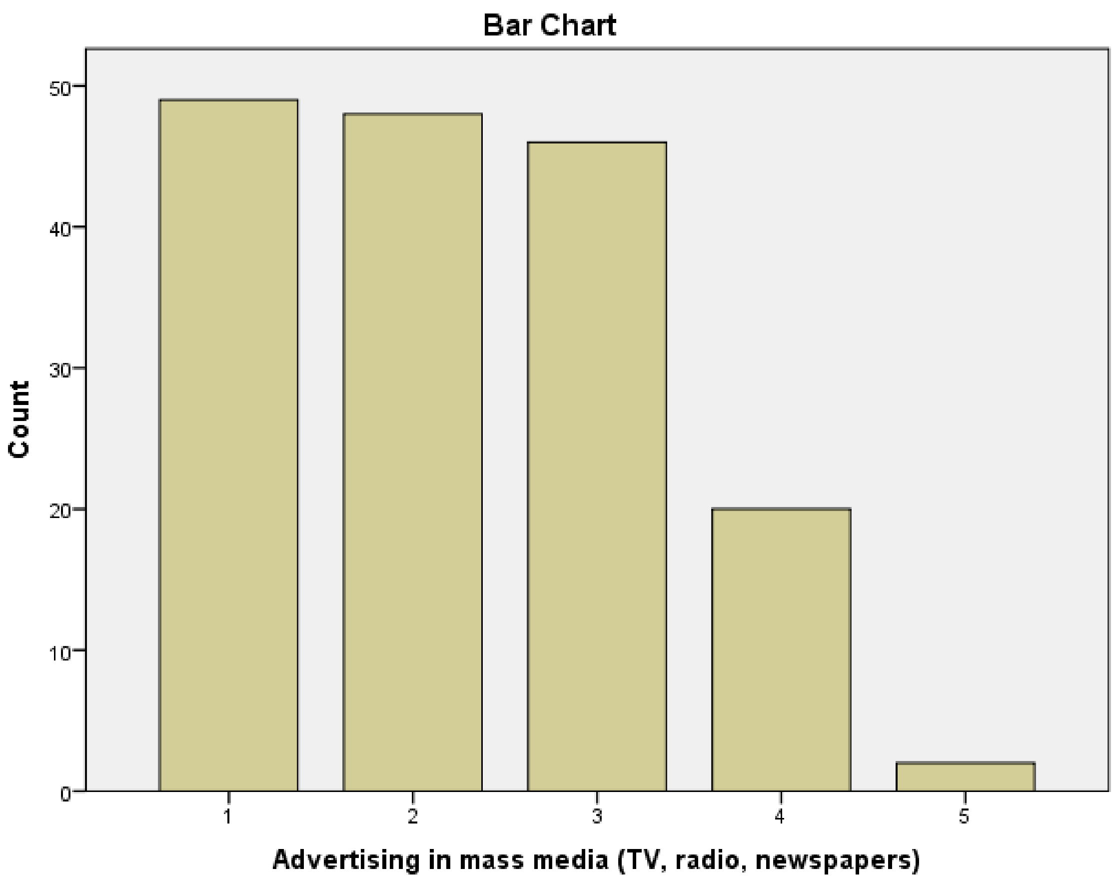


Table 89 First hand information and experience (personal visits, etc) * Segments Crosstabulation – Young tourists

			Segments	Total
			Young tourists	
First hand information and experience (personal visits, etc)	2	Count	2	2
		% within Segments	1,2%	1,2%
	3	Count	10	10
		% within Segments	6,1%	6,1%
	4	Count	57	57
		% within Segments	34,8%	34,8%
	5	Count	95	95
		% within Segments	57,9%	57,9%
Total		Count	164	164
		% within Segments	100,0%	100,0%

Chart 28 First hand information and experience (personal visits, etc) * Segments Crosstabulation – Young tourists

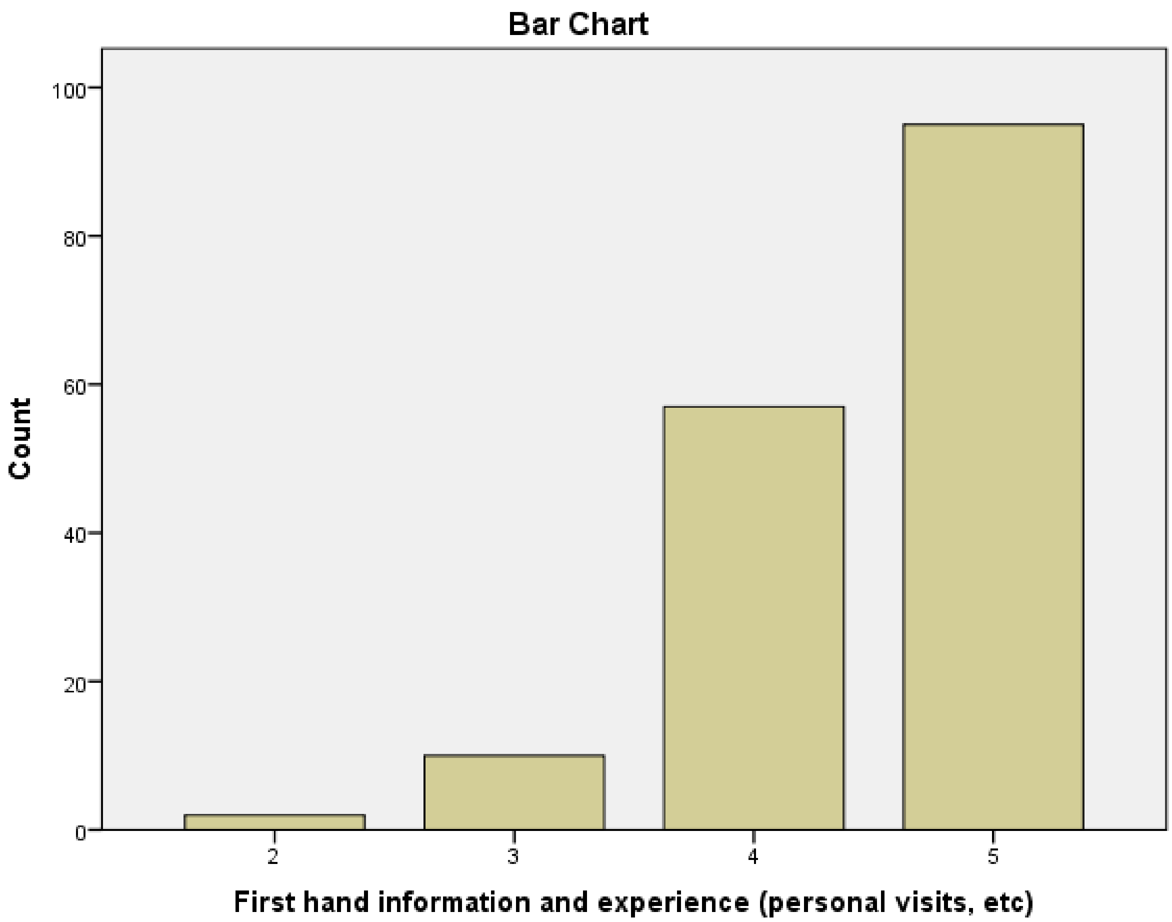


Table 90 Personal web site of the accommodation facility * Segments Crosstabulation – Young tourists

			Segments	Total
			Young tourists	
Personal web site of the accommodation facility	1	Count	4	4
		% within Segments	2,4%	2,4%
	2	Count	10	10
		% within Segments	6,1%	6,1%
	3	Count	46	46
		% within Segments	27,9%	27,9%
	4	Count	68	68
		% within Segments	41,2%	41,2%
	5	Count	37	37
		% within Segments	22,4%	22,4%
Total		Count	165	165
		% within Segments	100,0%	100,0%

Chart 29 Personal web site of the accommodation facility * Segments Crosstabulation – Young tourists

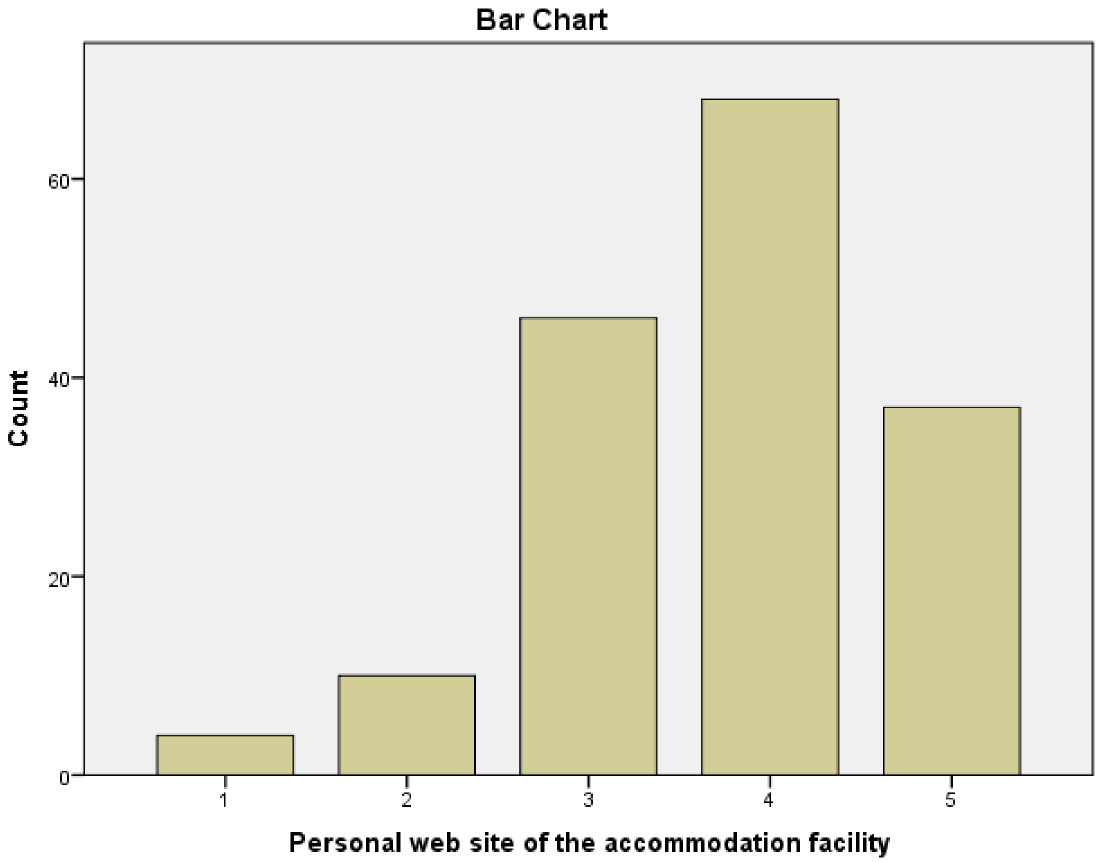


Table 91 Internet blogs and forums * Segments Crosstabulation – Young tourists

			Segments	Total
			Young tourists	
Internet blogs and forums	1	Count	8	8
		% within Segments	4,8%	4,8%
	2	Count	18	18
		% within Segments	10,9%	10,9%
	3	Count	22	22
		% within Segments	13,3%	13,3%
	4	Count	61	61
		% within Segments	37,0%	37,0%
	5	Count	56	56
		% within Segments	33,9%	33,9%
Total		Count	165	165
		% within Segments	100,0%	100,0%

Chart 30 Internet blogs and forums * Segments Crosstabulation – Young tourists

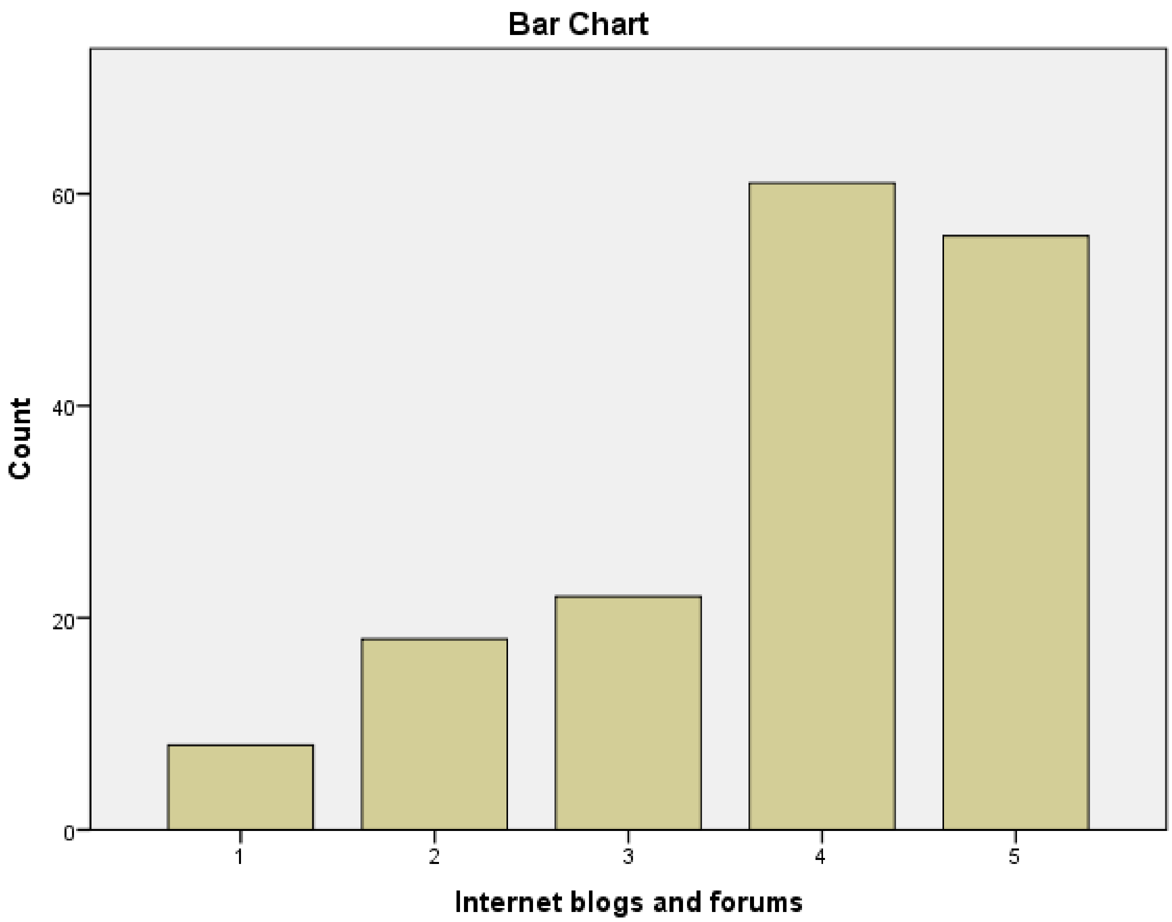


Table 92 Please tell us which of these is YOUR FAVOURITE source of information: * Segments Crosstabulation – Young tourists

			Segments	Total
			Young tourists	
Please tell us which of these is YOUR FAVOURITE source of information:	Promotional literature	Count	2	2
		% within Segments	1,2%	1,2%
	Recommendations of friends and family	Count	49	49
		% within Segments	30,1%	30,1%
	Travel professionals	Count	5	5
		% within Segments	3,1%	3,1%
	Newsfrom mass media	Count	1	1
		% within Segments	0,6%	0,6%
	First hand information and experience	Count	51	51
		% within Segments	31,3%	31,3%
	Personal web site	Count	9	9
		% within Segments	5,5%	5,5%
	Internet blogs and forums	Count	46	46
		% within Segments	28,2%	28,2%
Total		Count	163	163
		% within Segments	100,0%	100,0%

Chart 31 Please tell us which of these is YOUR FAVOURITE source of information: * Segments Crosstabulation – Young tourists

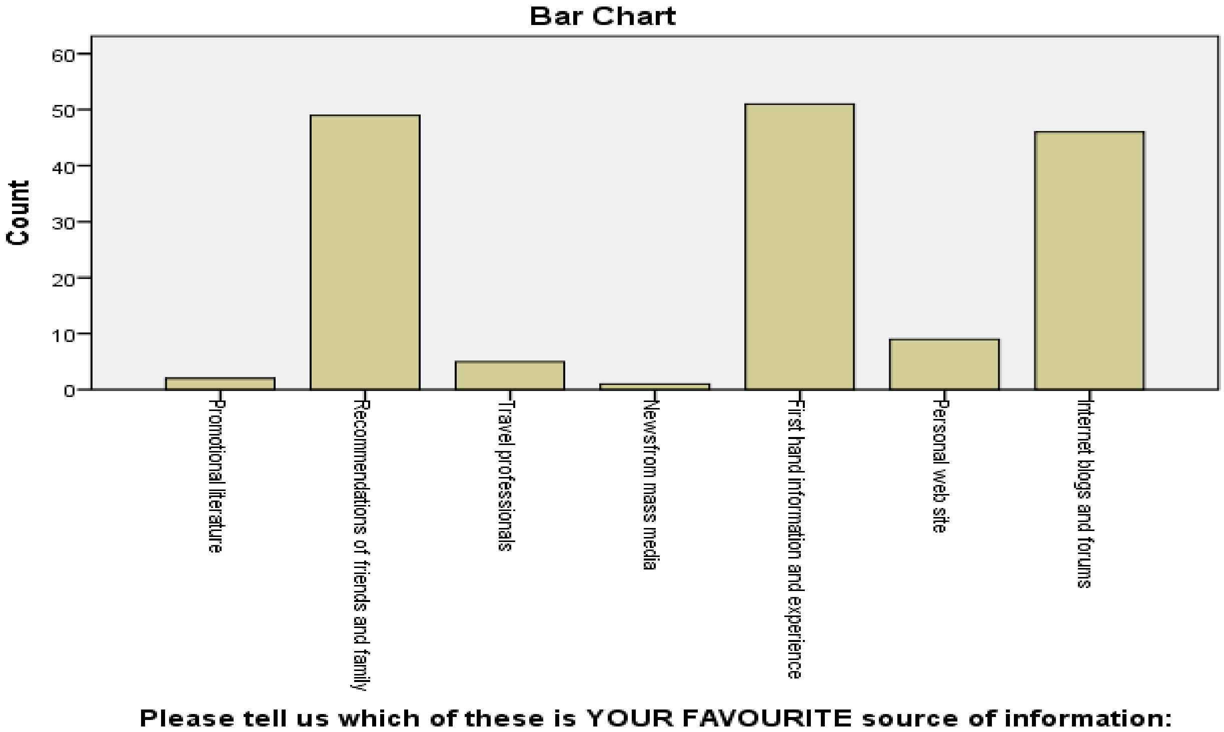


Table 93 Travel_frequency * Segments Crosstabulation – Young tourists

			Segments	Total
			Young tourists	
Travel_frequency	Up to 2	Count	73	73
		% within Segments	44,2%	44,2%
	3 to 4	Count	71	71
		% within Segments	43,0%	43,0%
	5 or more	Count	21	21
		% within Segments	12,7%	12,7%
Total		Count	165	165
		% within Segments	100,0%	100,0%

Chart 32 Travel_frequency * Segments Crosstabulation – Young tourists

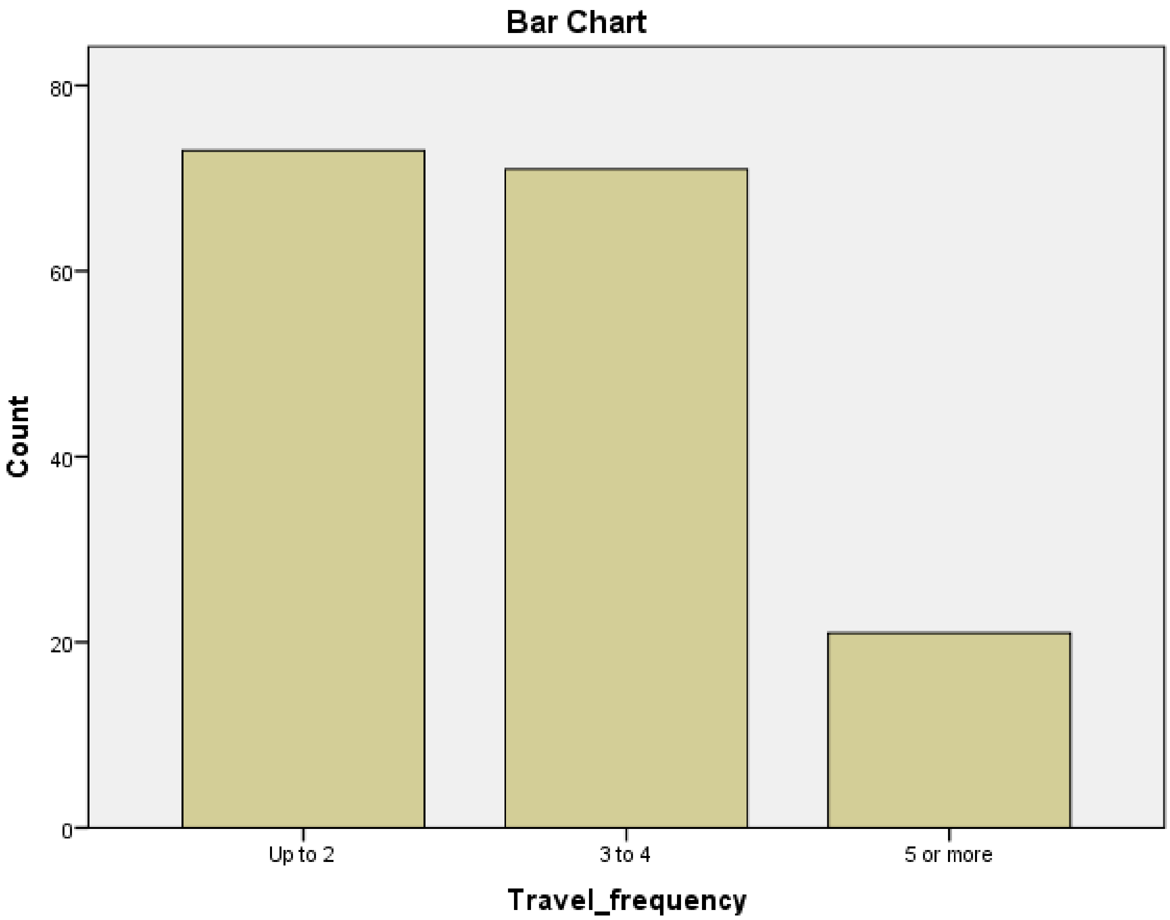
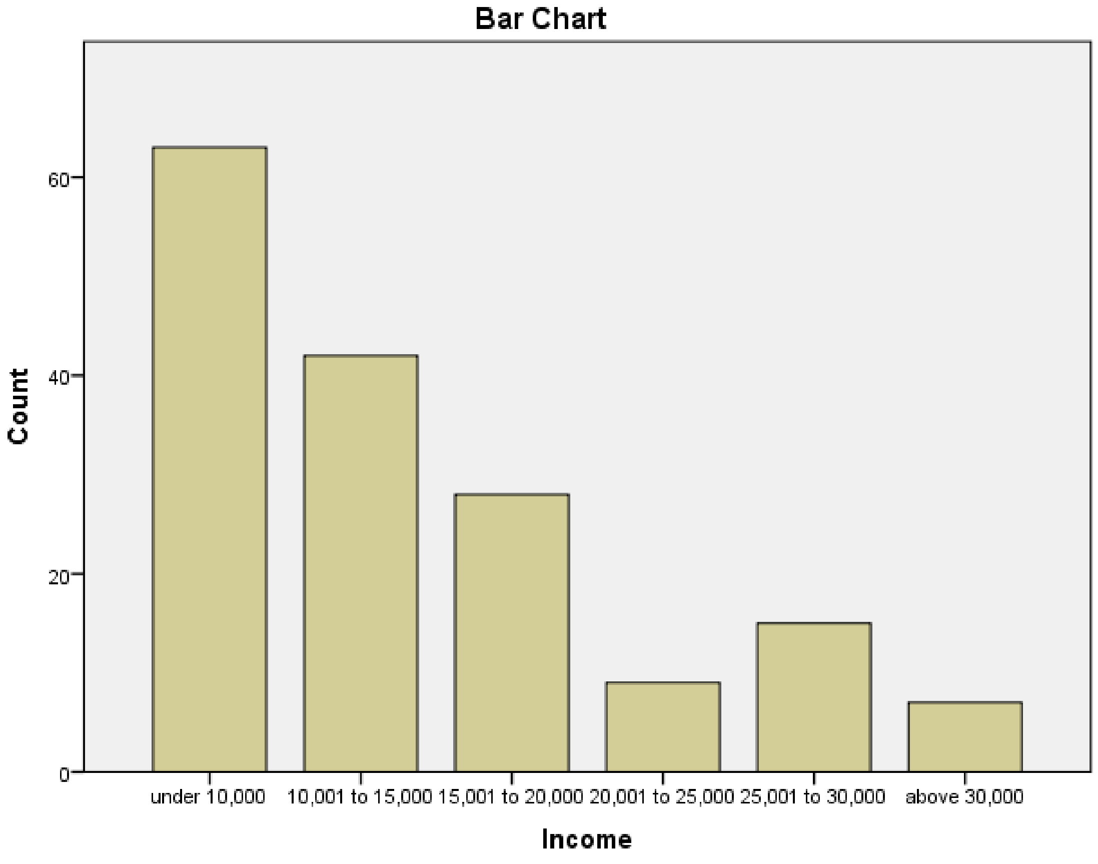


Table 94 Income * Segments Crosstabulation – Young tourists

			Segments	Total
			Young tourists	
Income	under 10,000	Count	63	63
		% within Segments	38,4%	38,4%
	10,001 to 15,000	Count	42	42
		% within Segments	25,6%	25,6%
	15,001 to 20,000	Count	28	28
		% within Segments	17,1%	17,1%
	20,001 to 25,000	Count	9	9
		% within Segments	5,5%	5,5%
	25,001 to 30,000	Count	15	15
		% within Segments	9,1%	9,1%
	above 30,000	Count	7	7
		% within Segments	4,3%	4,3%
Total		Count	164	164
		% within Segments	100,0%	100,0%

Chart 33 Income * Segments Crosstabulation – Young tourists



10.5 Appendix E – Family tourists segment

Table 95 Monument sightseeing * Segments Crosstabulation – Family tourists

			Segments Family tourists	Total
Monument sightseeing	2	Count	31	31
		% within Segments	22,0%	22,0%
	3	Count	50	50
		% within Segments	35,5%	35,5%
	4	Count	46	46
		% within Segments	32,6%	32,6%
	5	Count	14	14
		% within Segments	9,9%	9,9%
Total		Count	141	141
		% within Segments	100,0%	100,0%

Chart 34 Monument sightseeing * Segments Crosstabulation – Family tourists

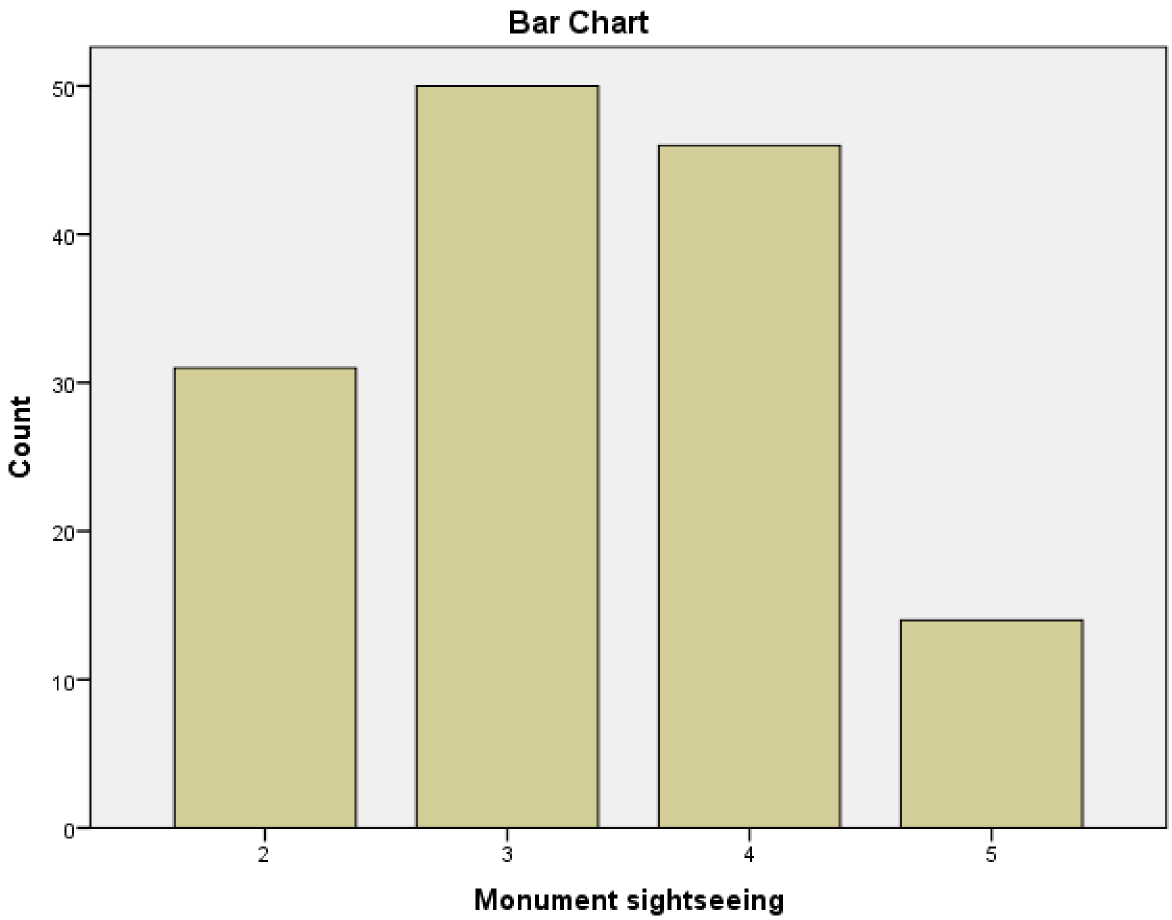


Table 96 Visiting historic places * Segments Crosstabulation – Family tourists

			Segments	Total
			Family tourists	
Visiting historic places	2	Count	15	15
		% within Segments	10,6%	10,6%
	3	Count	55	55
		% within Segments	39,0%	39,0%
	4	Count	50	50
		% within Segments	35,5%	35,5%
	5	Count	21	21
		% within Segments	14,9%	14,9%
Total		Count	141	141
		% within Segments	100,0%	100,0%

Chart 35 Visiting historic places * Segments Crosstabulation – Family tourists

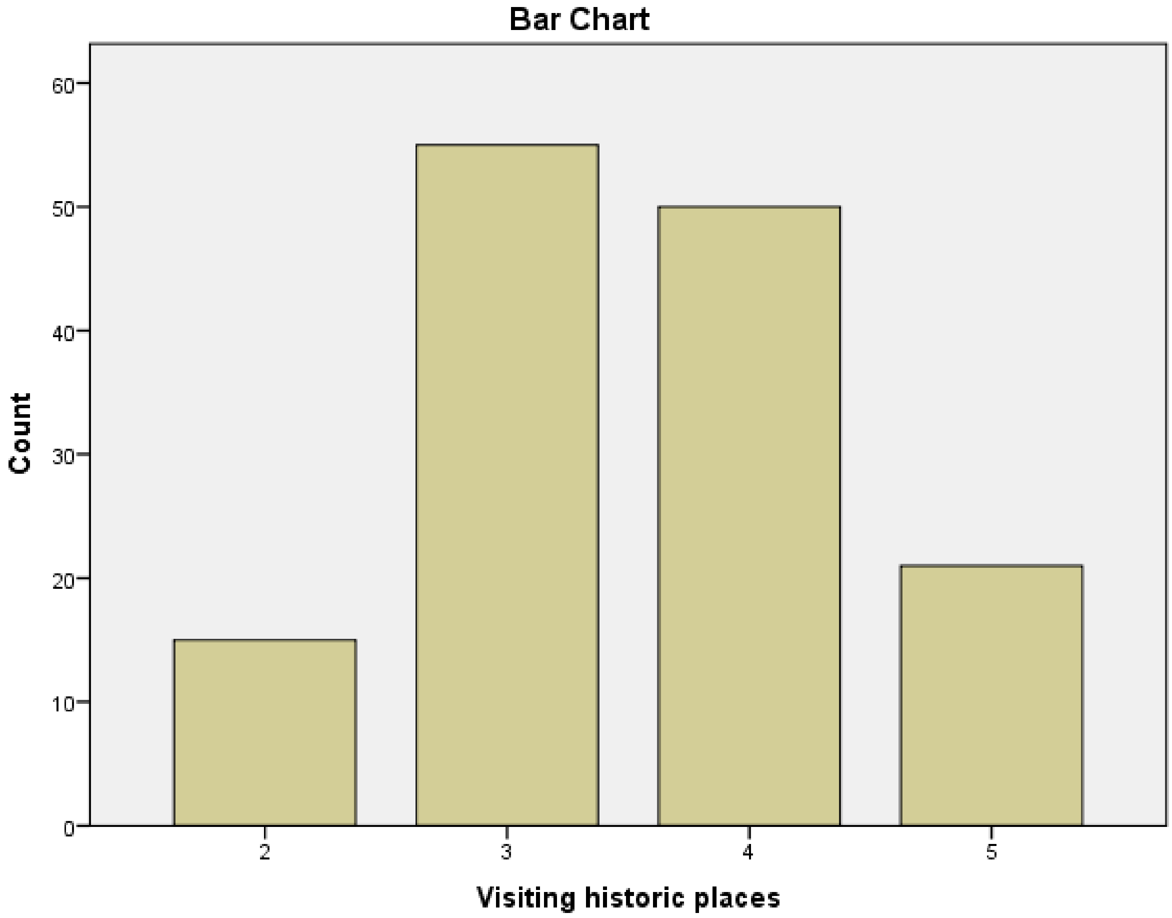


Table 97 Visiting museums * Segments Crosstabulation – Family tourists

			Segments	Total
			Family tourists	
Visiting museums	1	Count	7	7
		% within Segments	5,0%	5,0%
	2	Count	40	40
		% within Segments	28,4%	28,4%
	3	Count	37	37
		% within Segments	26,2%	26,2%
	4	Count	43	43
		% within Segments	30,5%	30,5%
	5	Count	14	14
		% within Segments	9,9%	9,9%
Total		Count	141	141
		% within Segments	100,0%	100,0%

Chart 36 Visiting museums * Segments Crosstabulation – Family tourists

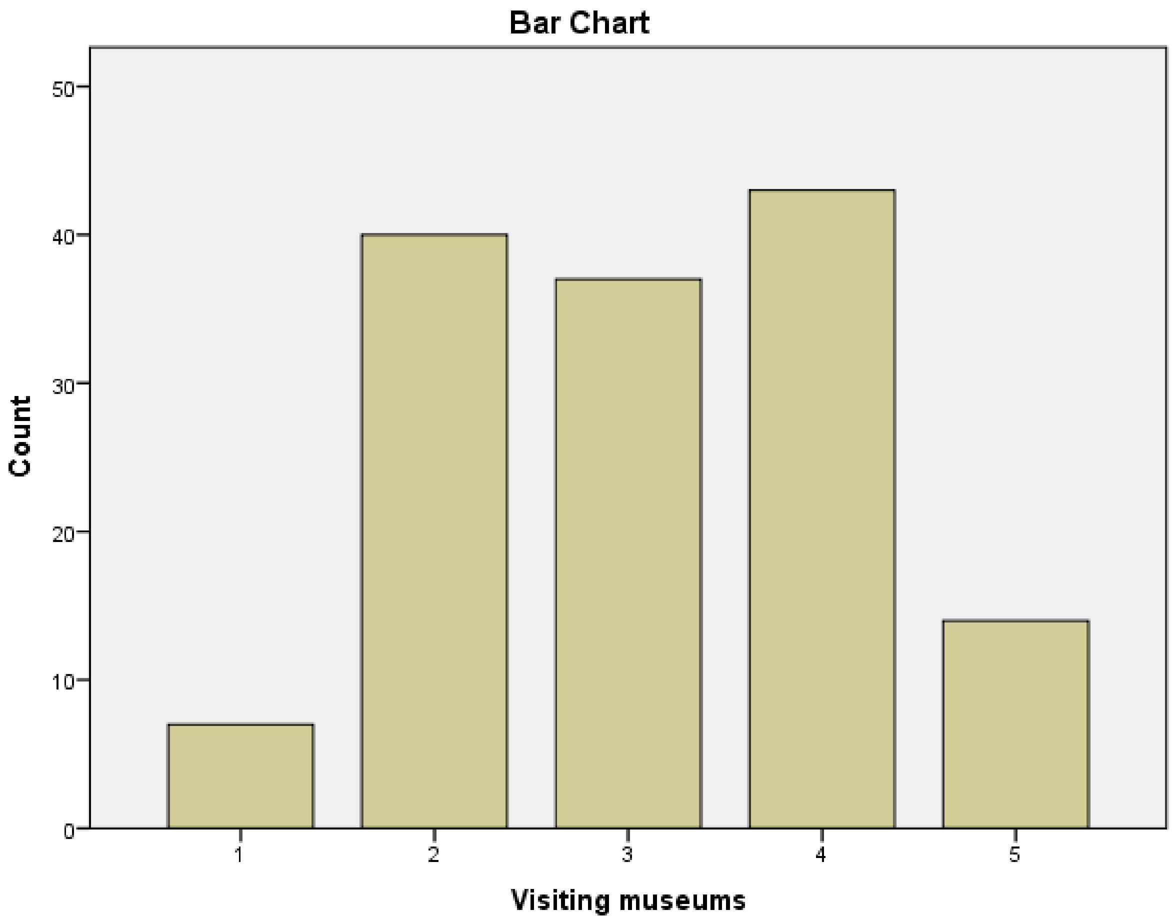


Table 98 Interaction with the locals * Segments Crosstabulation – Family tourists

			Segments	Total
			Family tourists	
Interaction with the locals	2	Count	18	18
		% within Segments	12,8%	12,8%
	3	Count	49	49
		% within Segments	34,8%	34,8%
	4	Count	47	47
		% within Segments	33,3%	33,3%
	5	Count	27	27
		% within Segments	19,1%	19,1%
Total		Count	141	141
		% within Segments	100,0%	100,0%

Chart 37 Interaction with the locals * Segments Crosstabulation – Family tourists

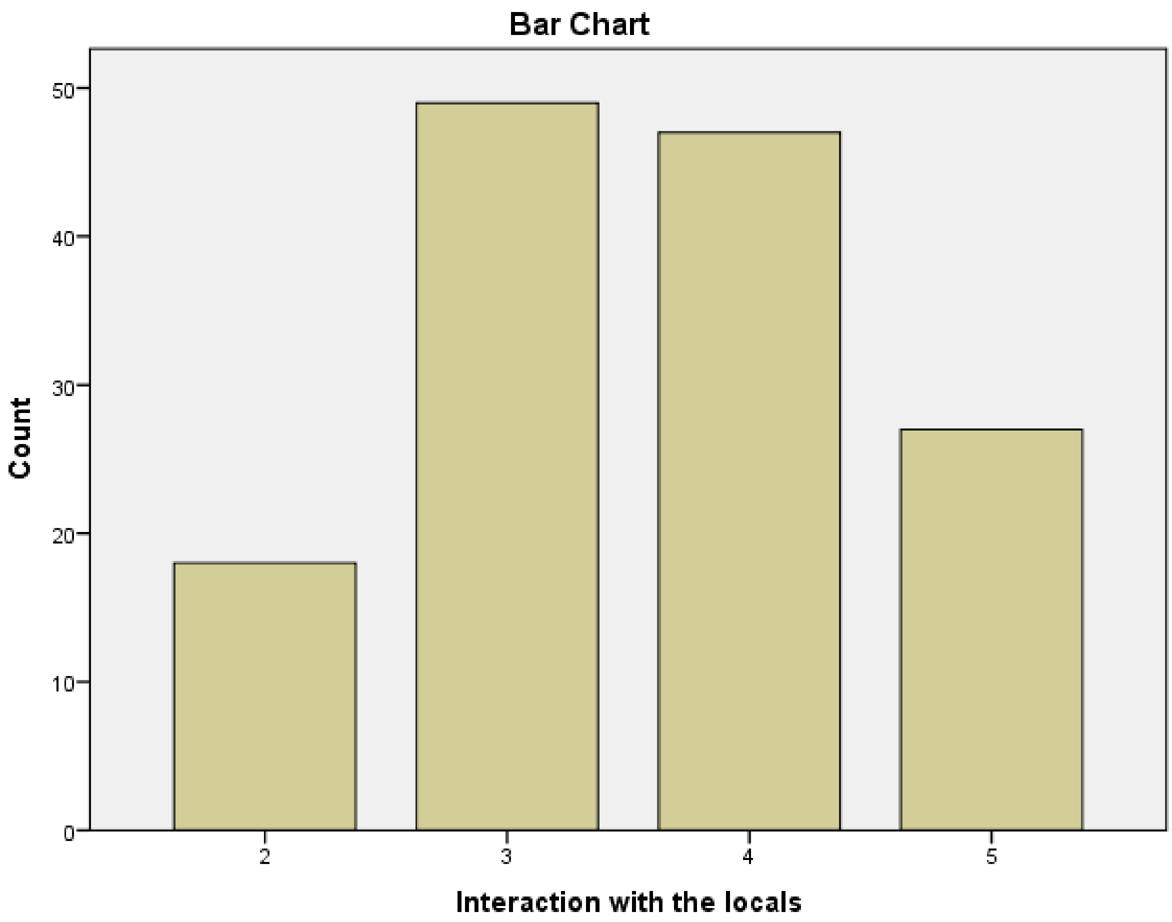


Table 99 Discovering local traditions, rituals and lifestyle * Segments Crosstabulation – Family tourist

			Segments	Total
			Family tourists	
Discovering local traditions, rituals and lifestyle	2	Count	1	1
		% within Segments	0,7%	0,7%
	3	Count	34	34
		% within Segments	24,1%	24,1%
	4	Count	58	58
		% within Segments	41,1%	41,1%
	5	Count	48	48
		% within Segments	34,0%	34,0%
Total		Count	141	141
		% within Segments	100,0%	100,0%

Chart 38 Discovering local traditions, rituals and lifestyle * Segments Crosstabulation – Family tourist

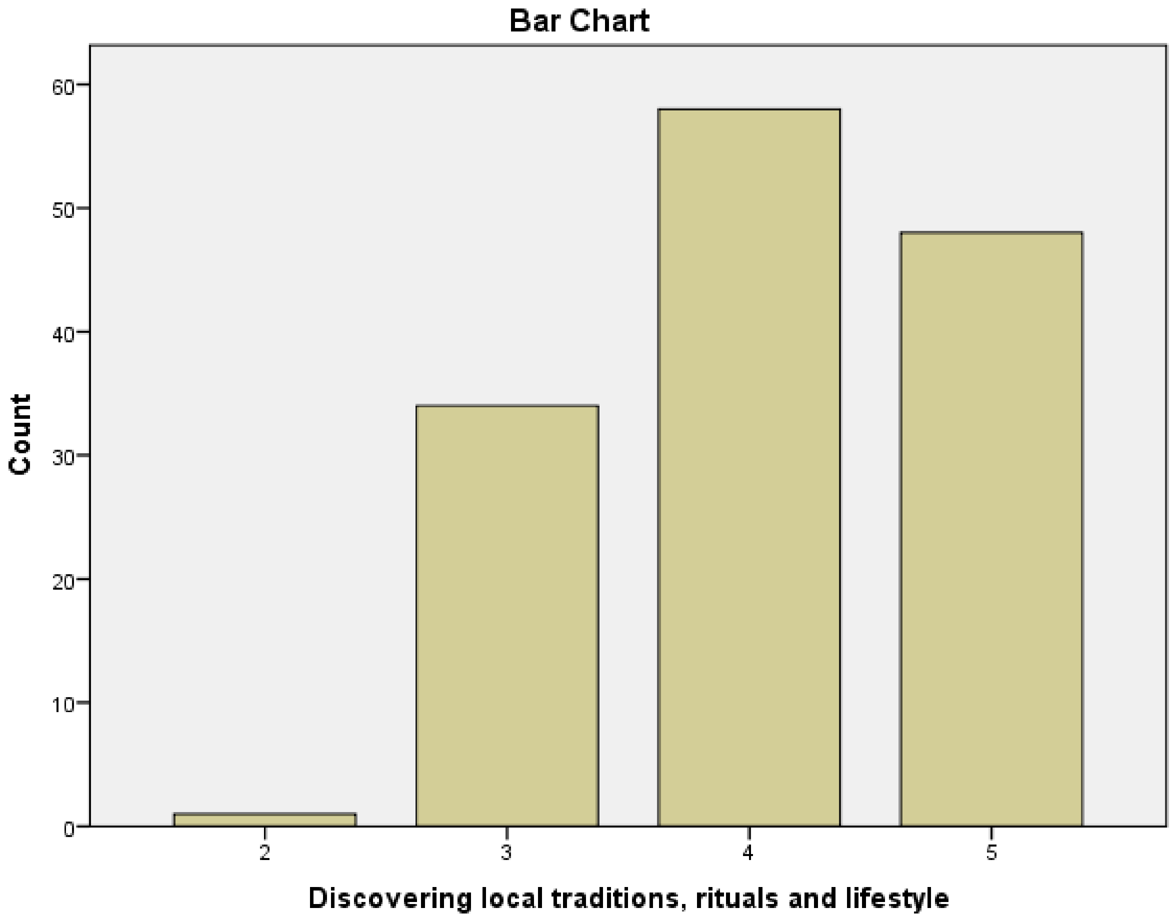


Table 100 Wine tasting * Segments Crosstabulation – Family tourists

			Segments	Total
			Family tourists	
Wine tasting	1	Count	1	1
		% within Segments	0,7%	0,7%
	2	Count	10	10
		% within Segments	7,1%	7,1%
	3	Count	32	32
		% within Segments	22,7%	22,7%
	4	Count	62	62
		% within Segments	44,0%	44,0%
	5	Count	36	36
		% within Segments	25,5%	25,5%
Total		Count	141	141
		% within Segments	100,0%	100,0%

Chart 39 Wine tasting * Segments Crosstabulation – Family tourists

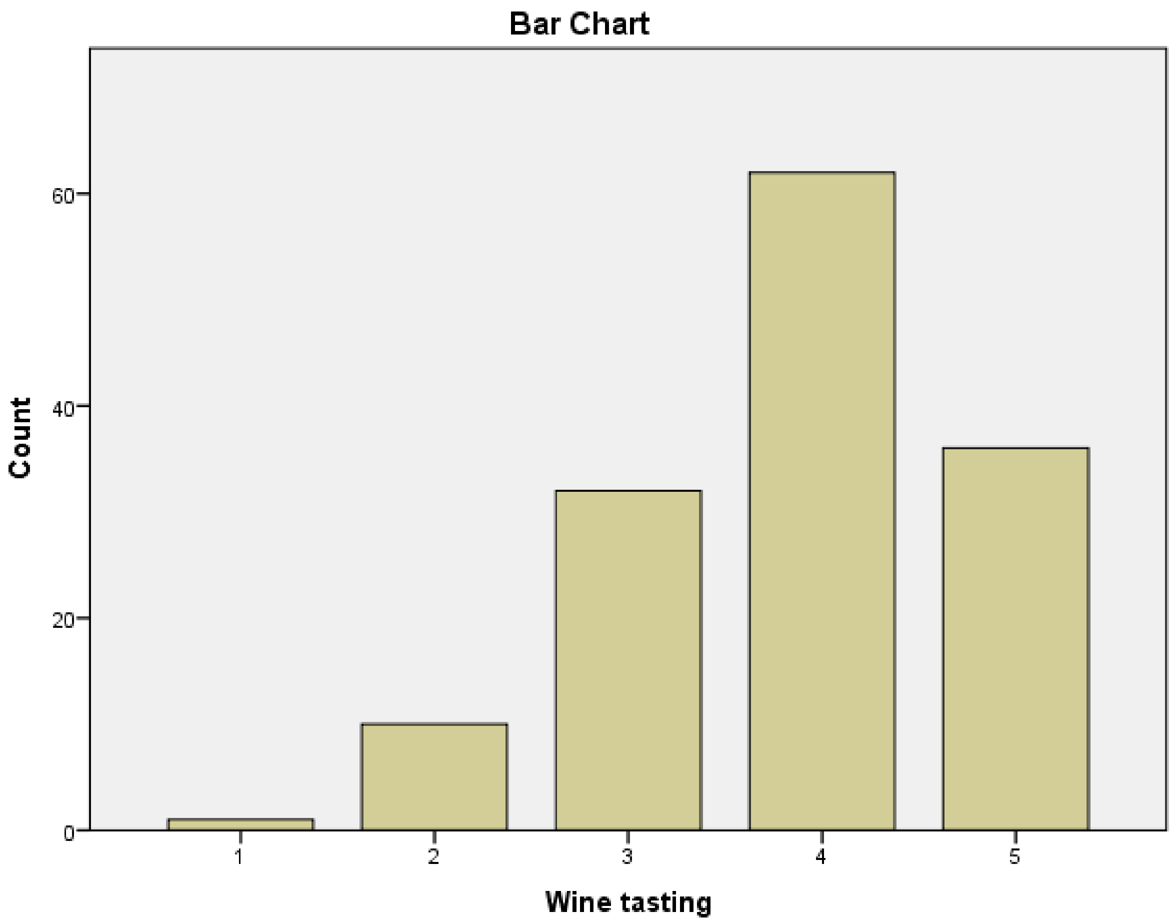


Table 101 Gastronomy * Segments Crosstabulation – Family tourists

			Segments	Total
			Family tourists	
Gastronomy	2	Count	4	4
		% within Segments	2,9%	2,9%
	3	Count	44	44
		% within Segments	31,4%	31,4%
	4	Count	49	49
		% within Segments	35,0%	35,0%
	5	Count	43	43
		% within Segments	30,7%	30,7%
Total		Count	140	140
		% within Segments	100,0%	100,0%

Chart 40 Gastronomy * Segments Crosstabulation – Family tourists

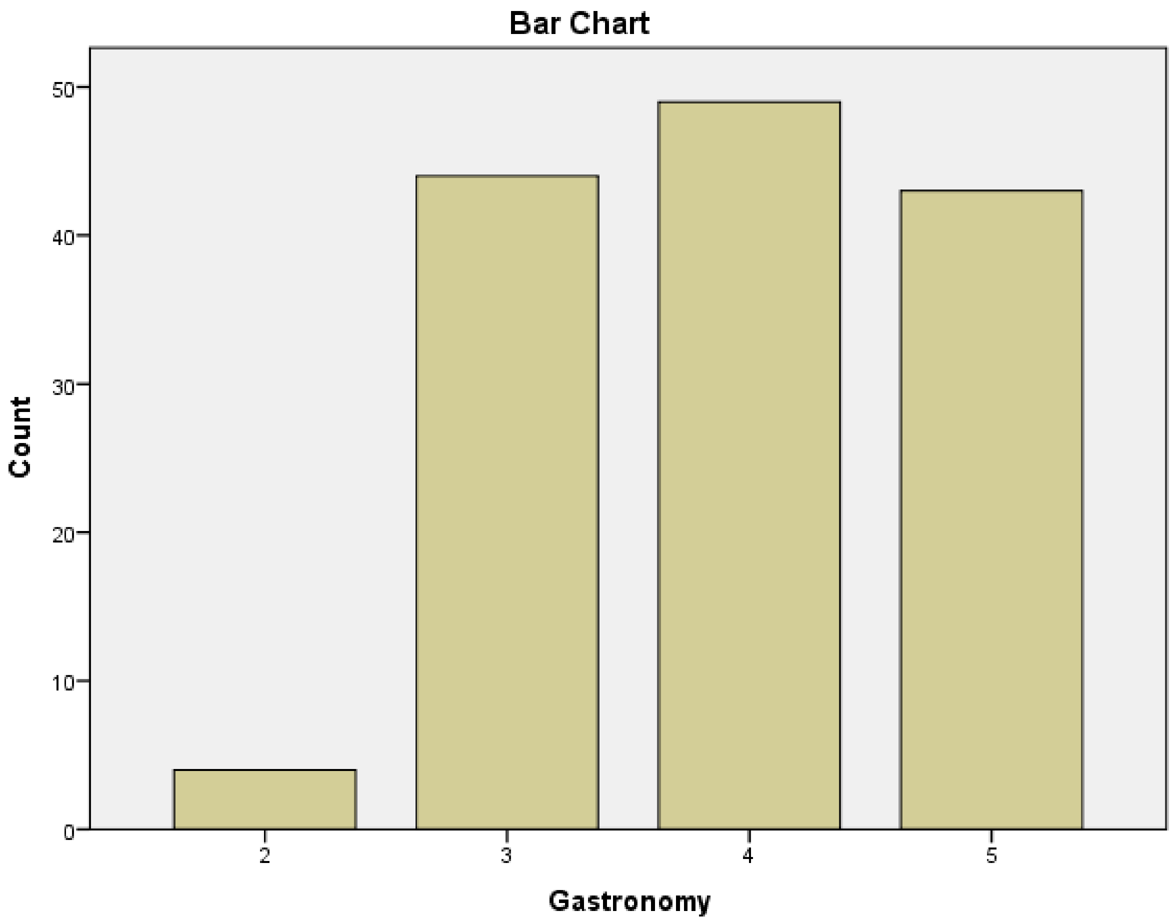


Table 102 Picnics * Segments Crosstabulation – Family tourists

			Segments	Total
			Family tourists	
Picnics	2	Count	6	6
		% within Segments	4,3%	4,3%
	3	Count	66	66
		% within Segments	46,8%	46,8%
	4	Count	52	52
		% within Segments	36,9%	36,9%
	5	Count	17	17
		% within Segments	12,1%	12,1%
Total		Count	141	141
		% within Segments	100,0%	100,0%

Chart 41 Picnics * Segments Crosstabulation – Family tourists

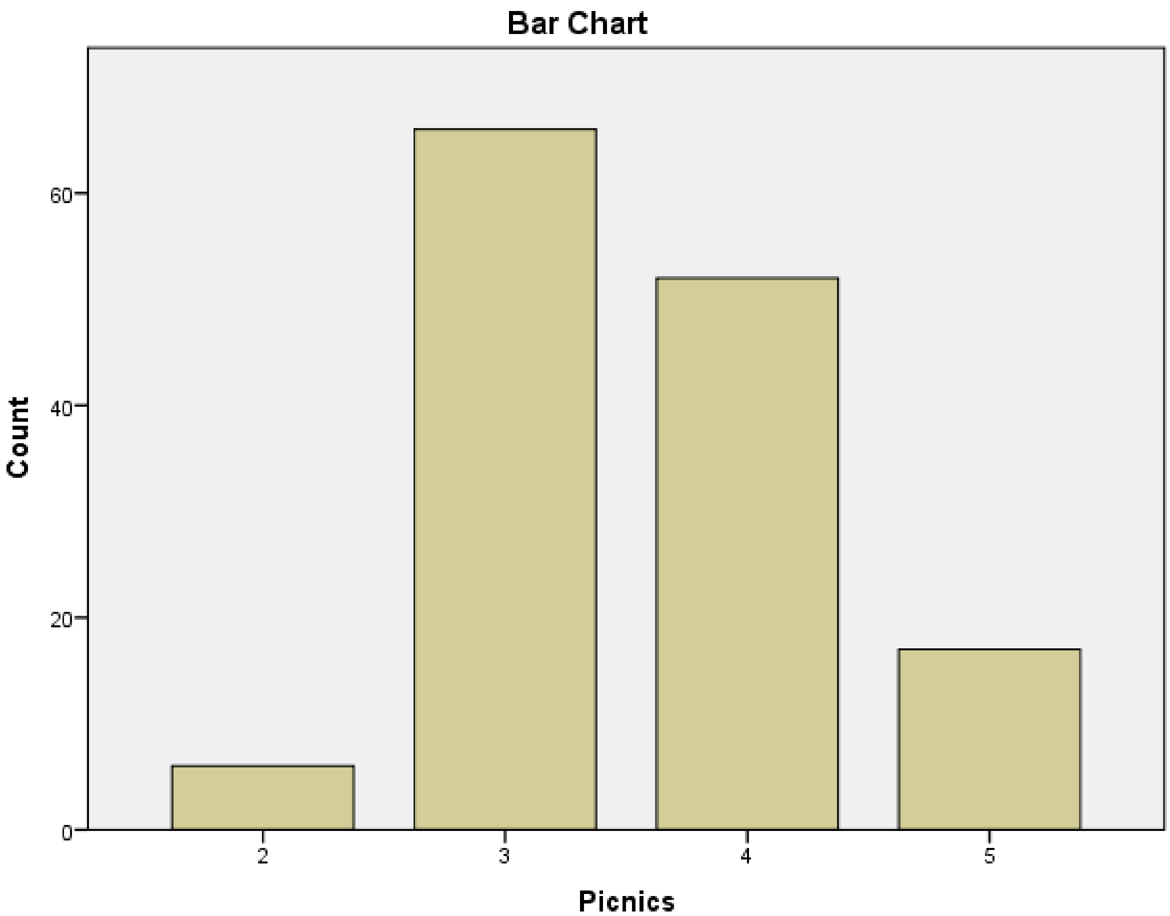


Table 103 Nature sightseeing * Segments Crosstabulation – Family tourists

			Segments	Total
			Family tourists	
Nature sightseeing	2	Count	1	1
		% within Segments	0,7%	0,7%
	3	Count	23	23
		% within Segments	16,3%	16,3%
	4	Count	77	77
		% within Segments	54,6%	54,6%
	5	Count	40	40
		% within Segments	28,4%	28,4%
Total		Count	141	141
		% within Segments	100,0%	100,0%

Chart 42 Nature sightseeing * Segments Crosstabulation – Family tourists

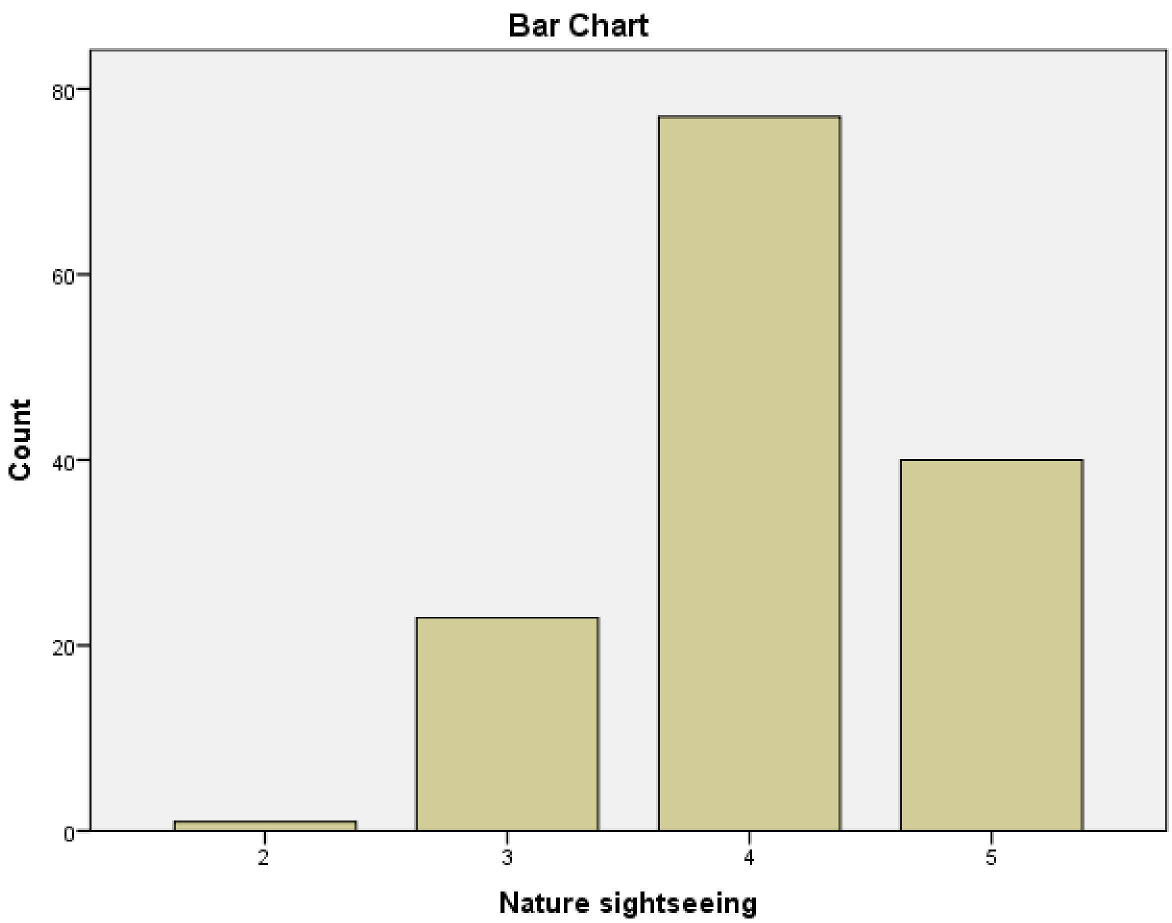


Table 104 Visiting caves * Segments Crosstabulation – Family tourists

			Segments	Total
			Family tourists	
Visiting caves	1	Count	16	16
		% within Segments	11,3%	11,3%
	2	Count	35	35
		% within Segments	24,8%	24,8%
	3	Count	32	32
		% within Segments	22,7%	22,7%
	4	Count	39	39
		% within Segments	27,7%	27,7%
	5	Count	19	19
		% within Segments	13,5%	13,5%
Total		Count	141	141
		% within Segments	100,0%	100,0%

Chart 43 Visiting caves * Segments Crosstabulation – Family tourists

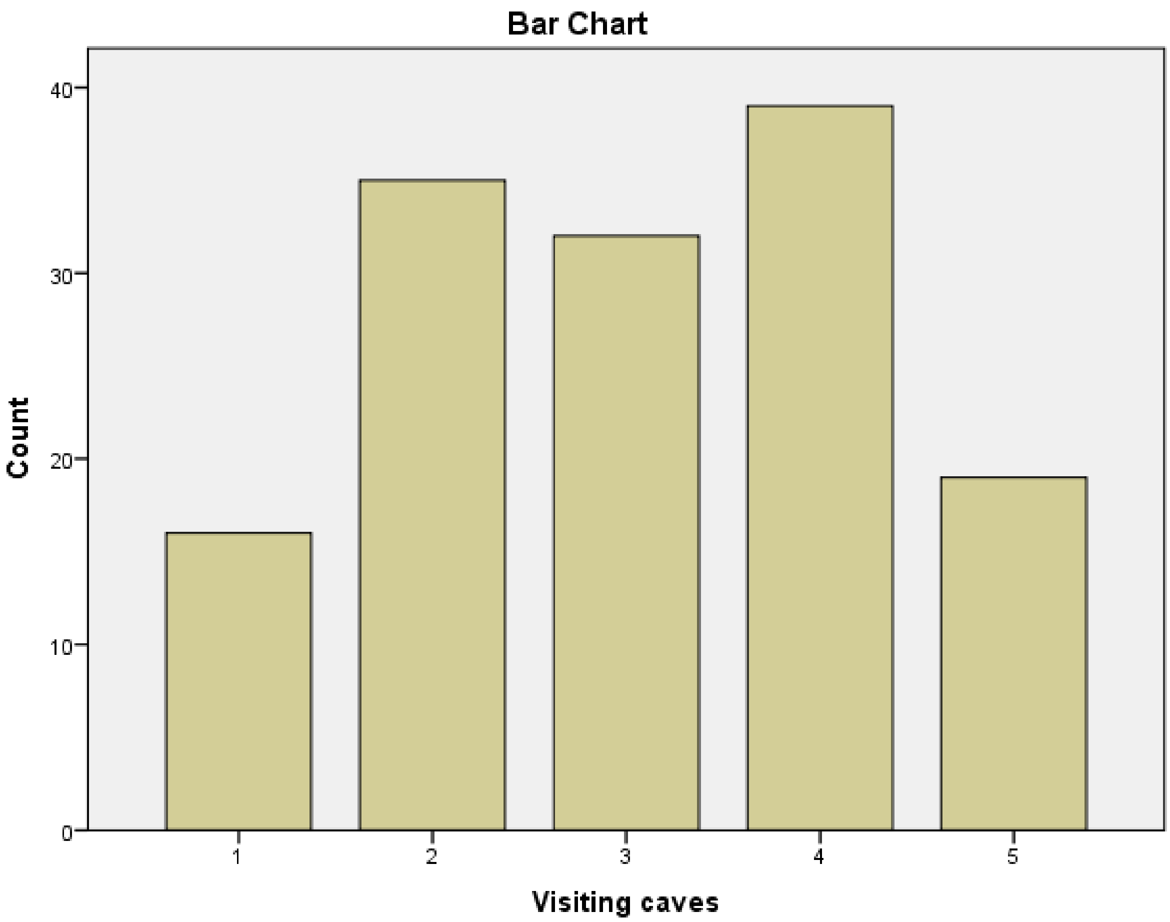


Table 105 Children games and activities * Segments Crosstabulation – Family tourists

			Segments	Total
			Family tourists	
Children games and activities	1	Count	3	3
		% within Segments	2,1%	2,1%
	2	Count	5	5
		% within Segments	3,5%	3,5%
	3	Count	32	32
		% within Segments	22,7%	22,7%
	4	Count	65	65
		% within Segments	46,1%	46,1%
	5	Count	36	36
		% within Segments	25,5%	25,5%
Total		Count	141	141
		% within Segments	100,0%	100,0%

Chart 44 Children games and activities * Segments Crosstabulation – Family tourists

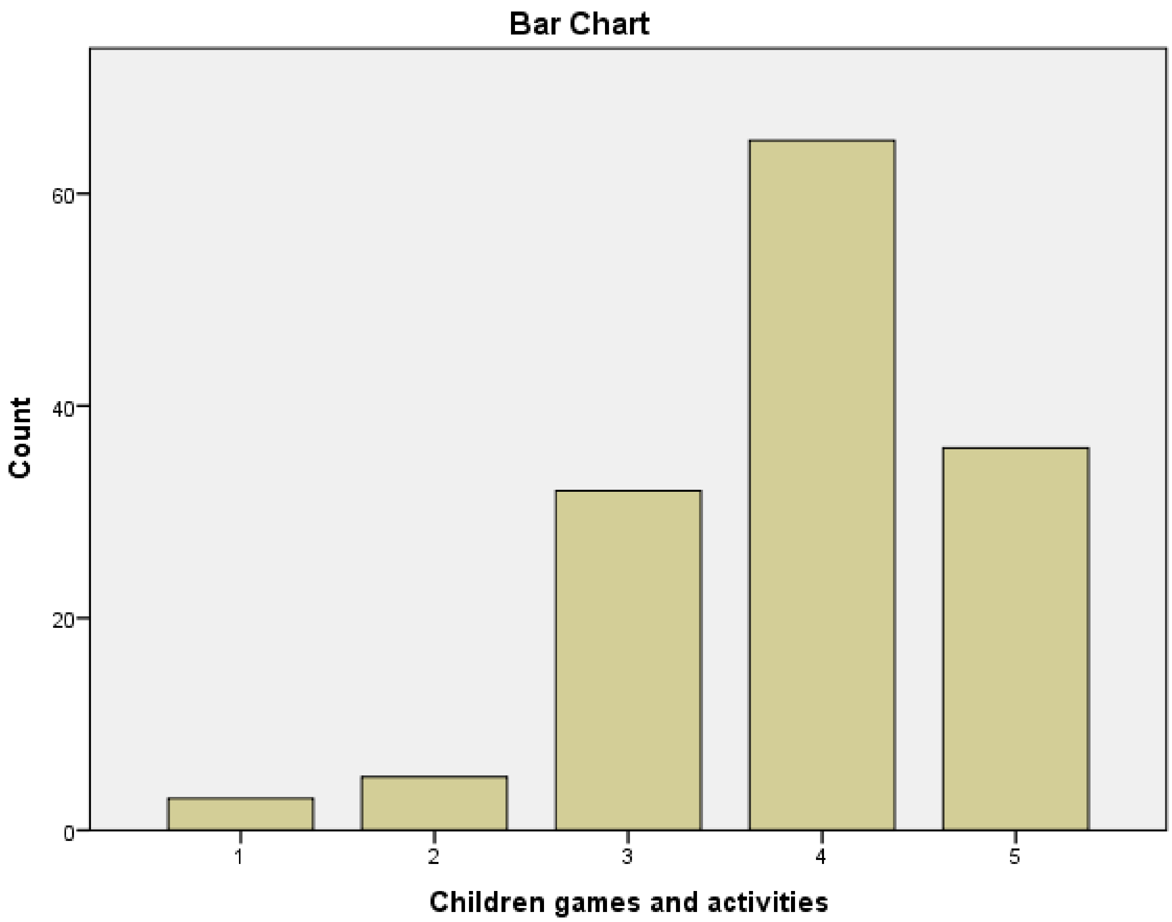


Table 106 Traditional, local children entertainment * Segments Crosstabulation – Family tourists

			Segments	Total
			Family tourists	
Traditional, local children entertainment	1	Count	4	4
		% within Segments	2,8%	2,8%
	2	Count	7	7
		% within Segments	5,0%	5,0%
	3	Count	46	46
		% within Segments	32,6%	32,6%
	4	Count	42	42
		% within Segments	29,8%	29,8%
	5	Count	42	42
		% within Segments	29,8%	29,8%
Total		Count	141	141
		% within Segments	100,0%	100,0%

Chart 45 Traditional, local children entertainment * Segments Crosstabulation – Family tourists

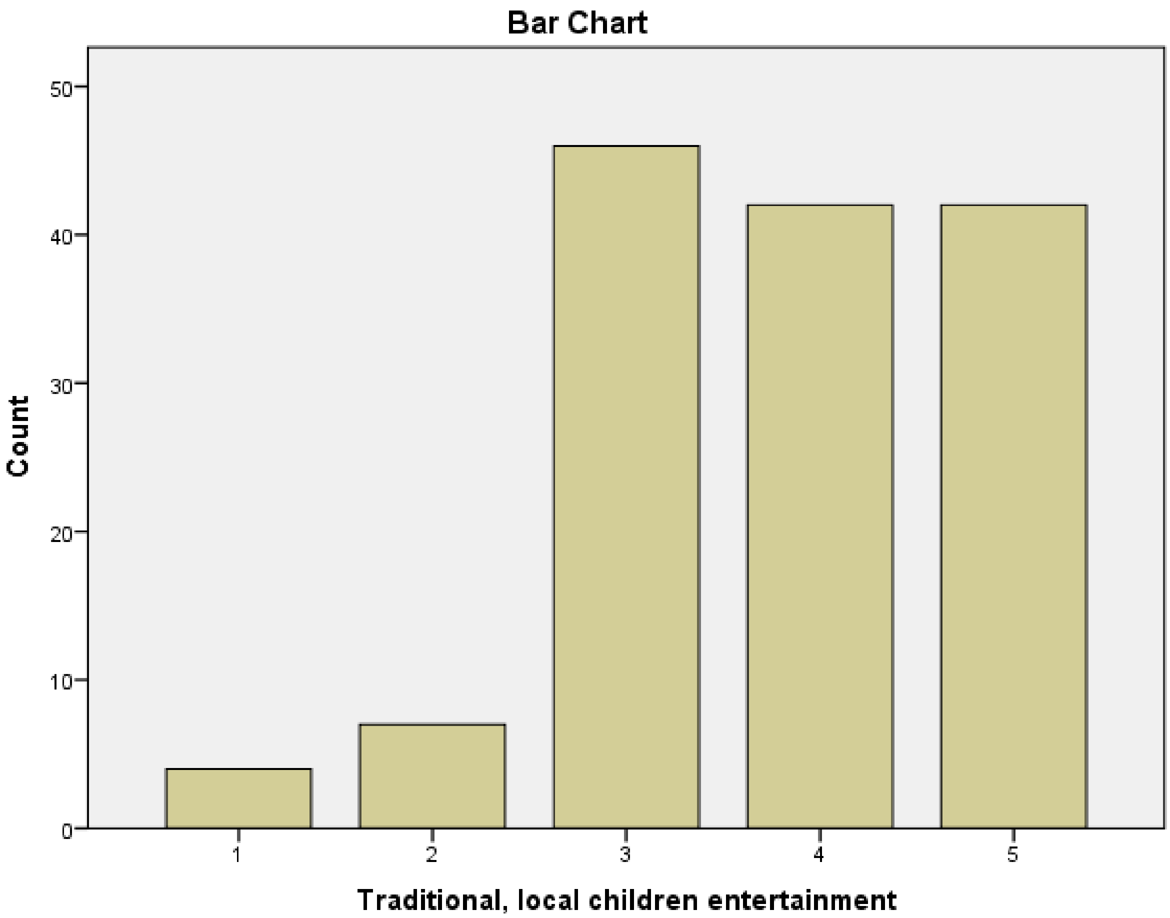


Table 107 Sauna * Segments Crosstabulation – Family tourists

			Segments	Total
			Family tourists	
Sauna	1	Count	2	2
		% within Segments	1,4%	1,4%
	2	Count	6	6
		% within Segments	4,3%	4,3%
	3	Count	26	26
		% within Segments	18,4%	18,4%
	4	Count	65	65
		% within Segments	46,1%	46,1%
	5	Count	42	42
		% within Segments	29,8%	29,8%
Total		Count	141	141
		% within Segments	100,0%	100,0%

Chart 46 Sauna * Segments Crosstabulation – Family tourists

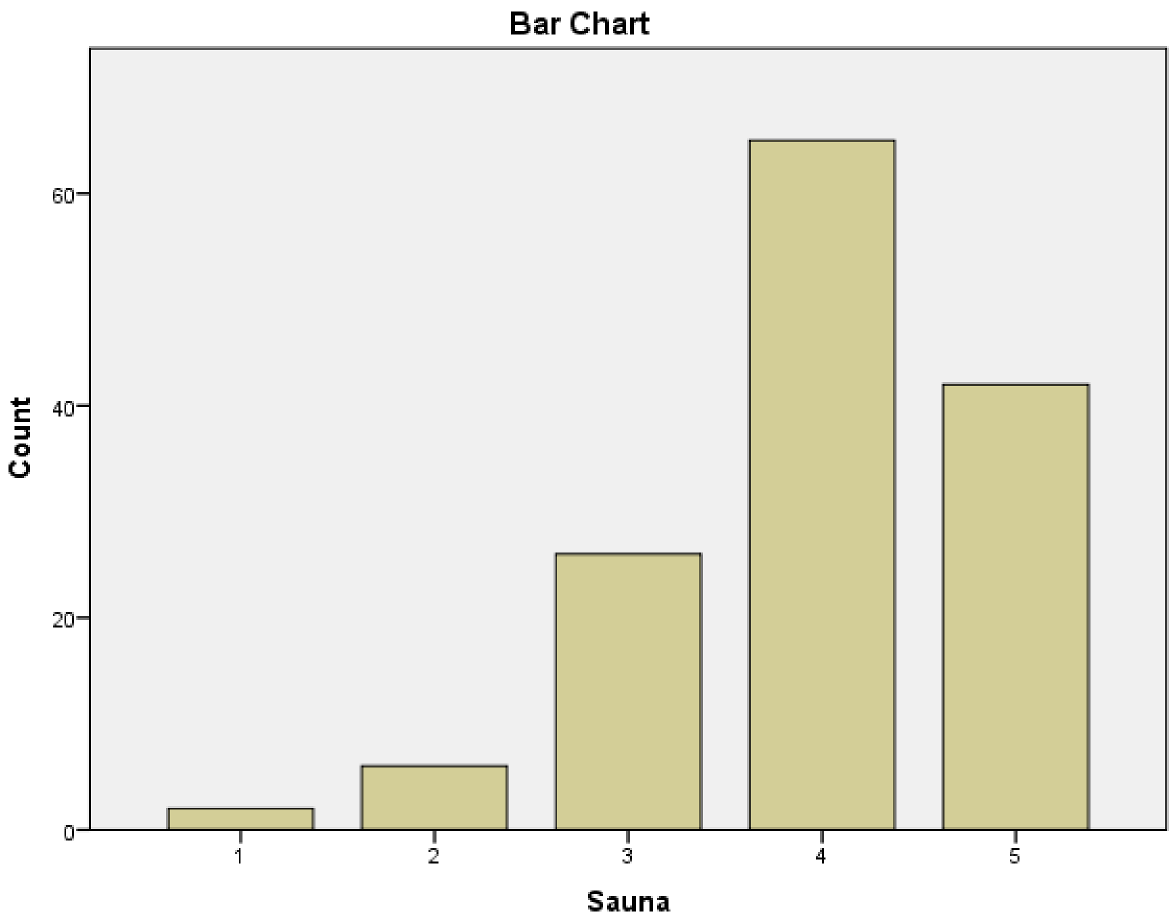


Table 108 Jacuzzi * Segments Crosstabulation – Family tourists

			Segments	Total
			Family tourists	
Jacuzzi	1	Count	5	5
		% within Segments	3,5%	3,5%
	2	Count	5	5
		% within Segments	3,5%	3,5%
	3	Count	26	26
		% within Segments	18,4%	18,4%
	4	Count	68	68
		% within Segments	48,2%	48,2%
	5	Count	37	37
		% within Segments	26,2%	26,2%
Total		Count	141	141
		% within Segments	100,0%	100,0%

Chart 47 Jacuzzi * Segments Crosstabulation – Family tourists

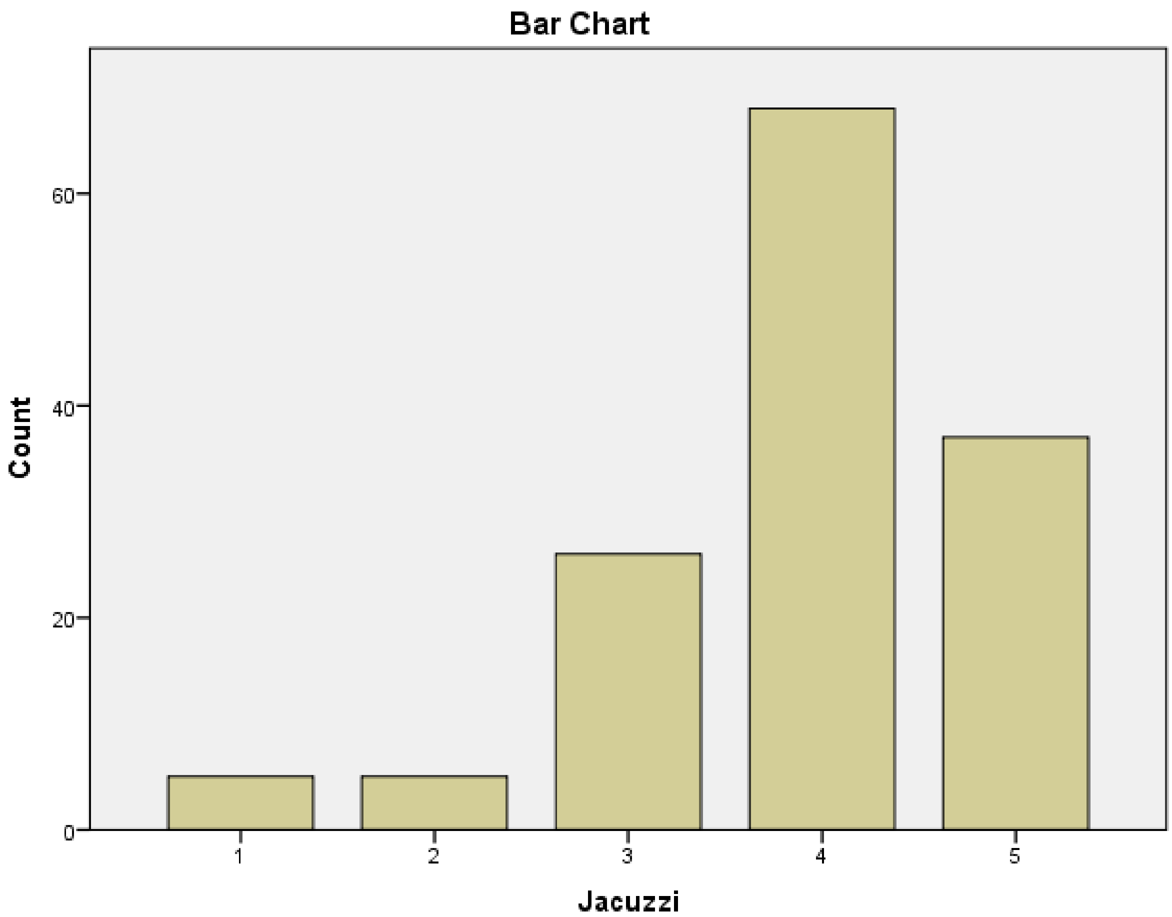


Table 109 Shopping * Segments Crosstabulation – Family tourists

			Segments	Total
			Family tourists	
Shopping	1	Count	15	15
		% within Segments	10,6%	10,6%
	2	Count	28	28
		% within Segments	19,9%	19,9%
	3	Count	24	24
		% within Segments	17,0%	17,0%
	4	Count	27	27
		% within Segments	19,1%	19,1%
	5	Count	47	47
		% within Segments	33,3%	33,3%
Total		Count	141	141
		% within Segments	100,0%	100,0%

Chart 48 Shopping * Segments Crosstabulation – Family tourists

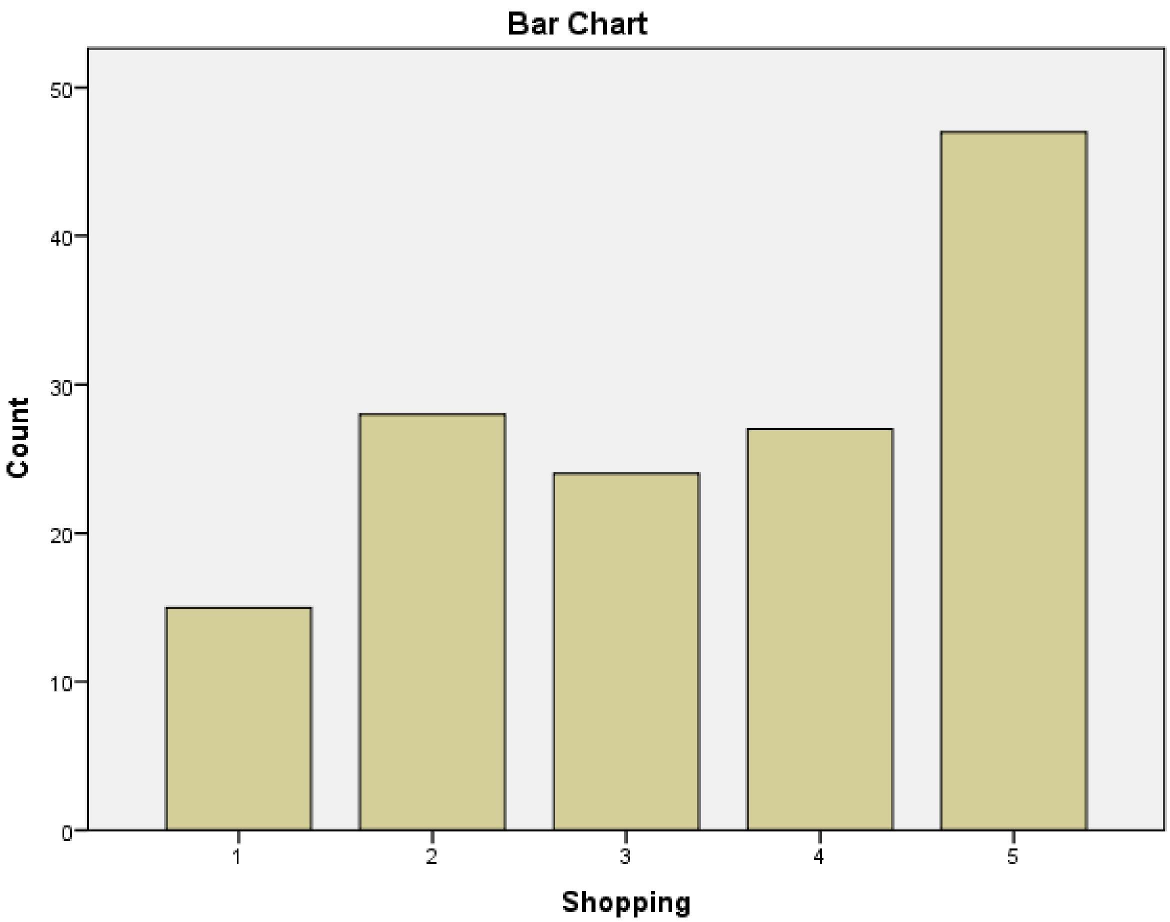


Table 110 Visiting spa center and wellness activities * Segments Crosstabulation – Family tourists

			Segments	Total
			Family tourists	
Visiting spa center and wellness activities	1	Count	7	7
		% within Segments	5,0%	5,0%
	2	Count	12	12
		% within Segments	8,5%	8,5%
	3	Count	28	28
		% within Segments	19,9%	19,9%
	4	Count	59	59
		% within Segments	41,8%	41,8%
	5	Count	35	35
		% within Segments	24,8%	24,8%
Total		Count	141	141
		% within Segments	100,0%	100,0%

Chart 49 Visiting spa center and wellness activities * Segments Crosstabulation – Family tourists

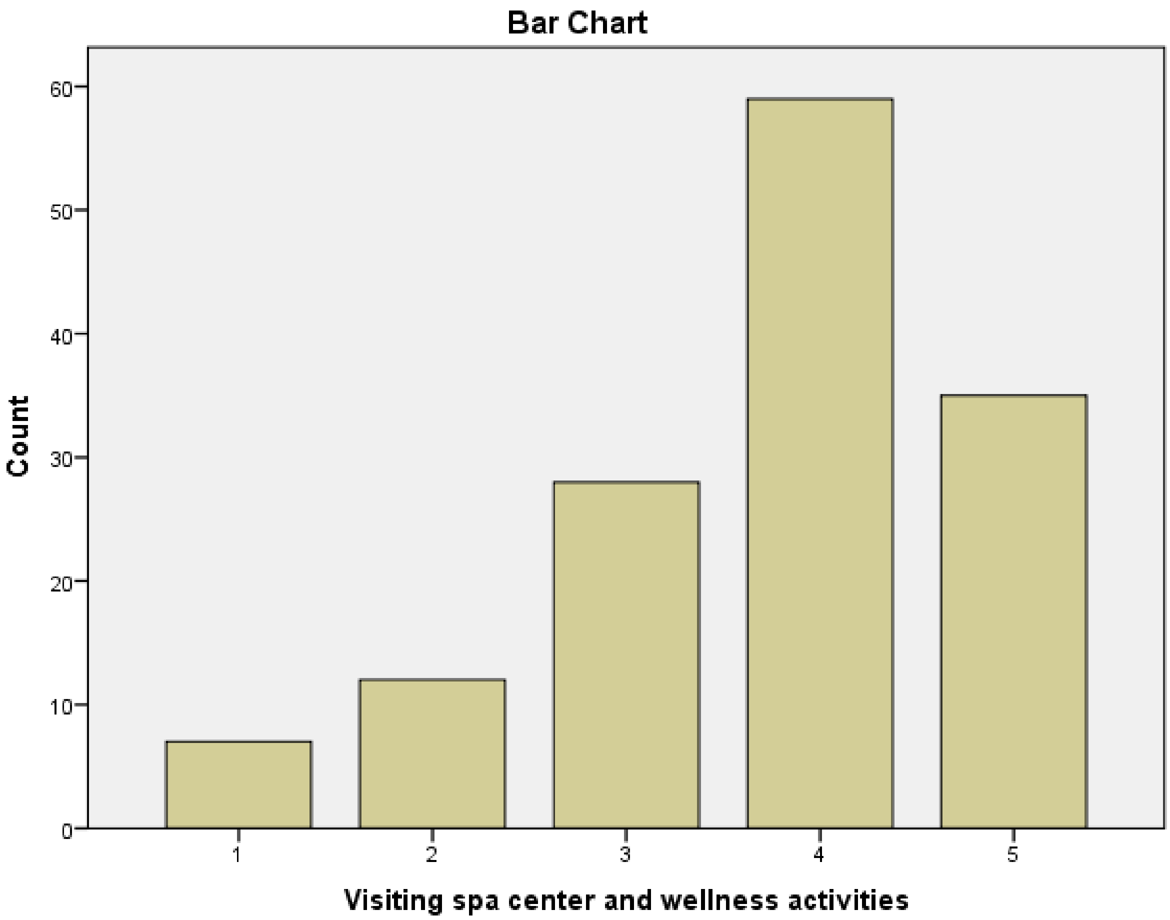


Table 111 Low prices * Segments Crosstabulation – Family tourists

			Segments	Total
			Family tourists	
Low prices	1	Count	3	3
		% within Segments	2,1%	2,1%
	2	Count	14	14
		% within Segments	9,9%	9,9%
	3	Count	42	42
		% within Segments	29,8%	29,8%
	4	Count	55	55
		% within Segments	39,0%	39,0%
	5	Count	27	27
		% within Segments	19,1%	19,1%
Total		Count	141	141
		% within Segments	100,0%	100,0%

Chart 50 Low prices * Segments Crosstabulation – Family tourists

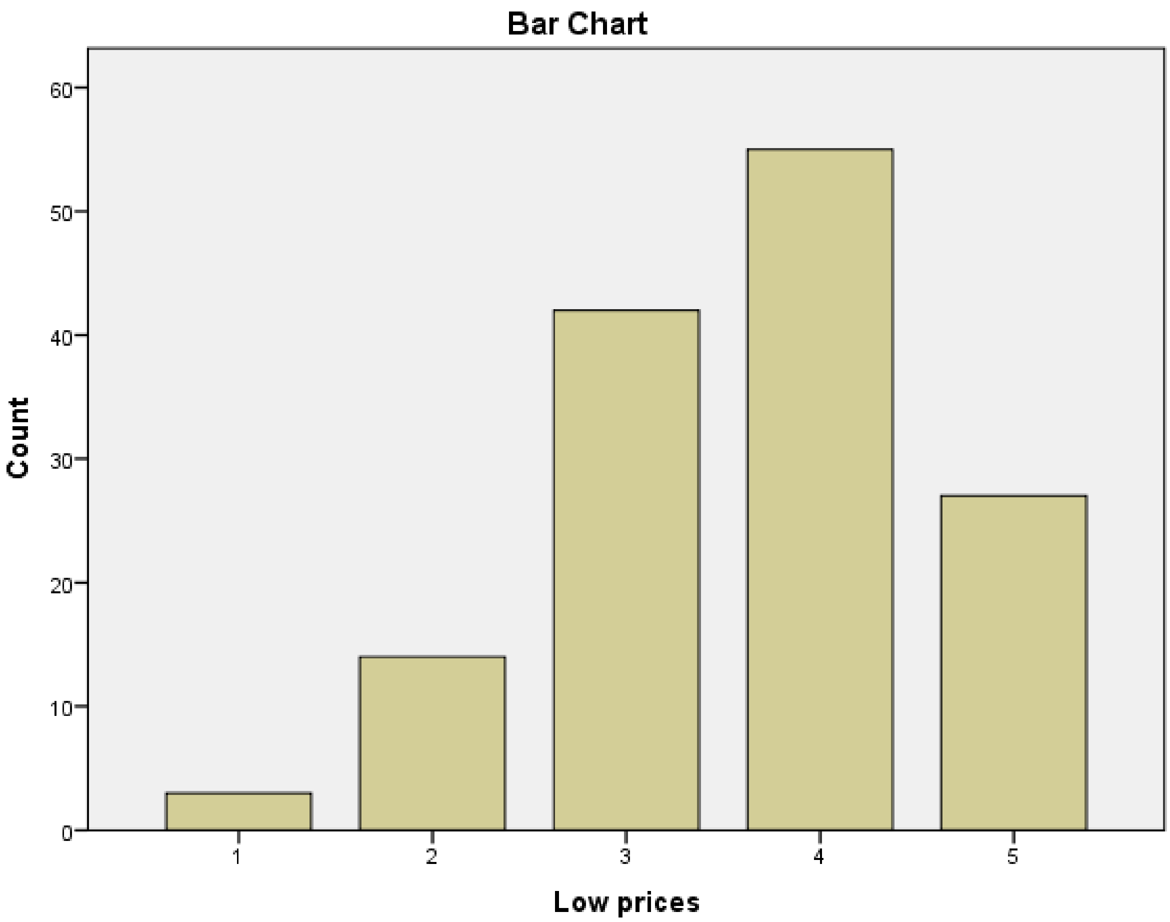


Table 112 High service and product quality * Segments Crosstabulation – Family tourists

			Segments	Total
			Family tourists	
High service and product quality	2	Count	1	1
		% within Segments	0,7%	0,7%
	3	Count	18	18
		% within Segments	12,8%	12,8%
	4	Count	72	72
		% within Segments	51,1%	51,1%
	5	Count	50	50
		% within Segments	35,5%	35,5%
Total		Count	141	141
		% within Segments	100,0%	100,0%

Chart 51 High service and product quality * Segments Crosstabulation – Family tourists

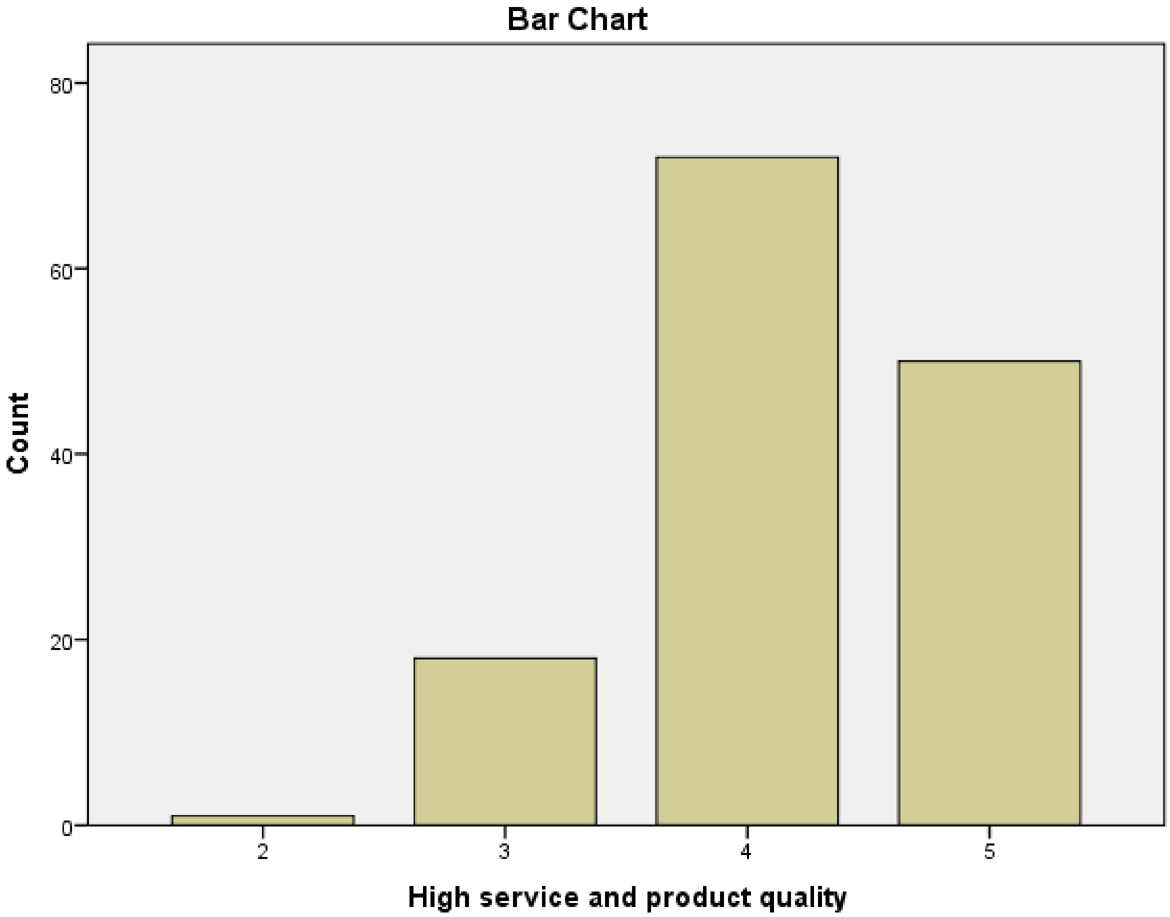


Table 113 Eco friendly * Segments Crosstabulation – Family tourists

			Segments	Total
			Family tourists	
Eco friendly	1	Count	3	3
		% within Segments	2,1%	2,1%
	2	Count	20	20
		% within Segments	14,2%	14,2%
	3	Count	55	55
		% within Segments	39,0%	39,0%
	4	Count	37	37
		% within Segments	26,2%	26,2%
	5	Count	26	26
		% within Segments	18,4%	18,4%
Total		Count	141	141
		% within Segments	100,0%	100,0%

Chart 52 Eco friendly * Segments Crosstabulation – Family tourists

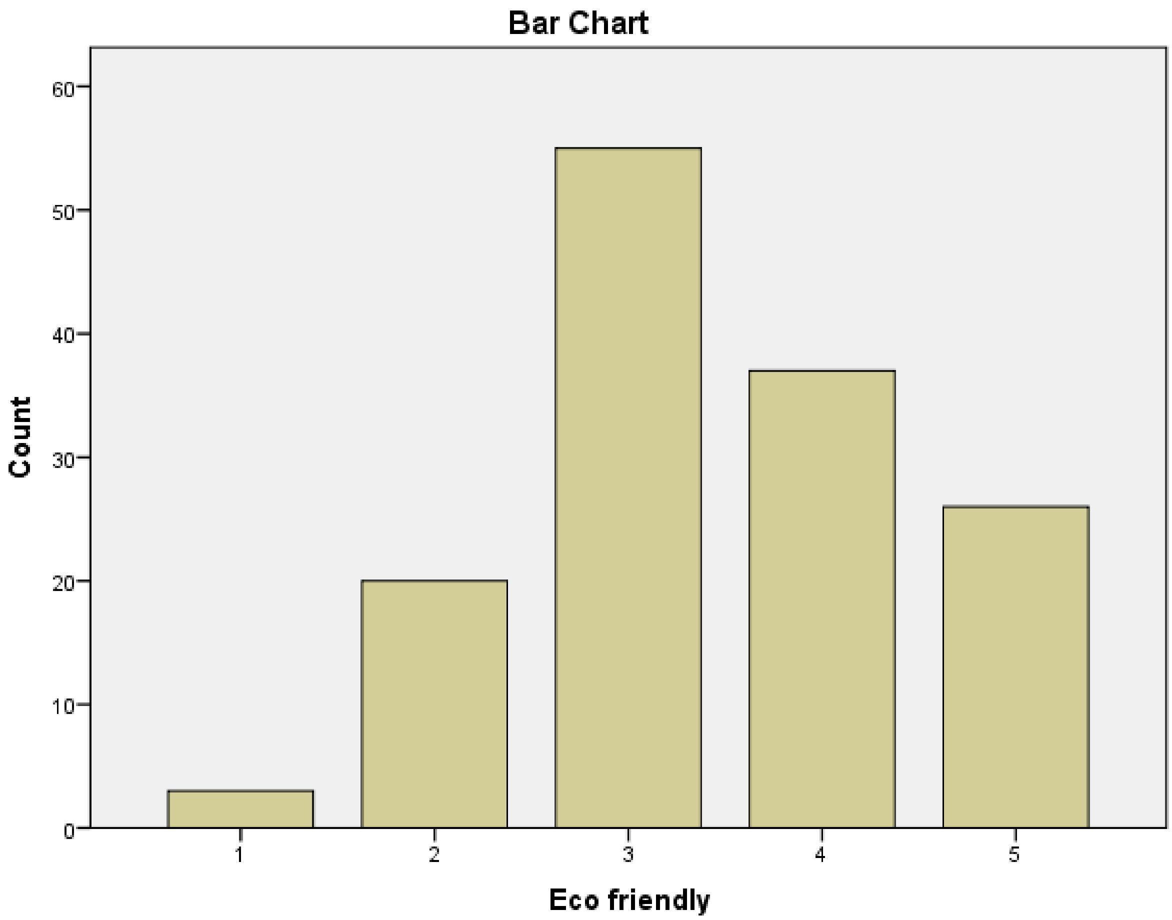


Table 114 Which of the above 3 is MOST IMPORTANT for you: * Segments Crosstabulation – Family tourists

			Segments	Total
			Family tourists	
Which of the above 3 is MOST IMPORTANT for you:	Low Prices	Count	44	44
		% within Segments	31,4%	31,4%
	High service and product quality	Count	75	75
		% within Segments	53,6%	53,6%
	Eco friendly	Count	21	21
		% within Segments	15,0%	15,0%
Total		Count	140	140
		% within Segments	100,0%	100,0%

Chart 53 Which of the above 3 is MOST IMPORTANT for you: * Segments Crosstabulation – Family tourists

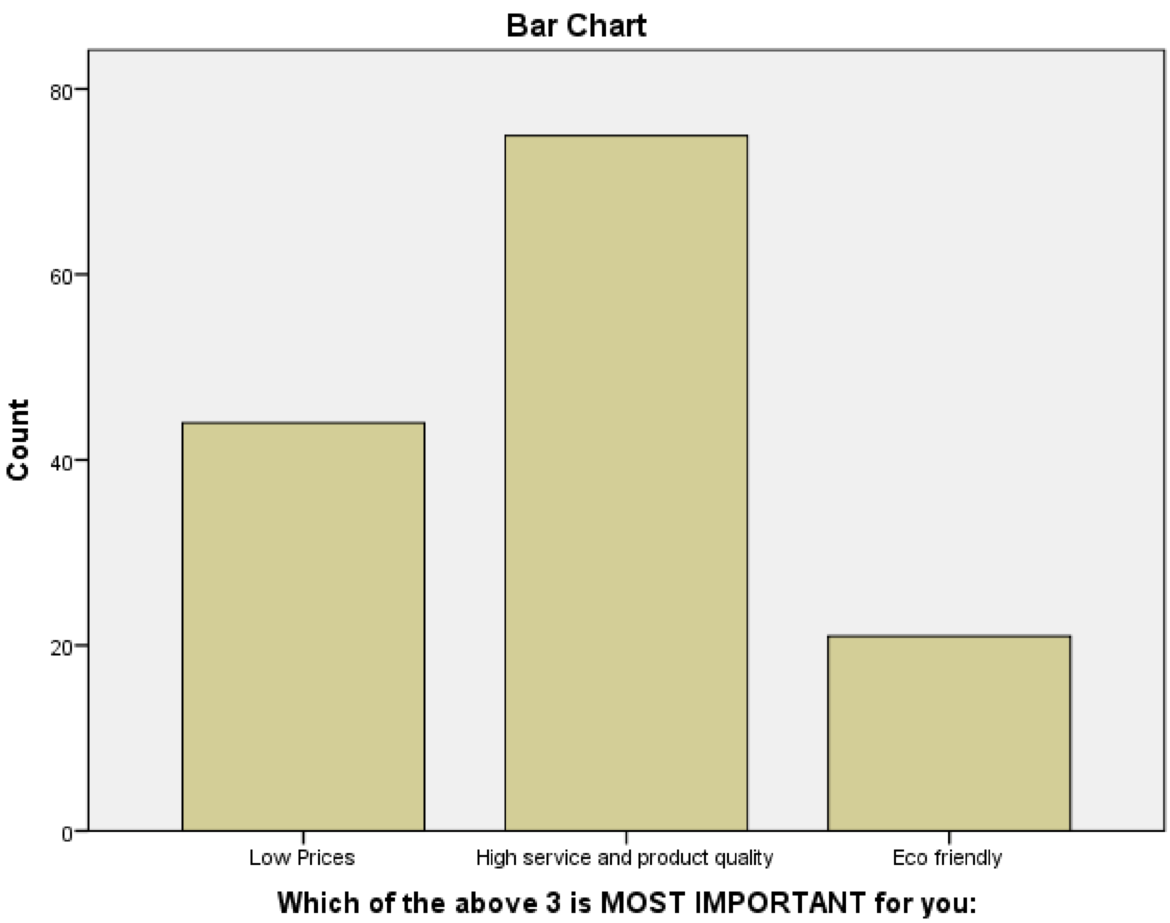


Table 115 Promotional literature (brochures, posters, billboards) * Segments Crosstabulation – Family tourists

			Segments	Total
			Family tourists	
Promotional literature (brochures, posters, billboards)	1	Count	11	11
		% within Segments	7,8%	7,8%
	2	Count	58	58
		% within Segments	41,1%	41,1%
	3	Count	45	45
		% within Segments	31,9%	31,9%
	4	Count	24	24
		% within Segments	17,0%	17,0%
	5	Count	3	3
		% within Segments	2,1%	2,1%
Total		Count	141	141
		% within Segments	100,0%	100,0%

Chart 54 Promotional literature (brochures, posters, billboards) * Segments Crosstabulation – Family tourists

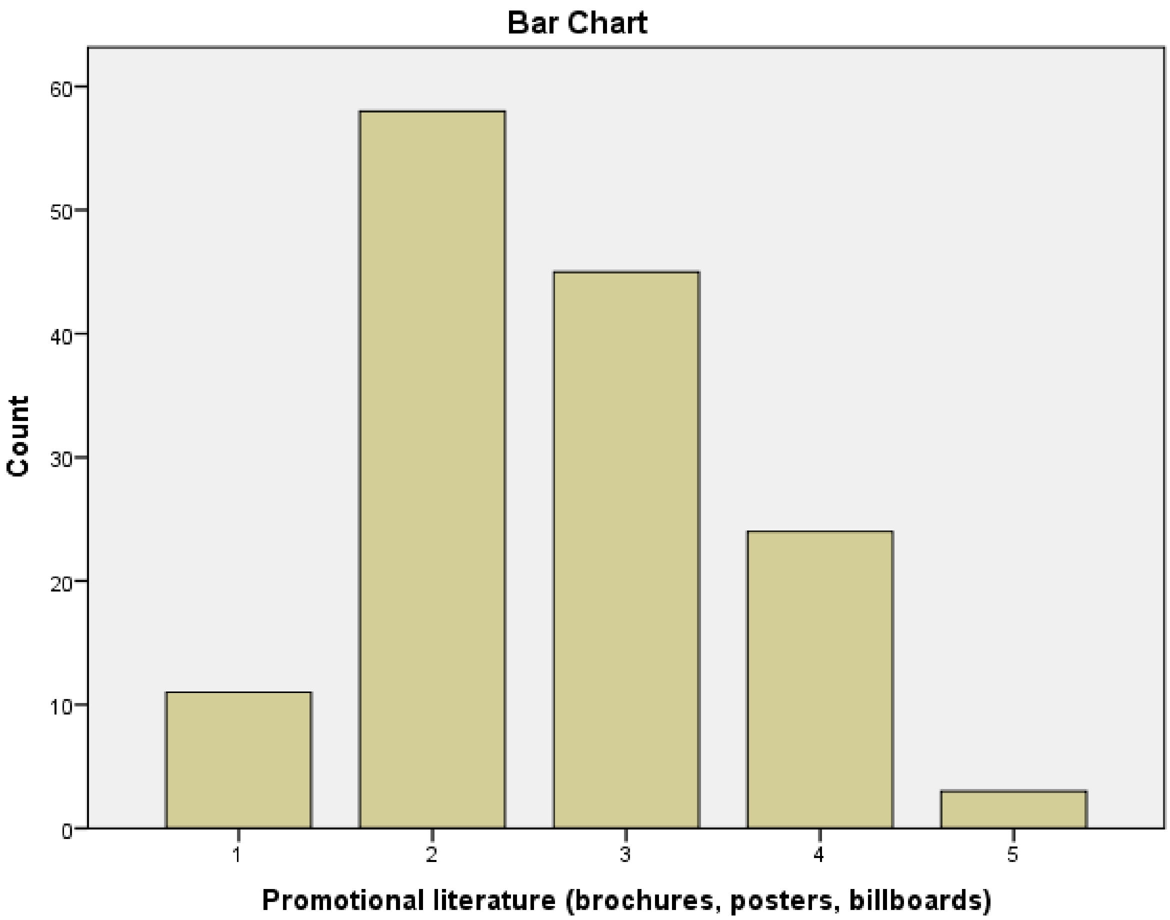


Table 116 Recommendations of friends and family * Segments Crosstabulation – Family tourists

			Segments	Total
			Family tourists	
Recommendations of friends and family	2	Count	6	6
		% within Segments	4,3%	4,3%
	3	Count	16	16
		% within Segments	11,3%	11,3%
	4	Count	91	91
		% within Segments	64,5%	64,5%
	5	Count	28	28
		% within Segments	19,9%	19,9%
Total		Count	141	141
		% within Segments	100,0%	100,0%

Chart 55 Recommendations of friends and family * Segments Crosstabulation – Family tourists

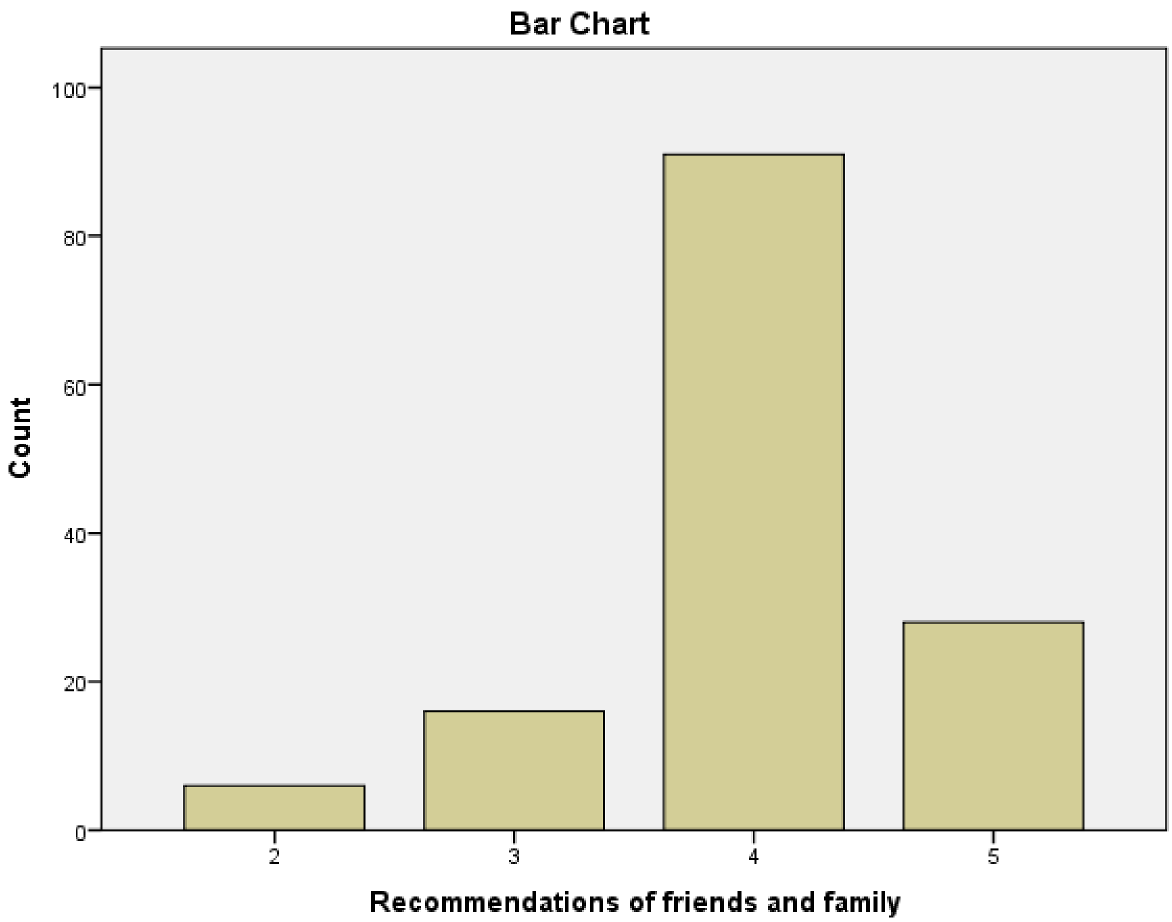


Table 117 Travel professionals (travel agents, guide writers, etc) * Segments Crosstabulation – Family tourists

			Segments	Total
			Family tourists	
Travel professionals (travel agents, guide writers, etc)	1	Count	3	3
		% within Segments	2,1%	2,1%
	2	Count	22	22
		% within Segments	15,6%	15,6%
	3	Count	52	52
		% within Segments	36,9%	36,9%
	4	Count	48	48
		% within Segments	34,0%	34,0%
	5	Count	16	16
		% within Segments	11,3%	11,3%
Total		Count	141	141
		% within Segments	100,0%	100,0%

Chart 56 Travel professionals (travel agents, guide writers, etc) * Segments Crosstabulation – Family tourists

Table 118 News from mass media (TV, radio, newspapers) * Segments Crosstabulation – Family tourists

			Segments	Total
			Family tourists	
News from mass media (TV, radio, newspapers)	1	Count	7	7
		% within Segments	5,0%	5,0%
	2	Count	32	32
		% within Segments	22,7%	22,7%
	3	Count	60	60
		% within Segments	42,6%	42,6%
	4	Count	38	38
		% within Segments	27,0%	27,0%
	5	Count	4	4
		% within Segments	2,8%	2,8%
Total		Count	141	141
		% within Segments	100,0%	100,0%

Chart 57 News from mass media (TV, radio, newspapers) * Segments Crosstabulation – Family tourists

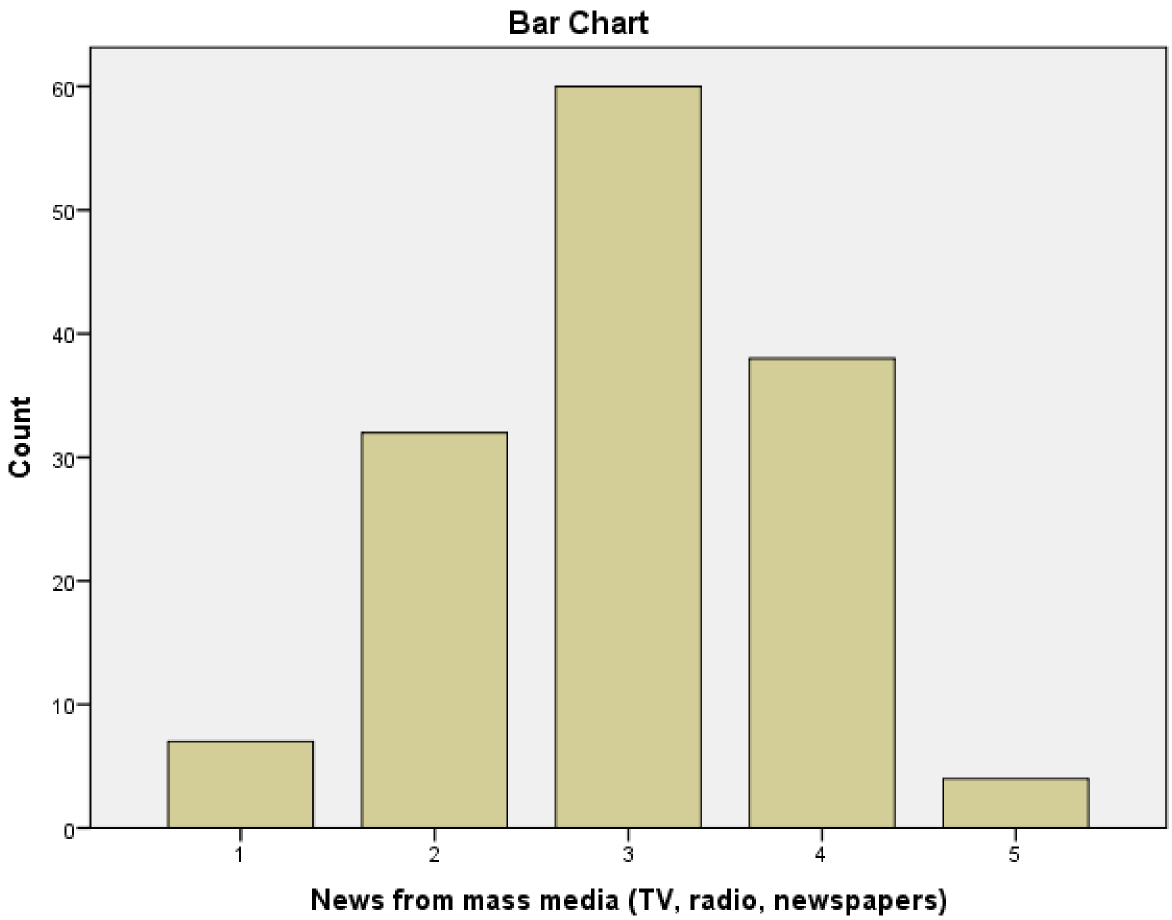


Table 119 Advertising in mass media (TV, radio, newspapers) * Segments Crosstabulation – Family tourists

			Segments	Total
			Family tourists	
Advertising in mass media (TV, radio, newspapers)	1	Count	22	22
		% within Segments	15,6%	15,6%
	2	Count	60	60
		% within Segments	42,6%	42,6%
	3	Count	34	34
		% within Segments	24,1%	24,1%
	4	Count	22	22
		% within Segments	15,6%	15,6%
	5	Count	3	3
		% within Segments	2,1%	2,1%
Total		Count	141	141
		% within Segments	100,0%	100,0%

Chart 58 Advertising in mass media (TV, radio, newspapers) * Segments Crosstabulation – Family tourists

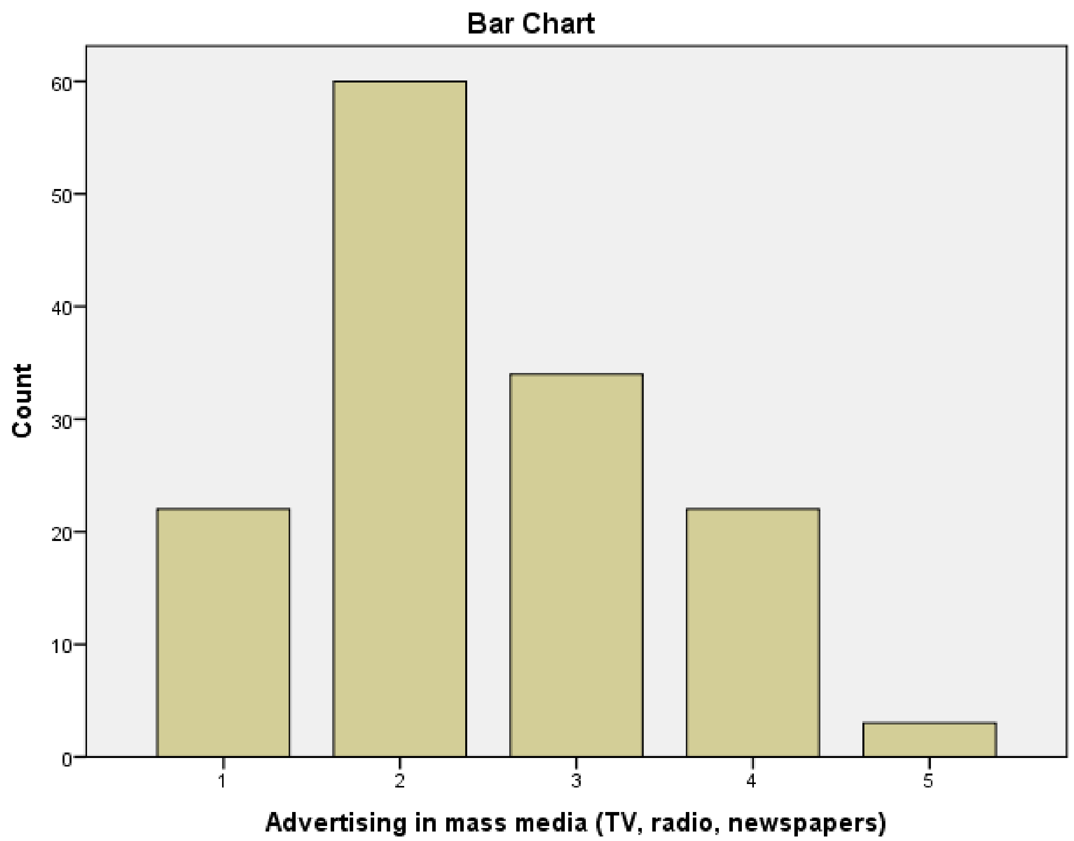


Table 120 First hand information and experience (personal visits, etc) * Segments Crosstabulation – Family tourists

			Segments	Total
			Family tourists	
First hand information and experience (personal visits, etc)	3	Count	4	4
		% within Segments	2,8%	2,8%
	4	Count	77	77
		% within Segments	54,6%	54,6%
	5	Count	60	60
		% within Segments	42,6%	42,6%
Total		Count	141	141
		% within Segments	100,0%	100,0%

Chart 59 First hand information and experience (personal visits, etc) * Segments Crosstabulation – Family tourists

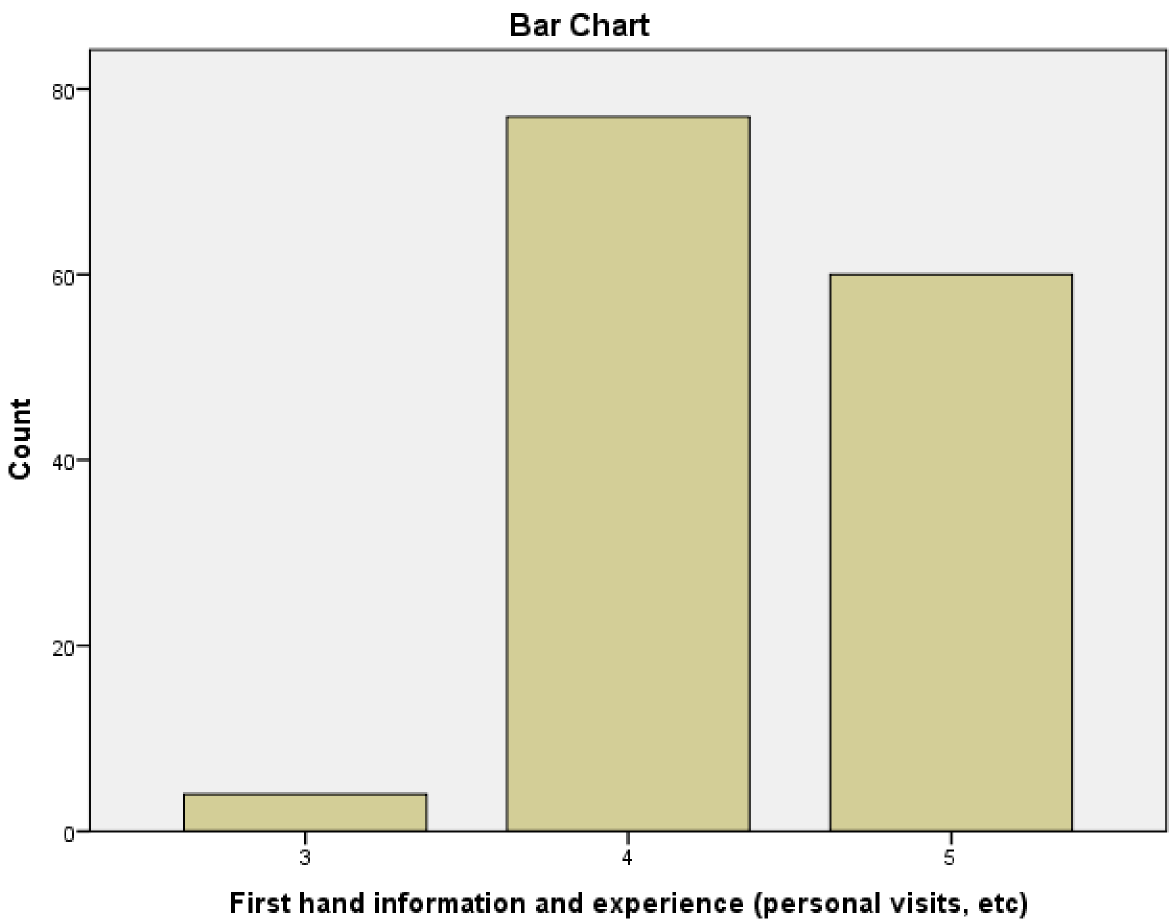


Table 121 Personal web site of the accommodation facility * Segments Crosstabulation – Family tourists

			Segments	Total
			Family tourists	
Personal web site of the accommodation facility	1	Count	2	2
		% within Segments	1,4%	1,4%
	2	Count	9	9
		% within Segments	6,4%	6,4%
	3	Count	56	56
		% within Segments	39,7%	39,7%
	4	Count	47	47
		% within Segments	33,3%	33,3%
	5	Count	27	27
		% within Segments	19,1%	19,1%
Total		Count	141	141
		% within Segments	100,0%	100,0%

Chart 60 Personal web site of the accommodation facility * Segments Crosstabulation – Family tourists

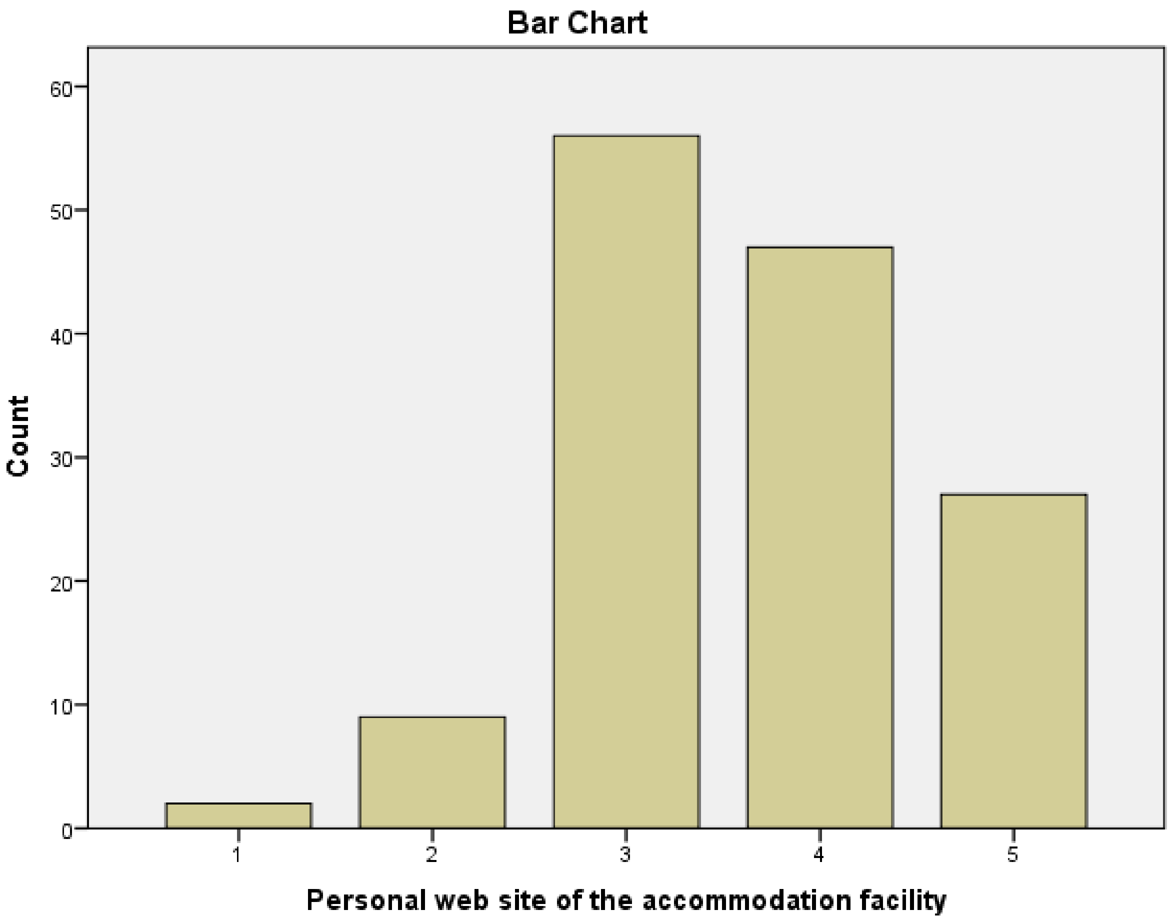


Table 122 Internet blogs and forums * Segments Crosstabulation – Family tourists

			Segments	Total
			Family tourists	
Internet blogs and forums	1	Count	6	6
		% within Segments	4,3%	4,3%
	2	Count	12	12
		% within Segments	8,5%	8,5%
	3	Count	23	23
		% within Segments	16,3%	16,3%
	4	Count	59	59
		% within Segments	41,8%	41,8%
	5	Count	41	41
		% within Segments	29,1%	29,1%
Total		Count	141	141
		% within Segments	100,0%	100,0%

Chart 61 Internet blogs and forums * Segments Crosstabulation – Family tourists

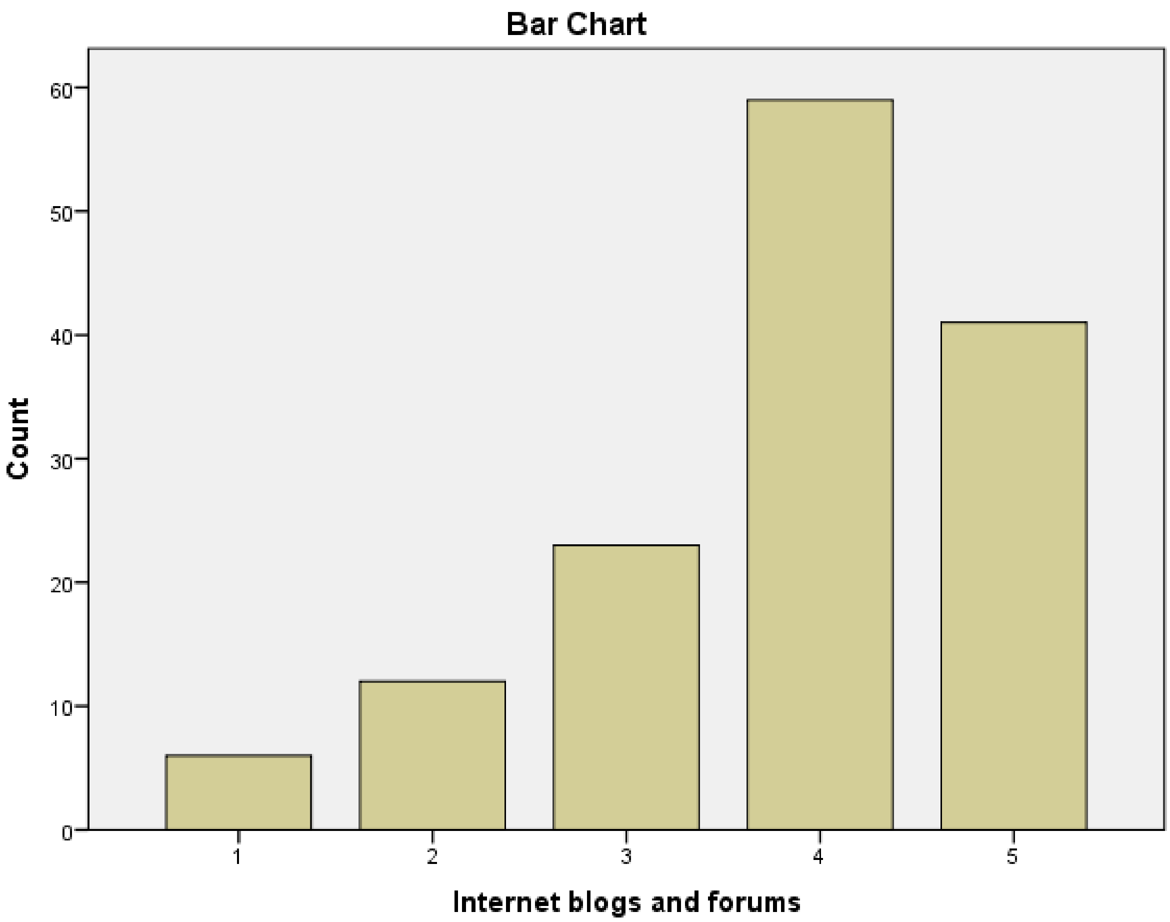


Table 123 Please tell us which of these is YOUR FAVOURITE source of information: * Segments Crosstabulation – Family tourists

			Segments	Total
			Family tourists	
Please tell us which of these is YOUR FAVOURITE source of information:	Promotional literature	Count	2	2
		% within Segments	1,4%	1,4%
	Recommendations of friends and family	Count	31	31
		% within Segments	22,1%	22,1%
	Travel professionals	Count	15	15
		% within Segments	10,7%	10,7%
	Newsfrom mass media	Count	1	1
		% within Segments	0,7%	0,7%
	Advertising in mass media	Count	3	3
		% within Segments	2,1%	2,1%
	First hand information and experience	Count	44	44
		% within Segments	31,4%	31,4%
	Personal web site	Count	14	14
		% within Segments	10,0%	10,0%
	Internet blogs and forums	Count	30	30
		% within Segments	21,4%	21,4%
Total		Count	140	140
		% within Segments	100,0%	100,0%

Chart 62 Please tell us which of these is YOUR FAVOURITE source of information: * Segments Crosstabulation – Family tourists

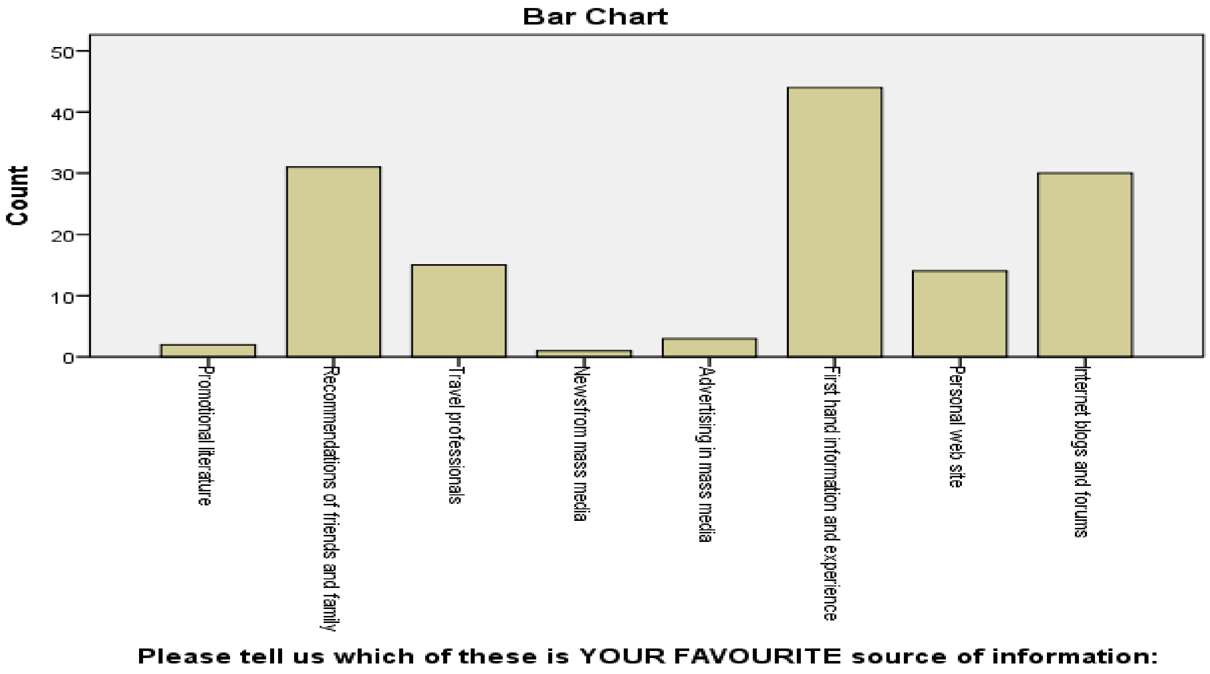


Table 124 Travel_frequency * Segments Crosstabulation – Family tourist

			Segments	Total
			Family tourists	
Travel_frequency	Up to 2	Count	92	92
		% within Segments	65,2%	65,2%
	3 to 4	Count	39	39
		% within Segments	27,7%	27,7%
	5 or more	Count	10	10
		% within Segments	7,1%	7,1%
Total		Count	141	141
		% within Segments	100,0%	100,0%

Chart 63 Travel_frequency * Segments Crosstabulation – Family tourist

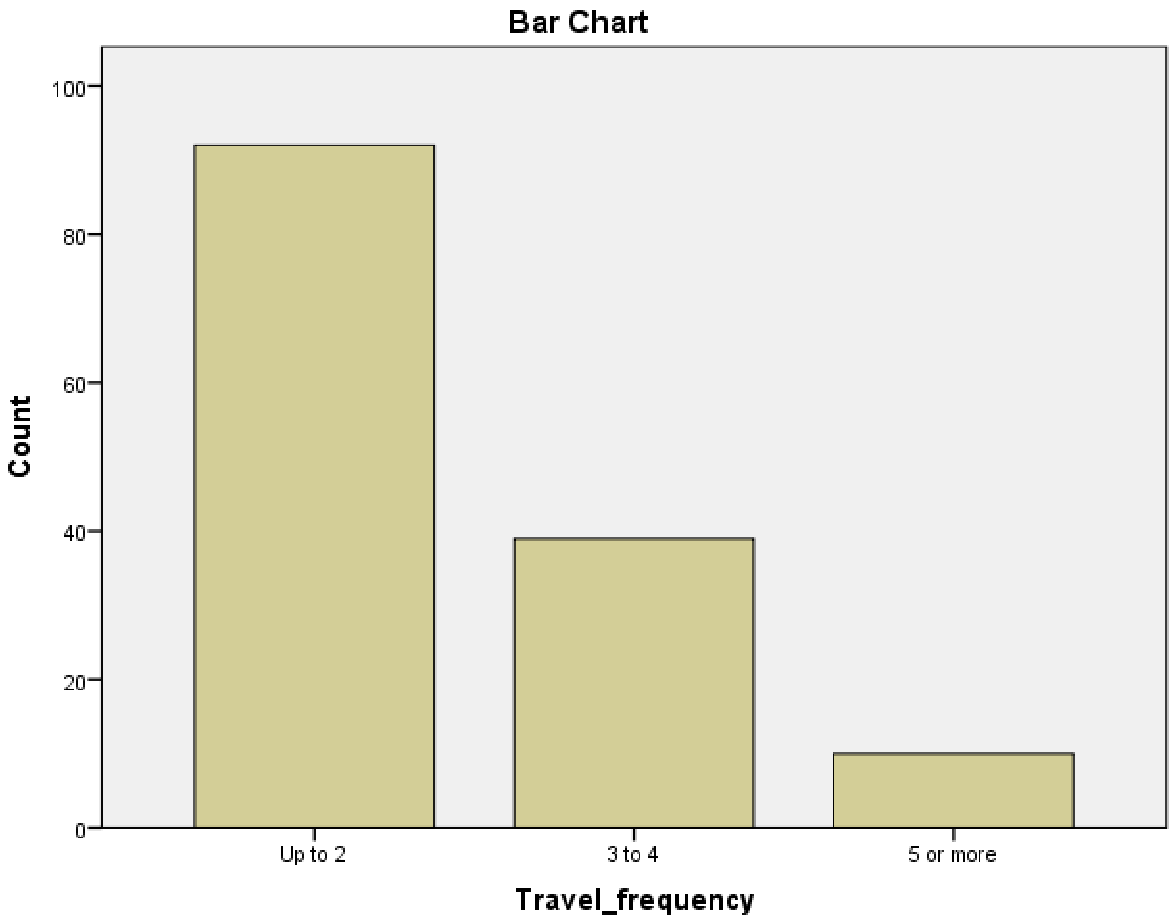
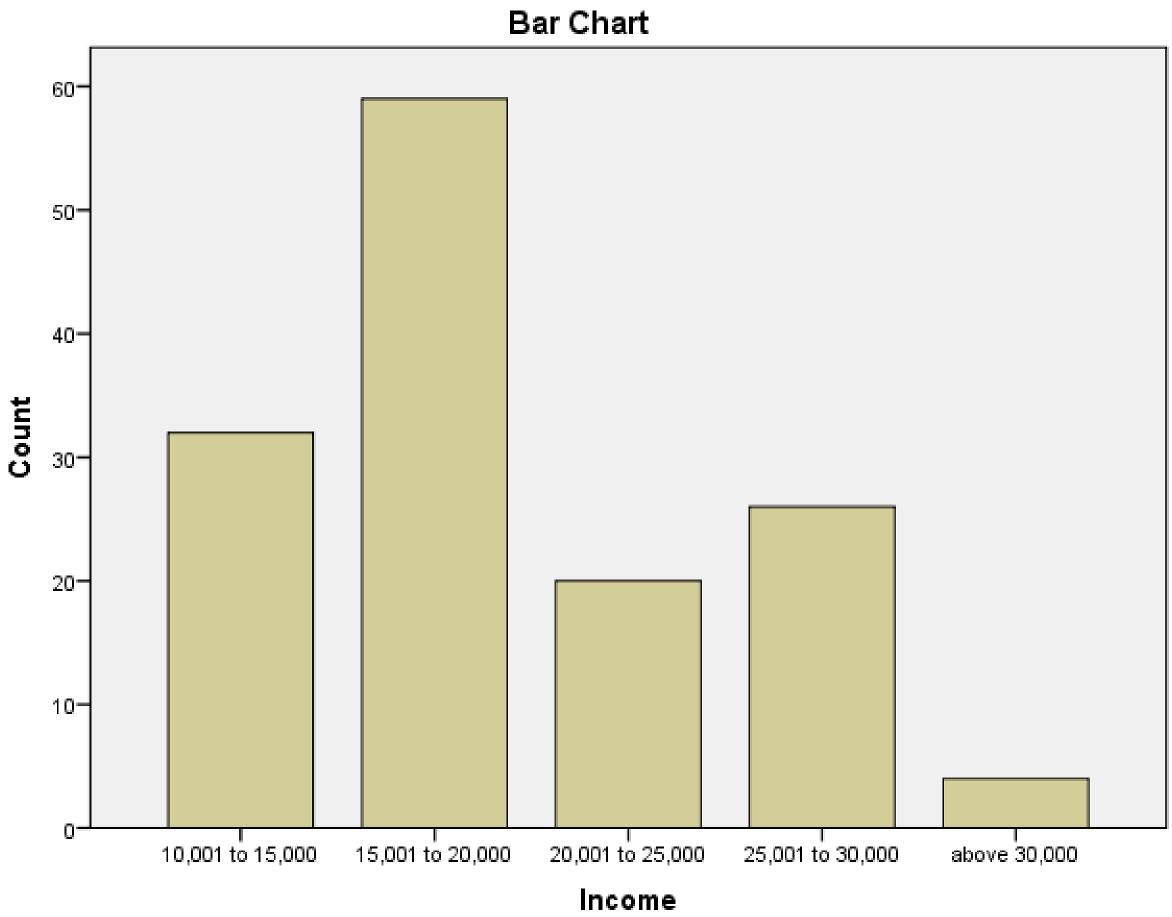


Table 125 Income * Segments Crosstabulation – Family tourists

			Segments	Total
			Family tourists	
Income	10,001 to 15,000	Count	32	32
		% within Segments	22,7%	22,7%
	15,001 to 20,000	Count	59	59
		% within Segments	41,8%	41,8%
	20,001 to 25,000	Count	20	20
		% within Segments	14,2%	14,2%
	25,001 to 30,000	Count	26	26
		% within Segments	18,4%	18,4%
	above 30,000	Count	4	4
		% within Segments	2,8%	2,8%
Total		Count	141	141
		% within Segments	100,0%	100,0%

Chart 64 Income * Segments Crosstabulation – Family tourists



10.6 Appendix F - Elderly tourist segment

Table 126 Monument sightseeing * Segments Crosstabulation - Elderly tourists

			Segments	Total
			Elderly tourists	
Monument sightseeing	2	Count	3	3
		% within Segments	3,6%	3,6%
	3	Count	16	16
		% within Segments	19,0%	19,0%
	4	Count	45	45
		% within Segments	53,6%	53,6%
	5	Count	20	20
		% within Segments	23,8%	23,8%
Total		Count	84	84
		% within Segments	100,0%	100,0%

Chart 65 Monument sightseeing * Segments Crosstabulation - Elderly tourists

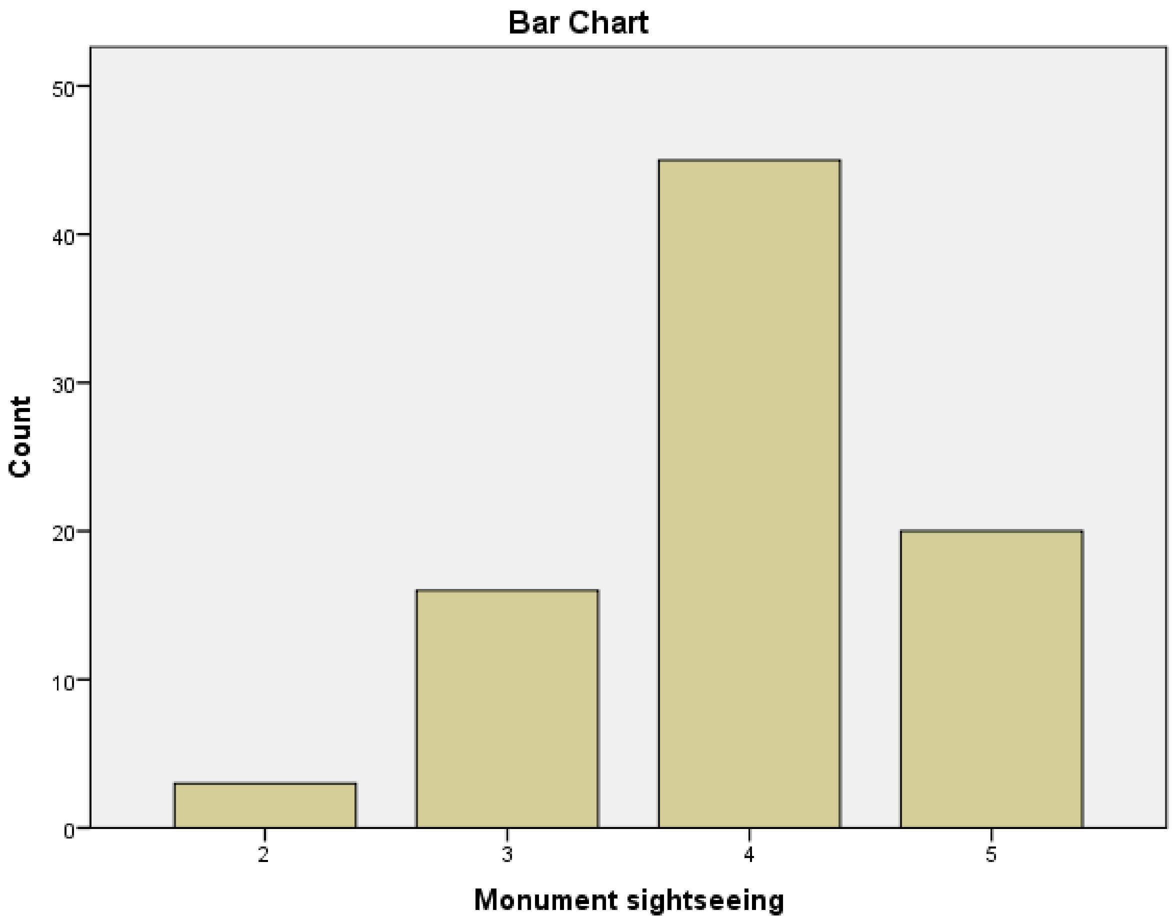


Table 127 Visiting monasteries * Segments Crosstabulation - Elderly tourists

			Segments Elderly tourists	Total
Visiting monasteries	1	Count	2	2
		% within Segments	2,4%	2,4%
	2	Count	14	14
		% within Segments	16,9%	16,9%
	3	Count	26	26
		% within Segments	31,3%	31,3%
	4	Count	26	26
		% within Segments	31,3%	31,3%
	5	Count	15	15
		% within Segments	18,1%	18,1%
Total		Count	83	83
		% within Segments	100,0%	100,0%

Chart 66 Visiting monasteries * Segments Crosstabulation - Elderly tourists

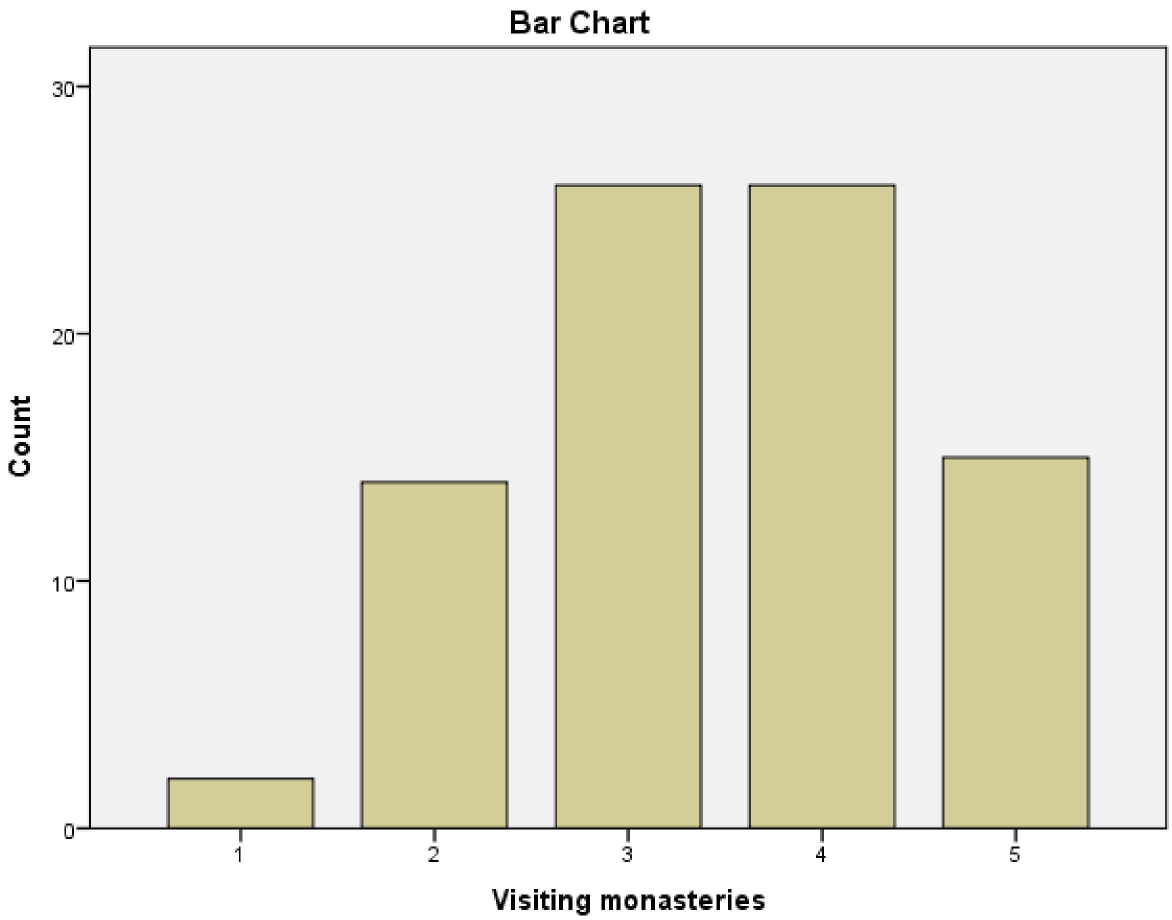


Table 128 Visiting historic places * Segments Crosstabulation - Elderly tourists

			Segments	Total
			Elderly tourists	
Visiting historic places	2	Count	3	3
		% within Segments	3,6%	3,6%
	3	Count	10	10
		% within Segments	11,9%	11,9%
	4	Count	43	43
		% within Segments	51,2%	51,2%
	5	Count	28	28
		% within Segments	33,3%	33,3%
Total		Count	84	84
		% within Segments	100,0%	100,0%

Chart 67 Visiting historic places * Segments Crosstabulation - Elderly tourists

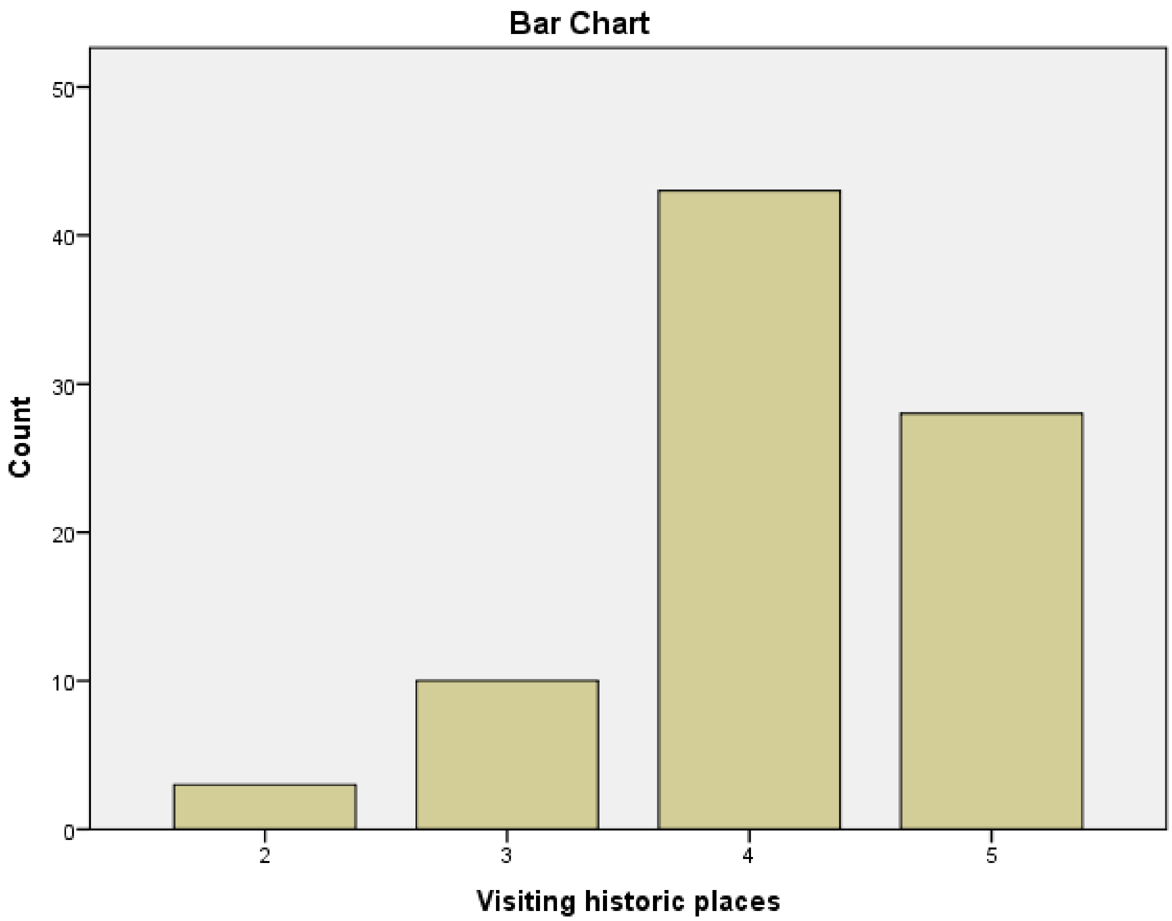


Table 129 Visiting museums * Segments Crosstabulation - Elderly tourists

			Segments	Total
			Elderly tourists	
Visiting museums	1	Count	1	1
		% within Segments	1,2%	1,2%
	2	Count	7	7
		% within Segments	8,3%	8,3%
	3	Count	42	42
		% within Segments	50,0%	50,0%
	4	Count	20	20
		% within Segments	23,8%	23,8%
	5	Count	14	14
		% within Segments	16,7%	16,7%
Total		Count	84	84
		% within Segments	100,0%	100,0%

Chart 68 Visiting museums * Segments Crosstabulation - Elderly tourists

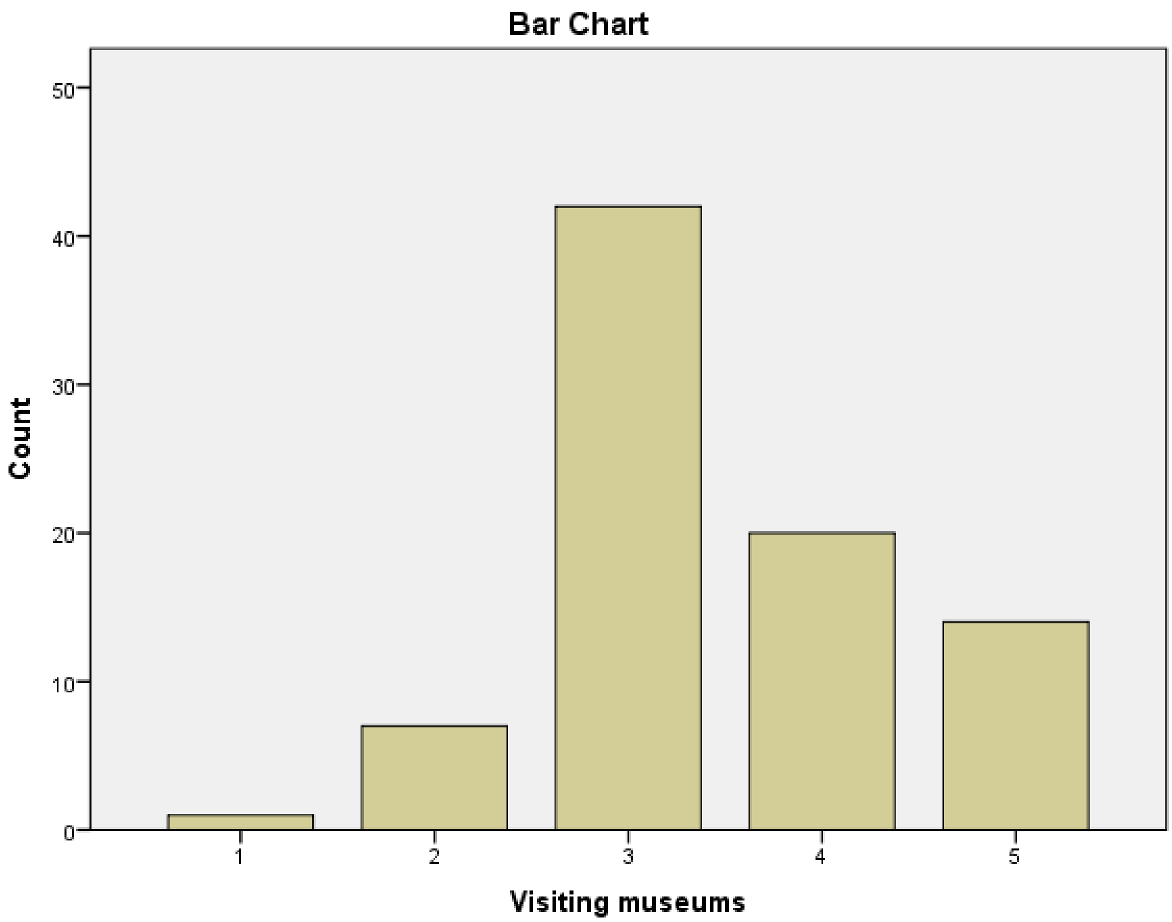


Table 130 Interaction with the locals * Segments Crosstabulation - Elderly tourists

			Segments	Total
			Elderly tourists	
Interaction with the locals	2	Count	16	16
		% within Segments	19,0%	19,0%
	3	Count	13	13
		% within Segments	15,5%	15,5%
	4	Count	33	33
		% within Segments	39,3%	39,3%
	5	Count	22	22
		% within Segments	26,2%	26,2%
Total		Count	84	84
		% within Segments	100,0%	100,0%

Chart 69 Interaction with the locals * Segments Crosstabulation - Elderly tourists

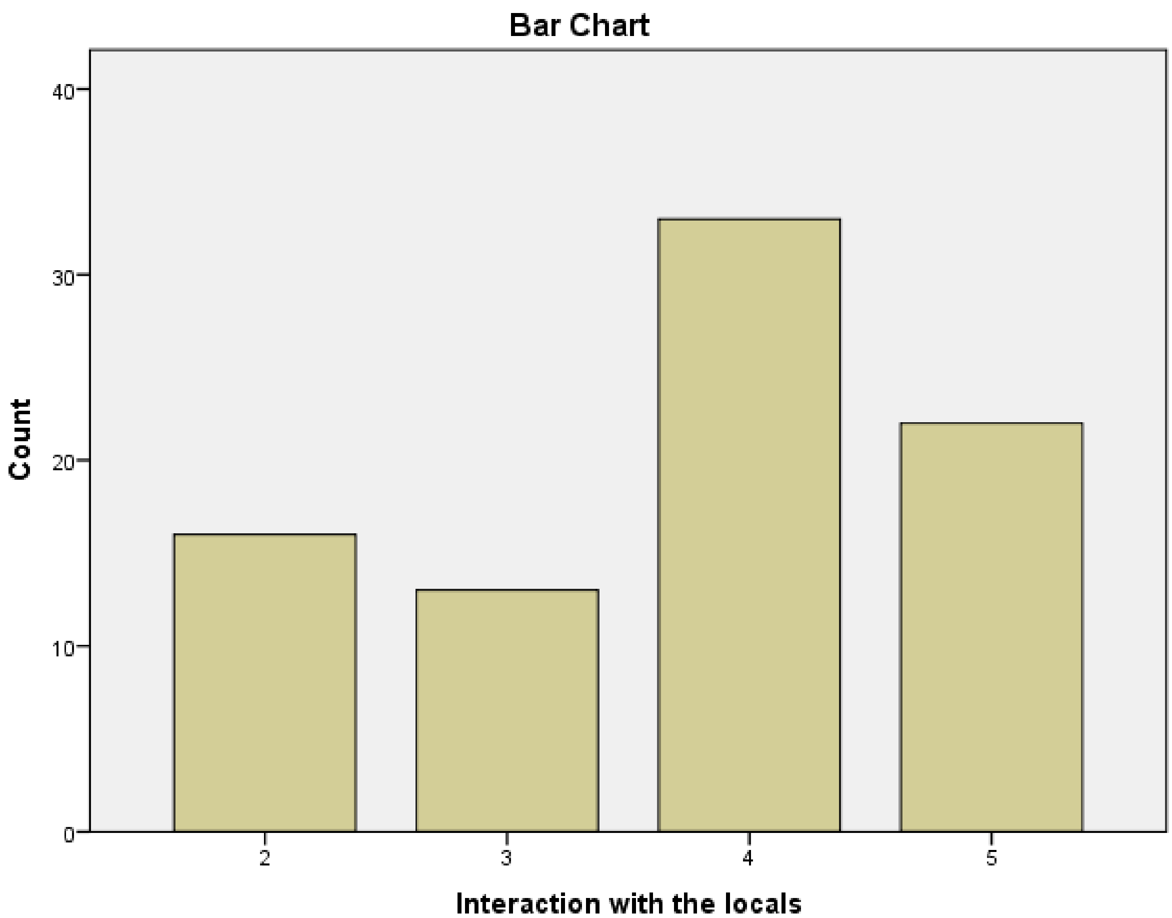


Table 131 Discovering local traditions, rituals and lifestyle * Segments Crosstabulation - Elderly tourists

			Segments	Total
			Elderly tourists	
Discovering local traditions, rituals and lifestyle	1	Count	1	1
		% within Segments	1,2%	1,2%
	2	Count	1	1
		% within Segments	1,2%	1,2%
	3	Count	9	9
		% within Segments	10,7%	10,7%
	4	Count	41	41
		% within Segments	48,8%	48,8%
	5	Count	32	32
		% within Segments	38,1%	38,1%
Total		Count	84	84
		% within Segments	100,0%	100,0%

Chart 70 Discovering local traditions, rituals and lifestyle * Segments Crosstabulation - Elderly tourists

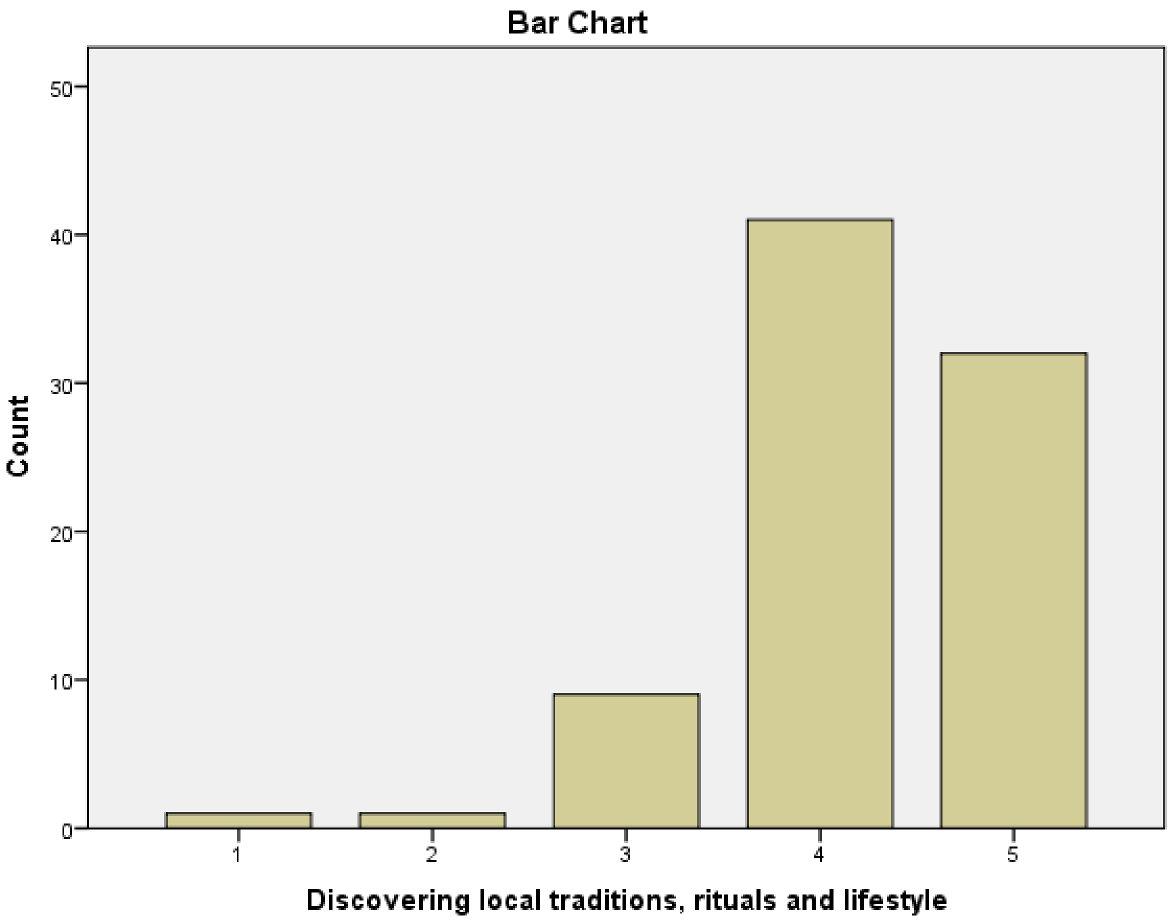


Table 132 Participating in preparing the meals * Segments Crosstabulation - Elderly tourists

			Segments	Total
			Elderly tourists	
Participating in preparing the meals	1	Count	12	12
		% within Segments	14,3%	14,3%
	2	Count	27	27
		% within Segments	32,1%	32,1%
	3	Count	11	11
		% within Segments	13,1%	13,1%
	4	Count	26	26
		% within Segments	31,0%	31,0%
	5	Count	8	8
		% within Segments	9,5%	9,5%
Total		Count	84	84
		% within Segments	100,0%	100,0%

Chart 71 Participating in preparing the meals * Segments Crosstabulation - Elderly tourists

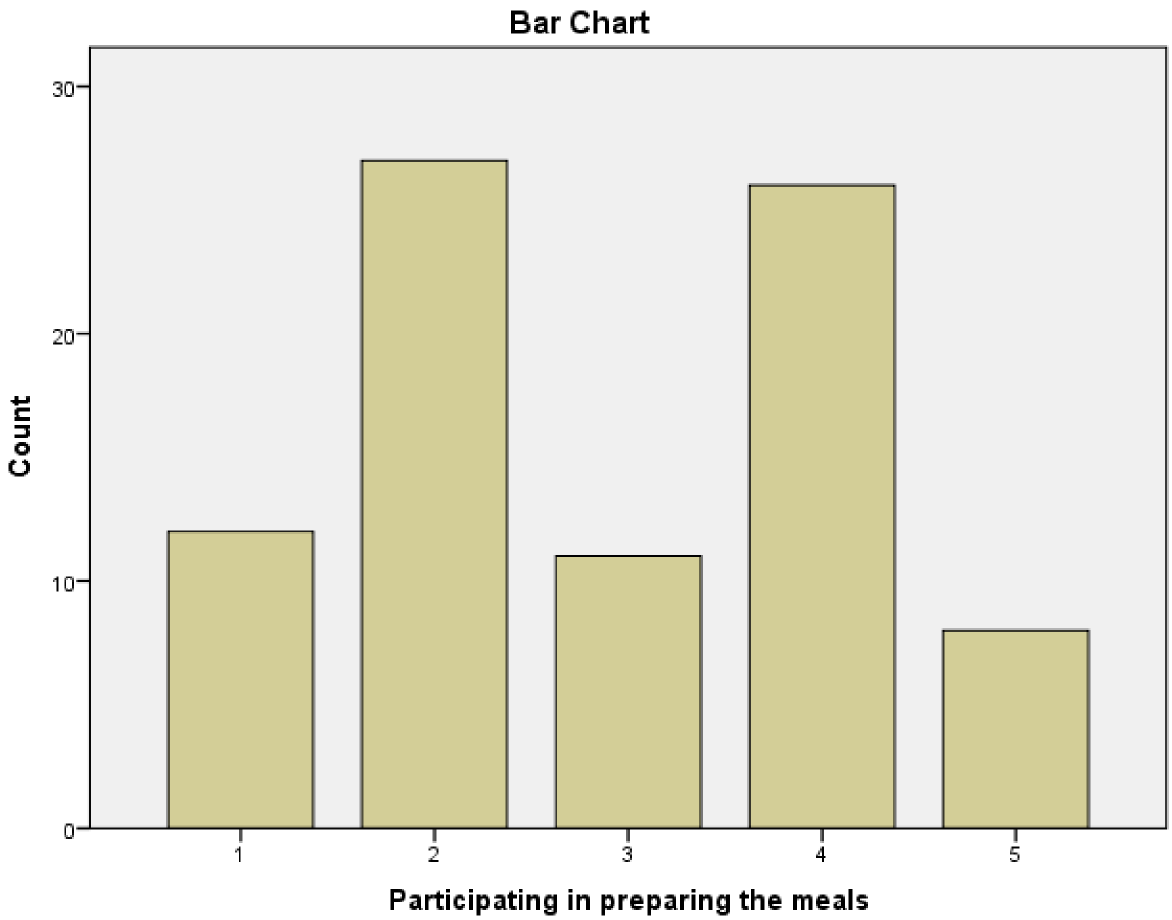


Table 133 Wine tasting * Segments Crosstabulation - Elderly tourists

			Segments	Total
			Elderly tourists	
Wine tasting	1	Count	1	1
		% within Segments	1,2%	1,2%
	2	Count	1	1
		% within Segments	1,2%	1,2%
	3	Count	9	9
		% within Segments	10,7%	10,7%
	4	Count	36	36
		% within Segments	42,9%	42,9%
	5	Count	37	37
		% within Segments	44,0%	44,0%
Total		Count	84	84
		% within Segments	100,0%	100,0%

Chart 72 Wine tasting * Segments Crosstabulation - Elderly tourists

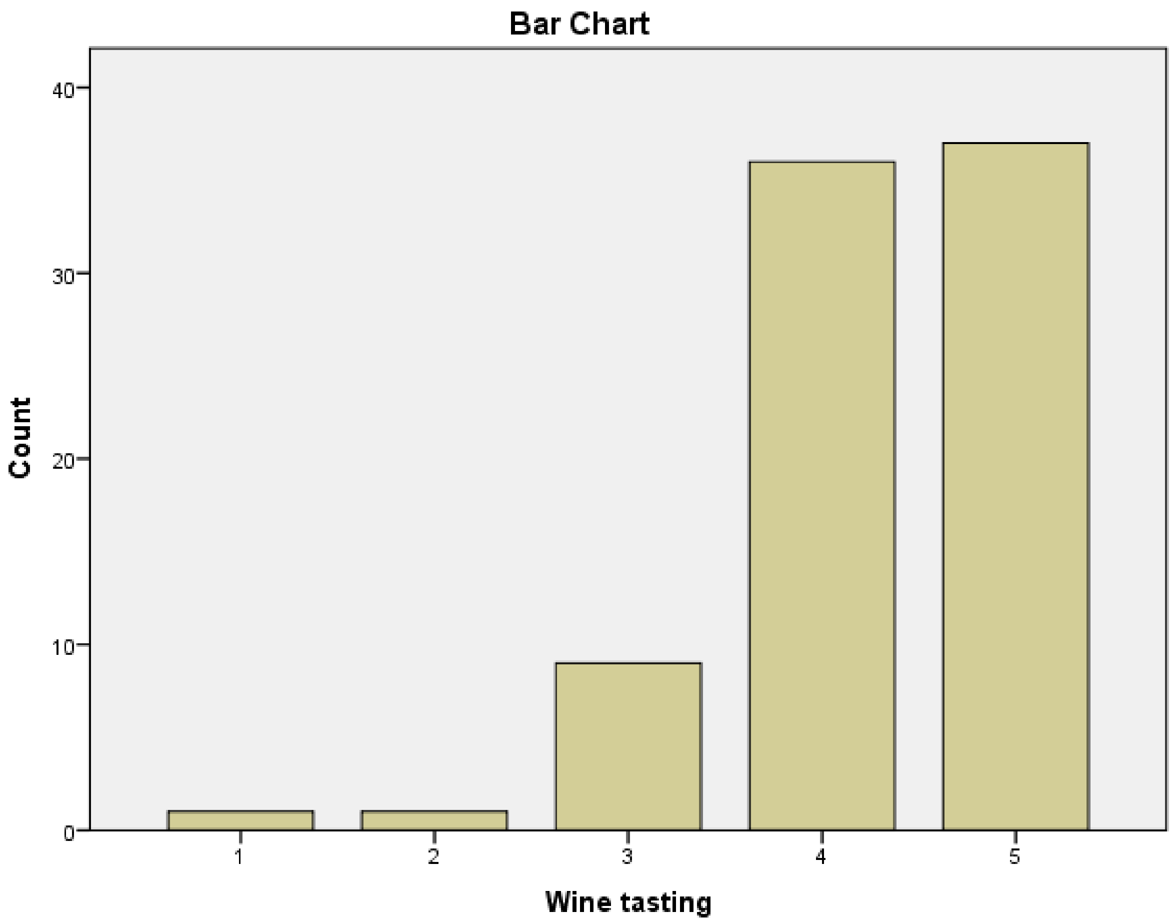


Table 134 Gastronomy * Segments Crosstabulation - Elderly tourists

			Segments	Total
			Elderly tourists	
Gastronomy	1	Count	1	1
		% within Segments	1,2%	1,2%
	2	Count	1	1
		% within Segments	1,2%	1,2%
	3	Count	8	8
		% within Segments	9,5%	9,5%
	4	Count	33	33
		% within Segments	39,3%	39,3%
	5	Count	41	41
		% within Segments	48,8%	48,8%
Total		Count	84	84
		% within Segments	100,0%	100,0%

Chart 73 Gastronomy * Segments Crosstabulation - Elderly tourists

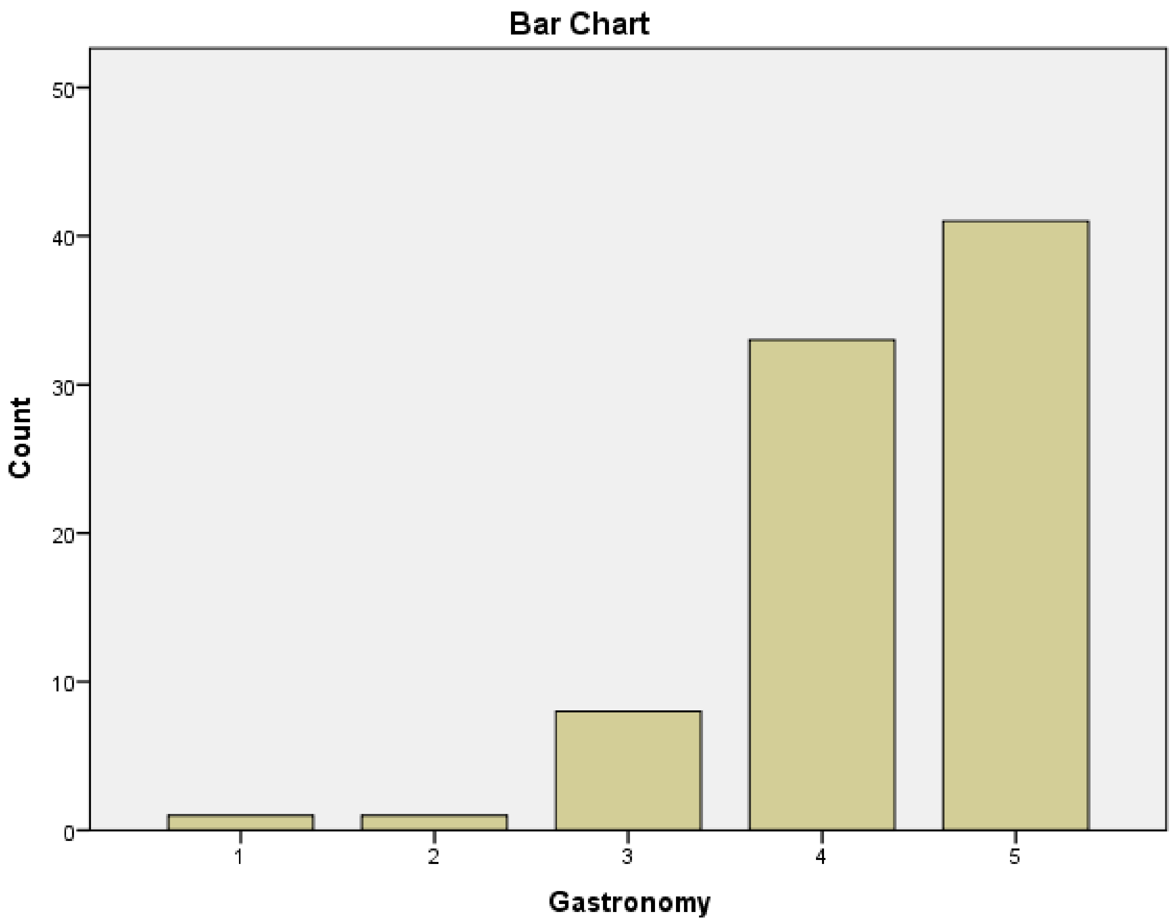


Table 135 Nature sightseeing * Segments Crosstabulation - Elderly tourists

			Segments	Total
			Elderly tourists	
Nature sightseeing	3	Count	13	13
		% within Segments	15,5%	15,5%
	4	Count	45	45
		% within Segments	53,6%	53,6%
	5	Count	26	26
		% within Segments	31,0%	31,0%
Total		Count	84	84
		% within Segments	100,0%	100,0%

Chart 74 Nature sightseeing * Segments Crosstabulation - Elderly tourists

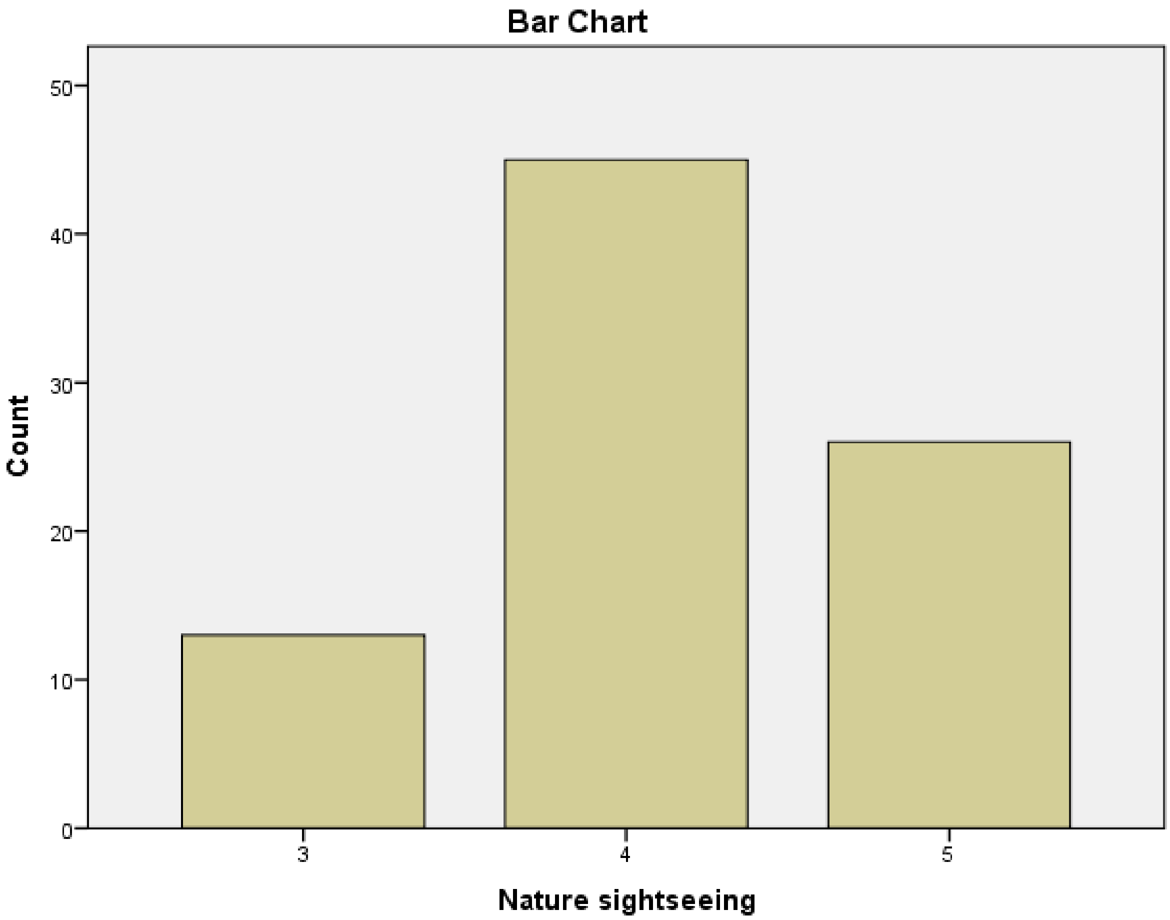


Table 136- Gathering mushrooms and herbs * Segments Crosstabulation - Elderly tourists

			Segments	Total
			Elderly tourists	
Gathering mushrooms and herbs	1	Count	2	2
		% within Segments	2,4%	2,4%
	2	Count	25	25
		% within Segments	29,8%	29,8%
	3	Count	21	21
		% within Segments	25,0%	25,0%
	4	Count	25	25
		% within Segments	29,8%	29,8%
	5	Count	11	11
		% within Segments	13,1%	13,1%
Total		Count	84	84
		% within Segments	100,0%	100,0%

Chart 75 Gathering mushrooms and herbs * Segments Crosstabulation - Elderly tourists

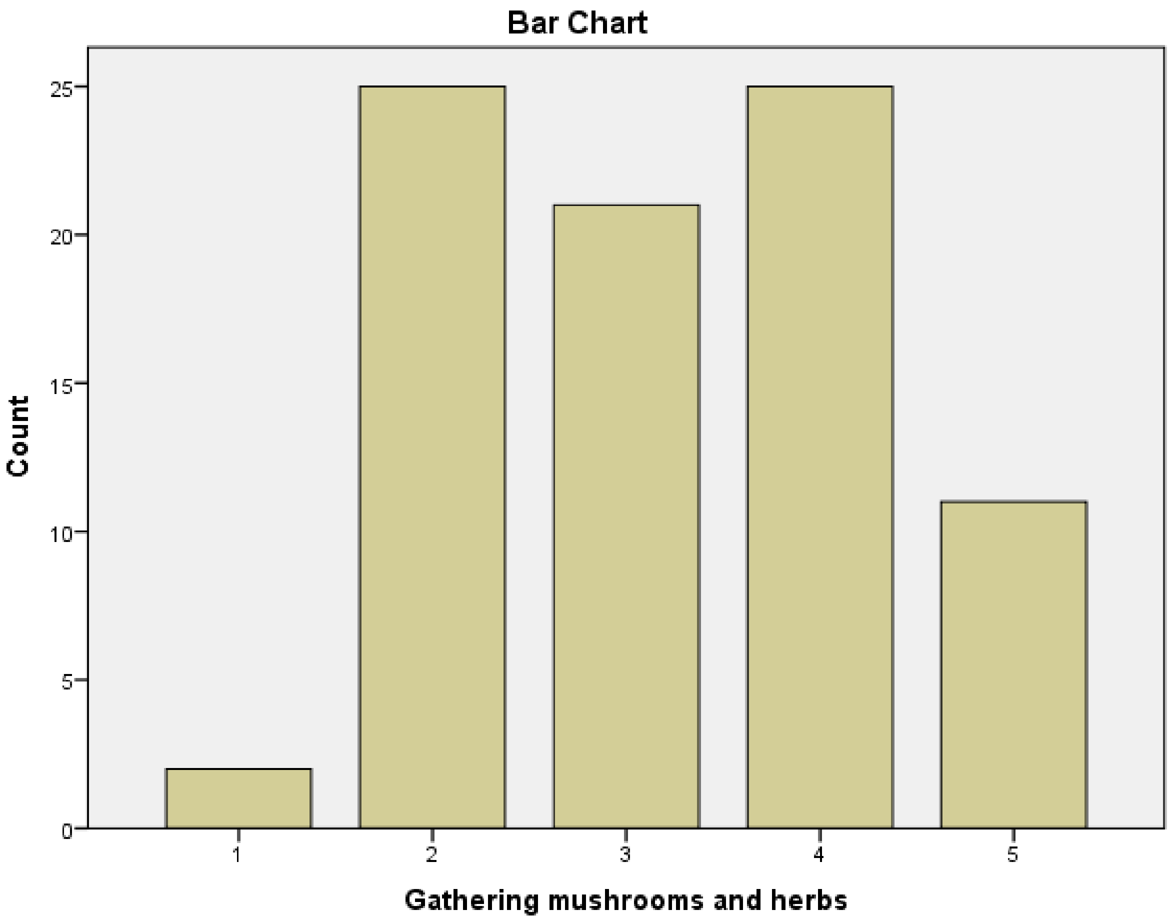


Table 137 Sauna * Segments Crosstabulation - Elderly tourists

			Segments	Total
			Elderly tourists	
Sauna	2	Count	3	3
		% within Segments	3,6%	3,6%
	3	Count	27	27
		% within Segments	32,1%	32,1%
	4	Count	33	33
		% within Segments	39,3%	39,3%
	5	Count	21	21
		% within Segments	25,0%	25,0%
Total		Count	84	84
		% within Segments	100,0%	100,0%

Chart 76 Sauna * Segments Crosstabulation - Elderly tourists

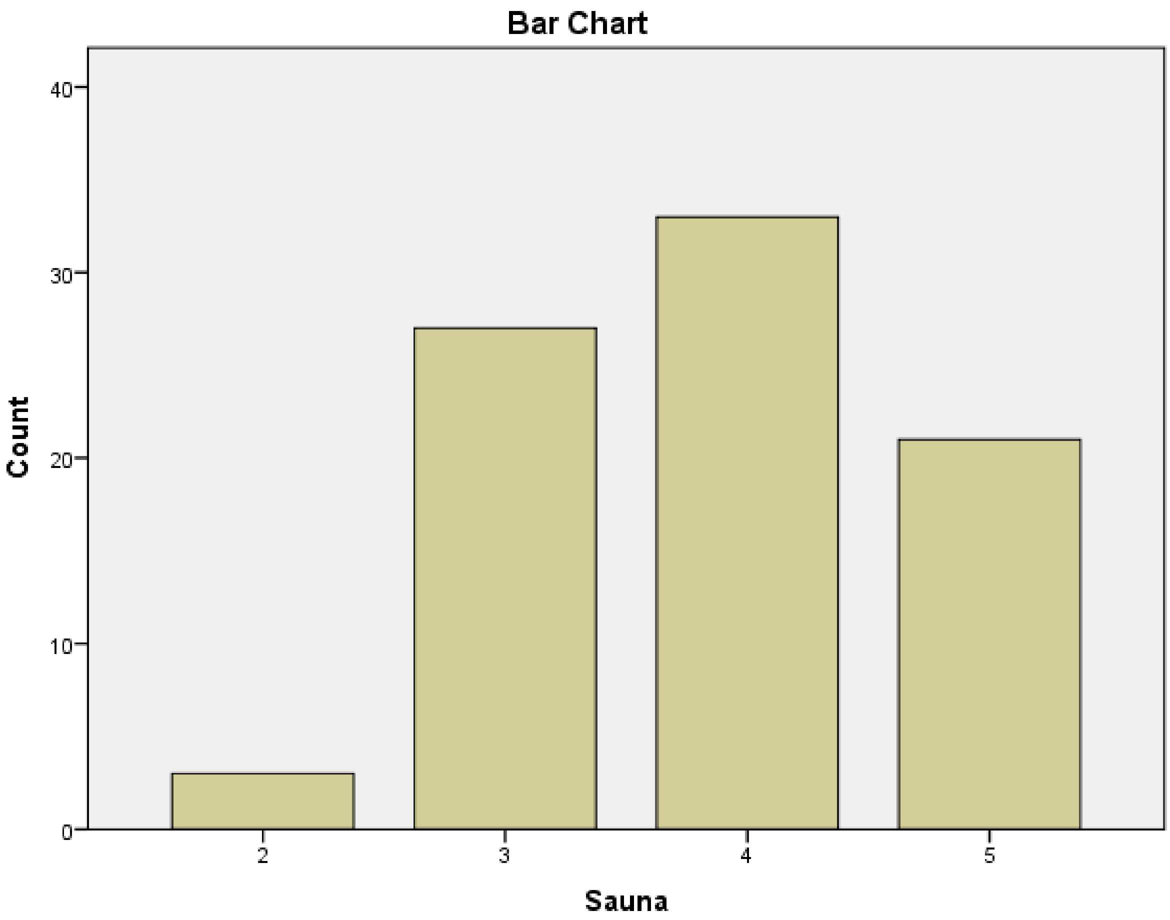


Table 138 Jacuzzi * Segments Crosstabulation - Elderly tourists

			Segments	Total
			Elderly tourists	
Jacuzzi	1	Count	2	2
		% within Segments	2,4%	2,4%
	2	Count	1	1
		% within Segments	1,2%	1,2%
	3	Count	19	19
		% within Segments	22,6%	22,6%
	4	Count	40	40
		% within Segments	47,6%	47,6%
	5	Count	22	22
		% within Segments	26,2%	26,2%
Total		Count	84	84
		% within Segments	100,0%	100,0%

Chart 77 Jacuzzi * Segments Crosstabulation - Elderly tourists

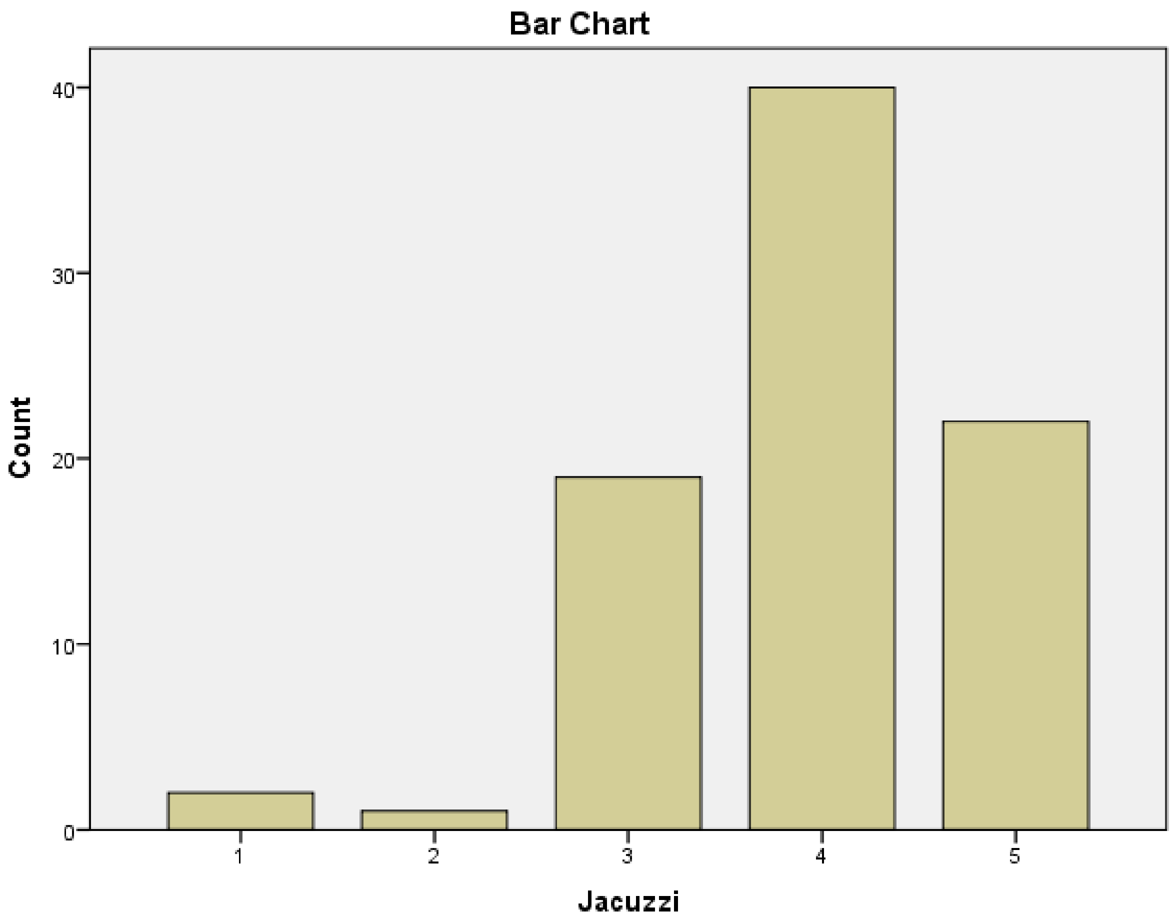


Table 139 Shopping * Segments Crosstabulation - Elderly tourists

			Segments	Total
			Elderly tourists	
Shopping	1	Count	3	3
		% within Segments	3,6%	3,6%
	2	Count	22	22
		% within Segments	26,2%	26,2%
	3	Count	22	22
		% within Segments	26,2%	26,2%
	4	Count	15	15
		% within Segments	17,9%	17,9%
	5	Count	22	22
		% within Segments	26,2%	26,2%
Total		Count	84	84
		% within Segments	100,0%	100,0%

Chart 78 Shopping * Segments Crosstabulation - Elderly tourists

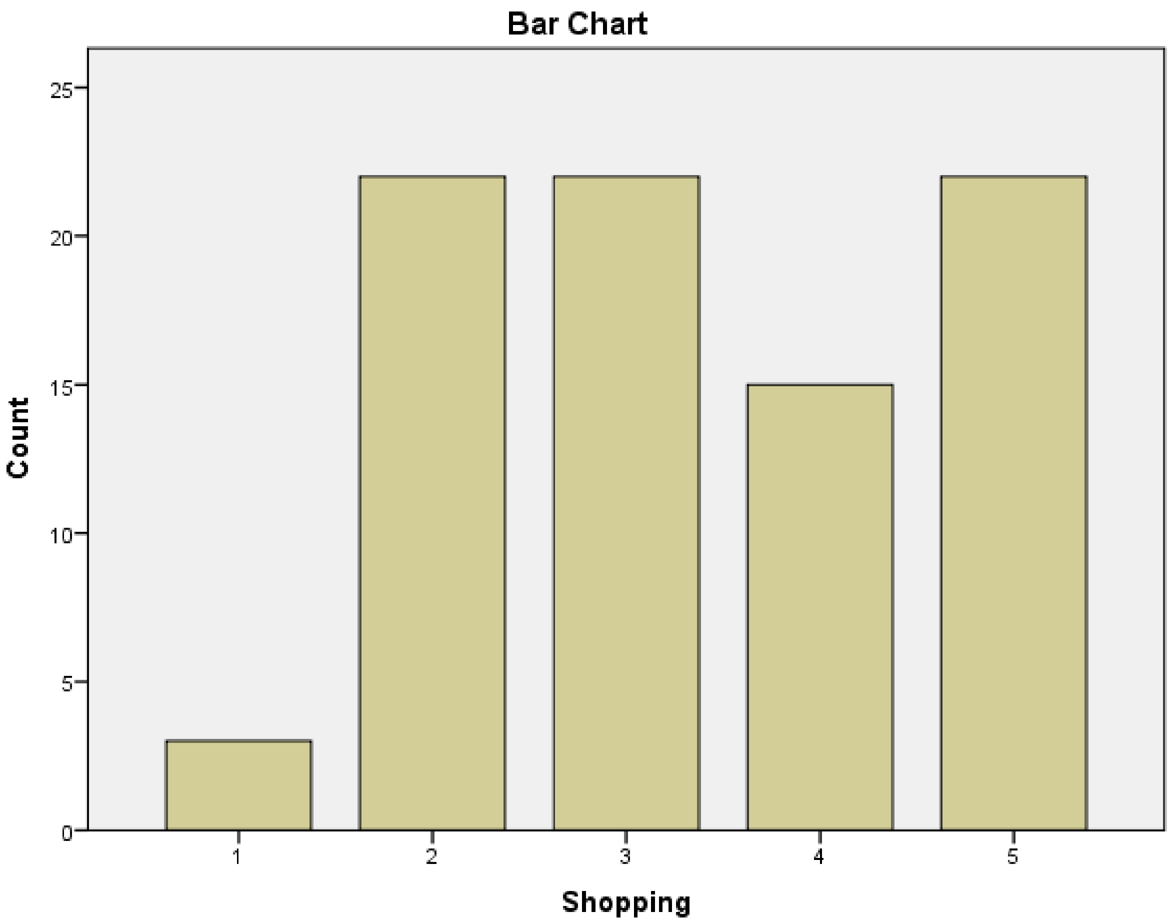


Table 140 Visiting spa center and wellness activities * Segments Crosstabulation - Elderly tourists

			Segments	Total
			Elderly tourists	
Visiting spa center and wellness activities	1	Count	3	3
		% within Segments	3,6%	3,6%
	2	Count	7	7
		% within Segments	8,3%	8,3%
	3	Count	22	22
		% within Segments	26,2%	26,2%
	4	Count	44	44
		% within Segments	52,4%	52,4%
	5	Count	8	8
		% within Segments	9,5%	9,5%
Total		Count	84	84
		% within Segments	100,0%	100,0%

Chart 79 Visiting spa center and wellness activities * Segments Crosstabulation - Elderly tourists

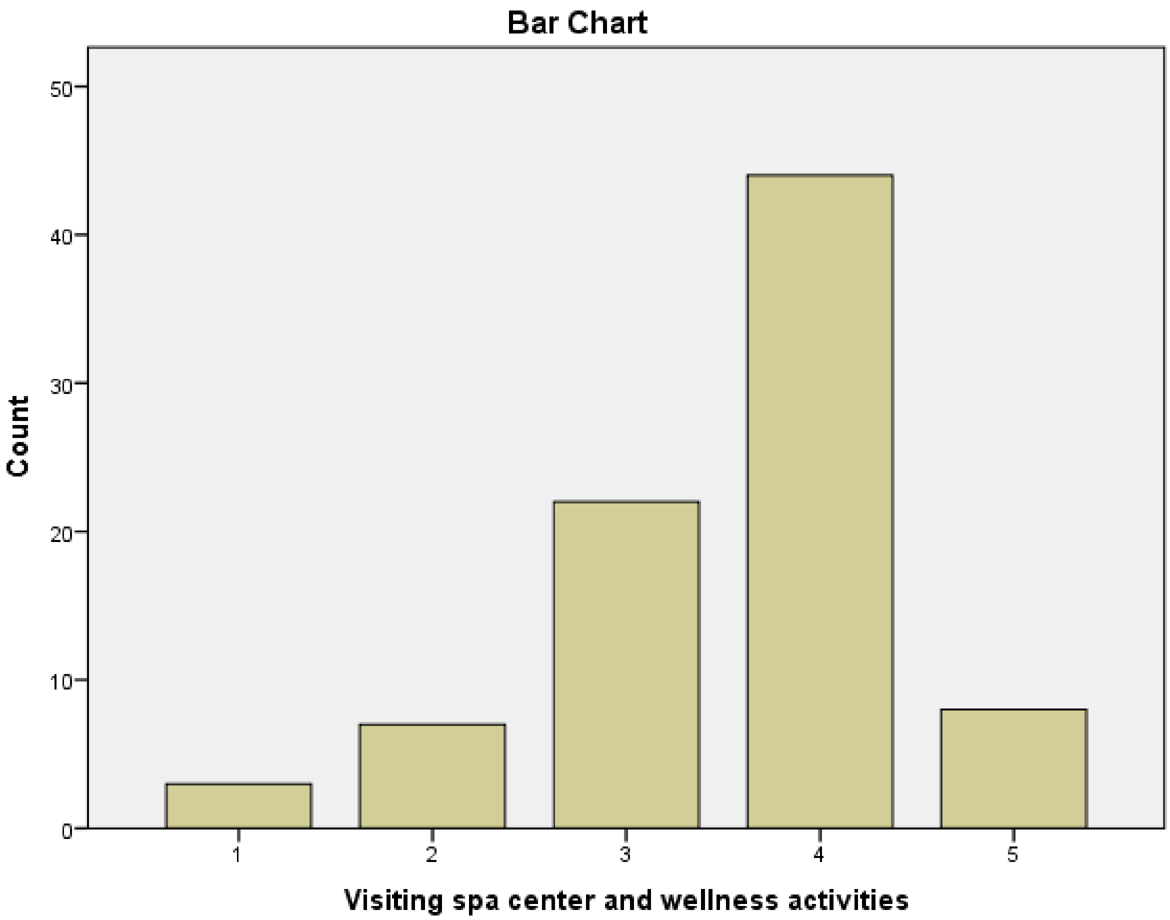


Table 141 Low prices * Segments Crosstabulation - Elderly tourist

			Segments	Total
			Elderly tourists	
Low prices	1	Count	8	8
		% within Segments	9,5%	9,5%
	2	Count	27	27
		% within Segments	32,1%	32,1%
	3	Count	19	19
		% within Segments	22,6%	22,6%
	4	Count	15	15
		% within Segments	17,9%	17,9%
	5	Count	15	15
		% within Segments	17,9%	17,9%
Total		Count	84	84
		% within Segments	100,0%	100,0%

Chart 80 Low prices * Segments Crosstabulation - Elderly tourist

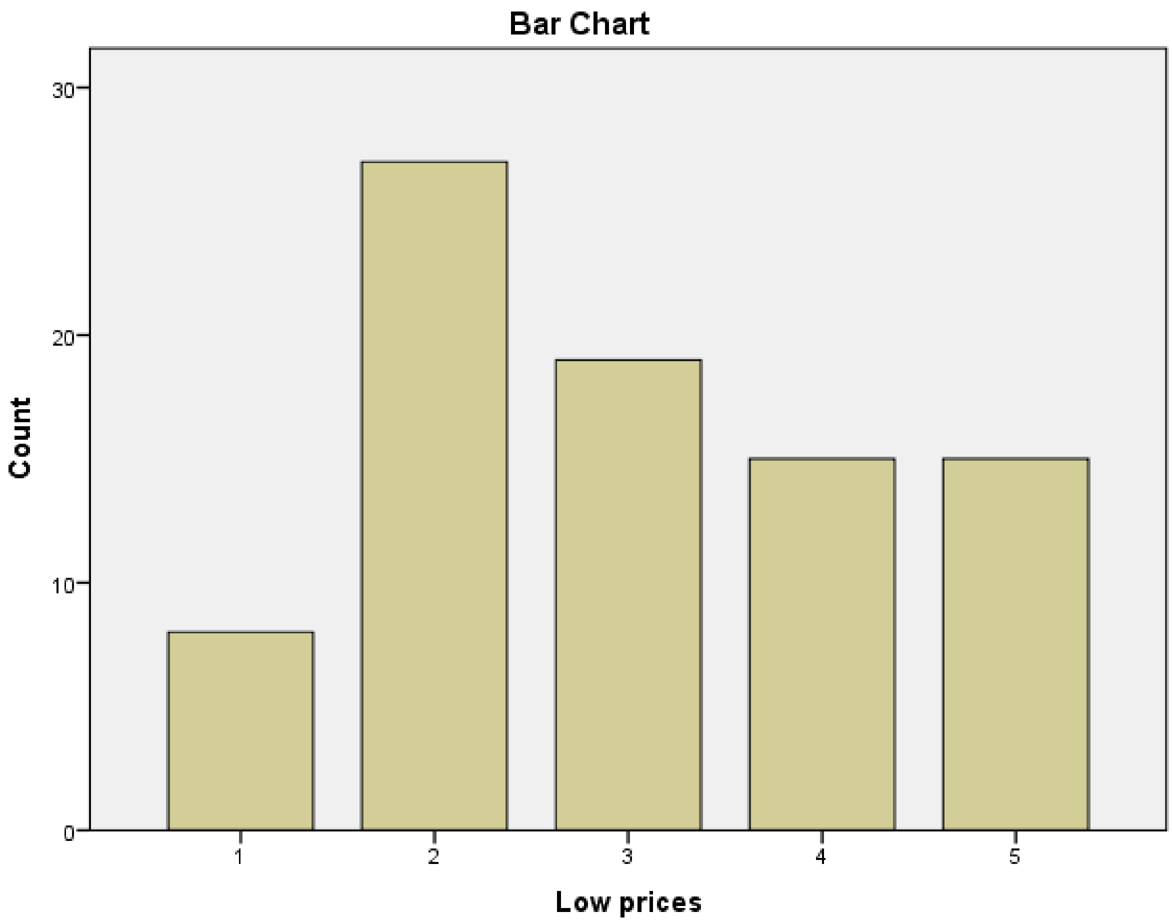


Table 142 High service and product quality * Segments Crosstabulation - Elderly tourists

			Segments	Total
			Elderly tourists	
High service and product quality	3	Count	6	6
		% within Segments	7,1%	7,1%
	4	Count	36	36
		% within Segments	42,9%	42,9%
	5	Count	42	42
		% within Segments	50,0%	50,0%
Total		Count	84	84
		% within Segments	100,0%	100,0%

Chart 81 High service and product quality * Segments Crosstabulation - Elderly tourists

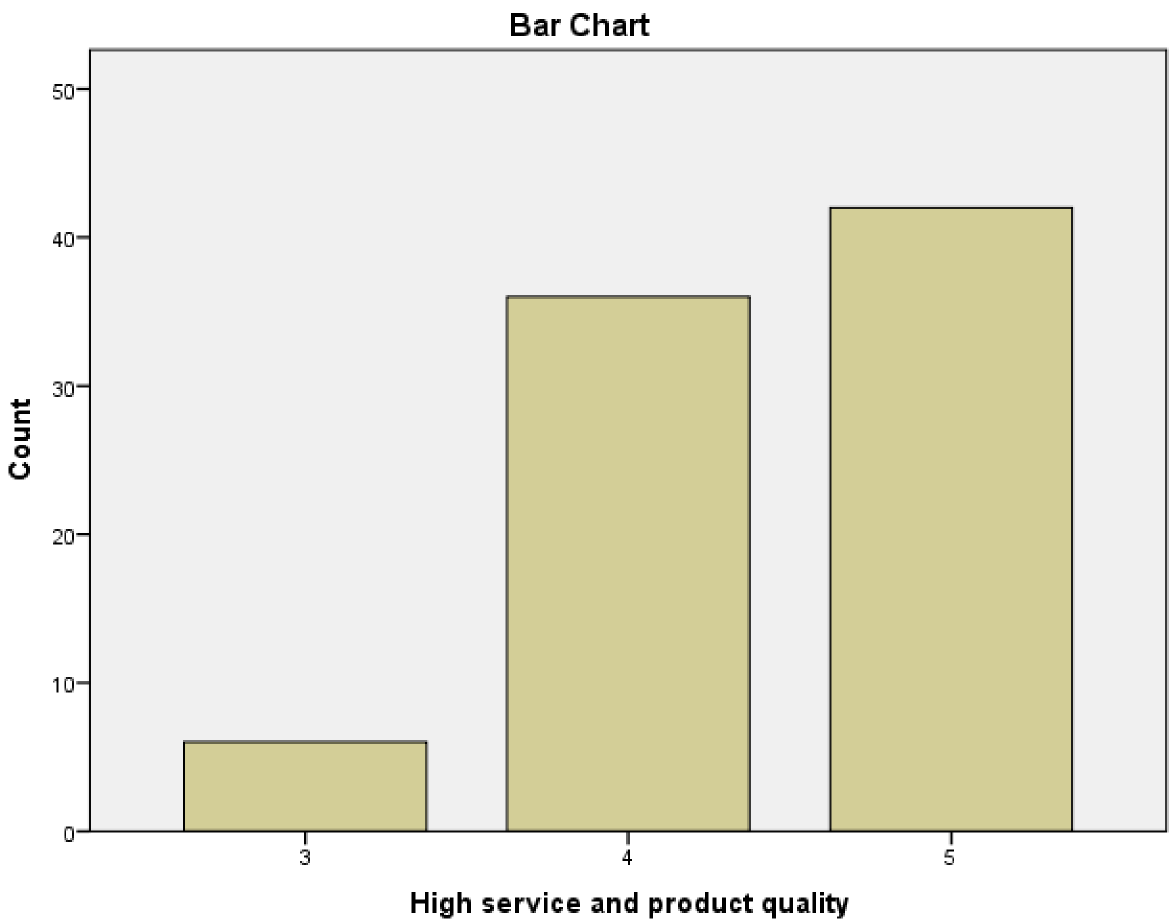


Table 143 Eco friendly * Segments Crosstabulation - Elderly tourists

			Segments	Total
			Elderly tourists	
Eco friendly	1	Count	3	3
		% within Segments	3,6%	3,6%
	2	Count	4	4
		% within Segments	4,8%	4,8%
	3	Count	18	18
		% within Segments	21,4%	21,4%
	4	Count	32	32
		% within Segments	38,1%	38,1%
	5	Count	27	27
		% within Segments	32,1%	32,1%
Total		Count	84	84
		% within Segments	100,0%	100,0%

Chart 82 Eco friendly * Segments Crosstabulation - Elderly tourists

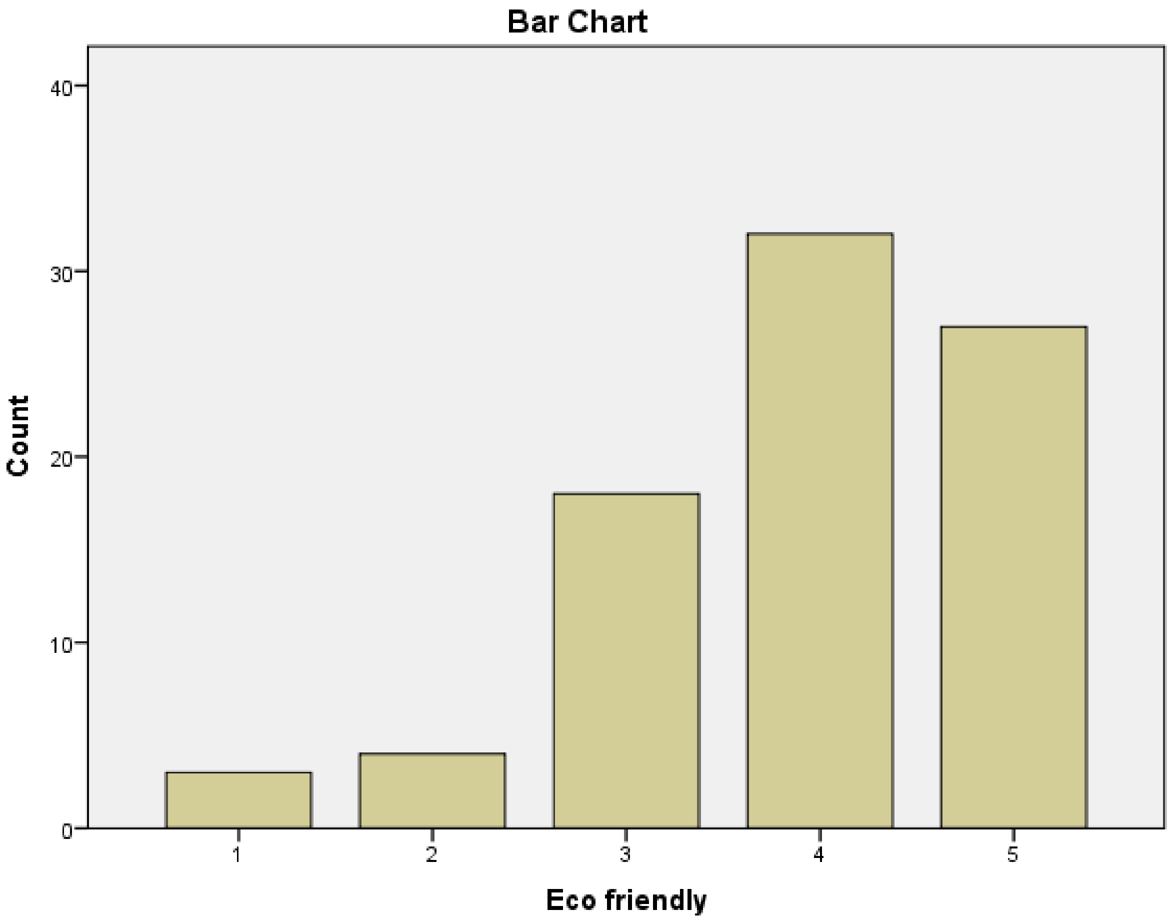


Table 144 Which of the above 3 is MOST IMPORTANT for you: * Segments Crosstabulation - Elderly tourists

			Segments	Total
			Elderly tourists	
Which of the above 3 is MOST IMPORTANT for you:	Low Prices	Count	13	13
		% within Segments	15,5%	15,5%
	High service and product quality	Count	48	48
		% within Segments	57,1%	57,1%
	Eco friendly	Count	23	23
		% within Segments	27,4%	27,4%
Total		Count	84	84
		% within Segments	100,0%	100,0%

Chart 83 Which of the above 3 is MOST IMPORTANT for you: * Segments Crosstabulation - Elderly tourists

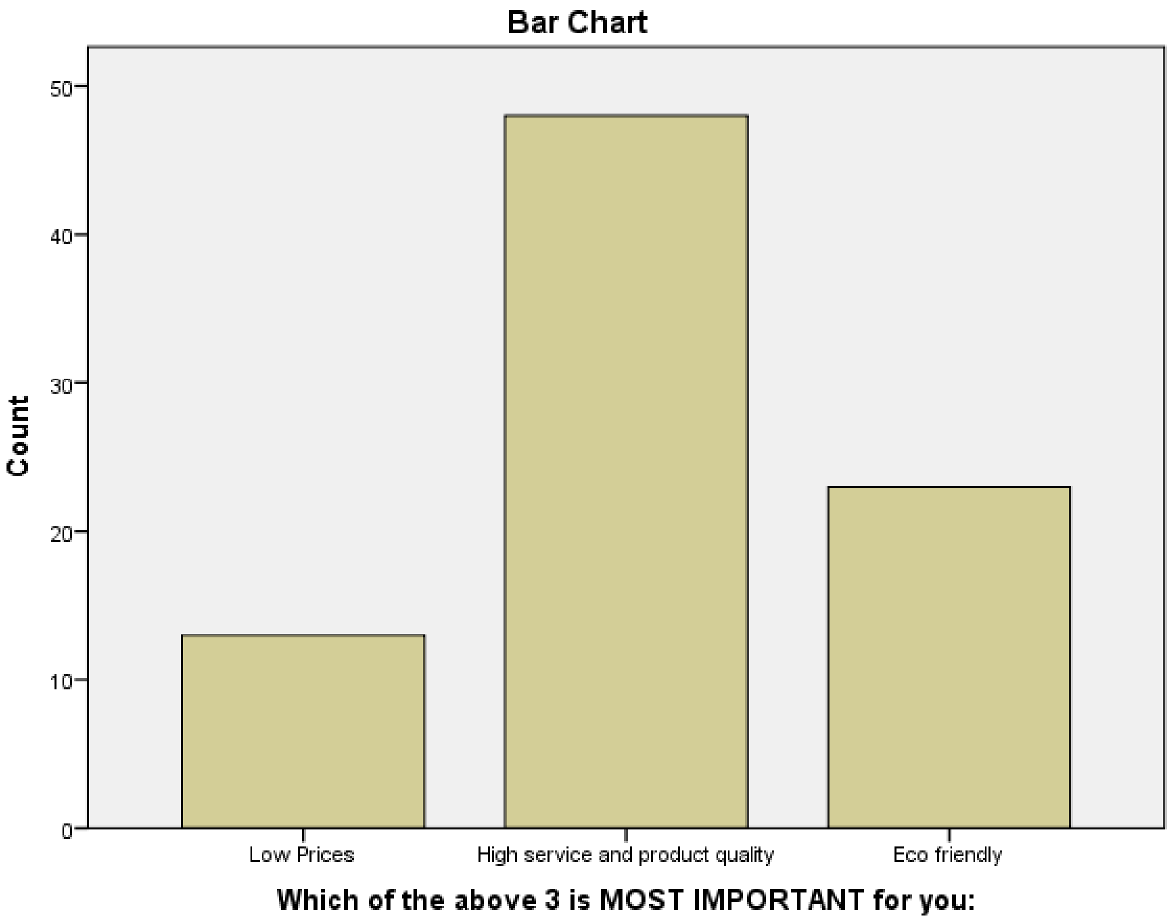


Table 145 Promotional literature (brochures, posters, billboards) * Segments Crosstabulation - Elderly tourists

			Segments	Total
			Elderly tourists	
Promotional literature (brochures, posters, billboards)	1	Count	4	4
		% within Segments	4,8%	4,8%
	2	Count	32	32
		% within Segments	38,6%	38,6%
	3	Count	33	33
		% within Segments	39,8%	39,8%
	4	Count	14	14
		% within Segments	16,9%	16,9%
Total		Count	83	83
		% within Segments	100,0%	100,0%

Chart 84 Promotional literature (brochures, posters, billboards) * Segments Crosstabulation - Elderly tourists

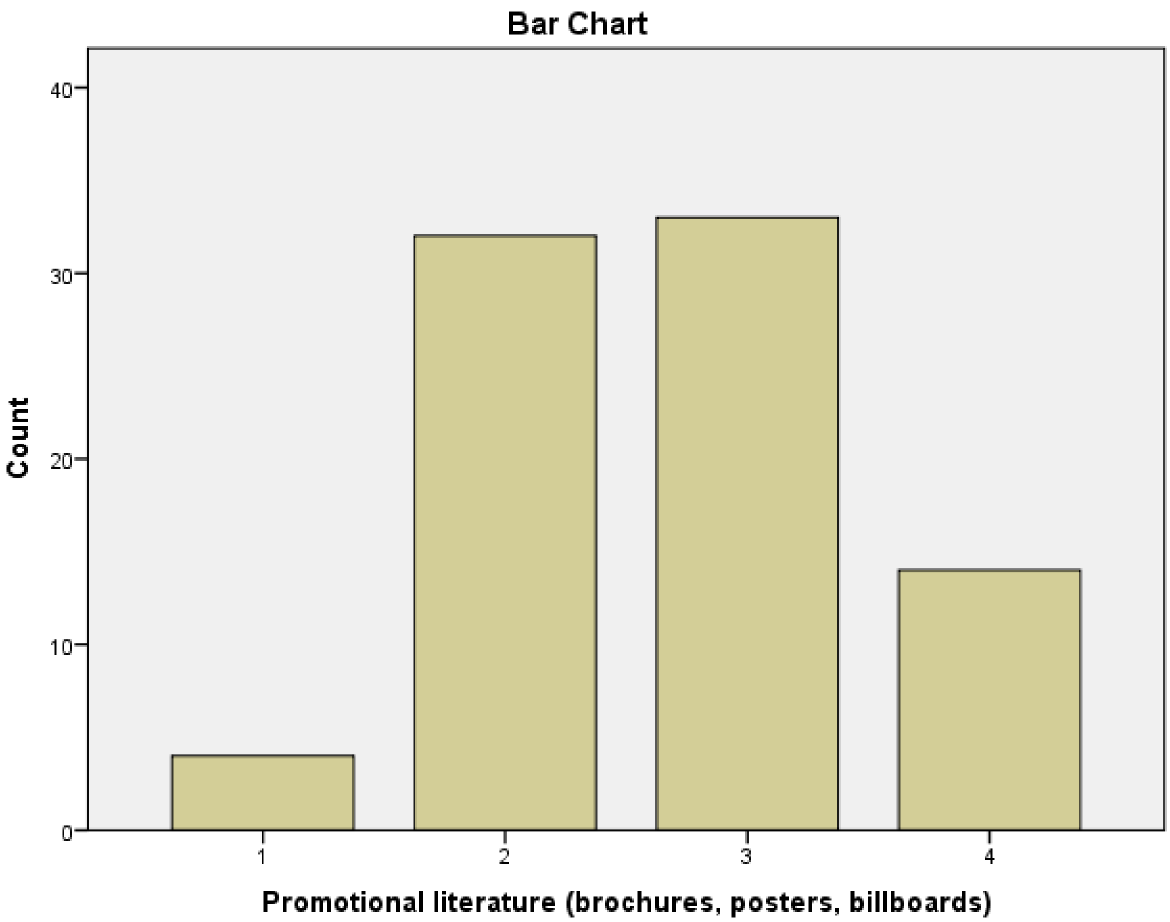


Table 146 Recommendations of friends and family * Segments Crosstabulation - Elderly tourists

			Segments	Total
			Elderly tourists	
Recommendations of friends and family	2	Count	3	3
		% within Segments	3,6%	3,6%
	3	Count	5	5
		% within Segments	6,0%	6,0%
	4	Count	49	49
		% within Segments	58,3%	58,3%
	5	Count	27	27
		% within Segments	32,1%	32,1%
Total		Count	84	84
		% within Segments	100,0%	100,0%

Chart 85 Recommendations of friends and family * Segments Crosstabulation - Elderly tourists

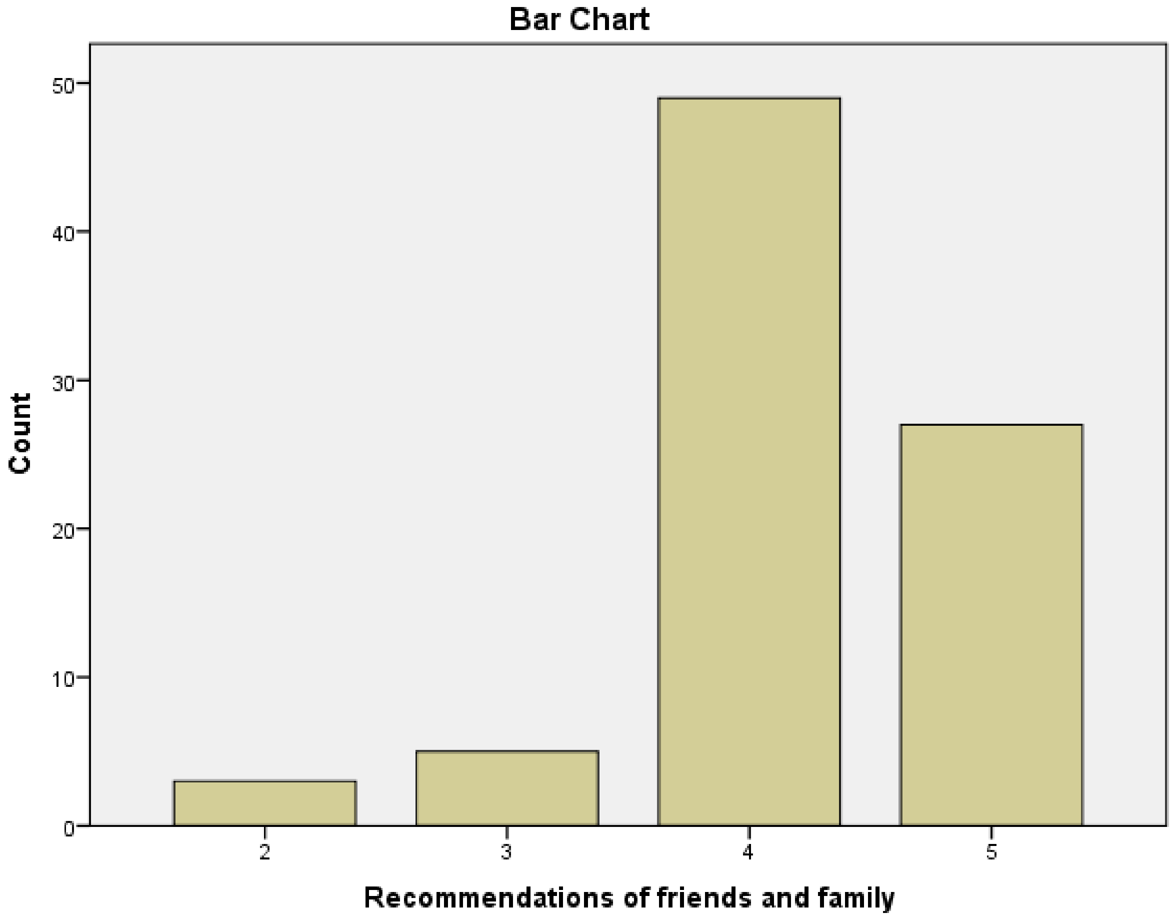


Table 147 Travel professionals (travel agents, guide writers, etc) * Segments Crosstabulation - Elderly tourists

			Segments	Total
			Elderly tourists	
Travel professionals (travel agents, guide writers, etc)	1	Count	2	2
		% within Segments	2,4%	2,4%
	2	Count	6	6
		% within Segments	7,1%	7,1%
	3	Count	14	14
		% within Segments	16,7%	16,7%
	4	Count	41	41
		% within Segments	48,8%	48,8%
	5	Count	21	21
		% within Segments	25,0%	25,0%
Total		Count	84	84
		% within Segments	100,0%	100,0%

Chart 86 Travel professionals (travel agents, guide writers, etc) * Segments Crosstabulation - Elderly tourists

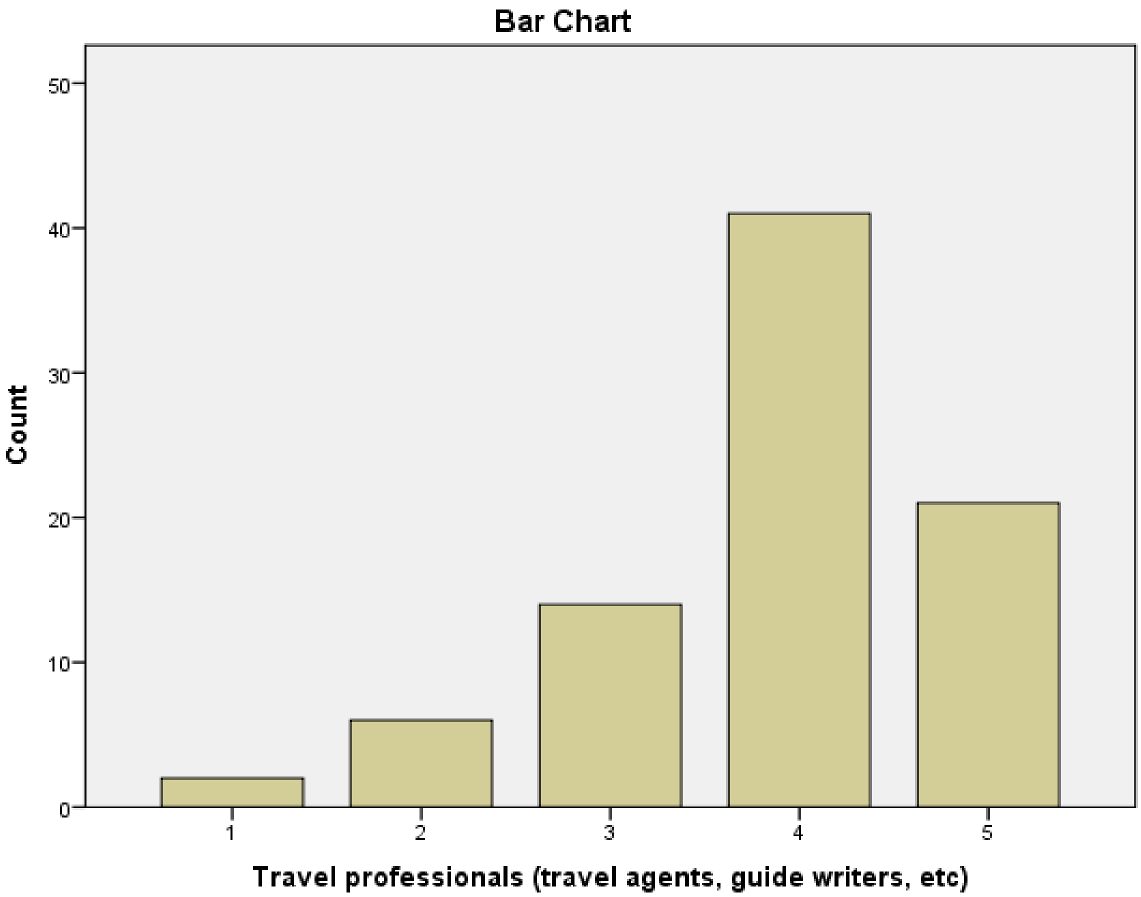


Table 148 News from mass media (TV, radio, newspapers) * Segments Crosstabulation - Elderly tourists

			Segments	Total
			Elderly tourists	
News from mass media (TV, radio, newspapers)	1	Count	2	2
		% within Segments	2,4%	2,4%
	2	Count	15	15
		% within Segments	17,9%	17,9%
	3	Count	44	44
		% within Segments	52,4%	52,4%
	4	Count	21	21
		% within Segments	25,0%	25,0%
	5	Count	2	2
		% within Segments	2,4%	2,4%
Total		Count	84	84
		% within Segments	100,0%	100,0%

Chart 87 News from mass media (TV, radio, newspapers) * Segments Crosstabulation - Elderly tourists

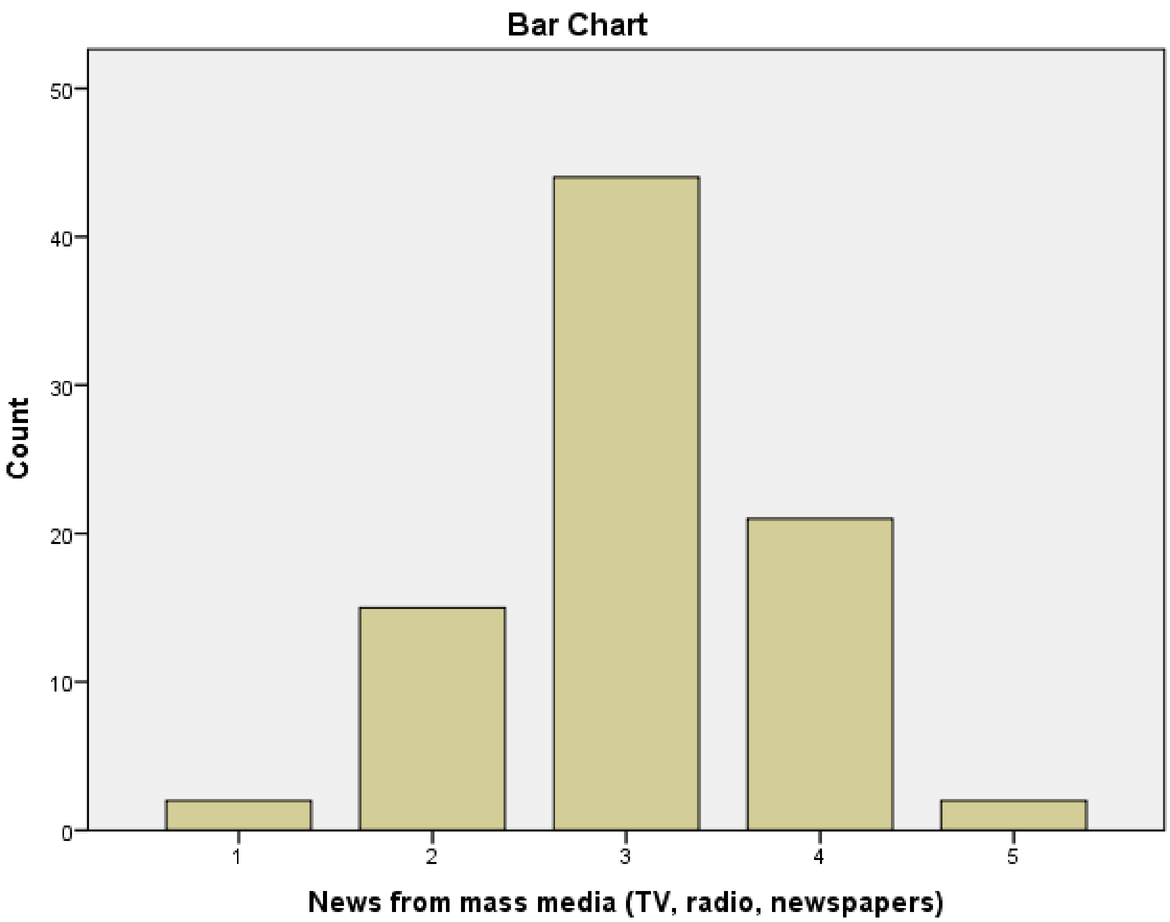


Table 149 Advertising in mass media (TV, radio, newspapers) * Segments Crosstabulation - Elderly tourists

			Segments	Total
			Elderly tourists	
Advertising in mass media (TV, radio, newspapers)	1	Count	11	11
		% within Segments	13,1%	13,1%
	2	Count	33	33
		% within Segments	39,3%	39,3%
	3	Count	23	23
		% within Segments	27,4%	27,4%
	4	Count	16	16
		% within Segments	19,0%	19,0%
	5	Count	1	1
		% within Segments	1,2%	1,2%
Total		Count	84	84
		% within Segments	100,0%	100,0%

Chart 88 Advertising in mass media (TV, radio, newspapers) * Segments Crosstabulation - Elderly tourists

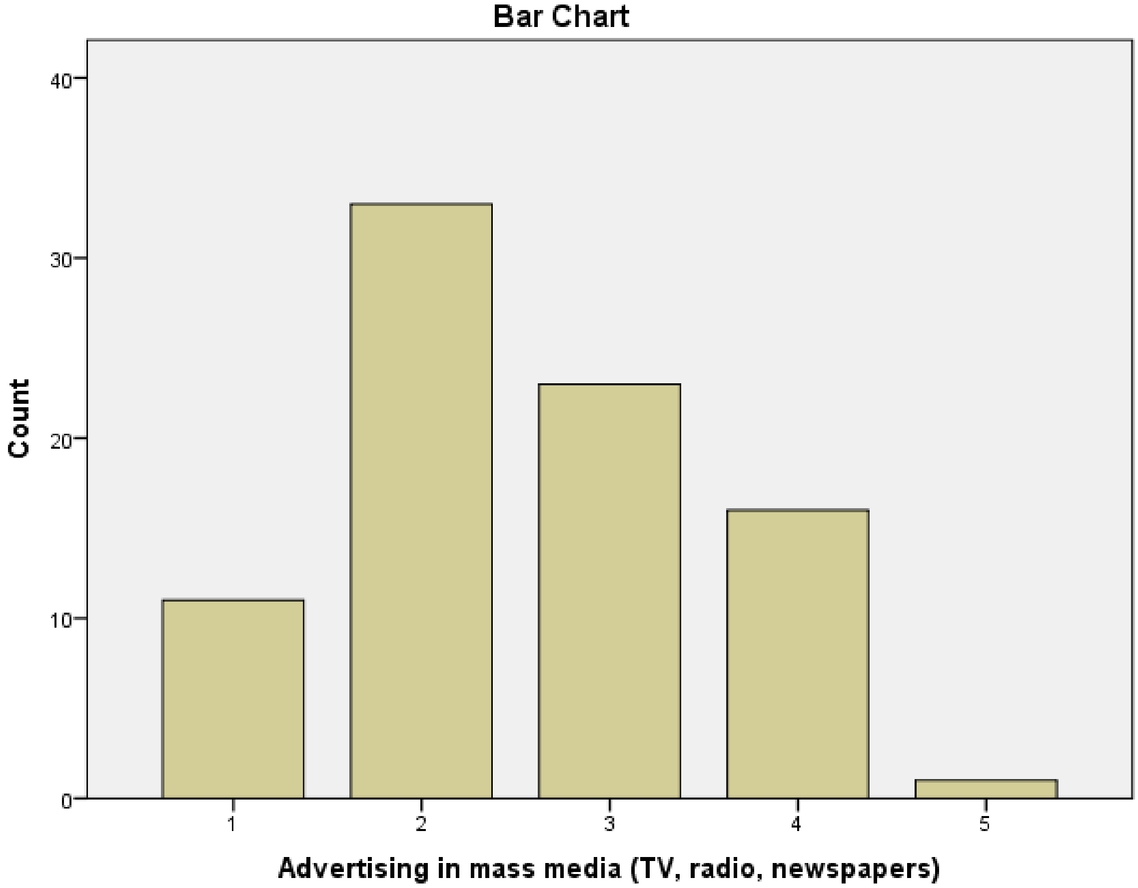


Table 150 First hand information and experience (personal visits, etc) * Segments Crosstabulation - Elderly tourists

			Segments	Total
			Elderly tourists	
First hand information and experience (personal visits, etc)	1	Count	1	1
		% within Segments	1,2%	1,2%
	3	Count	7	7
		% within Segments	8,3%	8,3%
	4	Count	46	46
		% within Segments	54,8%	54,8%
	5	Count	30	30
		% within Segments	35,7%	35,7%
Total		Count	84	84
		% within Segments	100,0%	100,0%

Chart 89 First hand information and experience (personal visits, etc) * Segments Crosstabulation - Elderly tourists

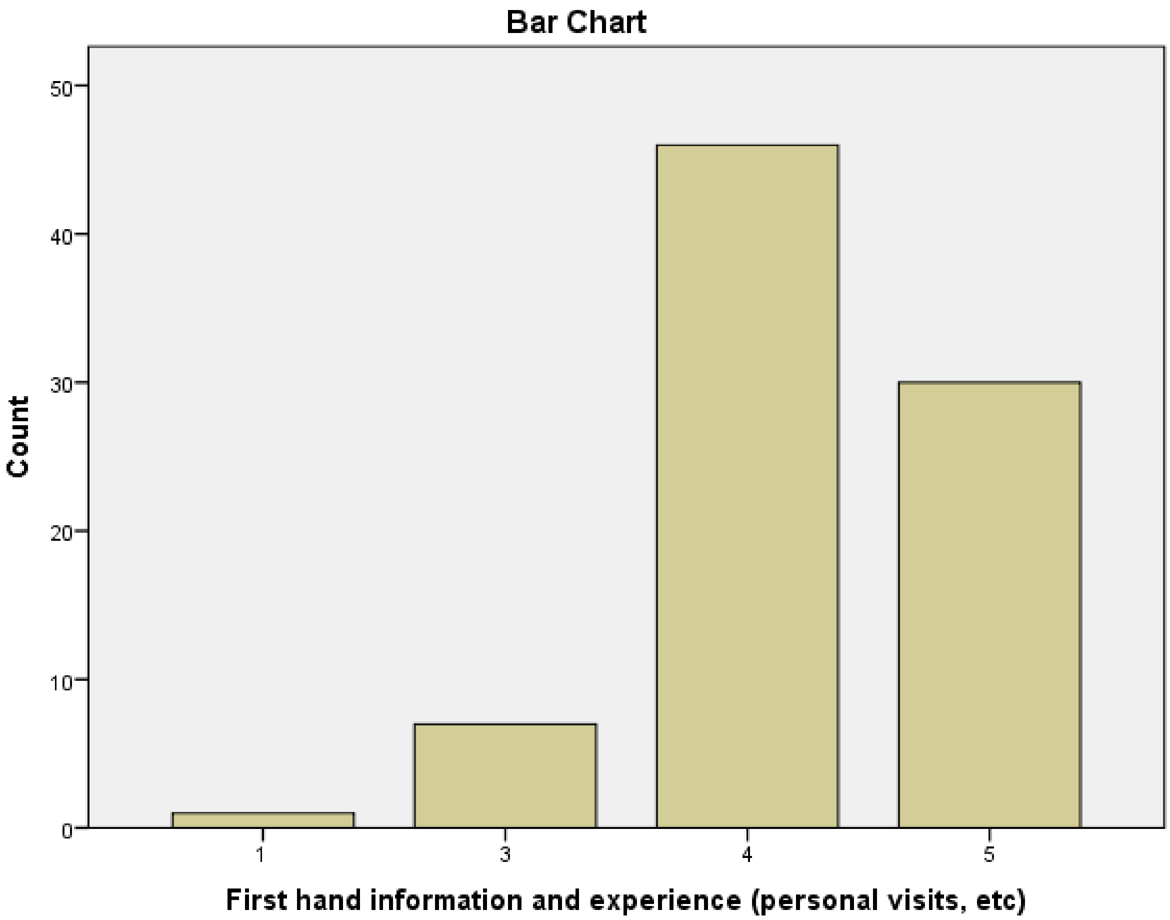


Table 151 Personal web site of the accommodation facility * Segments Crosstabulation - Elderly tourists

			Segments	Total
			Elderly tourists	
Personal web site of the accommodation facility	1	Count	18	18
		% within Segments	21,4%	21,4%
	2	Count	25	25
		% within Segments	29,8%	29,8%
	3	Count	19	19
		% within Segments	22,6%	22,6%
	4	Count	12	12
		% within Segments	14,3%	14,3%
	5	Count	10	10
		% within Segments	11,9%	11,9%
Total		Count	84	84
		% within Segments	100,0%	100,0%

Chart 90 Personal web site of the accommodation facility * Segments Crosstabulation - Elderly tourists

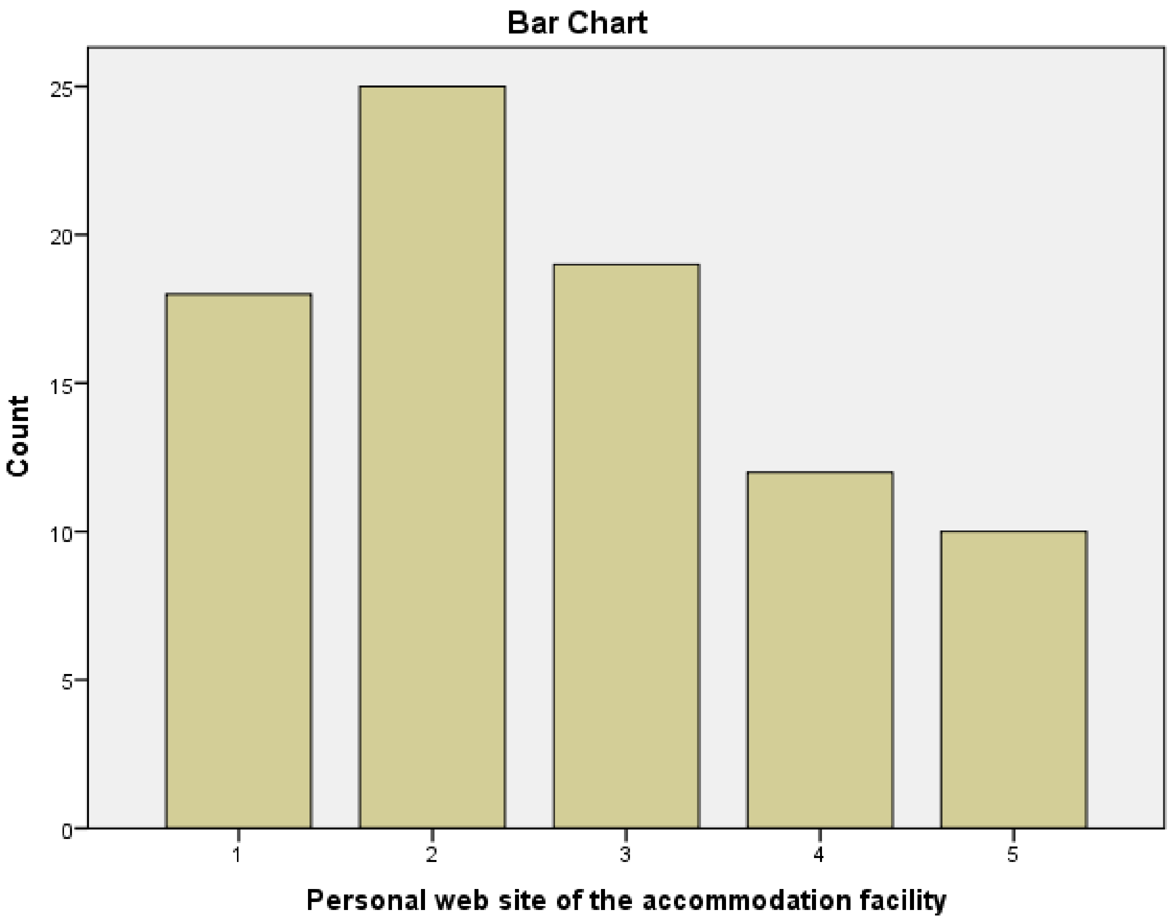


Table 152 Internet blogs and forums * Segments Crosstabulation - Elderly tourists

			Segments	Total
			Elderly tourists	
Internet blogs and forums	1	Count	24	24
		% within Segments	28,6%	28,6%
	2	Count	29	29
		% within Segments	34,5%	34,5%
	3	Count	14	14
		% within Segments	16,7%	16,7%
	4	Count	12	12
		% within Segments	14,3%	14,3%
	5	Count	5	5
		% within Segments	6,0%	6,0%
Total		Count	84	84
		% within Segments	100,0%	100,0%

Chart 91 Internet blogs and forums * Segments Crosstabulation - Elderly tourists

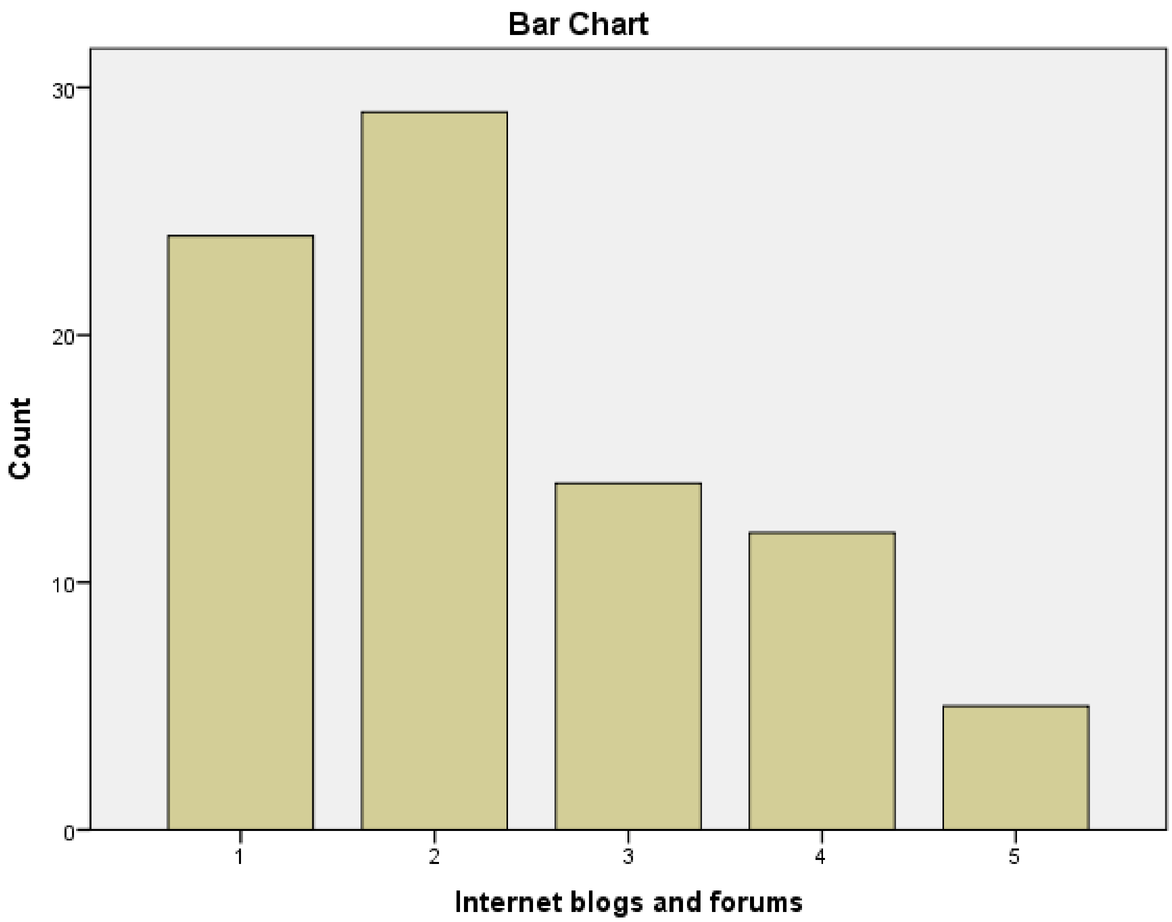


Table 153 Please tell us which of these is YOUR FAVOURITE source of information: * Segments Crosstabulation - Elderly tourists

			Segments	Total
			Elderly tourists	
Please tell us which of these is YOUR FAVOURITE source of information:	Recommendations of friends and family	Count	33	33
		% within Segments	40,2%	40,2%
	Travel professionals	Count	18	18
		% within Segments	22,0%	22,0%
	Newsfrom mass media	Count	3	3
		% within Segments	3,7%	3,7%
	Advertising in mass media	Count	2	2
		% within Segments	2,4%	2,4%
	First hand information and experience	Count	19	19
		% within Segments	23,2%	23,2%
	Personal web site	Count	3	3
		% within Segments	3,7%	3,7%
	Internet blogs and forums	Count	4	4
		% within Segments	4,9%	4,9%
Total		Count	82	82
		% within Segments	100,0%	100,0%

Chart 92 Please tell us which of these is YOUR FAVOURITE source of information: * Segments Crosstabulation - Elderly tourists

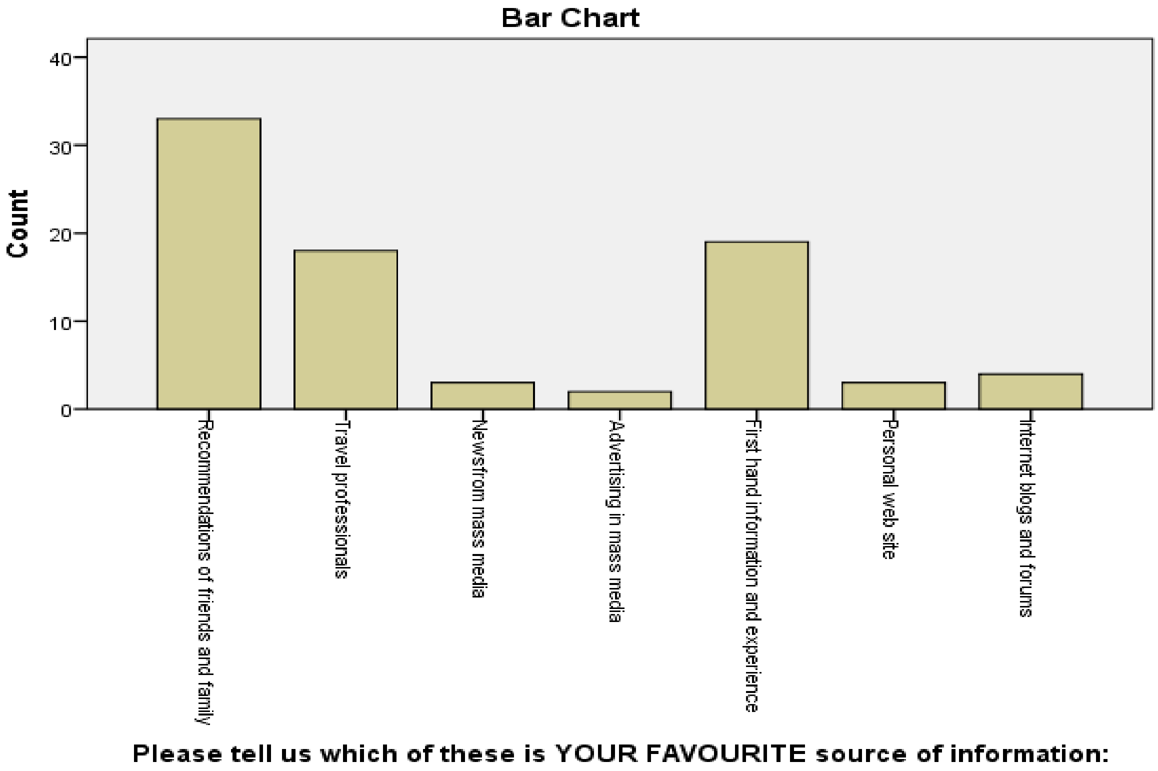


Table 154 Travel_frequency * Segments Crosstabulation - Elderly tourists

			Segments	Total
			Elderly tourists	
Travel_frequency	Up to 2	Count	25	25
		% within Segments	29,8%	29,8%
	3 to 4	Count	46	46
		% within Segments	54,8%	54,8%
	5 or more	Count	13	13
		% within Segments	15,5%	15,5%
Total		Count	84	84
		% within Segments	100,0%	100,0%

Chart 93 Travel_frequency * Segments Crosstabulation - Elderly tourists

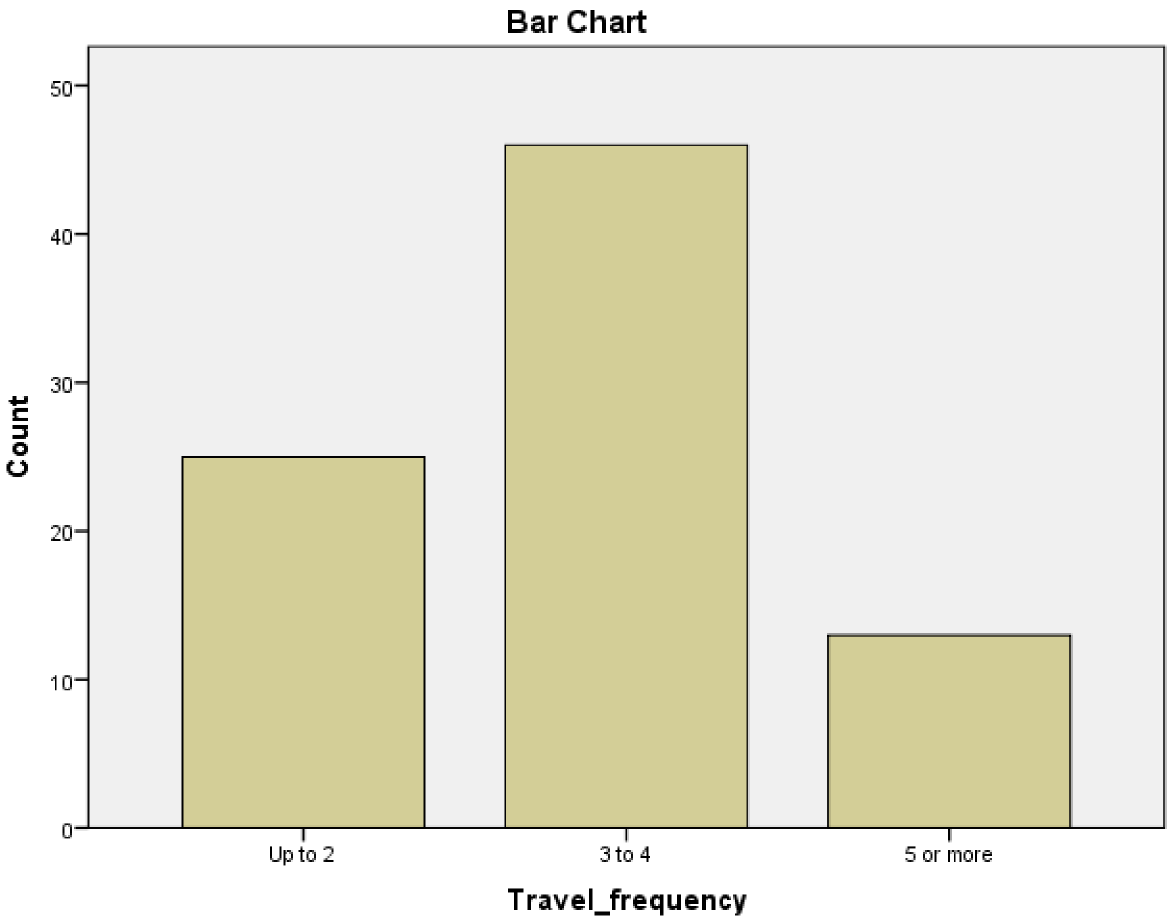
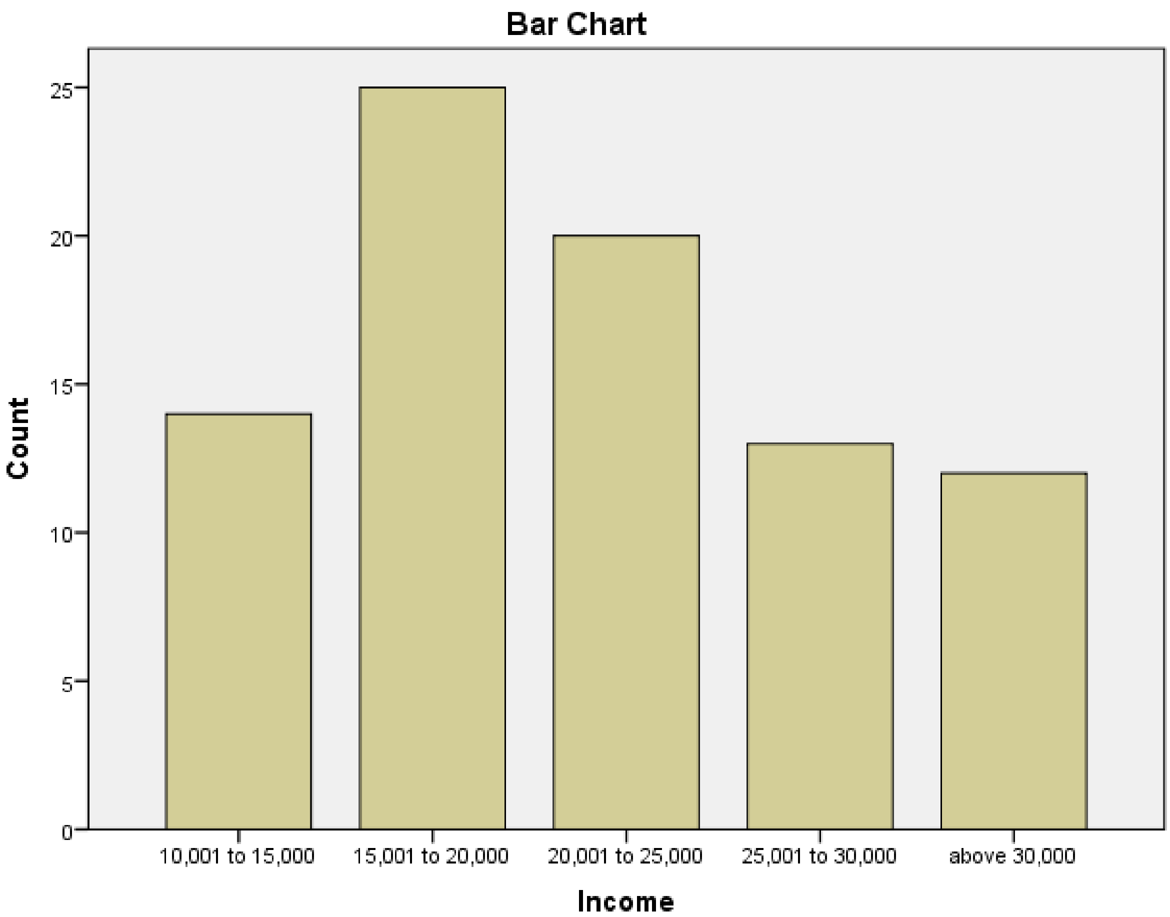


Table 155 Income * Segments Crosstabulation - Elderly tourists

			Segments	Total
			Elderly tourists	
Income	10,001 to 15,000	Count	14	14
		% within Segments	16,7%	16,7%
	15,001 to 20,000	Count	25	25
		% within Segments	29,8%	29,8%
	20,001 to 25,000	Count	20	20
		% within Segments	23,8%	23,8%
	25,001 to 30,000	Count	13	13
		% within Segments	15,5%	15,5%
	above 30,000	Count	12	12
		% within Segments	14,3%	14,3%
Total		Count	84	84
		% within Segments	100,0%	100,0%

Chart 94 Income * Segments Crosstabulation - Elderly tourists



11 Attachments

11.1 Questionnaire

Dear Mr/Ms,

We are master students in tourism at Aalborg University Copenhagen and we are writing our master thesis on the topic of "Mountain and Rural Tourism". Our goal is to examine the Danish market and its potential as a source of outbound tourism. The research is anonymous. We would be very thankful if you can assist us by filling this questionnaire. It won't take more than five minutes.

Atanas and Stoyan

1. Considering the following leisure activities, please indicate how important each activity would be to you on your 'perfect countryside holiday'.	Not important at all				Very Important
Mountain biking	1	2	3	4	5
Horse riding	1	2	3	4	5
Skiing and snowboarding	1	2	3	4	5
Hiking	1	2	3	4	5
Monument sightseeing	1	2	3	4	5
Visiting monasteries	1	2	3	4	5
Visiting historic places	1	2	3	4	5
Visiting museums	1	2	3	4	5
Interaction with the locals	1	2	3	4	5
Discovering local traditions, rituals and lifestyle	1	2	3	4	5
Participating in preparing the meals	1	2	3	4	5
Wine tasting	1	2	3	4	5
Gastronomy	1	2	3	4	5
Picnics	1	2	3	4	5

Nature sightseeing	1	2	3	4	5
Trekking	1	2	3	4	5
Visiting caves	1	2	3	4	5
Gathering mushrooms and herbs	1	2	3	4	5
Participating in gardening	1	2	3	4	5
Participating in caretaking of the animals	1	2	3	4	5
Children games and activities	1	2	3	4	5
Traditional, local children entertainment	1	2	3	4	5
Sauna	1	2	3	4	5
Jacuzzi	1	2	3	4	5
Shopping	1	2	3	4	5
Visiting spa center and wellness activities	1	2	3	4	5

2. How important are the following characteristics when choosing a place to stay for your 'perfect countryside holiday'?	Not important at all				Very important
Low prices	1	2	3	4	5
High service and product quality	1	2	3	4	5
Eco friendly	1	2	3	4	5
Which of the above 3 is MOST IMPORTANT for you:					

3. Considering the following sources of information, please indicate the extent to which you like to use each in choosing your holiday destination.	Not at all				Very much
Promotional literature(brochures, posters, billboards)	1	2	3	4	5
Recommendations of friends and family	1	2	3	4	5
Travel professionals (travel agents, guide writers, etc)	1	2	3	4	5
News from mass media (TV, radio, newspapers)	1	2	3	4	5
Advertising in mass media (TV, radio, newspapers)	1	2	3	4	5

First hand information and experience (personal visits, etc)	1 2 3 4 5
Personal web site of the accommodation facility	1 2 3 4 5
Internet blogs and forums	1 2 3 4 5
Please tell us which of these is YOUR FAVOURITE source of information:	

4. What is your gender? Male ❑ Female ❑

5. Which category best describes your age?

18-29 ❑ 30-39 ❑ 40-49 ❑

50-59 ❑ 60-69 ❑ 70+ ❑

6. What is your marital status?

- Single ❑
- Single parent with child/children in the household ❑
- Couple ❑
- Couple with child/children left the household ❑
- Couple with child/children under 12 ❑
- Couple with child/children on or above 12 year in the household ❑

7. How many times do you travel per year?

Up to 2 ❑ 3 to 4 ❑ 5 or more ❑

8. What is your education level (graduated or studying at the moment)?

High school: ❑ Professional diploma (high school +2years): ❑

Bachelor degree: ❑ Master's degree or above: ❑

9. Are you Danish: Yes ❑ No ❑

10. What is your approximate monthly income after taxes?

Under 10 000 DKK ❑ 10000- 15000 DKK ❑

15001- 20000 DKK ❑ 20001- 25000 DKK ❑

25001- 30000 DKK ❑ above 30 000 DKK ❑

11.2 Tables

Table 156 Sauna

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	25	6,1	6,1	6,1
	2	25	6,1	6,1	12,2
	3	95	23,1	23,1	35,3
	4	164	39,8	39,9	75,2
	5	102	24,8	24,8	100,0
	Total	411	99,8	100,0	
Missing	System	1	,2		
Total		412	100,0		

Table 157 Jacuzzi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	27	6,6	6,6	6,6
	2	18	4,4	4,4	10,9
	3	86	20,9	20,9	31,8
	4	180	43,7	43,7	75,5
	5	101	24,5	24,5	100,0
	Total	412	100,0	100,0	

Table 158 Shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	43	10,4	10,4	10,4
	2	80	19,4	19,4	29,9
	3	89	21,6	21,6	51,5
	4	80	19,4	19,4	70,9
	5	120	29,1	29,1	100,0
	Total	412	100,0	100,0	

Table 159 Visiting spa center and wellness activities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	35	8,5	8,5	8,5
	2	47	11,4	11,4	19,9
	3	90	21,8	21,8	41,7
	4	154	37,4	37,4	79,1
	5	86	20,9	20,9	100,0
	Total	412	100,0	100,0	