



# **PROFILING THE ADVENTURE TOURIST**

Case study New Zealand

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## **ABSTRACT**

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Adventure tourism is a branch of tourism industry, which is rapidly growing around the world. In Finland this tourism branch is, however, rather undeveloped even though potential for this tourism segment exists. The aim of this survey was to form a general, psychological profile of the adventure tourists and identify the best marketing tools for them. This framework could further be implemented into developing adventure tourism in Finland and also as a reference in other, more specified researches of the adventure tourism field. Because the adventure tourism segment in Finland was insufficient for the survey it was conducted in New Zealand.

The survey was implemented by using interviews and observations by the writers of this thesis to gather qualitative data. The data was voice-recorded by phone and then transcribed into a literal, academic form. The data was then analyzed through theoretical framework, which was established prior to the implementation of the survey. The results were then converted into a comprehensive analysis of the subject.

The results of the survey depict a profile of the adventure tourist containing demographical, psychological, social and cultural factors. Based on the profile the thesis also includes the most effective marketing tools and approaches for this tourism segment. The writers of the thesis, however, prompt further studies on this specific tourism segment, which could one day be a significant source of income for Finland's economy.

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Key words: adventure tourism, profile, marketing, motivation

## CONTENTS

1	INTRODUCTION .....	4
2	THE PURPOSE AND METHODOLOGY OF THE RESEARCH.....	5
2.1	The objectives and the outline .....	5
2.2	Benefits of the survey and key research questions .....	7
3	ADVENTURE TOURISM.....	9
3.1	Defining adventure tourism .....	9
3.2	The history and evolution of adventure tourism.....	11
3.3	Adventure tourism and psychology .....	13
3.3.1	Personality.....	14
3.3.2	Motivation.....	20
3.4	Tourism marketing.....	23
3.4.1	Marketing strategy .....	26
3.4.2	Marketing communications.....	29
3.4.3	Target market comparison.....	32
4	NEW ZEALAND ADVENTURE TOURISM SURVEY .....	36
4.1	Preface of the survey .....	36
4.1.1	Selecting destination .....	36
4.1.2	Co-operation partners .....	39
4.1.3	Defining the research methods.....	43
4.2	Execution of the survey .....	44
4.2.1	Interviews.....	45
4.2.2	Research challenges and problems .....	45
4.3	Survey results .....	47
4.3.1	Background information .....	47
4.3.2	Marketing.....	51
4.3.3	New Zealand .....	53
4.3.4	Adventure tourism .....	54
4.3.5	Activity .....	55
4.3.6	Finland .....	56
4.3.7	Summary and suggestions .....	57
5	CONCLUSION .....	63
	REFERENCES.....	64
	APPENDICES .....	69
	Appendix 1. The research transcripts .....	69
	Appendix 2. The research waiver .....	127
	Appendix 3. The interview guide .....	128

## 1 INTRODUCTION

The subject of this survey was developed through the interests of the two authors of this bachelor's thesis who perceived the lack of a certain, potential tourism branch in their home country. In order to enhance the tourism in Finland and encourage further research regarding adventure tourism the topic of profiling an adventure tourist was chosen as the subject of this bachelor's thesis.

The aim of this survey was not to form an absolute psychological and marketing profile for adventure tourists but to form a framework, which could be used for further, more specified researches. This framework was executed through qualitative research using semi-structured, voice-recorded interviews and observation as research methods. The interviews were conducted in New Zealand due to the lack of sufficient adventure tourism market in Finland.

The survey process expanded on the time period of nine months during which theoretical framework was established and the interview guide was created. The survey was conducted abroad in co-operation with a domestic partner as well as with three partners in the destination country. The data collection phase was executed in New Zealand between April and June 2014. The data was afterwards transcribed and analyzed in order to establish the academic outcome.

As a result a profile of an adventure tourist was created and the most sufficient marketing tools established. The following chapters describe the research process from preliminary procedures to analyzing the gathered data. They depict the theoretical framework through which the data was analyzed and explain the findings, which eventually formed the conclusion of adventure tourists' profile as well as the most efficient marketing tools for this specific target group.

## **2 THE PURPOSE AND METHODOLOGY OF THE RESEARCH**

### **2.1 The objectives and the outline**

The survey in question was conducted based on the interests of the authors, which reached from tourism profiling to how this can be used in marketing activities. The purpose of the survey was to form an outline for future researches concerning general, psychological profile of adventure tourists and how this profile could be implemented to progress the marketing of adventure tourism services currently available in Finland. The survey was executed with the co-operation of the Finnish Tourism Board, later referred as the FTB, which expressed their interest towards the survey at the early stages of the research process. This co-operation ensured that the survey had the necessary authority to be tempting for the adventure tourism companies in New Zealand where the actual survey was conducted.

The reason why the survey was executed abroad was the lack of sufficient adventure tourism market in Finland. However, the authors deemed it vitally important that the country in question would meet certain requirements in order for the results to be viable for integration to serve the Finnish tourism industry. These requirements and other factors influencing the selection of the destination are more closely explained in the chapter 4.1.1.

Objective to this qualitative survey arose from this mentioned lack of adventure tourism market in Finland. Finland emphasizes the nature in its marketing heavily and this is clear for example at the official website of Finland's tourism [www.visitfinland.com](http://www.visitfinland.com) (2014) where the country profile of Finland contains seven descriptions of nature in merely two sentences. Despite of this link to the nature, which is a significant factor in the adventure tourism field (Buckley 2006) the actual marketing of adventure tourism in Finland seems rather cautious. The overall marketing effort of Finland as a travelling destination also seems to be focused on the few, most potential target markets. This came into view during the course of the survey and prompted the authors' personal view on Finland's tourism marketing.

Both writers of this thesis acknowledged that this focused and cautious marketing strategy must be functional, as the tourism in Finland has been growing evenly during the past

few years (Statistics Finland 2012). They also came into conclusion that by helping the adventure tourism segment to develop through the survey, Finland could increase its entice as a destination country. As the authors considered that a product development project would have been too wide of an objective for bachelor's thesis the objective of the survey was confined into profiling adventure tourists and to the effective marketing methods for the adventure activities. These results could be used in future internationally for enhancing and emphasizing marketing of an adventure tourism product or as a framework for further adventure tourism studies.

As the objective for the survey's results was to be as practical as possible the implementation of the survey on site was to be effortless to cause minimal inconvenience to the cooperation companies and to their day-to-day actions. This was considered when the methods for executing the survey were chosen as well as the size of the sample group and the targeted information. The methods, which seemed to fulfill these requirements were interviewing the subjects and observing them.

Interview was selected as the primary data collecting method because of its suitability for qualitative research and its nature on possibly revealing behaviors and experiences of customer groups in more profound ways than other research methods (Altinay & Paraskevas 2008, 107). Also because the size of the sample group was estimated to be around hundred participants, the interview was deemed as an appropriate way to procure the necessary information for the survey. The interviews were to be conducted one subject at a time both prior and after the activity and preferably in an environment hospitable enough for the subject to feel as relaxed and comfortable as possible. All the interviews were voice-recorded by phone.

The authors decided to use specifically semi-structured interviews to ensure their possibilities to adapt the survey questions to fit the form of a conversation. This technique also allowed them to use interview probes, which worked as sub-questions or follow-up questions if they were deemed necessary. This need for probing was decided individually during each interview according to the interviewer's discretion (Altinay & Paraskevas 2008, 108). Every conversation contained a set of pre-set questions but their verbal form varied between the interviews. These questions were divided beforehand in categories such as background information, marketing, activity and destination related questions.

To support the voice-recorded interview the writers decided to use unobtrusive observation while interviewing the subjects. This method was chosen for its capability on revealing context-specific information and its possibility on exposing the subjects' underlying motives and attitudes (Altinay & Paraskevas 2008, 117). It was also a convenient method for the writer who had to be present in the situation without influencing it. The main purpose of this method was to validate the statements given by the subjects during their interviews.

After the data was collected all the sound files were transcribed (see the appendix 1). The literal material would ease the data analyzing process and ensure that the survey results were also documented in non-electronic form. These materials were later analyzed with Excel to establish few quantitative variables such as age or gender distributions. The main analyzing however was done through the theoretical framework to emphasize the qualitative nature of the survey. The whole survey process and the results are more closely depicted and analyzed in the chapters 4 and 5.

## **2.2 Benefits of the survey and key research questions**

The tourism industry is an important resource for the Finnish economy and with well-planned developing and marketing can possess a lot of potential for growth. On a personal level, both authors considered conducting this survey as a vast learning opportunity. Furthermore the common interest in nature and adventure tourism sparked the idea of conducting this survey. On academic and practical level the authors believe that the thesis will eventually benefit two parties. These parties, benefits and key research questions are further discussed in the following chapter.

First party to benefit from the survey was the co-operation companies abroad. The companies in New Zealand would gain more detailed information about their marketing tools such as do their customers use social media, do they consider its role important and how they use other information sources. The aim of the survey was not to result in a customer satisfaction or a market segmentation survey since the sample group was too small for this purpose. In addition to this, the majority of the co-operating businesses already had an effective survey system of these operations in place. Because of these existing survey

systems the benefit was to provide them with a new perspective on their business and reassure them of their strengths.

A second party to benefit from this survey was the Finnish Tourism Board, which is the national body progressing tourism information. As the writers noticed the certain lack of adventure tourism in Finland they wanted to offer them help to focus their efforts and conduct more specific surveys concerning this potential tourism segment. The writers also considered the results of the survey beneficial for specific marketing surveys.

The authors acknowledged that executing this survey was an ambitious undertaking, as the main goal was to identify similarities in the personality of people taking part in certain adventure tourism activities, what motivates them and what marketing tools are best to reach this clientele. These questions were implemented in the survey to form a framework and open up the discussion regarding adventure tourism in Finland.

During the survey and the preliminary research the writers of this thesis noticed that the topic of adventure tourism is internationally very specifically researched focusing on certain activities, the customer groups or motivations. Larger scale research concerning adventure tourism phenomena has not been done and especially adventure tourism in Finland is poorly researched and requires more detailed research because of its large potential. The aim was to create a valid framework and help to identify the specific areas for further studies.



### 3 ADVENTURE TOURISM

#### 3.1 Defining adventure tourism

Adventure tourism is a definitive segment of the tourism industry, which has been growing and evolving rapidly for the past decades (Hudson 2003, xvii). Despite of this significance in the industry the academic research concerning adventure tourism has been fairly limited possibly due to its ambiguous and complex nature. As the term ‘adventure tourism’ binds together even as term two words which both have distinct meanings the definition of the term in hand must be clarified as explicitly as possible.

The first problem faced, when trying to define adventure tourism is the term ‘adventure’ it contains. ‘Adventure’ is a relative concept, which changes every time a subject is asked to define it. It is tightly bound to the physical experience of the subject but it also contains a psychological, non-physical component known as emotion. (Swarbrooke, Beard, Leckie & Pomfret 2003.) As these experiences are unique varying between individuals the exact definition of adventure combining tourism is challenging.

The word ‘tourism’ on the other hand is a rather self-explanatory and universal concept. However, the problem of defining adventure tourism arises when the term is tried to be integrated inside a certain industry segment. This integration of adventure tourism is virtually impossible as it overlaps different segments and requires others to work. The following paragraphs discuss the examples of this overlapping of segments.

Adventure tourism falls partially under the category of nature-based tourism, which is defined as “use of natural resources in a wild and undeveloped form” (Goodwin 1996, 287, via Swarbrooke et al. 2003, 21). Each individual experiences the nature differently. For example, a tourist who grew up in the middle of Tokyo might be more amazed of the lakeland in southern Finland than a German tourist who grew up in the harbor city of Hamburg. Nature was also identified as one of the reasons to participate in certain activities during the survey. This would support the claim that adventure tourism relies heavily on the nature of the destination country.

Another segment adventure tourism overlaps is the activity tourism, which is a segment driven by tourists who travel abroad to execute certain activities (Hudson 2003, 203). These activities can be anything ranging from golf and fishing to climbing and cave diving. However the distinctive factor between these two according to Hudson (2003) is that in the activity tourism the adventure is not emphasized and the risks are often minimized as effectively as possible. This does not mean that the activities the activity tourism segment provides would be risk free.

As demonstrated above adventure tourism is a segment with a broad scope combining travelling, sports and nature-based recreational activities. However, there are theories trying to define adventure tourism by narrowing it down further to different segments. One theory is derived directly from the motivational factors of the tourists. This theory developed by Millington, Locke and Locke (2001, via Swarbrooke et al. 2003, 20) suggests that the adventure tourism segment could be divided into activity-driven and destination-driven segments based on the interests of the tourist. Other more commonly accepted dichotomy of adventure tourism activities is based on the types of the tourists they attract. This theory splits adventure tourism market into the categories of hard and soft activities (Hudson 2003, xviii). Hard activities usually require some kind of skills from the participant such as physical fitness or advanced swimming skills. These activities also contain higher risk level and attract individuals, who are searching for adrenaline-producing activities, which can be for example cave diving or rock climbing. The soft activities on the other hand have a very low risk level and do not require special skills to be executed. These activities are targeted towards for example senior citizens and families and require less active involvement from the participant. These activities can range from horseback riding and camping to canoeing and glacier walks (Hill 1995, via Swarbrooke et al. 2003, 33; Hudson 2003, xviii).

In this survey the adventure tourism was defined as its own segment with unique characteristics mentioned above. The theory of activity- and destination-driven segments was considered but the main emphasis regarding the activities was on the dichotomy into hard and soft activities. This was mainly because the latter theory is more widely used and acknowledged in the field of adventure tourism research.

Defining adventure tourism is not only challenging regarding the conceptual frames, but also in relation to the economic scale of the industry. There is no universal consensus

regarding this process but at least the following three components and the way their expenditure patterns are measured and quantified should be considered according to Buckley (2010, 12-13); first, if independent, private travel for adventure recreation is included, secondly, should fixed-site adventure sports such as ski resorts and marina-based diving be included, since they are not always used for adventure tourism purposes and thirdly how to include equipment hire that is only used for adventure tourism on some occasions. These factors are not only hard to define but also challenging in relation when counting the actual costs by excluding retail and residential sales. The authors of this thesis suggest that this is one of the reasons why adventure tourism industry has not been researched and recorded in Finland in a larger scale.

Adventure tourism has grown to be a significant component of the mainstream tourism sector over the past three decades. More structure has been developed when business and marketing models have been adapted to logistic constraints and customer preferences (Buckley 2010, 218). Current trends in the industry include for example individual operators developing service portfolios and multi-activity packages, the emerging, self-declared “adventure capitals” such as Queenstown NZ and the growing market for exploration, expedition and luxury services. The effect of external trends on the tourism industry must not be overlooked. Physical changes such as climate change may cause shifts in operating seasons, such as less snowfall on areas that rely on winter tourism. Socio-economic changes have caused relative wealth differences in social groups, and thus new consumers have emerged most significantly in China and Russia. Also, as some of the respondents in the survey mentioned, currency exchange rates can influence customer behavior, and therefore need to be actively observed (Buckley 2010, 218-228).

### **3.2 The history and evolution of adventure tourism**

The history of tourism dates back almost as far as the history of human being. The archeologists have proved that the early form of modern human, Cro Magnon, migrated semi-annually between the seasonal homes (Chalmers 2011, 2). However, several sources (Hudson 2003; Swarbrooke et al. 2003; Gyr 2012) date the beginning of tourism to the Ancient Greece and the Imperium of Rome circa 3300 BC - 476 AD. This is logical as certain social developments progressed making also the development of tourism more organized.

During the pre-historical era human beings moved mainly to migrate or gather and hunt food, however, this was motivated more by necessity than seeking pleasure. During the ancient era as the Greeks visited an oracle or participated in the Olympic games (Gyr 2012, 2), the early forms of hospitality industry and spas were created. In around 300 AD the development of infrastructure in Rome alleviated travelling, which caused the first surge of tourism (Gyr 2012, 2). The need for travel had changed from survival to proceeding health and seeking pleasure. The travelling, however, stayed as the privilege of the wealthy and as the decline of the Roman Empire began the infrastructure was crippled making travelling once again harder and inconvenient for the commoners.

During the Middle Ages in Europe (c. 400AD-1400AD) travelling did not cease but took different forms (Chalmers 2011; Gyr 2012; Swarbrooke et al. 2003). Certain tourism types emerged influencing the course of history such as pilgrims, students and mercenaries.

During the twelfth century and lasting up until the 1900's the meaning of experiences and education as the motivation for travelling was emphasized. Wealthy young men and scholars were urged to travel in order to improve their craft and develop their character (Gyr 2012, 3; Chalmers 2011). In the 1500's the duration of these quests varied between three to four years and were often fatal for the participant (Gyr 2012, 3). However, traces of this form of travel tradition and motivation can still be seen today in various educational institutes around the globe as exchange programs.

However, the trend to travel whatever the motivation was, stayed as the upper class' prerogative well until the early 1900's (Gyr 2012, 3). When the tourism finally became more affordable during the 20th century, also the tourism services started to evolve to meet the new customer demand. The adventure tourism emerged and started to carve out a niche for itself.

Although it could be said that the 1900's were the early development phase of the adventure tourism, the types of adventure tourists can be seen throughout the history. The motivations that carve out the typical characteristics of adventure tourism activities today such as self-actualization, physical demand and certain level of risk, have been already presented by traders, explorers and pilgrims throughout the ages.

It could be argued that the evolution of adventure tourism started from Cro Magnon, which migrated seasonally not only due to necessity but due to convenience (Chalmers 2011, 2). More temperate climate meant different varieties of prey and plant life. Although this distinct seasonal migration is archeologically proven, whether the motive to travel was dependent on the need to survive or on the early form of self-indulgence, are debatable. Clear rise of self-indulgence emerged however during the ancient historical era approximately 3500 BC to 900 AD. Egyptian, ancient Roman and Greek cultures all depict signs of travelling in search of experiences. (Gyr 2010.) However, the actual “thrill-seeking” characteristic and motivation to travel came into focus during the Middle Ages in Europe in the form of expeditions. Also the addiction to travelling was presented during this era and can be seen for example in the biographies of the famous explorers who often made more than one excursion during their lifetime.

The actual foundations for modern tourism were laid during the 18th and 19th centuries’ Grand Tours made by the students and craftsmen. By the end of the 19th century and at the early stages of the 20th century there already were distinct tourism types such as well-being tourism and activity tourism. (Gyr 2010; Chalmers 2011.) During these centuries the transportation inside Europe evolved significantly enabling more convenient mobility and thus shorter stays. In the beginning of the 1900’s the adventure tourism also experienced a new boost in the form of specialized sports clubs such as mountaineering and hunting societies. Because these sports motivated travels were highly concentrated and often repeated they helped the local tourism industry to develop further. This led to the development of more specialization, which is one characteristic of adventure tourism today.

### **3.3 Adventure tourism and psychology**

As already stated in the previous chapters, one of the challenges when researching or defining adventure tourism is its subjectivity. Even the essential terms of adventure tourism such as ‘adventure’ and ‘experience’ contain a subjective perspective, defining these terms is done differently by each individual. In other words ‘adventure’ means different things to different people and this poses a challenge for the supplier sector in adventure tourism.

Even though the relationship of psychology and adventure tourism has been studied to a certain extent more psychological research is done on outdoor recreation than on tourism (Buckley 2006). However, certain parallels can be drawn from these researches to concern also adventure tourism activities. For example, individuals engaging in rock climbing on their recreational time earlier might be more prone to travel to experience rock climbing also elsewhere than people who have never engaged in the climbing activity.

In the field of adventure tourism the psychological research has been concentrating on individual participant's behavior. Subjects such as motivation, behavioral norms and emotions have been studied in detail although the studies have often focused on specific activities. (Buckley 2006; Swarbrooke et al. 2003.) Despite of this specified approach on activities general factors of characteristics such as sensation seeking, the physiological involvement and self-actualization can be identified.

In this survey the writers concentrated on the motivational and emotional factors of the individuals participating in the activities. Both of these subjects were immersed in the interviews and complimented with the observations of the authors. The personality was considered as the base for the motivations and the emotions were observed as the influencing factor to the motivation. The following chapters describe the theoretical framework used to form the holistic framework for the survey.

### **3.3.1 Personality**

Personality is a term with various different interpretations and definitions. In the tourism industry the psychological research on personality has been done for example to identify the factors of consumer behavior as well as motivations to engage in different activities. The personality is an undivided part of the adventure tourism industry, which is based on a person's subjective experience. (Buckley 2006.) For this reason the writers of this thesis were interested in the general personality characteristics, which determine the foundation for adventure tourist's profile. In this chapter, the theories of personality, which were used to create the framework for the survey, are explicitly introduced.

One definition of personality suggest that it consists of ”distinctive and characteristic patterns of thought, emotion, and behavior that make up an individual’s personal style of interacting with the physical and social environment.” (Nolen-Hoeksema et al. 2009, 462). From this perspective, personality encompasses the individual’s emotions and behavior as well as personality traits. One of the most significant scientists to influence to the psychological research of personality was Sigmund Freud, who introduced **the psychoanalytic theory of human personality** in 1920 (Freud 1920). In this theory Freud compares the human mind to an iceberg where most of the individuals’ actions are prompted by their subconscious (figure 1). Later on he supplemented this theory by suggesting that the human behavior is governed by three major personality systems: the id, the ego and the superego, which are in constant interaction one with another (Nolen-Hoeksema et al. 2009, 467).

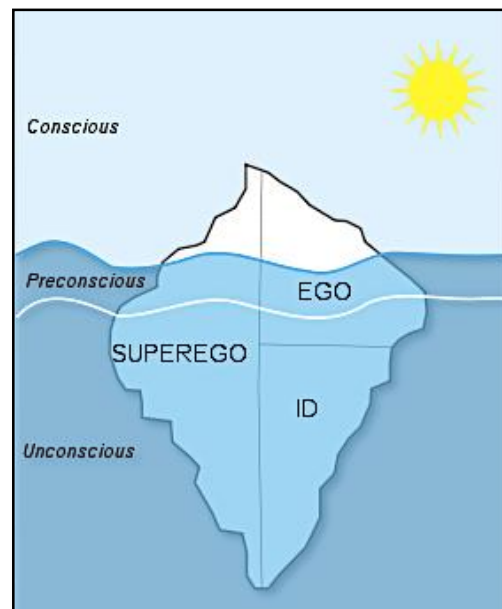


FIGURE 1. Freud’s structural model of the mind (Thomas&Ruth.com 2014)

In Freud’s theory the id is formed by biological impulses such as human’s need to eat, need to sleep, gain sensual pleasure and avoid pain. The id’s primary function is to gratify these rudimentary impulses and avoid pain. However it is not, at least according to Freud (Freud 1920; referred in 2010), influenced by the environment. As the biological impulses are unconscious to a person, Freud concluded that the id is the most primitive part of our personality and as such forms the base for the ego and the superego.

The ego's purpose according to the Freud's psychoanalytic theory is to single out which of the impulses of the id are satisfied and how the satisfaction is gratified. From this perspective the ego is the most visible part of a personality and affects enormously to individual's behavior. However, unlike the id, the ego is not innate but develops during childhood. The child learns that his or her needs cannot be gratified immediately and thus adapts to the demands of his or her environment. (Nolen-Hoeksema et al. 2009, 468.) For example thirst will not be quenched until there is water available or that aggressive behavior is reviewed as forbidden and might lead to some form of punishment. According to Freud, the ego is also (via Nolen-Hoeksema et al. 2009, 468) based in the preconscious or conscious parts of the human mind and as such is subdued to work as a mediator between the id and the superego.

The superego, which also starts developing in childhood, consists of the social and moral norms and values of the subject's environment and of the *ego ideal*, the idealistic self-image (Nolen-Hoeksema et al. 2009, 468). In short, it could be said that the Freudian superego is our conscience, which deems if our actions are right or wrong. The development of the superego, according to Nolen-Hoeksema et al. (2009), starts from the actions of the parents, when the child is rewarded or punished by his or her actions. These complemented social rules and norms of culture and society form the basis for the superego to develop. Through this development a child starts to regulate his or her own behavior and eventually loses the need of moral parental guidance. For instance an adolescent can already define if breaking someone else's property is right or wrong even though the process of deeming the action is executed in the unconscious and preconscious levels of the mind. (Freud 1920.) Disregarding this set of values of the superego or even considering it usually causes anxiety, which people identify as guilt (Nolen-Hoeksema et al. 2009).

Even though Freud's theory is quite straightforward these three components are in constant discord with one another. The ego is trying, simultaneously separate, postpone and prioritize the impulses of the id and trying to consolidate the requirements of the superego (Nolen-Hoeksema et al. 2009, 468). Freud's theory also emphasizes that people's personality is mainly dependent on their innate traits and drives as well as the environment during the early childhood. In this research Freud's psychoanalytic theory was used to understand the basic structure of personality, however, other theories were used to evaluate the actual personality.



When people are asked to describe personality they often give answers like “friendly” or “calm”. These are all personality traits, which like many forms of personality, are hard to determine (Nolen-Hoeksema et al. 2009, 463). However, they are rather stable characteristics, which affect the human behavior (Cherry 2014). One psychologist who tried to organize these traits was Hans Eysenck, a British psychologist, who came to the conclusion of two personality factors; introversion-extroversion and neuroticism (Eysenck 1953 via Nolen-Hoeksema et al. 2009, 462). During his later studies he added a third factor, psychoticism. The original theory, however, suggests that the personality is a collection of these deposited traits (Cherry 2014). Eysenck developed a figure to illustrate all three factors and their distribution (figure 2).

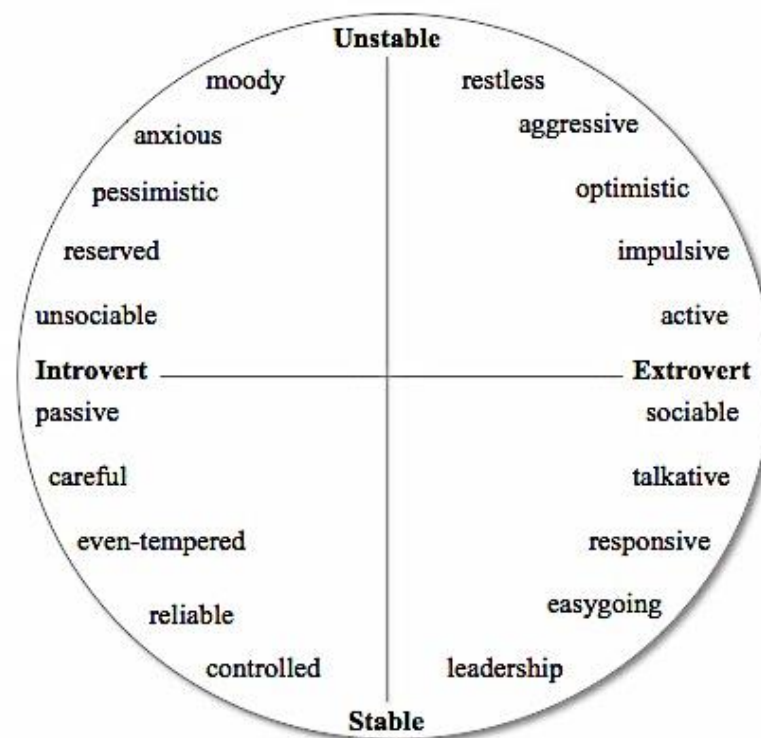


FIGURE 2. Eysenck’s personality factors (Eysenck & Rachman 1965 via Nolen-Hoeksema et al. 2009, modified.)

Introversion is the opposite of extroversion. This factor depicts the individual’s orientation either towards self or towards the external world. This would suggest that a person closer to the introversion end of the figure might present quiet or shy personality traits where as a person closer to the extroversion end might present traits like outgoing or talkative. The second Eysenck’s factor, neuroticism, describes the emotional state of the individuals, placing them between the factor scales of stable or unstable. (Cherry 2014;

Nolen-Hoeksema et al. 2009.) The third factor, psychoticism, which Eysenck later included to his earlier theory to describe the state of mental health, was not observed by the authors as they considered they lacked the sufficient professional competence to make judgments regarding the mental health of the survey subjects. Other aspects of this theory were, however, used as the base of the personality analysis.

In addition to Freud's psychoanalysis and Eysenck's personality factors, the authors used cognitive approach for the personality analysis. The cognitive approach emphasizes the link between the subject and the environment. According to this approach, the human being is not at the mercy of his or her environment but actively seeks to reshape it to meet the needs (Nolen-Hoeksema et al. 2009, 468). One of the center-most theories in this approach is **Albert Bandura's social-cognitive theory** (1986, 2006). This theory suggests, that as the environment shapes the human behavior also the human behavior shapes the environment. In other words, the human and the environment influence each other constantly (Bandura 1986).

To validate and analyze this influential relationship between the culture and the person more, the authors used a theory meant to analyze the international communications through culture. This theory, called **The Hofstede's model of cultural dimensions**, was introduced by Geert Hofstede to interpret, how cultural values affect human behavior (Hofstede 2001). This theory identifies six different dimensions of a culture derived from factor analysis. These dimensions are Power Distance Index (PDI), Individualism versus Collectivism (IDV), Uncertainty Avoidance (UAI), Masculinity versus Femininity (MAS), Long-term Orientation versus Short-term Orientation (LTO) and Indulgence versus Restraint (IND).

The Power Distance Index (PDI) describes, how power is distributed within the society. If the index is high, people are more prone to accept hierarchical order of the society and their own place inside that order without any further justifications. If the index is on the other hand low, the people more actively search for personal equality and strive for equal distribution of power within the society. (Hofstede 2001.)

The Individualism versus Collectivism index (IDV) is rather self-explanatory as the societies, which score high on this scale, are more centered on the individual and on individual's needs. The societies high on the IDV expect the individual to take care of only

their immediate family in addition to themselves. These cultures also value person's pursuits for personal gain, self-enhancement and caring for oneself. Collectivism is the opposite. In collective societies people are tightly bound into social groups and the benefit of the whole group trumps the benefit of the individual. As a reward to this close social model the people in the collective society group usually expect and receive mutual caring and unquestioned loyalty. (Hofstede 2001.)

Masculinity versus Femininity index (MAS) measures the distribution of gender roles and the emphasis is on soft and hard values to reflect the form of valued achievements inside a society. A society, which is categorized as a masculine society emphasizes the material rewards for achievements, is competitive and assertive and values hard skills as well as heroism. The feminine societies, on the other hand, are more prone to modesty, emphasize co-operation and take interest in caring for the weak and improving one-self. (Hofstede 2001.)

Uncertainty Avoidance Index (UAI) depicts the society's tolerance of ambiguity and uncertainty. In other words, the UAI indicates how an individual is taught to feel in unstructured situations. The cultures exhibiting strong uncertainty avoidance tend to have strict laws, rules and norms either in religious or in legal form and are intolerant for deviant behaviors. These cultures also tend to try to minimize the risk of having to face uncertain or totally unexpected situations. Opposite to these, the cultures scoring low on the UAI scale welcome the novel experiences and value individual differences. (Hofstede 2001.)

Long-term Orientation versus Short Term Orientation (LTO) was added to the four previous ones after series of Hofstede's studies trying to identify the underlying cultural difference between the East and the West (Clearly Cultural.com 2009). The result of the studies was that the LTO exhibits the culture's relationship to its traditions and development. The cultures on the other end of this dimension encourage the society to develop and they see for example a modern education as a way to prepare themselves for the future. On the opposite end of this dimension the societies are more rigid, valuing old traditions. These cultures have a strong sense of shame and they view social and cultural change with suspicion.

The so-called sixth dimension is the Indulgence versus Restraint index (IND). This dimension was also later on added to the original five to depict the degree of which the

culture allows the gratification of individual's basic and natural needs of enjoying life and having fun. The cultures, which score on the restraint end of the index, depict strong social norms and values created to control or suppress these impulses. (Hofstede, 2001.)

In executing this survey the authors used Freud's psychoanalysis as a base for the psychological analysis and Eysenck's personality theory to analyze the traits the individuals presented. However, the writers also considered the cognitive and cultural research approaches to further define some of their findings and bring different aspects to the analysis. This type of mix in approaches is typical among also professional psychologists (Nolen-Hoeksema et al. 2009, 468) and thus seemed as a reasonable qualification for the authors to mix approaches and theories as well, in order to increase the credibility and validity of the survey.

### **3.3.2 Motivation**

Motivation as a concept was invented to answer the basic question of *why* individuals act as they do. This chapter introduces three central theoretical approaches on motivation, which were used in the analysis of the research survey. The survey's results are thoroughly explained and analyzed in the chapter 4.3.

The concept of motivation suggests that there are internal drive factors but also external incentive factors, which both influence heavily on the activating and regulating processes of the human behavior (Pervin 2003, 105; Nolen-Hoeksema et al. 2009, 363). Of course not all individuals act the same way and as such motivation is perceived as part of individuals' personality. Nowadays, many published personality theories include a component concerning motivation but there was a time, when the academic concept for motivation was considered irrelevant (Pervin 2003, 105). This decline of interest for the concept in the 1950's was due to the emerging of the concept of 'drives' and the rapid development of the cognitive research direction (Pervin 2003, 105). However, nowadays the concept of motivation is tightly bound to the teaching and studying of personality psychology.

In 1958 George Kelly, an American cognitive psychologist, created the dichotomy of personality into the push and pull factors although he rejected the concept of motivation

(Pervin 2003, 106). The push factors, also referred as drive states or drive factors, (Pervin 2003; Nolen-Hoeksema et al. 2009) are usually identified as internal and biological in nature such as thirst, hunger or need to sleep. The basic idea behind **drive theories** is that they cause imbalance to the normal internal state, which is called homeostasis (Nolen-Hoeksema et al. 2009, 361). This certain deficit or imbalance causes a tension to the individual, who seeks to relieve the tension. From this perspective the drive theories of motivation are hedonistic, as they try to preserve the homeostasis by providing pleasure and avoiding pain (Pervin 2003, 106).

In Freud's theory of motivation (via Pervin 2003), this form of motivation is explained through the id, ego and superego, which were introduced in the previous chapter 3.3.1. The id is the source of the drive's energy, which seeks to relieve the tension. The superego judges the moral, the ideals and the possible punishments of the action, which the ego executes, trying to release the tension and satisfy the drive (Pervin 2003, 107). However, there are also external incentive factors, which influence the drives.

The external incentive factors are often learned and can cause the drives to emerge, which then lead to a certain action (Nolen-Hoeksema et al. 2009, 363-366). For example, a person who does not feel hunger, walks by a bagel shop smelling the delicious scents floating in the air and remembers the delicious bagels he or she has eaten there before. Now the individual notices that actually she or he is feeling hungry, which then leads to the action of buying a bagel and consuming it. The power of incentive factors, which motivate the human behavior, is often a result of previous experiences (Nolen-Hoeksema et al. 2009, 366). As well as drives, the incentive factors seem to be hedonistic as they are motivated by pleasure.

**The pull theories** of motivation are based on goal-oriented explanation for human behavior emphasizing the "motivational pull of incentives" (Pervin 2003, 121). This means the individual is striving for a goal anticipating the reward at the end. This goal-oriented approach has been vastly researched and five common features of the goals individuals strive for, have been established (figure 3).

- |    |   |
|----|---|
| 1. | Relaxation/Fun (desire for enjoyment)                   |
| 2. | Aggression/Power (self-assertiveness and dominance)     |
| 3. | Self-esteem (development and protection of self)        |
| 4. | Affection/Support (desire for relatedness, affiliation) |
| 5. | Anxiety/Threat reduction (avoidance of stress)          |

FIGURE 3. Common goals of motivation (Pervin 2003, 124, modified)

The goals established above, contain both avoidance goals, which are things for the individual to avoid, and approach goals, which are things the individual strives to obtain (Pervin 2003). These goals are affected by cultural and social factors making them illustrative and whether they are consciously set or not, remains debatable.

A third range of motivational theories, which were used to the execution for this survey, were the growth and self-actualization theories. The most significant of these is **the self-determination theory** by Richard M. Ryan and Edward L. Deci (Ryan & Deci 2000 and 2001). This theory is based on a suggestion, that humans have innate tendency to develop their capacities, seek out tasks of interests and overcome optimal challenges.

The theory divides the motivation for self-determination into intrinsic and extrinsic motivations. Intrinsic motivation is innate and motivates the individuals to engage activities on their own volition and according to their own interests. The extrinsic motivations on the contrast, motivates the individual to engage activities with a reward at the end. For example, reading for the sake of gathering knowledge depicts intrinsic motivation whereas reading to be able to succeed in a test at school is done because of the extrinsic motivation. The reward in this case would be a good grade or social appreciation but rewards and other external elements can also, according to Deci and Ryan (2000), effect negatively on the actual performance. For example, for individuals who work under some form of social controls such as a deadline or evaluation, the intrinsic motivation declines. In contrast, if the individuals are given an opportunity to pursue self-determined tasks or increase their competence, the intrinsic motivation increases. (Ryan & Deci 2000 and

2001.) Both examples of this dichotomy of motivations can be seen also in the tourists and in their behaviors.

Currently several studies concern the motivation ranging from marketing studies to sport researches. The theories of motivation as such are also various and there is a certain amount of theories overlapping one another (Pervin 2003, 104-144). Due to this overlapping, more than one theory concerning motivation was implemented to form the framework for this survey.

### **3.4 Tourism marketing**

Tourism businesses can be divided into organizations providing either hospitality or travel services (Kotler, Bowen & Makens 2010). The travel industry includes companies such as airlines, transferring people from point A to point B, whereas the hospitality industry provides the consumer with products and services such as lodging, restaurants and experiences. These two industries are highly dependent on each other because the hospitality services need customers to be brought to them, and travel companies need desirable locations and services as pulling factors for their customers. In this thesis the survey conducted emphasized the hospitality branch of the tourism market, focusing specifically in adventure tourism services. As already mentioned in the previous chapters, adventure tourism can be defined in several ways, however different individuals have varying perceptions of what determines the level of adventure and excitement in a given activity. This factor poses a real challenge for both the service providers and marketers to find the balance in getting the customers out of their comfort zone without them experiencing distress of anxiety (Buckley 2010, 7-9).

”Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.” (Kotler et al. 2012, 5). Especially during challenging economic conditions, well-planned marketing strategy is a key factor in determining the success of the organization since finance, operations, accounting and other variables do not matter if there is no demand for the product or service. Observing, understanding and adapting to marketplace developments are crucial skills for marketing management (Kotler, Keller, Brady, Goodman, Hansen 2012, 5).

As demonstrated in table 1, the markets can be divided into seven different entities, which the marketing managers can use in creating value and delivering satisfaction to their customers. The tourism industry is the world's largest industry. According to the United Nations World Tourism Organization's (UNWTO) World Tourism Barometer of the year 2013 the international tourism earnings reached 1,4 trillion US\$, comprising of estimated 218 billion US\$ from international passenger transport and 1159 billion US\$ spent in goods and services at the destination. The number of international tourist arrivals grew at the same rate from 2012 to 2013 as the receipts, resulting in 5% growth and 1087 million international visitors last year. It is crucial for travel and hospitality businesses to observe new market trends, and tackle emerging customer groups at an early stage. In relation to the Finnish tourism industry, changes in political and economical environment in countries such as Russia and China unveil a new, potential market to focus on.

As stated, the tourism industry comprises of countless number of organizations of various scale and characteristics. Therefore a holistic approach to marketing is crucial especially when it comes to marketing tourism and hospitality businesses. The entities include tangible and intangible factors, but also planned and unplanned features, often overlapping each other. In other words, this means that marketing efforts must not only be concentrated on marketing destinations but also services, products and experiences. Successful marketing can help to create wealth to the organizations but also benefit the communities by creating jobs in various surroundings and supporting industries.

TABLE 1. Entities of hospitality and travel industry (Kotler et al. 2010, 10-13, modified.)

<b>Entity</b>	<b>Examples in hospitality and travel industry</b>
<b>Services</b>	Airlines, accommodation, car hire
<b>Products</b>	Equipment hire, hotel room, food and beverage
<b>Events</b>	Concerts, sporting events, cultural events
<b>Experiences</b>	Well-being tourism, adventure tourism activities
<b>Persons</b>	Individual athletes, politicians, artists
<b>Places</b>	Places, cities, states, regions, nations
<b>Ideas</b>	Healthy lifestyle, "bucket list", sustainable travelling



The hospitality industry is distinctively customer oriented by nature and therefore successful managers consider profits to be a result of gathering and maintaining satisfied, profitable customers instead of the bottom line being the sole purpose of the business (Kotler et al. 2010, 7). Since the customer experience in hospitality involves such a high number of human interactions, the overall satisfaction is strongly dependent on not only successful marketing, but also on delivering the given promises and on aspiring to provide that “something extra” for the customers. In this survey the authors wanted to find out what kind of expectations the respondents had prior to the activity, and how well their expectations were met.

Because of the global nature of the tourism industry, companies are not only competing against similar service providers in the specific area but also around the world. The overall success of the marketing plan is highly dependent on how well the internal and external factors are observed and understood and furthermore predicted. The micro-environment consists of entities in close proximity of the company, affecting the company itself, and its ability to serve customers. The different entities include the company itself, the body of existing competitors, suppliers and marketing intermediaries such as travel agents and tour operators. In addition, the marketing managers need to take into account the different types of customer groups with varying characteristics and needs, and the overall public opinions need to be considered as well. (Kotler et al. 2010, 86-104.)

Secondly, the macro-environment consists of all the external forces that have an effect on the company's operations. Investments and trends in the tourism industry are not always easy to foresee and furthermore, because of the global nature of the industry, it can be difficult to pinpoint the exact existing and future competitors. The demographic environment classifies human population in terms of size, density, location, age, gender, occupation and other statistics. This is a major interest to marketers in the tourism industry for it helps to understand their existing and potential customers. When talking about the factors that affect the spending patterns and purchasing power of the said customers, economic environment must be discussed because the changes in local and global economy have a direct impact on tourism. Many tourism locations are highly dependent on the natural environment and especially adventure and nature tourism companies rely on favorable weather conditions and unspoiled natural locations. Moreover, the concern of the state of the natural environment has spawned concerns of environmentally sustainable companies and products.

One of the fastest-developing areas of the macro-environment is the technological environment. The technological development has led to increasingly faster ways to communicate and travel, and companies compete on technological innovations and services in order to gain the competitive edge. These investments, however, can be costly and moreover pose a threat to the natural environment. Lastly, the political environment consists of legislation and regulations, which the tourism companies have to comply, whereas the cultural environment consists of institutions and forces that determine the basic values, perceptions and behavior of the society. (Kotler et al. 2010, 86-104.)

The following subheadings will explain how the environmental forces affecting organizations will be modified into specific phases of basic marketing strategy in tourism businesses and furthermore, different marketing communications and distribution channels available to the marketing managers will be discussed.

### **3.4.1 Marketing strategy**

As the tourism industry is global, organizations operating within this field today must realize that they are unable to reach and appeal to all customers, for they are too numerous, scattered and have different kinds of needs and demands. Therefore, marketing managers need to study and acknowledge these factors and target their marketing according to their findings. (Kotler et al. 2010, 199.) In the following paragraph the personal characteristics affecting consumer behavior will be discussed and explained.

In relation to adventure tourism, the enterprises must reflect the four factors of their services, which are the volume, skills required to take part in the activity, price and duration. High-volume, low-skill, low-price and short-duration activities are highly accessible and therefore targeted to the mass market. They generally operate in busy tourist locations and market via pavement advertising, walk-in's and strategically placed, ubiquitous brochures and flyers. Secondly, low-volume, high-skill, high-price, long-duration tours often operate in more remote areas, and offer exclusivity and are usually booked well in advance. The marketing profile of these activities generally consists of referrals, word-of-mouth, repeat business and agencies. The adventure tourism services can place anywhere

between these two extremes, therefore marketers need to be aware of the nature of their product before forming the final marketing plan. (Buckley 2010, 32-33.)

### **Personal characteristics affecting consumer behavior**

As demonstrated in figure 4 the **cultural factors** have the most deep-rooted influence in customer behavior, and they comprise of basic values, perceptions and wants that an individual continuously learns from the surrounding society. On a global scale, marketers aspire to find common denominators in their target markets, and distinguish the cultural differences in order to adjust their marketing to suit the target culture. The marketers must take into consideration, for example, the target culture's attitude toward personal indulgence (Hofstede 2001) as well as the cultural characteristic on the Masculinity versus Femininity scale, which both were introduced in the chapter 3.3.1. The marketers must also be in touch with the shifting societal attitudes, for example currently growing concern of ethical products, green travel and sustainable business practices.

The second layer of the influences in customer service is **social class**, because every society has some form of class structure, sometimes visible, sometimes harder to distinguish. Social class can be measured by looking at determinants such as occupation, education and wealth, and these determinants reflect the individual's spending power and preferences. **The social factors**, which affect consumer behavior, must also be taken into account. Groups and social networks often possess common perceptions and aspirations, but also have an effect on the existing and aspiring members, making targeting easier. Due to countless number of online social networks, influences and ideas travel exponentially faster, providing one more tool for marketing purposes. Marketing in social media will be further discussed at later stages of this thesis.

Buyers' decisions are affected by **personal factors** as well. For example, the motivation, which is considered to be a very strong personal factor, directs the customers' consumer behavior directly and can lead the customer to seek relaxation, self-assertiveness or other motivational incentives. When marketing research is trying to determine the target market, marketers want to know common denominators such as age, occupation, economic

situation and lifestyle, some of which were used in this thesis as well. Lastly, as previously mentioned, **psychological factors** have vast implications to an individual's behavior, also as a consumer. (Kotler et al. 2010, 151-164.)

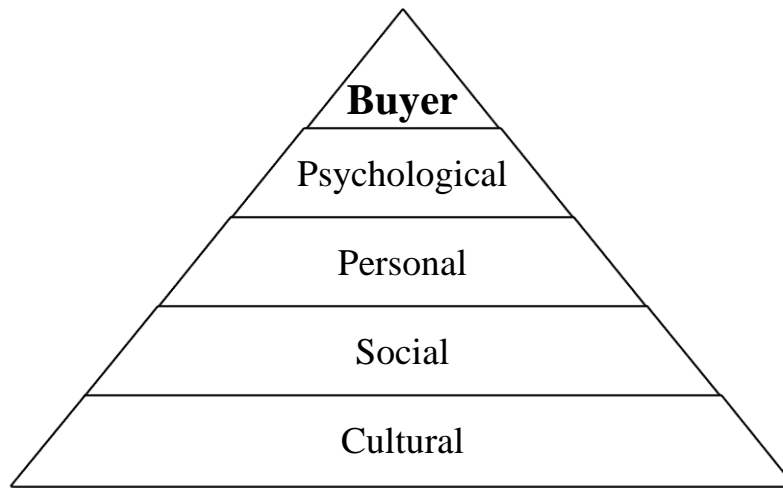


FIGURE 4. Personal characteristics affecting consumer behavior (Kotler et al. 2010, 151, modified)

### **Market segmentation**

Different segments of the market can be distinguished based on various different variables because companies are unable to serve all customers with equal effectiveness and satisfaction. **Geographic** segmentation divides the market into different units based on geographical location. In the context of tourism and hospitality, global travel organizations need to be aware of where their customers' countries of origin are, whereas on a local scale the marketing efforts must be focused in the nearby towns and cities. Cultural differences in different locations can also cause communicational difficulties; therefore it must be taken into account. Consumer behavior changes across different **demographic** variables, such as age, gender, income, occupation and education, religion and nationality making them a common base for defining market segments. For this significant reason few demographic questions were also included in the survey. **Psychographic segmentation** divides potential customers based on social class, lifestyle and personality, and lastly, division based on **behavioral** factors includes factors such as knowledge, attitude and responses to the product or service. (Kotler et al. 2010, 199-209.)

## **Marketing tools of adventure tourism**

The term adventure tourism covers a countless number of activities, and often even the same activity appeals to many customer segments of unique characteristics. Therefore, marketers need to be aware of different marketing techniques required to reach all the potential customers effectively. The same marketing practices apply as the ones that have been in use by the tourism businesses, but some adventure tourism –specific approaches can be distinguished.

First of all, many operators offer a portfolio consisting of various activities, and instead of marketing individual tours the primary marketing efforts are focused on the overall company being promoted to entice customers. The operators also pursue to offer a wide range of activities in their portfolio to fit the needs and wants of several segments, as mentioned in chapter 3.4.1. Secondly, cross-marketing is practiced often using the adventure theme by co-operating with equipment, clothing brands, food, tv-programs and other similar companies. Lastly, certain activities requiring a specific skill-set such as scuba diving or mountain climbing are marketed via focused messages and media, specific to that sector, for increased efficiency. (Buckley 2010, 41-43.)

### **3.4.2 Marketing communications**

Communications are the key component in all tourism enterprises. In order to succeed, the tourism business needs to have a clear message and effective distribution channels to convey the message to the well-researched target market, and most importantly qualified customer service personnel who is familiar with the company's services and values. Communications between and amongst staff and customers are an extremely important part of the adventure tourism product. (Buckley 2010, 71.)

### **Internal marketing and service culture**

Especially in the service-oriented hospitality industry, marketing is not only a task left for given departments, but a task that has to be embraced by all staff members. When all employees are familiar with the company's philosophy and product and a service culture

is established, it should reflect positively on the guest experience and consequently the bottom line. Conclusively, external marketing is meant to create a favorable image of the business and bring in potential customers, whereas internal marketing is crucial to ensure the quality of services. (Kotler et al. 2010, 268.)

### **Distribution channels**

The main function of distribution channels is to provide a steady flow of customers for the organization. When operating in a global, competitive business environment, companies must pair up with strategic partners and come up with innovative ways to bring in the customers. The channel members have many supporting functions, for example gathering information, promoting offers and contacting potential customers. Especially in the field of tourism, marketing intermediaries such as travel agents, tour wholesalers and tourism agencies have a key role when it comes to the customer flow. (Kotler et al. 2010, 328-330, 332-334.)

### **Social media**

Social media can be defined as forms of electronic communication as in websites and applications which allow users to create, modify and share content, resulting in social networking (OxfordDictionaries.com. 2014). The interactive nature of social media is highly dependent on mobile and web-based technologies, and has introduced significant changes in communication between individuals, communities and organizations over the last years. Social media differs from traditional media most of all in reach and immediacy (Ahlqvist, Bäck, Halonen, Heinonen 2008).

Interactions in social media can be divided into four categories based on the origin and direction of information. The categories include business to business, business to consumer, consumer to business and consumer to consumer interactions, all of which contain important information regarding marketing efforts. These four dimensions are demonstrated in table 2. (Kotler et al. 2010, 485-487.)

TABLE 2. Interactions in social media

	<b>Business</b>	<b>Consumer</b>
<b>Business to...</b>	Contacts Networking Information	Promotions Campaigns Information
<b>Consumer to...</b>	Feedback Reviews Questions	Recommendations Sharing content Word-of-mouth

From the viewpoint of a tourism company, the main functions of social media are keeping in touch with customers, competition and the overall market environment. The marketers can attract attention by creating and sharing material or participating in other ways in existing social media communities. Since businesses have started to increasingly take part in social media, marketing efforts need to be concentrated on finding ways to get the consumers' attention and standing out from the never ending flow of information on the internet.

Money can buy targeted advertisements, visually attractive campaigns and material, and in addition to that, tailored applications to gain visitors to the given website and furthermore future customers. However, not all companies can afford such investments on social media marketing, but there are several ways to stand out using minimum financial resources. It is useful to be a part of several social media platforms of different nature such as Facebook, YouTube, Instagram and Twitter in addition to the company website. These pages should have links to each other in order to provide coverage and easy access for consumers from different social media communities.

The mere online presence is not enough, but it is important to share meaningful, interesting and topic-related content, that is current. This content can then be cross-published to one or several previously mentioned sites for better coverage. The company can also create branded places where visitors can take pictures, and encourage them to publish them in their favorite social media sites. The key factor is that the company brand is clearly linked to the image. For example company called The Canyon Swing, which operates in Queenstown, offers their customers pictures and video material of the activity, which is available for purchase. In these materials the company brand is clearly represented and

the material works not only as a memorabilia for the customer but also as a marketing material for the company. The tourism businesses can also cooperate and network with companies from supporting industries by sharing content and thus co-branding (Leppänen 2013).

Successfully participating in social media can help the tourism company to obtain more customers and contacts. Furthermore, in some occasions social media can be used as a tool to gain information, for example through surveys and competitions. Carefully planned networking also allows the company to gain vital information about its competitors and the overall surrounding business environment. In this survey the writers wanted to know which social media sites the respondents used most often when planning their travels, and what is the significance of those resources during their travels. The findings will be further discussed in chapter 4.3.

### **3.4.3 Target market comparison**

The authors of this thesis chose to use New Zealand as an example for successfully developing and marketing of the adventure tourism industry. This chapter demonstrates the size and scope of the adventure tourism industries both in Finland and in New Zealand and introduces the key market segments of both countries. However, some of the statistical information is discussed in a more general level because data concerning the adventure tourism segment is scarcely available, especially regarding Finland. For the benefit of this analysis, the authors chose to observe customer segments from the five countries that can be found in the top ten international tourism markets for both Finland and New Zealand. These common countries were China, Germany, Japan, the United Kingdom (UK) and the United States of America (Tourism New Zealand. Active Considerers research 2014; Matkailunedistämiskeskus, Tietoa Kohdemaista 2014).

#### **New Zealand**

According to Tourism New Zealand statistics, the half of all international tourists have taken part in some sort of adventure tourism activities during their holiday, spending 1,6 \$ billion during their stay and thus contributing roughly 60% of all holiday related tourism



expenditure (Adventure Tourism research report: Insights - May 2013, Tourism New Zealand 2014). Regarding typical adventure tourist, according to International Visitor Highlights 2012-2013 by Tourism New Zealand, visitors from the Netherlands and Germany are most likely to engage in adventure tourism activities as demonstrated in figure 5. According to the same report, the most popular activities are jet boating, glacier walking, luge and bungee jumping (figure 6). Adventure Tourism research report: Insights - May 2013 by New Zealand Tourism also reported a notable number of participants taking part in activities that are classified as soft adventure activities, such as walking and trekking (873 998 participants) and boating (420 093 participants).

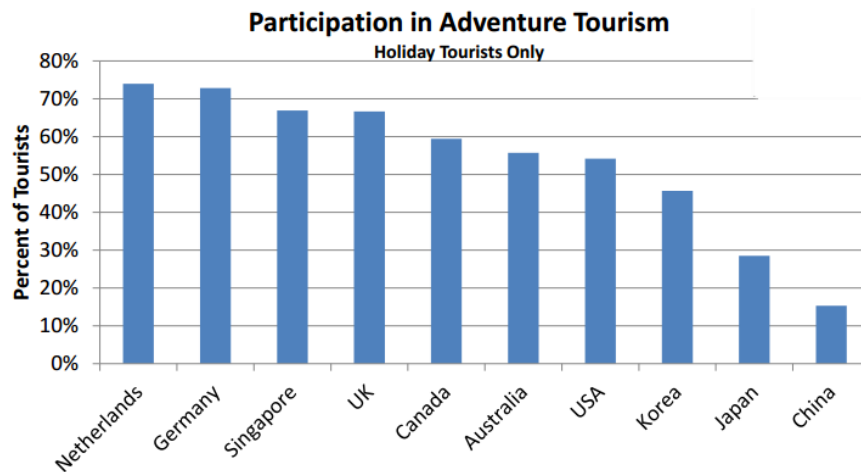


FIGURE 5. Participation in Adventure Tourism, Holiday Tourists Only (Adventure Tourism research report: Insights - May 2013, Tourism New Zealand 2014)

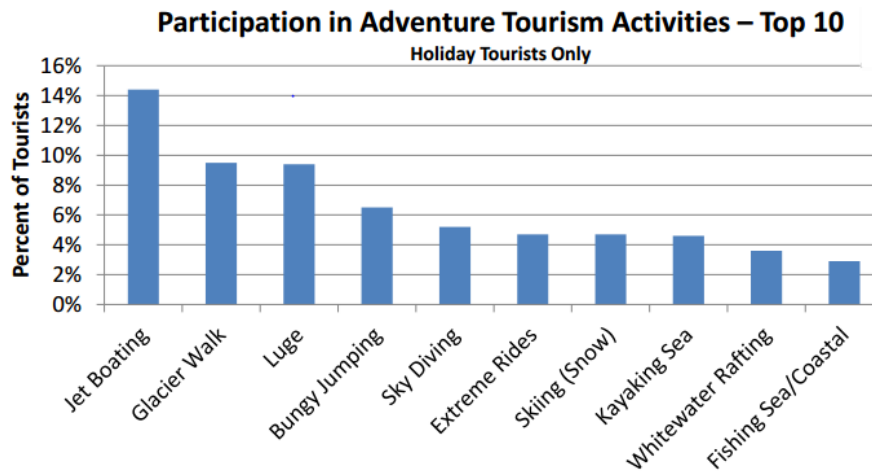


FIGURE 6. Participation in Adventure Tourism Activities –Top 10, Holiday Tourists Only (Tourism New Zealand. Adventure Tourism research report: Insights - May 2013 2014)

Tourism New Zealand has named their target market as ‘active considerers’, and their distinguishing factors are that the Active Considerers have already got a clear image of New Zealand as a destination, and are seriously considering travelling there in the future. They are also willing to spend a minimum amount of money per person during their trip. The research regarding the Active Considerers has been summarized and ten categories have been formed, based on New Zealand’s top ten international tourism markets. This research forms the base of the successful adventure tourism marketing in New Zealand. (Tourism New Zealand. Active Considerers research 2014.)

## Finland

Tourism and travel are significant sectors for employment and export in Finland. Although it is a larger sector than agriculture or the food industry, the tourism sector currently contributes only 2,7% of Finland’s gross domestic product (GDP). The significance of the tourism industry is heightened, especially in rural areas, and employs large number of people in travel and hospitality but also in the supporting industries. During the year 2012, Finland received 7,6 million foreign visitors, who contributed 2,3 billion euros dur-

ing their visit. The clear majority of this amount, 39% originated from the Russian visitors, making Russia one of the most significant countries of origin regarding tourism. According to the FTB, the average Chinese, Japanese and US American visitors of all visitors are inclined to spend the most money during their visit in Finland (Matkailunedistämiskeskus, Matkailun Avainluvut 2012). The tourism industry in Finland has a lot of potential, because the World Travel Tourism Council has forecasted the total demand for travel in Finland to grow by 33,7% between the years 2006 and 2016 (Invest in Finland, Travel and Tourism 2014).

As discussed in chapter 3.2 defining the frame for the adventure tourism segment is remarkably challenging, and therefore very few studies regarding the size and scope of this tourism segment have been conducted in Finland. However, the FTB has conducted a target market research, which partially integrates aspects of adventure tourism. As their target market the FTB names the Modern Humanists, which are described as adventurous people that travel a lot, and tend to avoid mass tourism, wanting to see something new and original. They wish to obtain a better understanding of foreign cultures by taking part in exotic, yet safe adventures on their own terms. They appreciate the ability to customize their experiences and to be able to make spontaneous choices during their visit. This definition originated the baseline assumption that these two customer segments could be compared. The customer segment that most potentially will consume adventure tourism activities is named as Active Families, their most important sub-segment being Young Nature Adventurers, who are interested in physical activities rather than cultural experiences. (Matkailunedistämiskeskus, Modernit Humanistit –työkirja 2014.)

## **4 NEW ZEALAND ADVENTURE TOURISM SURVEY**

### **4.1 Preface of the survey**

The survey concerning the personality profiling of adventure tourists and its effect on marketing was executed by the two writers of this thesis, both studying tourism. The inspiration for the survey was conceived from mutual interests of the writers and was carried out abroad due to the lack of sufficient industry frame in domestic markets.

The survey was executed in co-operation with several parties both domestic and foreign. The co-operation entailed dialogue at the designing phase of the survey as well as assisting in practical operations at the location. All these actions related to the co-operation were designed to cause minimal inconvenience to the companies' daily operations.

The survey was conducted in the form of semi-structured interview complemented with unobtrusive observation. The interviews were recorded by phone and then transcribed into a literal material. The interviewing process was executed both prior and after the activity and was conducted on location.

After the data collecting phase the data were analyzed. This was done by using the literature framework established for the survey, as well by as using certain amount of generalization. The results of the data are presented in chapter 4.3. The following chapters describe the phases of the survey individually depicting the practical and decision making paths of the authors.

#### **4.1.1 Selecting destination**

As mentioned in the chapter 3.1, the selection of the destination country where the survey was to be conducted played an important role at the designing phase of the survey. The authors considered this phase to be crucial, as it would effect to the credibility, validity and application of the collected data. Grounded on this ethos certain requirements for the destination country were made. These requirements were the tourism target market, the

geographical size, economical status, language and the pulling factors of the country in question.

The tourism target market had to be similar to Finland but it could not pose a too large threat to Finnish tourism. This could be eliminated through the location of the country as well as through the diversity in the destination's tourism market. This selection was executed through comparing statistics of few pre-selected countries, which met with other requirements for the survey.

The geographical size of the destination country was decided to be relatively small so the travelling times to different locations would not pose a problem. The population density was also considered as a contributing factor as it should be as equal as possible to Finland's density in population. The actual geographical location of the country was not considered as disregarding factor.

The economic status of the country was considered through the country's GDP based on the purchasing power parity. The authors considered this fact to be important for example when ensuring the validity of the companies participating in the survey. The country was required to be at the same or near the same economical level as Finland. This would ensure that there would be some standard for the companies taking part in the survey as well as for the accommodation and working possibilities of the authors'. A general safety was also considered when making the selection as it would influence the inbound tourism of the country but this was not set as a disregarding requirement.

Language of the country was to be English as it is currently one of the most widely spoken languages on the globe (Merriam & Webster.com 2014). It was also the only language the authors considered they were fluent enough to conduct the survey with. This selection based on the language was the single most restricting factor during the selection process but it was also approved by Finnish Tourism Board as a valid language for international research.

The pulling factors of the destination country, meaning the components, which allure tourists to enter the country, were considered to be important because of the integration of the survey results. The factors or travel trumps should follow similar outlines as in

Finland, which still relies heavily on nature when it comes to marketing tourism (Visit-Finland.com 2014). Also many of the adventure tourism activities are based in the nature or require nature as part of the experience and as such nature works as great alluring factor for tourists (Swarbrooke et al. 2003).

The country that was able to meet all the required criteria was New Zealand, which is currently part of the British Commonwealth along with fifty-two other countries. Located in the south-west Pacific Ocean and consisting of two main islands the North and the South, New Zealand governs the total area of 270,692 square kilometers (Merriam & Webster.com 2014) and has approximately 4,550,000 inhabitants (Statistics New Zealand, 2014) and it has English and Maori as official languages. Table 2 describes the other requirements for the survey in relation to the similar facts of Finland.

TABLE 2. Comparison between Finland and New Zealand concerning the requirements of the survey

<b>Requirement</b>	<b>Finland</b>	<b>New Zealand</b>
<b>Examples of tourism target markets</b>	China, Middle-Europe, Japan, Russia, USA	China, Middle-Europe, Japan, United Kingdom, USA
<b>Geographical size</b>	338,425 sq. km	270,692 sq. km
<b>Economic status according to the GDP (PPP) shown in US Dollars</b>	\$197.5 billion	\$132.0 billion
<b>Official language</b>	Finnish, Swedish	English, Maori
<b>Pulling factors</b>	Unspoiled nature Santa Claus Snow activities The sauna culture	Unspoiled nature Security Adventure activities Country of the Lord of the Rings -movie trilogy

### **4.1.2 Co-operation partners**

As this survey process began it was clear that the success, credibility and validity of this survey was highly dependable on the co-operation partners, both in Finland and abroad. The writers of this thesis wanted to ensure that the information received from the companies and their customers would be as neutral as possible to minimize any biased information. To establish the neutrality, certain specific measures were taken into consideration when the interviews were executed. These specifics are more closely examined in the chapter 4.2.1. However, there were also criteria for the possible co-operation companies. All the companies were chosen beforehand and the particulars of the co-operation agreement were negotiated before interviewing the customers began. In the following, there is a detailed description of the selecting, contacting and negotiating processes concerning the co-operation partners of this survey.

#### **Domestic partners**

As the survey was not commissioned by any tourism company, but was merely the result of the writers' own interests, it was considered vitally important to find a co-operation party from Finland who would not only be interested in the survey but would also have further use for the results thus ensuring its demand. As it already has been previously mentioned, the adventure tourism segment in Finland is fairly limited. As the authors of this thesis would interview people doing activities not necessarily possible in Finland it was necessary for the Finnish co-operation partner to be neutral regarding the activities. This led to the selection of the Finnish Tourist Board (later referred as FTB), which is a government agency under the Ministry of Employment and the Economy. Their responsibility is to develop and enhance tourism in Finland and work as an expert on national tourism matters (VisitFinland.com 2014).

The agency was contacted for the first time in February 2014 through an introductory e-mail. This e-mail contained an official letter of proposal signed by both of the writers as well as a brief summary of the survey containing the curriculum vitae, the goals and purposes of the survey as well as the itinerary of the survey process. As the answer seemed to linger the authors executed a telephone follow-up, which resulted to a new contact

request. In March 2014 the authors of this thesis received an approval for execution of the survey and the negotiating of the details of co-operation began.

As the FTB had not commissioned the topic of the survey and the survey in question was for a bachelor's thesis a financial aid for the project was denied. The access to the necessary information, the influence on designing of the survey and the agency's name as an incentive as well as guarantee for the foreign co-operation partners were however granted. These agreements lead to a co-operation, which was mainly conducted via e-mails and was consultative in nature. The agreement also enabled the authors of this thesis to move on to the next phase of the survey, which was contacting the companies abroad.

### **Foreign partners**

The international partners were required for this survey to serve as mediators between the writers and their customers. In practice, the survey hardly interfered their daily routines and did not require any special input from the companies. The requirements for the co-operation companies were to give a permission for the authors of this thesis to execute the interviews in their locations or premises before and after the activity, as well as an access to certain non-sensitive information about the company's marketing if necessary. The domestic co-operation partner for the survey, the FTB, encouraged the authors to focus on activities that would need as little machinery to work as possible. This led the writers to seek co-operation partners who would offer mainly man powered activities.

The possible candidates for the co-operation were primarily selected through scanning various web pages enlisting companies offering adventure activities in New Zealand. The authors of this thesis selected companies all over the country, acknowledging that most companies contacted concerning the survey were accredited with the Qualmark, New Zealand's official organization assuring the quality of services provided (Qualmark.co.nz 2014). However this label or its absence did not affect the actual selection process. Each company selected for a candidacy was contacted individually via e-mail due to the nine-hour time difference. The content of the e-mails was similar to the proposal sent to the FTB containing official letter of proposal for the co-operation, a short summary of the survey, its objectives and methods and introduction of the authors including intended time period of the survey. The e-mails were sent mainly to the manager level such as general



or marketing managers to ensure that the possible contracts of co-operation would have the proper validity. The authors of this thesis also considered it necessary for the co-operation companies to accustom themselves with the planned practicalities of the survey and evaluate the benefits of the co-operation for the company in question. In some cases general inquiry was made to verify the correct contact information of the person responsible for the possible involvement of the company.

After the preliminary outlines of the co-operation were established either with e-mail or telephone, the authors met in person with the company representative to ensure that the survey and the co-operation would meet both of the parties' expectations. The enticement for the companies was the full access to the completed survey, the results of which the company could implement in their business strategy.

The proposal for co-operation was sent out to approximately forty different companies of which six companies approved the proposal and approximately fifteen declined. The rest did not reply. Most of the refusals were based on the season and thus on the lack of customers. Some refusals were also based on the profile of the company's clientele. The six companies which accepted the proposal were narrowed down to four based on their location and on their customer volume during the off-season. The remaining companies were the Queenstown Rafting Ltd, Ziptrek Ecotours, Adrenalin Forest Christchurch and Rotorua Canopy Tours.

### **Queenstown Rafting Ltd., Queenstown**

Queenstown Rafting Ltd. is a combined business of the locally owned Kiwi Discovery and Real Journeys. The company was incorporated to its current form in 1996 but has history with offering rafting services since 1974. Today, the company is renowned as a pioneer on safety procedures concerning rafting and it is also the largest white water rafting company in New Zealand. The company offers its customers a variety of rafting tours from half day to multiday tours on three different rivers near the Queenstown area. In 2010, the Queenstown rafting received the Qualmark Enviro Bronze Award for its efforts in environmentally friendly and nature conserving actions. (Queenstown Rafting New Zealand 2014.)

### **Ziptrek Ecotours, Queenstown**

Ziptrek Ecotours were founded in Whistler, Canada by two men; David Udow and Charles Steele, who wanted to create an activity combining nature-based learning and adrenaline rush. The flagship location in Whistler opened up for business in the summer 2002. In Queenstown, Ziptrek Ecotours offers two different ziplining experiences ranging according to the group size from one and half to three hours. They also offer combinations on ziplining and mountain biking and ziplining and rock climbing. The ziplining activity is available all year round in all weather conditions. Ziptrek Ecotours has also received the Qualmark Award in Visitor Activity category and Qualmark Enviro Gold Award on its efforts to support the sustainability of the nature. (The Official Ziptrek Ecotours 2014.)

### **The Adrenalin Forest, Christchurch**

Adrenalin Forest is a themed adventure park created by a retired military officer in France 1995. The concept has become immensely popular all over the world and in New Zealand there are three Adrenalin Forest parks located in Christchurch, Bay of Plenty and in Porirua near Wellington. The park offers six different pathways above the ground testing the participant's balance and agility. The level of challenge and the altitude from ground varies between the pathways thus making the activity suitable for people of various age groups. The Adrenalin Forest has also received the New Zealand's Qualmark for visitor endorsed activity as well as an OutdoorsMark Certificate (Skills Active.org.nz 2011), which assures the safety of the activity. (Adrenalin-Forest.co.nz 2014.)

### **Rotorua Canopy Tours, Rotorua**

The idea for Rotorua Canopy Tours started in 2008 with the purpose on creating an unique and highly engaging ziplining experience for New Zealand. The product the company offers is a three-hour ziplining tour in a centuries old, Department of Conservation owned forest reaching up to total area of 500 hectares. As of today, Rotorua Canopy Tours is voted as the number one activity in the North Island in the world respected TripAdvisor and is the only zipline canopy tour taking place in native forest in New Zealand. The company has been accredited with the silver Qualmark on visitor endorsed activity as

well as the OutdoorsMark on safety. The company also heavily invests in nature conservation projects and has a forest restoration project of their own. (Canopytours.co.nz 2014.)

All the four companies chosen for the survey showed interest towards the survey and its results. Also each of them was not dependent on the season and possessed a large variety in their clientele. Their qualifications, lack of using excess machinery in their activities and also their efforts for sustainable tourism reassured the writers of this thesis for their integrity towards the survey. The authors also considered these factors to increase the reliability and credibility of the survey as well as the integration of the survey results into practice.

#### **4.1.3 Defining the research methods**

This survey was executed with two different research methods already introduced in the chapter 2.1. The semi-structured interview and unobtrusive observation were the methods chosen for the survey because of their suitability in qualitative research as well as their complementing nature towards each other. The intended size of the sample group was also suitable for the both methods and as the writers wanted to impact the original and natural state of the adventure experience as little as possible, these methods offered them a chance to execute the survey with the given denominators.

The nature of the interview was chosen to support the desired natural flow of the subject's experience. This meant that the interview had to be voluntary for the subject, its duration had to be short enough and the nature of it had to be fluent enough for the subject to feel relaxed. Furthermore the subject had to be informed that the writers were not part of the company staff to avoid biased answers and that the answers given were not to be published anywhere out of this thesis. These requirements lead to the development of a research waiver (appendix 2), which the subject had to sign before the actual interview was executed.

The interview guide, which formed the basis for the interview, consisted of six different sections covering the questions of background, marketing, destination, activity and Finland. The interview guide's questions and the probing questions used in the survey can

be found in the appendix number 3. According the Paraskevas and Altinay (2008), piloting the interview with few subjects before starting the actual research interviews would increase the confidence of the questions and offer a chance to define or delete questions. However, this survey was not piloted due to the lack of applicable subjects during the time frame of the developing the survey. This void in the preparation phase of the survey resulted in few problems, more closely examined in the chapter 4.2.2.

The unobtrusive method of the survey was intended to support the answers given in the interview. This method was based mostly on the authors' observations of the subject's body language and facial expressions during the interview. Using this research method was based on the presumption that even though the subject might sound relaxed his or her body language might indicate otherwise. Also the possible physical effects of adrenaline rush, such as trembling hands, could not be evident through the voice recording but would be visible during the actual interview.

During the survey both research methods proved sufficient for the data collection required. The semi-structured interview allowed the writers to change the order of the questions during the interview according to the flow of the conversation and the unobtrusive observation either increased or questioned the sincerity of the answers during the interview. The following chapters describe the practical procedures of the survey and tackle the problems faced during the whole survey process.

## **4.2 Execution of the survey**

As mentioned in previous chapters, the authors of this thesis decided on a qualitative interview, which was to be carried out mainly before the specific adventure activity (but also after it) in order to reach respondents within the target group. In each of the three companies (one of the four companies could not participate due to weather conditions) the facilities, time available and the overall environment were different, therefore the authors had to adjust the process slightly depending on the situation. The following paragraphs will discuss the interview process in detail and validate the choices that were made. Furthermore, any challenges and problems that the authors faced during the survey process will be explained and analyzed.

### **4.2.1 Interviews**

Prior to the actual interviews with the respondents the writers of this thesis had a meeting with the company's representative discussing the final details about how the interviews would be carried out. These meetings concluded what were the timetables for the activities as the authors needed to interview the subjects both prior and after the activity, how much time the authors would have for the interviews before the company's safety-briefings for the activity started, what kind of facilities were available for the authors to sit down with their interviewees and if the company in question had any special requests regarding the survey.

Based on the information gathered in these meetings, specific timetables were formed in order to carry out the interviews in an efficient way, disturbing the daily routines of the employees as little as possible. Common denominator for all of the companies was that it would be important for the authors to emphasize that they were students instead of representatives of the adventure tourism company itself. The authors also considered this significantly important for avoiding biased answers and increasing the validity of the survey.

### **4.2.2 Research challenges and problems**

The initial difficulties with the survey were focused around the inadequate response rate that the writers received when sending inquiries to the adventure tourism companies. In addition to a few companies that were interested in the research, only few replied at all. The authors were aware that calling the company and visiting in person would have been more effective to get the companies' attention, but due to the 9-hour time difference prior to the execution of the survey and the distance on site made contacting co-operation partners challenging.

Other issues arose during the execution of the survey concerning either the nature of the clientele, natural conditions or the authors' lack of experience in academic research. On several occasions the company's representative did not inform the authors of this thesis that the group they were about to interview consisted of PR-guests. Conclusively, this led

the group being disqualified from the survey because their motivations and country of origin would have differed drastically from the target sample group of the survey.

As noted in the previous chapters, most of the adventure tourism activities rely heavily on favorable natural conditions. This means they are affected, to various degrees, by changes in the natural environment. This dependency also posed a challenge to the execution and success of this survey as one of the initial partners, The Adrenalin Forest Christchurch, were not able to co-operate in the survey because they were unable to recover from unexpected storm damages in the needed time frame. In other locations the authors were initially prepared for similar cancellations or other possible delays due to weather conditions, but none occurred during the survey process.

The researches faced some challenges with the interviews as well as the environment. As the interviews were not piloted, few of the questions were deleted, added or rephrased during the research process, which caused certain validity problems with the conclusive analysis. The hectic and sometimes noisy environment might have caused the respondents to give abrupt answers, questioning the answer's validity. On some occasions, the members of the sample group arrived later than anticipated, which resulted in heightened emotional state of being worried that they might miss a part of the briefing due to taking part in the survey. In most of these cases the reassurance of the authors was enough to calm the subjects down, although the full impact of the emotional state to the interview answers remains unclear. Also, other issues with the time management between the company and the researches occurred in form of minor scheduling errors. For example, in few cases the group returned significantly early or significantly late back to the interview site, causing the authors to miss the opportunity to ask the follow-up questions in the allowed time frame for spontaneous answers.

All of the survey subjects the writers of this thesis approached were inclined to take part in the survey. However, this required that they were first explained the aim of the research and the writers had identified themselves as students and not representatives of the company. Despite of this exact and clear approach, on some occasions it was challenging to get a thorough and specific answer. The authors conclude that this occurrence was partially based on language barriers, for some of the interviewees had only satisfactory skills of basic English vocabulary. On the other hand, some members of the sample group, who

were native English speakers, failed to grasp the question in hand and the answer wandered away from the initial question. The writers later concluded that this occurrence in answering styles could have been a result from the lack of interviewing experience of the authors as well as the excited emotional states of the subjects.

During the whole survey process the challenges mentioned above seemed to reoccur. Some varied styles in questioning were tried in order to eliminate false or biased answers, the schedules were readjusted and the communication between the company and the authors was enhanced through full telephone and e-mail contact details. As pointed above, some of the challenges such as natural conditions were intangible and out of the influence of the authors, which resulted for example into a smaller sample group than first intended. However, these intangible challenges validated the writers' hypothesis of the dependency between adventure tourism and nature.

### **4.3 Survey results**

#### **4.3.1 Background information**

The survey began with questions regarding the subjects' background information such as age, gender and nationality. These basic demographic variables were used in order to be able to determine the segmentation of the sample group.

The question regarding whether the subjects had travelled to New Zealand before was included in the survey to establish if the tourists had previous experience of the destination country. This question was designed to help with the formation of the subject's profile in order to confirm the similarities between the tourism marketing strategies in Finland and New Zealand. Only the very basic variables were used because of the limited size of the sample group. When dealing with a limited amount of quantitative data, it is challenging to make any cross-references that are beneficial to the analysis.

The hypothesis of the authors concerning the age and gender distribution of the subjects was mainly based on the literature framework of the survey as well as on the observations done prior to the actual survey. The hypothesis was that the distribution of gender would

be roughly 50% of males and 50% of females. If one were to trump the other it would result 60% of male and 40% of female participants. However, out of sample group of forty-one subjects 28 were females and 13 were males resulting in 68% majority of women. This distribution is demonstrated in figure seven.

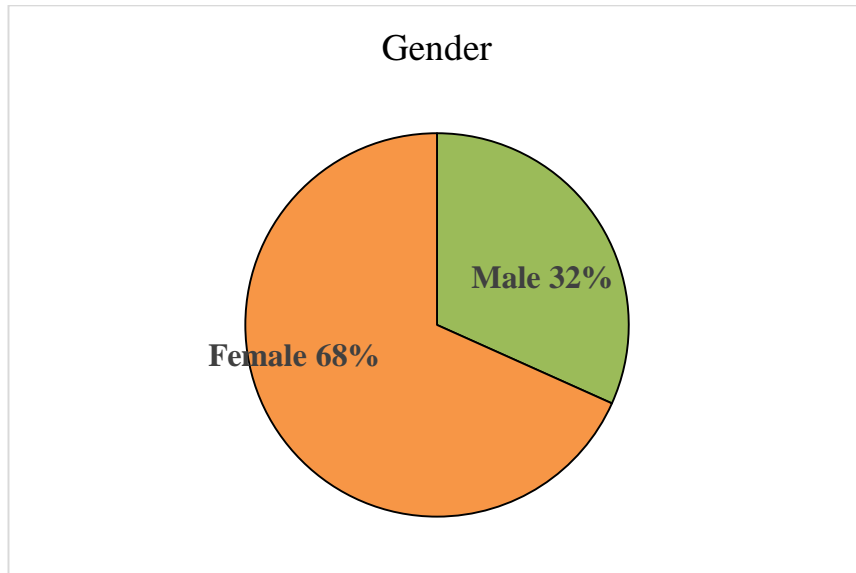


FIGURE 7. Survey results: gender distribution

The results concerning the age variable matched the writers' hypothesis of the age profile and validated the prerequisite information gathered prior to the survey from the Statistics New Zealand database. This validation can be seen in figures 8 and 9.



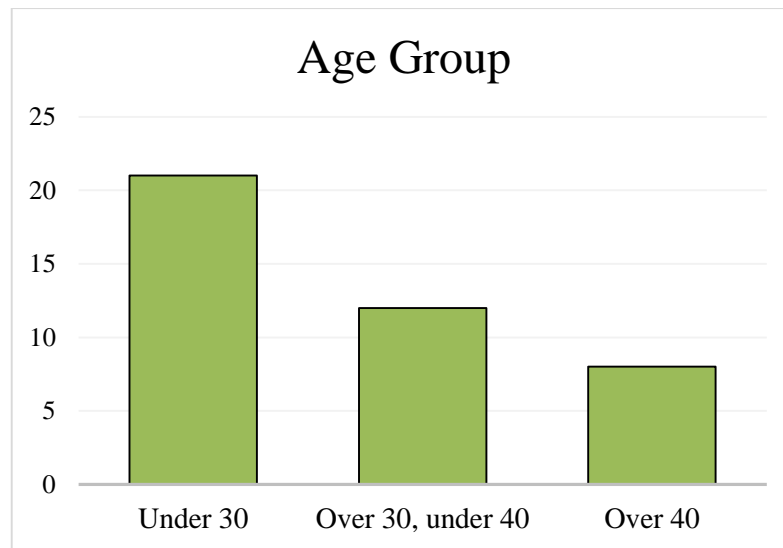


FIGURE 8. Survey results: age distribution

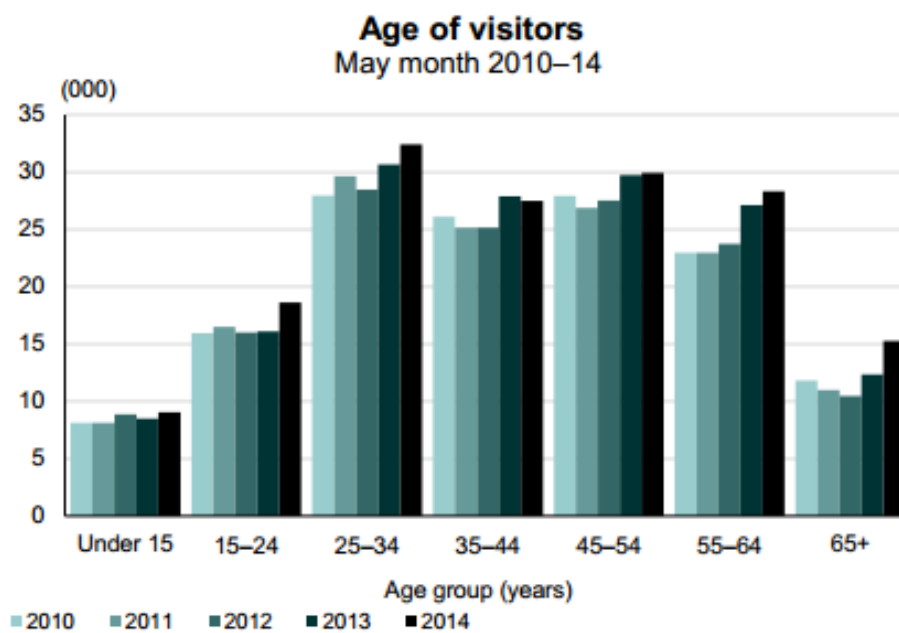


FIGURE 9. Distribution of the age of the visitors (Statistics New Zealand, International Visitor Arrivals to New Zealand: May 2014)

The question concerning the respondents' country of origin was included in the survey to form a geographical profile, but also to give reference to cultural factors of the person's own psychological profile. These cultural factors were considered through the Bandura's social-cognitive theory, which suggested that the individual and the culture are in constant reciprocal relationship one with another. To establish the singular factors of culture,

which were influencing the survey subjects, the writers used the nationality of subject as a reference base when analyzing the given data through Hofstede's theory of cultural dimensions. This theory helped to establish underlying cultural factors that the subjects might have been unaware of, for example when determining their motivation for adventure tourism. Using this theory also produced new insights for the collected data and it was shown through the authors' hypothesis of culture's influence to the formation of personality.

The geographical question was also included in the survey to verify the already existing statistics concerning the nationality of people travelling to New Zealand. This verification was done to offer the co-operation companies the possibility to specify their target markets and also to observe if certain nationalities used different forms of marketing channels.

The results of this question supported the previous statistics of New Zealand's visitors to some extent as the top five origin countries were almost identical. The comparison of the previous statistics and the survey results are shown in figure 10 and figure 11.

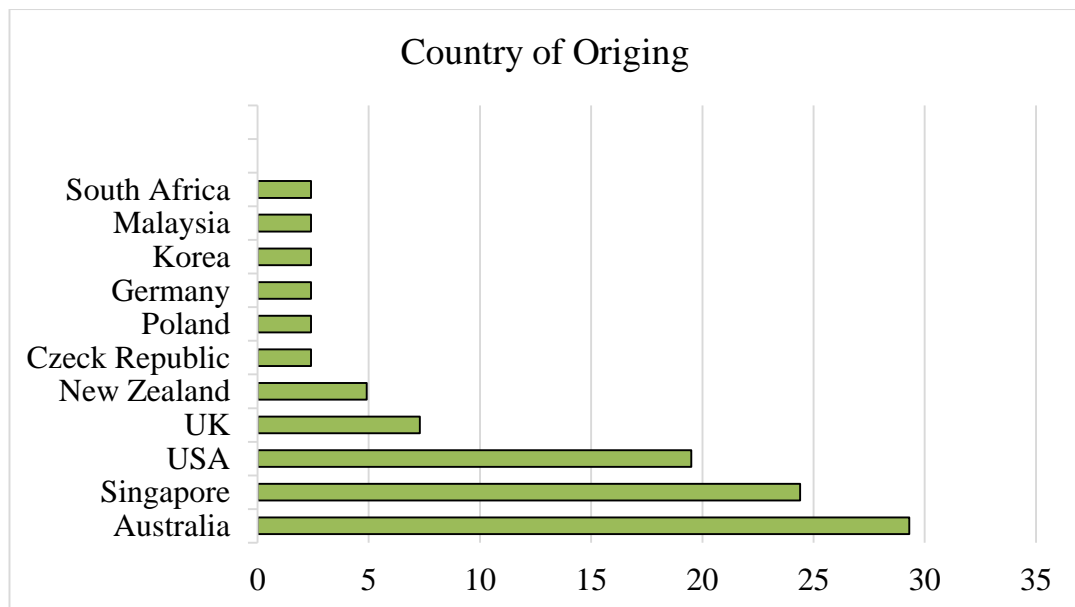


FIGURE 10. Survey results: The country of Origin

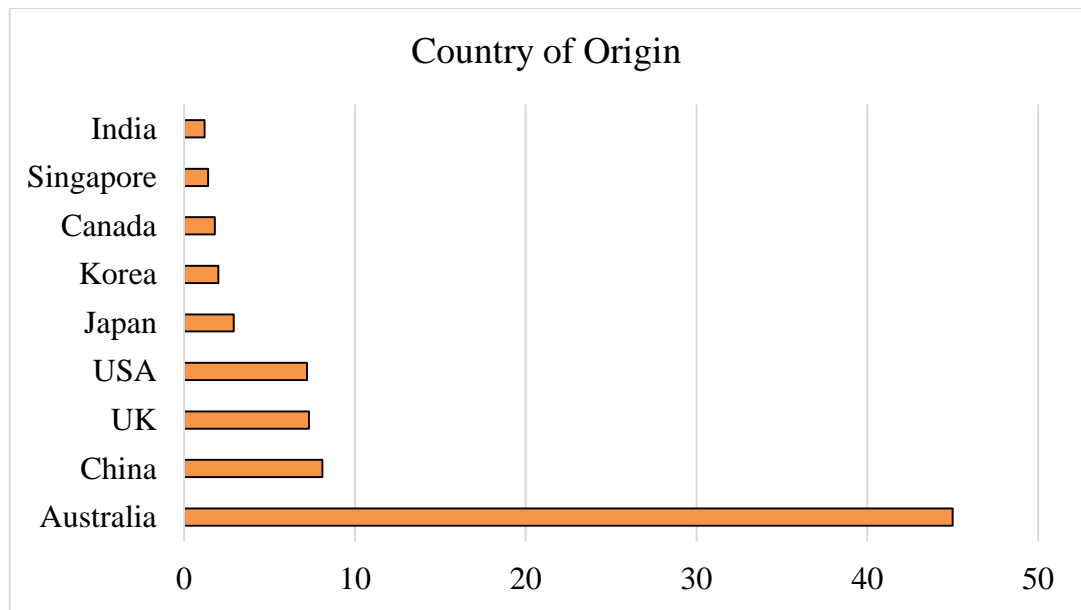


FIGURE 11. Country of Origin according to Tourism New Zealand  
(New Zealand Tourism, International Visitor Highlights 2012-2013, modified. 2014)

As already noted, the results concerning the countries of origin were not explicitly identical. This could be explained by the timing of the survey, which was during a shoulder season of tourism in New Zealand, as the previous statistics covered the whole year. These previous statistics were also covering all arrivals to New Zealand as the survey reached only the ones participating in certain activities. One more reason for the discrepancy in the results could be explained by the sample group size of the survey, which stayed more concise than anticipated and as such, valid generalizations made from these results are questionable.

### 4.3.2 Marketing

The survey section concerning marketing was relevant to the survey in order to establish the type of information researched as well as the means of requiring information of the destination country. The writers of this thesis were interested in the personal preference of the subjects in order to establish consumer behavior profile regarding the overall information search. The authors were especially keen to know if the social media sources played a role when choosing the destination country, the preferred activity or searching information about the destination in general.

The hypothesis concerning marketing of the adventure tourism activities was that the subjects would try to engage with destination and the activity beforehand through the information search. The survey was meant to identify which channels were used in this search in order to establish an outline for effective marketing tools concerning adventure tourism. The basic hypothesis was that the subjects would seek information primarily through the Internet and that the social media would be actively involved in the information seeking process. The writers were also keen to know if the subjects considered that the role of the social media is important when choosing the destination or the activity. The results of the survey did not entirely meet this hypothesis.

The section of the hypothesis concerning the dominance of the Internet in the information search was validated by the amount of 80 % of the respondents identifying Internet as an important source of information. The respondents who failed to identify the Internet as a part of the information search had either visited the destination before or were travelling with somebody who had done so. The topics of information what were researched, validated the hypothesis of engaging the activity and destination beforehand. The top three information themes, which reoccurred in the respondents' answers, were the weather conditions of the destination country, the activities and places worth to visit. The main channels to require this kind of information were TripAdvisor and the Google search engine.

Despite of the dominance of the Internet, the respondents seemed confused when asked if they had used any social media resources during their information search online. They failed to identify media sources such as TripAdvisor as a social media source even though the website is based on individual, peer validations and reviews based on subjective experience. This unawareness regarding which channels were defined as social media sources was a surprise to the writers, as the age profile of the respondents suggested that they would be highly involved with social media and able to recognize different social media sources. The social media sources, which were identified by the respondents, were Facebook, YouTube, Instagram and Twitter, however, due to this certain confusion in the identifying the social media sources, only 30% of the survey respondents identified social media as an important tool of marketing. This meant that regarding the social media section of the activity marketing, the hypothesis of the research was proven invalid. On the other hand, social media were used by the interviewees to some extent.

### 4.3.3 New Zealand

Survey section concerning New Zealand was included to establish the appeal of the country and also to identify if Finland and New Zealand shared similarities in pushing and pulling factors. This section was also meant to give the co-operation companies answers which aspects of their country tourists using their services valued. The hypothesis was, that Finland and New Zealand both rely heavily on their natural resources when it comes to tourism. Also, other similarities could possibly be found from the countries' pulling and pushing factors. The authors also hypothesized that the factors, which might prevent or limit the visitor arrivals in New Zealand would primarily be the quickly changing weather conditions and the country's high price level. This hypothesis supported the authors' underlying view, that New Zealand and Finland could potentially be similar with their tourism target markets. The authors were also keen on knowing what factors make New Zealand an appealing destination all year round as Finland's tourism is highly seasonal.

Out of all the respondents 83% were visiting New Zealand for the first time. The survey shows, that the sample group named nature, activities and overall diversity to be the main pulling factors for their trip to New Zealand. These results confirmed the authors' hypothesis about what tourists find desirable about this destination. When asked about the downsides of New Zealand, the most reoccurring answers were weather conditions, and among respondents from the US and Europe, the long duration of flights. The hypothesis concerning the downsides was thus proven partially valid. However, it became clear that even though the weather and the duration of the flight were mentioned as the country's downsides they were not excluding factors for travelling since the respondents had chosen to tolerate them.

#### 4.3.4 Adventure tourism

The adventure tourism section of the survey was created to form the essence of the customer profile on this specific branch of tourism. The questions varied mapping out the previous experiences on adventure tourism to the factors, which motivated each person to execute the certain activity. The result was a framework of personality, which gave the authors tools for further analysis.

First question concerned the participants' previous experiences on adventure tourism activities. The hypothesis was that less than 30% of the respondents would not have tried any adventure activity before. The activities the participants might have tried before, would primarily be classified as soft adventure activities containing minimum risk level. The motivational factors behind participating in the activity in question would be innate, involving the feeling of enjoyment and mostly concern the concept of doing something the subject had never done before, later referred as novelty. The hypothesis was not consecutively correct.

Concerning the subjects' previous experience on adventure tourism, the hypothesis was partially validated. 83% of the respondents identified they had engaged in some form of adventure tourism before. However, the writers noted that the term "adventure tourism" with its subjectivity caused some amount of confusion with the respondents. For example, the subjects who first identified they had not engaged adventure tourism before might later on identify doing hiking. This brings certain amount of controversy to the validity of the answers.

The hypothesis concerning the nature of the previously engaged adventure tourism activities was proven invalid. 20 respondents out of the 33 who had informed engaging previous activities had executed an activity associated as hard adventure activity containing high risk level. The most frequently identified activities of the hard adventure tourism activities engaged before were rafting (black water or white water rafting) and skydiving when the most frequently announced soft adventure tourism activities engaged before were hiking and kayaking. The latter two were not considered as adventure tourism by some of the respondents. What interested the authors was that all of the activities mentioned above could also be executed in Finland.

The hypothesis concerning the motivation on the other hand was proven valid. The innate seeking to have fun, experience excitement and challenge oneself were the themes most reoccurring in the answers of the respondents when asked what motivated them to do these, possibly dangerous activities. Other motivational factors mentioned were the surrounding nature, experiencing novelty and establishing or boosting social status. These answers suggest that the adventure tourism activities rely heavily not only on nature but also on the emotions they provide.

#### **4.3.5 Activity**

The activity-specific section of the survey was created in order to gain insight from the respondents' reasons to take part in the adventure activity in question. Furthermore the authors aimed to provide information for the co-operation tourism companies what the respondents' expectations were and whether or not they were fulfilled. The original hypothesis was that the tourists would choose these activities based on the quality of the service, which in these cases was recognized on a governmental level by the tourism's official quality assurance organization (Qualmark.com). The authors also believed that the companies' strong online presence through clear, informative websites and the companies' efforts to enhance environmental awareness were influencing on the decisions to participate to the specific activities.

The survey results suggest that the main reasons for taking part in a specific activity were word of mouth and advertising. In addition, there was a strong similarity to the answers of question number five "What motivates you to do these (adventure tourism) activities?" and the respondents explained that they had had the urge to take part in this specific activity for some time, and once they were in New Zealand they finally decided to do it.

According to the survey, the majority of people had very few expectations besides having fun, some excitement and escape from everyday life. As the figure 12 from Adventure Tourism research report Insights from May 2013 by Tourism New Zealand (2014) demonstrates, adventure tourism activities in New Zealand have a very high customer satisfaction on average, and these survey results confirm these statistics, because only 2 out of 41 respondents said that their expectations were not met during the activity. The writers of this thesis acknowledge, that the survey method in question may not provide

the best possible results about customer satisfaction, because especially in some cultures, people can find it difficult to give negative feedback face-to-face, especially at the company's facilities. However, as previously mentioned the aim of this research was not to make a customer satisfaction survey, because most of the companies already had an effective system in place.

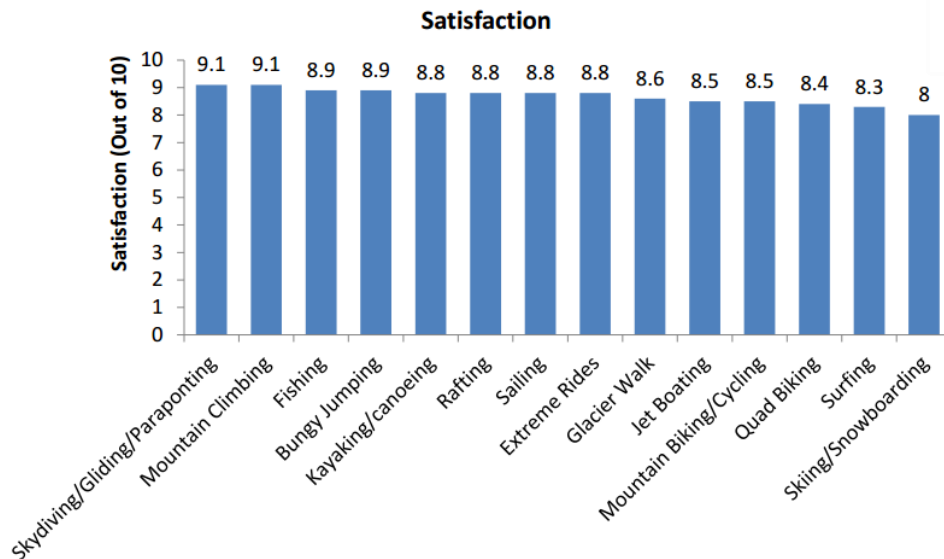


FIGURE 12. Customer satisfaction in different activities (Adventure Tourism research report: Insights - May 2013, Tourism New Zealand 2014)

#### 4.3.6 Finland

The aim of this section of the survey was to validate the original hypothesis that the image of Finland as a travel destination is highly limited to winter tourism especially to Lapland, and furthermore to determine if current marketing campaigns have reached the adventure tourism enthusiasts. The baseline assumption of the authors was that the aspects that the respondents were intrigued about in Finland would be similar to the New Zealand pulling factors mentioned earlier in the survey.

The hypothesis was proven to be valid by the survey results. None of the respondents could recall being exposed to any marketing regarding tourism in Finland. The overall brand image turned out to be very limited because 24 out of 41 respondents mentioned subjects strictly limited to the winter season, the most common keywords being snow, cold, skiing and Santa Claus. As a surprise to the authors, 8 respondents could not provide



any answer about their image of Finland, few of whom were even uncertain about where the country is located. Few of the respondents that had a stronger image of Finland proved out to have met Finnish people and thus had a more realistic understanding of the country and its culture.

In addition to winter season connotations, some respondents mentioned scenic keywords such as lakes and forests, but also activities such as hiking, rock climbing and fishing. In some cases, Finland had a minimal identity on its own, but was strongly linked to Scandinavian countries such as Sweden and Norway. Five of the respondents even mentioned mountains, thus resulting into a deduction of an inaccurate destination image. However, the sample was too small in order to draw any conclusions.

#### **4.3.7 Summary and suggestions**

##### **The General profile**

As established in the previous chapters, the adventure tourism is a broad branch of tourism industry, which overlaps with other tourism segments. Because of this overlapping nature also the eventual profile of adventure tourist is broad and versatile varying between cultures. The profile below is based on the results of this survey and the literature framework of preceding it.

According to this survey the adventure tourist is most probably a female who is under 30 years old and comes from a country, which is considered under the western influence. These profiling factors, excluding the age, were established viewing the results through Hofstede's five dimensions of culture. For example, the distribution of gender in the survey was validated by observing the results through the Masculinity versus Femininity index (MAS). 68% of the female respondents originated from cultures where the index is relatively high meaning that the cultures value masculine traits such as heroism and competitiveness. These cultures also demonstrated high individualistic scores on the Individualism versus Collectivism (IDV) scale meaning for example that they perceive the self-enhancement and caring for only the immediate family important. Despite of these results

the number of adventure tourists originating from countries within eastern cultural influence such as China cannot be overlooked. This was demonstrated by the 29% of the respondents who originated from eastern countries such as Singapore, Korea and Malaysia. This suggests not only that the wealth distribution in these countries is experiencing a gradual shift but that there might be a slight shift in the cultures as well. However, the sample was small.

The person engaging in adventure tourism activities has travelled before and most likely has previous experience of hard adventure tourism activities. These activities are typically skydiving or rafting. If the person has, however, engaged in soft adventure tourism activities, are they most likely hiking or kayaking. Despite the nature of the activity, the adventure tourist considers the effect of a travel companion important. The lack of such companion does not prevent the adventure tourist in participating to the activity but enhances the experience. This link to the companion also increases the customer target market of adventure tourism, as the tourist is more likely to engage the activity with someone. This poses opportunity to the marketing segment as the activity can be marketed in a so-called bundle deals such as “two-for-the-price-of-one”. More of this form of marketing is discussed in the following chapter.

The motivational factors behind adventure tourism also seem various although they have common features such as sensation seeking. The writers identified during the survey almost all of the five goals of motivation mentioned in the chapter 3.3.2. The most typical motivators seemed to be intrinsic and tightly bound to the respondent’s self-determination. This would suggest that the motivation part of adventure tourism emanates from the pre-conscious part of human mind (see chapter 3.3.1) and is hedonistic. The most recurring answers were related to seeking emotional sensation such as fun or excitement, or challenge, which is linked to the development of self. The common feature with these two motivations is the aim, which strives towards the sensation of pleasure. Despite of the majority of intrinsic motivations, peer pressure and social status were also mentioned demonstrating clear, extrinsic motivations. Other themes that were repeated in the answers were seeking novelty and the rising of so-called “you-only-live-once” attitude.

When analyzing the motivational data the writers considered not only the personality of the respondent but also the culture they had grown up in. For example, they observed that 27 out of the 41 respondents originated from countries with above average rates in the

Indulgence versus Restraint scale, which suggests that in these cultures the individual is encouraged to indulge his or her impulses. These countries also had high IDV rate. These analyses lead to the conclusion that a potential adventure tourist would most likely emerge within a society, which prompts individual indulgence and self-determination. The authors propose that the other origin countries could be undergoing transitional stage in their economic or social profile, which could explain the new, gradually emerging countries of origin in adventure tourists.

### **Destinations**

One of the reasons why New Zealand was chosen for the survey country was its success in commercializing adventure tourism and branding the country. Of course, other criteria had to be fulfilled to qualify for the survey as well. All these criteria are described in chapter 4.1.1. Questions regarding New Zealand were included mostly to benefit the co-operation companies but also to validate the hypothesis of the authors that Finland and New Zealand might share common pulling and pushing factors, as well as similarities in their tourism target markets. To validate this section of the survey and identify the image of Finland among adventure tourists, the survey section containing questions of Finland was created.

The hypothesis concerning the similarities was proven valid. Both of the countries rely heavily on their natural resources and the strong brand image of both is tightly linked to this characteristic. Concerning New Zealand the respondents also identified the diversity and activities as travel trumps which seemed to be absent when asked about the image of Finland. However, in both cases weather was mentioned either as a negative factor or as part of the actual country image.

The authors considered that this negativity could be explained by the fact that some of the tourists may not have been fully aware of the weather conditions during the autumn in New Zealand, and based on observations, especially the participants from countries with a generally warm climate tended to have unsuitable clothing in relation to the weather. However, the companies in New Zealand seemed to have anticipated the weather coming an issue to their customers and were prepared to offer their customers additional clothing, such as water-proof jackets, trousers, hats and mittens, which were returned after

the activity. Even though this kind of service requires serious investment from the company the writers considered this extra-service as a partial reason for the high customer-satisfaction. The authors also considered this service to add the number of customers during the shoulder season and lower the possible threshold for participating in certain activity.

In Finland such service could be implemented in the already working adventure tourism companies to increase the number of their customers and more importantly their customer satisfaction. However, the lack of this kind of business enhancing services is not Finland's only problem. On the other hand, there are already some companies providing tourists with these kind of services.

The writers had hypothesized that Finland's image as a travel destination was too attached to the winter season to be enticing for new adventure tourists. The authors noted that the few respondents who had more accurate information of Finland, its nature and culture, had Finnish acquaintances, which resulted into a stronger minded answers on the brand image. The authors discovered that these respondents' conceptions of Finland were either especially positive or negative. They considered this dichotomy to be interesting and deducted that an individual Finn travelling the world has a significant influence to the country's image.

Due to the highly season-related country image, the writers had hypothesized that the weather could rise as an obstacle for many potential adventure tourists. The authors of this thesis believe that this could be averted, as New Zealand has, by adding the information of the detailed weather conditions in Finland in the official travel websites as well as encouraging companies to develop and market activities in their portfolio regardless of the season.

## **Marketing**

The authors conclude that the typical adventure tourist's information search process is fairly unorganized and impulsive, because many of the respondents claimed to have used search engines with intuitive key words as their only information source. As a result, Google had a significantly more important role than the writers predicted. However, the

authors found out that especially regarding high-volume, short-duration activities the customers tend to book the activity only a few days in advance, or in some cases, on the date. This observation can be explained based on the weather conditions, flexible timetables of the tourists and easy booking procedures. Although, as already mentioned, the role of social media proved to be less significant than previously assumed. This might be a result of the questions in the interview, because social media were used by the respondents. However, it can be stated that due to technical development, word of mouth is nowadays spreading across different social media platforms.

The authors suggest that the marketers should focus on having a strong, distinguished online presence, and acknowledge the importance of search engine marketing. As previously stated, a mere presence is not enough, because in order to succeed the company needs to provide frequent, interesting and current material that links with the brand image, and encourages potential customers to engage. When choosing the most effective marketing tools, the company must reflect on the nature of its product and decide on the means accordingly. What the authors found out was that when operating with high-volume services, the importance of flyer and billboard marketing cannot be overlooked, although the Internet is becoming a more and more important platform of advertising.

### **Adventure tourism and adventure tourism activities**

In the main section of the survey the respondents were asked about their previous adventure tourism activities and their motivations, as well as why they chose the activity they were about to take part in with the co-operation companies. The most common activities the respondents had participated in before were rafting and skydiving, which qualify as hard adventure, and the most reoccurring soft adventure activities were hiking and kayaking. It can be stated that the majority of the sample group people had experience regarding adventure tourism activities, although the term itself proved to be challenging to determine. The customer satisfaction was very high throughout the respondents.

Some of the respondents recognized being exposed to advertisements and acknowledged it as the main reason for choosing the specific activity and company. In addition to this, word of mouth was a significant factor as well. Based on the survey, the motivations for taking part in adventure tourism activities in general can be divided into two categories:

intrinsic and extrinsic motivations. Even though the intrinsic motivations reoccurred in the respondents' answers more frequently also extrinsic motivations were identified.

Based on the survey results, the authors of this thesis found out that participants of adventure tourism activities were more motivated about feeling good and enjoying themselves, than they were about adrenaline and the possible risk factors. This needs to be taken into consideration when developing and marketing adventure tourism activities. In relation to the activities themselves, the softer end of the adventure activity scale possesses the potential for the widest possible market segment, whereas hard adventure activities should be considered as a luxury item, marketed only to a carefully chosen customer segment in order to maximize the use of resources. When providing services to various customer groups, different marketing strategies and various forms of media must be used, as discussed in chapter 3.4.

In addition to this, service providers at the same area can co-operate by creating bundles of their services, and market them to a common market segment as a package deal instead of competing against one another. This means has been proven successful in adventure capitals such as Queenstown, where for example Queenstown Rafting co-operates with Shotover Jet and Canyon Swing to provide the customer with three adventure tourism activities for a discounted price, and also to create revenue for all three companies. A single company offering several different activities can increase the number of customers by changing its marketing approach; Instead of marketing individual activities to the most suitable segment, it can focus on branding the company as a popular and trustworthy provider of a portfolio full of high-quality activities, offering something for every tourist. To conclude, the authors suggest that considering the size and scope of the market and the nature of adventure tourism, companies should focus on competing with value and quality rather than price, because the typical adventure tourist is price-conscious, but prepared to spend a reasonable amount of money for unforgettable experiences.

## 5 CONCLUSION

The aim of the research was to establish a framework of the typical adventure tourist by considering both the psychological and marketing aspects. To form the conclusive profile, in addition to the literature framework, data collection was executed in New Zealand using qualitative, semi-structured interviews as well as unobtrusive observation as research methods. The results of the survey help to benefit the co-operation partners both in Finland and abroad to further develop their practices, but the main aim for the thesis was to provide a framework for further studies regarding the adventure tourism industry in Finland.

In this thesis, the authors define both the conceptual and economical nature of adventure tourism, which is challenging due to the subjective nature of this sub-segment of the tourism industry. The psychological and motivational factors that have an effect on personality and behavior are linked to cultural profile in order to validate marketing segmentation based on cultural and social denominators.

The results of this research were not entirely consistent with the original hypotheses of the authors. The psychological and marketing profiles were established in order to find effective ways to understand, reach and entice potential customers in the adventure tourism segment. In addition to this, the thesis combines the findings obtained through the interviews, which are then validated using the literature framework. The unfortunate inconclusiveness of some of the results can be explained by external variables during the survey process and with the lack of the writers' survey experience.

The authors suggest, that future research can and should be conducted regarding the adventure tourism sector in Finland, because it possesses a vast potential in benefitting tourism companies of various sizes and the overall tourism industry itself. Possible research topics are to determine the size and scope of the adventure tourism industry in Finland, to investigate the customer segments based on a specific activity or country of origin, and to observe the existing body of companies offering adventure tourism activities and to allocate tools, which they can use to further develop their operations.

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## APPENDICES

### Appendix 1. The research transcripts

Questions	Probes
<p><b>BACKGROUND INFORMATION</b></p> <p><u>Respondent #1</u></p> <p><u>Age 29</u></p> <p><u>Gender Male</u></p> <p><u>Nationality Germany</u></p> <p><u>Have you been to New Zealand before?</u> <i>No</i></p>	
<p><b>MARKETING</b></p> <p><u>Did you look for information about the destination beforehand?</u> <i>No</i></p> <p><u>Did you use social media when planning your trip?</u> <i>No</i></p>	<p><u>If yes, what kind of information?</u> -</p> <p><u>Which channels were used?</u> -</p> <p><u>If yes, which social media resources?</u> -</p> <p><u>Do you consider social media important when planning your trip?</u> -</p>

<p><b>DESTINATION –NEW ZEALAND</b></p> <p><u>What makes New Zealand a desirable destination?</u>  <i>I was in Australia and was here already so I just came over</i></p> <p><u>In your opinion, what are the downsides to New Zealand as a destination?</u>  <i>Not so far, I'm just here for two days</i></p>	
<p><b>ADVENTURE TOURISM</b></p> <p><u>Have you engaged in adventure tourism?</u>  <i>Yes</i></p> <p><u>What motivates you to do these activities?</u>  <i>It's fun.... It's a good experience</i></p> <p><u>Effect of the travel companion?</u>  - </p>	<p><u>If yes, what kind of activities?</u>  <i>Yeah in Australia skydiving and stuff</i></p>
<p><b>ACTIVITY</b></p> <p><u>Why did you choose this activity?</u>  <i>A friend told me it was good, he had done it in Australia</i></p> <p><u>What are your expectations?</u>  <i>I don't have any expectations... just see</i></p> <p><u>Did the activity meet your expectations?</u>  - </p>	<p><u>If yes/no, why?</u>  - </p>
<p><b>DESTINATION –FINLAND</b></p> <p><u>Have you seen any marketing material regarding Finland?</u>  <i>No, not that I know of</i></p> <p><u>What is your image of Finland as a travel destination?</u>  <i>It's like a.... for winter tourism, like skiing and stuff</i></p>	

Questions	Probes
<p><b>BACKGROUND INFORMATION</b></p> <p><u>Respondent #2</u></p> <p><u>Age 15</u></p> <p><u>Gender Female</u></p> <p><u>Nationality Austria</u></p> <p><u>Have you been to New Zealand before?</u> <i>No</i></p>	
<p><b>MARKETING</b></p> <p><u>Did you look for information about the destination beforehand?</u> <i>Yeah, umm... I just yeah like but not very much.</i></p> <p><u>Did you use social media when planning your trip?</u> <i>Umm not really</i></p>	<p><u>If yes, what kind of information?</u> <i>I knew that that it's like very beautiful country and you can do a lot of outdoor stuff and a lot of sports</i></p> <p><u>Which channels were used?</u> <i>More internet. I do have like a trip advisor book but I use the internet</i></p> <p><u>If yes, which social media resources?</u> -</p> <p><u>Do you consider social media important when planning your trip?</u> -</p>
<p><b>DESTINATION –NEW ZEALAND</b></p> <p><u>What makes New Zealand a desirable destination?</u> <i>Umm. It kind a has everything. Like it has sea, and it has cities and it has mountains and it has snow and it has a lot of sport and outdoor activities, so it has everything.</i></p> <p><u>In your opinion, what are the downsides to New Zealand as a destination?</u> <i>Umm actually not really</i></p>	

<p><b>ADVENTURE TOURISM</b></p> <p><u>Have you engaged in adventure tourism?</u> <i>Not really, like I'm an exchange student here. I'm at school here</i></p> <p><u>What motivates you to do these activities?</u> <i>Umm I hope it will be fun and yeah it's a bit scary but it's okay. I'm off to the canyon swing in the afternoon</i></p> <p><u>Effect of the travel companion?</u> -</p>	<p><u>If yes, what kind of activities?</u> -</p>
<p><b>ACTIVITY</b></p> <p><u>Why did you choose this activity?</u> <i>Cause it's fun, umm yeah I've done it before (in Switzerland) and it was a lot of fun</i></p> <p><u>What are your expectations?</u> <i>I don't have any expectations... just see</i></p> <p><u>Did the activity meet your expectations?</u> -</p>	<p><u>If yes/no, why?</u> -</p>
<p><b>DESTINATION –FINLAND</b></p> <p><u>Have you seen any marketing material regarding Finland?</u> <i>Umm no.</i></p> <p><u>What is your image of Finland as a travel destination?</u> <i>Umm I don't know why but for me it's quite similar to Sweden I've been to Sweden quite a lot and for me it's kind a like... it's not the same but it's kind a similar. like I could tell, I don't think I could tell the difference</i></p>	



Questions	Probes
<p><b>BACKGROUND INFORMATION</b></p> <p><u>Respondent #3, #4</u></p> <p><u>Age 30, 40</u></p> <p><u>Gender Female, Male</u></p> <p><u>Nationality Australia, Australia</u></p> <p><u>Have you been to New Zealand before?</u> <i>No, No</i></p>	
<p><b>MARKETING</b></p> <p><u>Did you look for information about the destination beforehand?</u> <i>Umm yes.</i></p> <p><u>Did you use social media when planning your trip?</u> <i>Yes</i></p>	<p><u>If yes, what kind of information?</u> -</p> <p><u>Which channels were used?</u> <i>Online. I used TripAdvisor and I think the Queenstown website</i></p> <p><u>If yes, which social media resources?</u> <i>Facebook and twitter</i></p> <p><u>Do you consider social media important when planning your trip?</u> <i>Yep, everything</i></p>
<p><b>DESTINATION –NEW ZEALAND</b></p> <p><u>What makes New Zealand a desirable destination?</u> <i>Umm. It's a beautiful place. Just the scenery and what It has to offer. people are friendly and we actually came across for an ----- before going to some friends in wellington and decided to sort of bump around from there</i></p> <p><u>In your opinion, what are the downsides to New Zealand as a destination?</u> <i>Oh the only thing that we don't like is that the Australian dollar is umm... Has dropped compared to the NZ dollar so we are not getting great value for money, but that's okay. That's the only thing</i></p>	

<p><b>ADVENTURE TOURISM</b></p> <p><u>Have you engaged in adventure tourism?</u> Yes</p> <p><u>What motivates you to do these activities?</u> Adrenaline. The thrill of it. The excitement. <b>Tick that off the bucket list.</b></p> <p><u>Effect of the travel companion?</u> <b>Well you did the skydiving but I could do the skydiving (for couple reasons) and we did the canyon swing together and I don't think we wouldn't have done it separately. Umm I think I would have done it but it's much better doing it with somebody.</b></p>	<p><u>If yes, what kind of activities?</u> <i>Umm. Yeah little bit. We went to Fiji a couple of years ago. Can you call that an adventure though? <b>Yeah, we were still out and about.</b> And I did a little bit in the US and Canada as well.</i></p>
<p><b>ACTIVITY</b></p> <p><u>Why did you choose this activity?</u> <b>Umm just to have a go, we haven't done it. Having a beautiful place as it is and... We haven't done it yet so we have to tick it off</b></p> <p><u>What are your expectations?</u> <i>It's gonna be pretty exciting. Cold. Freezing. Fresh air.</i></p> <p><u>Did the activity meet your expectations?</u> -</p>	<p><u>If yes/no, why?</u> -</p>
<p><b>DESTINATION –FINLAND</b></p> <p><u>Have you seen any marketing material regarding Finland?</u> No</p> <p><u>What is your image of Finland as a travel destination?</u> <i>Cold. Snow. Skiing.</i></p>	

Questions	Probes
<p><b>BACKGROUND INFORMATION</b></p> <p><u>Respondent #5</u></p> <p><u>Age 31</u></p> <p><u>Gender Female</u></p> <p><u>Nationality Poland</u></p> <p><u>Have you been to New Zealand before?</u> No</p>	
<p><b>MARKETING</b></p> <p><u>Did you look for information about the destination beforehand?</u> <i>Of course</i></p> <p><u>Did you use social media when planning your trip?</u> <i>No, no. no</i></p>	<p><u>If yes, what kind of information?</u> <i>Internet...umm...basically I was looking for some -- experience something to do with the activities some sports and photos</i></p> <p><u>Which channels were used?</u> <i>I used some I searched a lot on the internet...eh.. We had some guidebooks like you know the paper ones the old ones uh I think that's all just websites yeah.</i></p> <p><u>If yes, which social media resources?</u> -</p> <p><u>Do you consider social media important when planning your trip?</u> -</p>
<p><b>DESTINATION –NEW ZEALAND</b></p> <p><u>What makes New Zealand a desirable destination?</u> <i>Uh...Not many people and so much nature like the yeah percentage is just amazing</i></p> <p><u>In your opinion, what are the downsides to New Zealand as a destination?</u> <i>Yes, it's so far away! But being so remote is also not very proud</i></p>	

<p><b>ADVENTURE TOURISM</b></p> <p><u>Have you engaged in adventure tourism?</u> <i>Apart from this rafting...eh, yeah...we've been on a trek for three days so yeah that's all...oh no and kayaks.</i></p> <p><u>What motivates you to do these activities?</u> <i>I think struggling with my...overcoming my own fears, especially on rafting I was expecting very high a lot of adrenaline...eh...in this case overcoming your own fears</i></p> <p><u>Effect of the travel companion?</u> <i>Oh yes, I wouldn't do it alone for sure</i></p>	<p><u>If yes, what kind of activities?</u></p> <p>-</p>
<p><b>ACTIVITY</b></p> <p><u>Why did you choose this activity?</u> <i>Because my brother-in-law told it's so much fun...You have to do it</i></p> <p><u>What are your expectations?</u> <i>I don't know</i></p> <p><u>Did the activity meet your expectations?</u> <i>Yes</i></p>	<p><u>If yes/no, why?</u></p> <p>-</p>
<p><b>DESTINATION –FINLAND</b></p> <p><u>Have you seen any marketing material regarding Finland?</u> <i>Marketing material? No, no, no</i></p> <p><u>What is your image of Finland as a travel destination?</u> <i>Eh, I know from my husband who's been there few times eh...its very cold...eh in the month of July I think nothing is open that's from what I heard...eh, well that's basically all I know (activities wise?) I would say just winter sports...</i></p>	

Questions	Probes
<p><b>BACKGROUND INFORMATION</b></p> <p><u>Respondent #6, #7</u></p> <p><u>Age 28. 28</u></p> <p><u>Gender Female, Female</u></p> <p><u>Nationality Singapore, Singapore</u></p> <p><u>Have you been to New Zealand before?</u> <i>Yes, Yes</i></p>	
<p><b>MARKETING</b></p> <p><u>Did you look for information about the destination beforehand?</u> <i>Yeah, Internet</i></p> <p><u>Did you use social media when planning your trip?</u> <i>Not really, No</i></p>	<p><u>If yes, what kind of information?</u> -</p> <p><u>Which channels were used?</u> -</p> <p><u>If yes, which social media resources?</u> -</p> <p><u>Do you consider social media important when planning your trip?</u> <i>Yeah it would be very accessible, I wouldn't shut my Twitter off, so...</i></p>
<p><b>DESTINATION –NEW ZEALAND</b></p> <p><u>What makes New Zealand a desirable destination?</u> <i>Scenery...it's beautiful, I think that you speak English, yeah and people are friendly</i></p> <p><u>In your opinion, what are the downsides to New Zealand as a destination?</u> <i>Yes, you need to be able to drive to get around and it can be quite cold</i></p>	

<p><b>ADVENTURE TOURISM</b></p> <p><u>Have you engaged in adventure tourism?</u> <i>Yes, No</i></p> <p><u>What motivates you to do these activities?</u> <i>This is the best place to do it! <b>Peer pressure!</b></i></p> <p><u>Effect of the travel companion?</u> <i>(Would you do these activities alone?)</i> <i>No, No</i></p>	<p><u>If yes, what kind of activities?</u> <i>I've done like tubing</i></p>
<p><b>ACTIVITY</b></p> <p><u>Why did you choose this activity?</u> <i>Friends told us it's fun... You see advertisements of New Zealand and the ads always associate rafting in New Zealand so we thought...</i></p> <p><u>What are your expectations?</u> <i>lots of screams (so lot of adrenaline?) yes, yes</i></p> <p><u>Did the activity meet your expectations?</u> <i>Yeah, Yes definitely...that was really good</i></p>	<p><u>If yes/no, why?</u> <i>I expected it to be more rough but it was good</i></p>
<p><b>DESTINATION –FINLAND</b></p> <p><u>Have you seen any marketing material regarding Finland?</u> <i>No, No</i></p> <p><u>What is your image of Finland as a travel destination?</u> <i>snow cap mountains...cold, <b>the same</b></i></p>	

Questions	Probes
<p><b>BACKGROUND INFORMATION</b></p> <p><u>Respondent #8, #9</u></p> <p><u>Age 28. 28</u></p> <p><u>Gender Female, Female</u></p> <p><u>Nationality Singapore, Singapore</u></p> <p><u>Have you been to New Zealand before?</u> <i>No, No</i></p>	
<p><b>MARKETING</b></p> <p><u>Did you look for information about the destination beforehand?</u> <i>Yes, I didn't</i></p> <p><u>Did you use social media when planning your trip?</u> <i>No</i></p>	<p><u>If yes, what kind of information?</u> <i>Restaurants, and lodging</i></p> <p><u>Which channels were used?</u> <i>Internet mostly. Google search, trip advisor. Oh, yes, I usually use, I use lonely planet</i></p> <p><u>If yes, which social media resources?</u> -</p> <p><u>Do you consider social media important when planning your trip?</u> -</p>
<p><b>DESTINATION –NEW ZEALAND</b></p> <p><u>What makes New Zealand a desirable destination?</u> <i>I think the scenery, yeah, scenery.</i></p> <p><u>In your opinion, what are the downsides to New Zealand as a destination?</u> <i>No shopping. Cold</i></p>	

<p><b>ADVENTURE TOURISM</b></p> <p><u>Have you engaged in adventure tourism?</u>  <i>I've been to Australia ----- mountains we did some confidence building, we had to swing and like -----.</i> <b><i>I don't think so</i></b></p> <p><u>What motivates you to do these activities?</u>  <b><i>Full hardiness!</i></b> <i>Because you don't get it anywhere else. In Singapore you would never get something like this, never ever. Like if there were a place to do it would be illegal.</i></p> <p><u>Effect of the travel companion?</u>  <i>Yes definitely</i></p>	<p><u>If yes, what kind of activities?</u>          -</p>
<p><b>ACTIVITY</b></p> <p><u>Why did you choose this activity?</u>  <i>I think for me it was the least challenging of all, for the other activities compared to skydiving, parading, canyon swing....</i> <b><i>I just went cause they suggested</i></b></p> <p><u>What are your expectations?</u>  <i>Actually, I don't know. I guess we came... this is our first as friends, as group of friends (so kind of teambuilding?) Yeah, that's right.</i></p> <p><u>Did the activity meet your expectations?</u>          Great, it was really awesome, fun!</p>	<p><u>If yes/no, why?</u>  <i>Less scary. I thought it would be very much scarier and more exhilarating. Smoother than expected</i></p>



**DESTINATION –FINLAND**

Have you seen any marketing material regarding Finland?

*Yes. I've got some Finnish friends. I've seen... actually I thought because I was interested in northern lights, so I did see... I looked up on northern lights in general, I've seen like umm Google images. **My parents went but if they hadn't gone I wouldn't have thought about it at all.***

What is your image of Finland as a travel destination?

*Actually not much. Yeah I think it's just beautiful, cold. **Umm I don't know Santa Claus? . Northern lights? I really wanna do that.***

Questions	Probes
<p><b>BACKGROUND INFORMATION</b></p> <p><u>Respondent #10</u></p> <p><u>Age 39</u></p> <p><u>Gender Female</u></p> <p><u>Nationality Malaysia</u></p> <p><u>Have you been to New Zealand before?</u> <i>No</i></p>	
<p><b>MARKETING</b></p> <p><u>Did you look for information about the destination beforehand?</u> <i>Yes</i></p> <p><u>Did you use social media when planning your trip?</u> <i>Yes</i></p>	<p><u>If yes, what kind of information?</u> <i>Some kind of adventure, outdoor adventure</i></p> <p><u>Which channels were used?</u> <i>I use Pure NZ –application</i></p> <p><u>If yes, which social media resources?</u> <i>Instagram</i></p> <p><u>Do you consider social media important when planning your trip?</u> <i>Yes</i></p>
<p><b>DESTINATION –NEW ZEALAND</b></p> <p><u>What makes New Zealand a desirable destination?</u> <i>They have like, very good scenery, nature and outdoor activities</i></p> <p><u>In your opinion, what are the downsides to New Zealand as a destination?</u> <i>Not so far</i></p>	

<p><b>ADVENTURE TOURISM</b></p> <p><u>Have you engaged in adventure tourism?</u> <i>Yes</i></p> <p><u>What motivates you to do these activities?</u> <i>Because we cannot do it in my country, yeah. And it's much safer here. Safety is very important</i></p> <p><u>Effect of the travel companion?</u> <i>I would do this alone as well but it's more fun if you do it in a group</i></p>	<p><u>If yes, what kind of activities?</u> <i>Umm, like skiing</i></p>
<p><b>ACTIVITY</b></p> <p><u>Why did you choose this activity?</u> <i>Because it's so different and I'm Shotover and I think it's the same river</i></p> <p><u>What are your expectations?</u> <i>Just having fun</i></p> <p><u>Did the activity meet your expectations?</u> <i>It was very good, excellent.</i></p>	<p><u>If yes/no, why?</u> <i>Less scary. I thought it would be very much scarier and more exhilarating. Smoother than expected</i></p>
<p><b>DESTINATION –FINLAND</b></p> <p><u>Have you seen any marketing material regarding Finland?</u> <i>Finland? Umm, no.</i></p> <p><u>What is your image of Finland as a travel destination?</u> <i>Umm actually, to be honest I don't know much about Finland.</i></p>	

Questions	Probes
<p><b>BACKGROUND INFORMATION</b></p> <p><u>Respondent #11, #12</u></p> <p><u>Age 34, 32</u></p> <p><u>Gender Female, Male</u></p> <p><u>Nationality UK, UK</u></p> <p><u>Have you been to New Zealand before?</u> No</p>	
<p><b>MARKETING</b></p> <p><u>Did you look for information about the destination beforehand?</u> Yes</p> <p><u>Did you use social media when planning your trip?</u> Yes</p>	<p><u>If yes, what kind of information?</u> <i>What to do <b>Yeah things to here</b> Where to go, the best spots to go to</i></p> <p><u>Which channels were used?</u> <i>Internet. We went to the travel agents and got brochures, and went away and compared their brochures to the internet Yeah we spoke to friends that had been here as well</i></p> <p><u>If yes, which social media resources?</u> <i>Facebook, yeah because we got friends sort of telling me where to, places to go via Facebook</i></p> <p><u>Do you consider social media important when planning your trip?</u> <i>Well, I didn't really use tour companies, but more friends on Facebook, so....</i></p>

<p><b>DESTINATION –NEW ZEALAND</b></p> <p><u>What makes New Zealand a desirable destination?</u>  <i>Diverse kind of... It's got everything. From your skiing stuff to your beaches, so I mean we like to surf but we've also got all the adventure activities but it's also got peaceful places, it's literally got everything for everyone.</i></p> <p><u>In your opinion, what are the downsides to New Zealand as a destination?</u>  <i>Takes 25 hours to get here. Yeah, time to get here</i></p>	
<p><b>ADVENTURE TOURISM</b></p> <p><u>Have you engaged in adventure tourism?</u>  <i>Yes</i></p> <p><u>What motivates you to do these activities?</u>  <i>Adrenaline rush <b>Something different, yeah, stuff you haven't done before</b></i></p> <p><u>Effect of the travel companion?</u>  <i>Probably not (would you do this alone?)  <b>Eh, yeah probably wouldn't</b></i></p>	<p><u>If yes, what kind of activities?</u>  <i><b>Abseiling in South Africa</b> We did something in Australia, can't remember now.  <b>Surfing and tower---- walking</b></i></p>
<p><b>ACTIVITY</b></p> <p><u>Why did you choose this activity?</u>  <i>Never done it before <b>Yeah never done it</b></i></p> <p><u>What are your expectations?</u>  <i>Cold and wet, don't know</i></p> <p><u>Did the activity meet your expectations?</u>  <i>Excellent, very good.</i></p>	<p><u>If yes/no, why?</u>  <i>I didn't know what to expect, so yeah. Not like too scary but scary enough. But enough to make me go and do it again</i></p>

<p><b>DESTINATION –FINLAND</b></p> <p><u>Have you seen any marketing material regarding Finland?</u> <i>No</i></p> <p><u>What is your image of Finland as a travel destination?</u> <i>Cold, snow. Skiing, ice-skating, don't know, I've never looked Fishing? No that's not it</i></p>	
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Questions	Probes
<p><b>BACKGROUND INFORMATION</b></p> <p><u>Respondent #13, #14</u></p> <p><u>Age 31, 32</u></p> <p><u>Gender Female, Male</u></p> <p><u>Nationality Australia, Australia</u></p> <p><u>Have you been to New Zealand before?</u> No</p>	
<p><b>MARKETING</b></p> <p><u>Did you look for information about the destination beforehand?</u> Ah yes</p> <p><u>Did you use social media when planning your trip?</u> <i>Umm, not really</i></p>	<p><u>If yes, what kind of information?</u> <i>Umm hiking information so specifically... mainly about the glacier walks</i></p> <p><u>Which channels were used?</u> <i>Umm, mainly just google... to find website addresses</i></p> <p><u>If yes, which social media resources?</u> -</p> <p><u>Do you consider social media important when planning your trip?</u> -</p>
<p><b>DESTINATION –NEW ZEALAND</b></p> <p><u>What makes New Zealand a desirable destination?</u> <i>The outdoors, particularly the hikes. I mean all the stuff in general. Specifically we came here to do one of the hikes but that only took us probably 4-5 days</i></p> <p><u>In your opinion, what are the downsides to New Zealand as a destination?</u> <i>Not for us, it's different for us. Only 3 hour flight. It's a good thing. The cold is a bit... coming from Queensland so the cold is something to get used to</i></p>	

<p><b>ADVENTURE TOURISM</b></p> <p><u>Have you engaged in adventure tourism?</u> <i>Yes</i></p> <p><u>What motivates you to do these activities?</u> <i>We live and work in the city... Something different</i></p> <p><u>Effect of the travel companion?</u> <i>We'd probably do the same things whether we were together or alone I reckon</i></p>	<p><u>If yes, what kind of activities?</u> <i>Umm, again like mostly hikes</i></p>
<p><b>ACTIVITY</b></p> <p><u>Why did you choose this activity?</u> <i>Value for money probably number one concerning adventure activities. And just something that we were aware of before we came here, so we looked forward to it.</i></p> <p><u>What are your expectations?</u> <i>Eh, Fun, wet, cold</i></p> <p><u>Did the activity meet your expectations?</u> <i>Oh sure, excellent, really good</i></p>	<p><u>If yes/no, why?</u> <i>It was pretty much what I expected. Bloody cold. <b>Didn't disappoint at all</b></i></p>
<p><b>DESTINATION –FINLAND</b></p> <p><u>Have you seen any marketing material regarding Finland?</u> <i>Honestly, no</i></p> <p><u>What is your image of Finland as a travel destination?</u> <i>Finland, umm Skiing, hiking... That'd be it for me, to be honest with you I have no idea.</i></p>	



Questions	Probes
<p><b>BACKGROUND INFORMATION</b></p> <p><u>Respondent #15</u></p> <p><u>Age 27</u></p> <p><u>Gender Male</u></p> <p><u>Nationality UK</u></p> <p><u>Have you been to New Zealand before?</u> <i>No</i></p>	
<p><b>MARKETING</b></p> <p><u>Did you look for information about the destination beforehand?</u> <i>Yep, I spoke to friends, I did some websites</i></p> <p><u>Did you use social media when planning your trip?</u> <i>No not really</i></p>	<p><u>If yes, what kind of information?</u> -</p> <p><u>Which channels were used?</u> <i>TripAdvisor, newzealand.com</i></p> <p><u>If yes, which social media resources?</u> -</p> <p><u>Do you consider social media important when planning your trip?</u> -</p>
<p><b>DESTINATION –NEW ZEALAND</b></p> <p><u>What makes New Zealand a desirable destination?</u> <i>Umm...I think it's got amazing scenery, the landscapes... umm there's lots of adventure sports you can do here and umm...for me personally I've got some friends living here so that's why I came</i></p> <p><u>In your opinion, what are the downsides to New Zealand as a destination?</u> <i>Umm there maybe if the weather's bad there's not so much to do</i></p>	

<p><b>ADVENTURE TOURISM</b></p> <p><u>Have you engaged in adventure tourism?</u> <i>Yes</i></p> <p><u>What motivates you to do these activities?</u> <i>Just the fun, the adrenaline...yep</i></p> <p><u>Effect of the travel companion?</u> -</p>	<p><u>If yes, what kind of activities?</u> <i>Umm...Yeah in terms of white water rafting, umm what else...skiing...that's about it</i></p>
<p><b>ACTIVITY</b></p> <p><u>Why did you choose this activity?</u> <i>I did it before and really enjoyed it and there's like some good rapids they've got here</i></p> <p><u>What are your expectations?</u> <i>Eh...to have some fun. Maybe get a bit wet. Fall in...who knows</i></p> <p><u>Did the activity meet your expectations?</u> <i>It was really good I really enjoyed it</i></p>	<p><u>If yes/no, why?</u> <i>Yep, yep adrenaline, got wet fell in that was good...</i></p>
<p><b>DESTINATION –FINLAND</b></p> <p><u>Have you seen any marketing material regarding Finland?</u> <i>Eh no, I don't think so</i></p> <p><u>What is your image of Finland as a travel destination?</u> <i>mountain stuff so skiing, rock climbing, eh cross- country skiing, saunas</i></p>	

Questions	Probes
<p><b>BACKGROUND INFORMATION</b></p> <p><u>Respondent #16, #17</u></p> <p><u>Age 30, 30</u></p> <p><u>Gender Female, Female</u></p> <p><u>Nationality Singapore, Singapore</u></p> <p><u>Have you been to New Zealand before?</u> No</p>	
<p><b>MARKETING</b></p> <p><u>Did you look for information about the destination beforehand?</u> Yep</p> <p><u>Did you use social media when planning your trip?</u> No</p>	<p><u>If yes, what kind of information?</u> <i>where to travel, activities</i></p> <p><u>Which channels were used?</u> <b>Internet , google search</b></p> <p><u>If yes, which social media resources?</u> -</p> <p><u>Do you consider social media important when planning your trip?</u> -</p>
<p><b>DESTINATION –NEW ZEALAND</b></p> <p><u>What makes New Zealand a desirable destination?</u> <i>Only because of the want we both had that New Zealand's a good place and it's worth exploring.</i></p> <p><u>In your opinion, what are the downsides to New Zealand as a destination?</u> <i>Ah so far no</i></p>	

<p><b>ADVENTURE TOURISM</b></p> <p><u>Have you engaged in adventure tourism?</u> <i>Yes, No</i></p> <p><u>What motivates you to do these activities?</u> <i>I wouldn't consider rafting dangerous...he wanted to try I tried rafting back in Mali so he wanted to try so I thought yeah why not!</i></p> <p><u>Effect of the travel companion?</u> <i>Nicer doing with somebody, <b>the same</b></i></p>	<p><u>If yes, what kind of activities?</u> <i>Umm...rafting is not my first time....volcano climbing, trekking in Mali</i></p>
<p><b>ACTIVITY</b></p> <p><u>Why did you choose this activity?</u> <i>Eh because I saw my friend eh try it and it looked interesting</i></p> <p><u>What are your expectations?</u> -</p> <p><u>Did the activity meet your expectations?</u> -</p>	<p><u>If yes/no, why?</u> -</p>
<p><b>DESTINATION –FINLAND</b></p> <p><u>Have you seen any marketing material regarding Finland?</u> <i>Me from friends on Facebook, <b>no</b></i></p> <p><u>What is your image of Finland as a travel destination?</u> <i>A very, very peaceful, <b>not sure...uh... a nice place</b></i></p>	

Questions	Probes
<p><b>BACKGROUND INFORMATION</b></p> <p><u>Respondent #18, #19</u></p> <p><u>Age 29, 23</u></p> <p><u>Gender Male, Female</u></p> <p><u>Nationality Singapore, Singapore</u></p> <p><u>Have you been to New Zealand before?</u> No</p>	
<p><b>MARKETING</b></p> <p><u>Did you look for information about the destination beforehand?</u> Yep</p> <p><u>Did you use social media when planning your trip?</u> Yes</p>	<p><u>If yes, what kind of information?</u> <i>the weather, yes...activities, recommendations</i></p> <p><u>Which channels were used?</u> -</p> <p><u>If yes, which social media resources?</u> <i>I just used YouTube, I got the same</i></p> <p><u>Do you consider social media important when planning your trip?</u> <i>yeah I think it's important especially selling activities because is more mouth to mouth therefore you ask your friends rather than online, besides in the Facebook you can just see your friends do this activity and you can check them showing it.</i></p>
<p><b>DESTINATION –NEW ZEALAND</b></p> <p><u>What makes New Zealand a desirable destination?</u> <i>I guess the pace of living compared to Singapore or any big city you – in new Zealand you can just take a step back and relax and we wanted to have more scenery journey...nature yeah</i></p> <p><u>In your opinion, what are the downsides to New Zealand as a destination?</u> <i>The weather and the wind, We are not accustomed to it yet</i></p>	

<p><b>ADVENTURE TOURISM</b></p> <p><u>Have you engaged in adventure tourism?</u> <i>Yes</i></p> <p><u>What motivates you to do these activities?</u> <i>You only live once, no?</i></p> <p><u>Effect of the travel companion?</u> <i>(Would you do these activities on your own?) Not really</i></p>	<p><u>If yes, what kind of activities?</u> <i>We tried that (trekking kayaking)but not the challenging kind...just for leisure, yeah</i></p>
<p><b>ACTIVITY</b></p> <p><u>Why did you choose this activity?</u> <i>That was what was recommended on a TripAdvisor, just for the fun of it</i></p> <p><u>What are your expectations?</u> -</p> <p><u>Did the activity meet your expectations?</u> -</p>	<p><u>If yes/no, why?</u> -</p>
<p><b>DESTINATION –FINLAND</b></p> <p><u>Have you seen any marketing material regarding Finland?</u> <i>Finland? Eh not that well.</i></p> <p><u>What is your image of Finland as a travel destination?</u> <i>I don't know</i></p>	

Questions	Probes
<p><b>BACKGROUND INFORMATION</b></p> <p><u>Respondent #20, #21</u></p> <p><u>Age 29, 25</u></p> <p><u>Gender Male, Female</u></p> <p><u>Nationality Singapore, Singapore</u></p> <p><u>Have you been to New Zealand before?</u> <i>No</i></p>	
<p><b>MARKETING</b></p> <p><u>Did you look for information about the destination beforehand?</u> <i>Yeah we did</i></p> <p><u>Did you use social media when planning your trip?</u> <i>Not so much</i></p>	<p><u>If yes, what kind of information?</u> <i>South Island</i></p> <p><u>Which channels were used?</u> <i>We just googled</i></p> <p><u>If yes, which social media resources?</u> -</p> <p><u>Do you consider social media important when planning your trip?</u> -</p>
<p><b>DESTINATION –NEW ZEALAND</b></p> <p><u>What makes New Zealand a desirable destination?</u> <i>We came here about the skydiving. That was the main reason. And accompanied by the rest of others wants.</i></p> <p><u>In your opinion, what are the downsides to New Zealand as a destination?</u> <i>Only arrived yesterday so, so far good</i></p>	

<p><b>ADVENTURE TOURISM</b></p> <p><u>Have you engaged in adventure tourism?</u> <i>Yes</i></p> <p><u>What motivates you to do these activities?</u> <i><b>Just to try it once.</b> I guess it's a ----- thing so I just want to do it once before you say: "Oh I've done it"</i></p> <p><u>Effect of the travel companion?</u> -</p>	<p><u>If yes, what kind of activities?</u> <i>We did bungee ( did it in Switzerland) <b>Not for me</b></i></p>
<p><b>ACTIVITY</b></p> <p><u>Why did you choose this activity?</u> <i>I heard my friends say "oh I want to try rafting."</i></p> <p><u>What are your expectations?</u> <i>Something I've never done before. It should be fun and it should be quite exciting. And I heard that the Shotover river was pretty good, so....</i></p> <p><u>Did the activity meet your expectations?</u> <i>Good, it was a good experience. And we'll go for something more difficult next time</i></p>	<p><u>If yes/no, why?</u> <i>I was expecting something more exciting, like since we're beginners so we're fine with it. Yeah I was expecting something more like a .... Exciting but it was fine.</i></p>
<p><b>DESTINATION –FINLAND</b></p> <p><u>Have you seen any marketing material regarding Finland?</u> <i>No not so much</i></p> <p><u>What is your image of Finland as a travel destination?</u> <i>Cold. It's a bit icy and.... <b>Nothing much</b></i></p>	



Questions	Probes
<p><b>BACKGROUND INFORMATION</b></p> <p><u>Respondent #22, #23</u></p> <p><u>Age 21, 21</u></p> <p><u>Gender Female, Female</u></p> <p><u>Nationality USA, USA</u></p> <p><u>Have you been to New Zealand before?</u> <i>No</i></p>	
<p><b>MARKETING</b></p> <p><u>Did you look for information about the destination beforehand?</u> <i>Yeah, yeah</i></p> <p><u>Did you use social media when planning your trip?</u> <i>Umm. Yeah I guess I looked Facebook photos. Yes</i></p>	<p><u>If yes, what kind of information?</u> -</p> <p><u>Which channels were used?</u> <i>Just some friends, The Internet</i></p> <p><u>If yes, which social media resources?</u> <i>Facebook</i></p> <p><u>Do you consider social media important when planning your trip?</u> <i>Yeah, Yeah 'cause you can look at pictures</i></p>
<p><b>DESTINATION –NEW ZEALAND</b></p> <p><u>What makes New Zealand a desirable destination?</u> <i>We were in Australia so it was relatively close and you know it seems like fun place to be, Yeah, it seems like very tourist, especially Queenstown seems very touristy umm attracts like a lot of young people</i></p> <p><u>In your opinion, what are the downsides to New Zealand as a destination?</u> <i>Uh, I mean it's far the time change from here to United States it's pretty great</i></p>	

<p><b>ADVENTURE TOURISM</b></p> <p><u>Have you engaged in adventure tourism?</u> <i>Uh have you? If I, um yeah, in Australia</i></p> <p><u>What motivates you to do these activities?</u> <i>Adrenaline, I don't know, Umm I don't know just the inner motivation to like do it, I don't know it looks fun and we're like young so why not do it now in our life</i></p> <p><u>Effect of the travel companion?</u> <i>Yeah I would not probably do it alone, Yeah I wouldn't</i></p>	<p><u>If yes, what kind of activities?</u> <i>We did canoeing, umm skydiving, --- the outback... Yeah</i></p>
<p><b>ACTIVITY</b></p> <p><u>Why did you choose this activity?</u> <i>Umm we actually don't know...we are kind a...I thought it sounded fun and I've always wanted to go rafting</i></p> <p><u>What are your expectations?</u> <i>I hope it's going to be fun and not scary, Yeah just like fun, lots of rapids I guess, I don't know I-I from people that have gone rafting they all say its great time so...</i></p> <p><u>Did the activity meet your expectations?</u> <i>Yeah, Yeah it was fun</i></p>	<p><u>If yes/no, why?</u> <i>I thought it exceeded it, Yeah</i></p>
<p><b>DESTINATION –FINLAND</b></p> <p><u>Have you seen any marketing material regarding Finland?</u> <i>No, No</i></p> <p><u>What is your image of Finland as a travel destination?</u> <i>Probably very pretty, and there's mountains I guess? Yeah, that's kinda what I would kinda of think it would be kinda cold, mountains, maybe skiing umm pretty scenery</i></p>	

Questions	Probes
<p><b>BACKGROUND INFORMATION</b></p> <p><u>Respondent #24</u></p> <p><u>Age 38</u></p> <p><u>Gender Female</u></p> <p><u>Nationality Czech Republic</u></p> <p><u>Have you been to New Zealand before?</u> Yes</p>	
<p><b>MARKETING</b></p> <p><u>Did you look for information about the destination beforehand?</u> -</p> <p><u>Did you use social media when planning your trip?</u> Nope</p>	<p><u>If yes, what kind of information?</u> -</p> <p><u>Which channels were used?</u> -</p> <p><u>If yes, which social media resources?</u> -</p> <p><u>Do you consider social media important when planning your trip?</u> -</p>

<p><b>DESTINATION –NEW ZEALAND</b></p> <p><u>What makes New Zealand a desirable destination?</u>  <i>About New Zealand? Umm, it's hard to pin-point there's so many different spots with so many different things. Umm, I've enjoyed Nelson, Abel Tasman, and kayaking –wonderful experience. Love Queenstown! Would love to live now in Queenstown if I would have work and ----  - Christchurch. Christchurch for umm.....  The diversity. You can be on a beach one minute and hour and a half you can be skiing, snowboarding.... North Island, probably not as diverse as South Island but still it's got beautiful, beautiful spots. Bay of Plenty..... There's a number of them. But you want that number one don't you? It's the diversity.</i></p> <p><u>In your opinion, what are the downsides to New Zealand as a destination?</u>  <i>Crisis in Christchurch! Ah, I don't know if you've been recently, but it's a ghost town.</i></p>	
<p><b>ADVENTURE TOURISM</b></p> <p><u>Have you engaged in adventure tourism?</u>  <i>Yes</i></p> <p><u>What motivates you to do these activities?</u>  <i>Oh you've got to live on the edge. What's the life that's not exciting? You've gotta live.</i></p> <p><u>Effect of the travel companion?</u>  -</p>	<p><u>If yes, what kind of activities?</u>  <i>Like organized tours you mean? Hiking, skydiving, umm, water rafting, skiing.... You name it... Swimming with dolphins is a good one.</i></p>

<p><b>ACTIVITY</b></p> <p><u>Why did you choose this activity?</u>  <i>At the hotel that I'm staying I came across the Zipline and a couple of years ago when I was camping here in Queenstown and friends of mine and I walked up the hill and we spotted it, saying one day I got to do it and today's the day. I walked up the hill and I spotted that place. So it was a bit of a coincidence that I came across this adventure.</i></p> <p><u>What are your expectations?</u>  <i>A little bit of an adrenaline rush. A little bit of "WOOOOO!"</i></p> <p><u>Did the activity meet your expectations?</u>  -</p>	<p><u>If yes/no, why?</u>  -</p>
<p><b>DESTINATION –FINLAND</b></p> <p><u>Have you seen any marketing material regarding Finland?</u>  <i>Ah, no. I've got a friend who's Finnish and, you know, she's not even painting a great picture. A lot of the time it's dark.</i></p> <p><u>What is your image of Finland as a travel destination?</u>  <i>Umm, I don't know. I imagine it's probably cities, umm.... I've done a lot of cities around the world. When I go and travel I usually look for something like tramping or similar to the thing I'm doing here. A little bit of an adrenaline rush. I tend to get a little bit bored about architecture and cities and.....</i></p>	

Questions	Probes
<p><b>BACKGROUND INFORMATION</b></p> <p><u>Respondent #25, #26</u></p> <p><u>Age 26, 25</u></p> <p><u>Gender Female, Male</u></p> <p><u>Nationality USA, USA</u></p> <p><u>Have you been to New Zealand before?</u> <i>No</i></p>	
<p><b>MARKETING</b></p> <p><u>Did you look for information about the destination beforehand?</u> <i>Yeah, the internet</i></p> <p><u>Did you use social media when planning your trip?</u> <i>No...We did YouTube this</i></p>	<p><u>If yes, what kind of information?</u> <i>Umm, just the sort of information on...umm...local things to do, restaurants, eh...we rented a camper van so just whatever information eh the company gave us. (And you sort handed out the information search to him?) Yes!</i></p> <p><u>Which channels were used?</u> -</p> <p><u>If yes, which social media resources?</u> <i>YouTube</i></p> <p><u>Do you consider social media important when planning your trip?</u> <i>Yeah, I think so</i></p>
<p><b>DESTINATION –NEW ZEALAND</b></p> <p><u>What makes New Zealand a desirable destination?</u> <i>People and the environment, and views</i></p> <p><u>In your opinion, what are the downsides to New Zealand as a destination?</u> <i>It's really far away, but no other than that no, no, I haven't had any complaint.</i></p>	

<p><b>ADVENTURE TOURISM</b></p> <p><u>Have you engaged in adventure tourism?</u> <i>I have yeah.</i></p> <p><u>What motivates you to do these activities?</u> <i>Umm I don't know I just...I only live once why not enjoy it? If you get to do something like this you see things from different angle. Yeah why not...The adrenaline rush.</i></p> <p><u>Effect of the travel companion?</u> <i>I would do this alone, if I'd be by myself here, I probably wouldn't</i></p>	<p><u>If yes, what kind of activities?</u> <i>Just ah... backpacking, hiking, in South-America, In Europe</i></p>
<p><b>ACTIVITY</b></p> <p><u>Why did you choose this activity?</u> <i>She saw it on Ellen- the TV-show and we started looking into it and it just looked like a good time. And I've always wanted to go Ziplining so I figured why not! We're here!</i></p> <p><u>What are your expectations?</u> <i>Ah just have a really good time, have fun, have good views, go fast on the Zipline.</i></p> <p><u>Did the activity meet your expectations?</u> -</p>	<p><u>If yes/no, why?</u> -</p>
<p><b>DESTINATION –FINLAND</b></p> <p><u>Have you seen any marketing material regarding Finland?</u> <i>Eh...no...no I haven't, no, not at all, no</i></p> <p><u>What is your image of Finland as a travel destination?</u> <i>Uh...I sort of...I know some people that are like Finnish in their like heritage or whatever so I have this sort of idea kind of like Sweden and Norway. I spent some time in Sweden but it's probably nothing like it...? (What kind of activities would you like to do there?) <b>Backpacking, hiking, yeah, That's what I'd like to do, I have no idea.</b></i></p>	

Questions	Probes
<p><b>BACKGROUND INFORMATION</b></p> <p><u>Respondent #,27 #28</u></p> <p><u>Age 42, 48</u></p> <p><u>Gender Male, Female</u></p> <p><u>Nationality Australia, Australia</u></p> <p><u>Have you been to New Zealand before? No</u></p>	
<p><b>MARKETING</b></p> <p><u>Did you look for information about the destination beforehand?</u> <i>Did we look it up? Yeah, in the internet</i></p> <p><u>Did you use social media when planning your trip?</u> <i>No, no</i></p>	<p><u>If yes, what kind of information?</u> <i>Just touristic... <b>tourism information, what to do, activities</b> ...activities</i></p> <p><u>Which channels were used?</u> <i>Heaps of places (in the Internet?) Yeah and Travel Times, things like that</i></p> <p><u>If yes, which social media resources?</u> -</p> <p><u>Do you consider social media important when planning your trip?</u> -</p>
<p><b>DESTINATION –NEW ZEALAND</b></p> <p><u>What makes New Zealand a desirable destination?</u> <i>Umm...the...well...<b>the beauty...the beauty...the environment, yes, and their green attitude you know? The eco...and it's a safe country...yeah...</b></i></p> <p><u>In your opinion, what are the downsides to New Zealand as a destination?</u> <i>Umm...I don't know...haven't come across any..., so far so good...COLD!</i></p>	



<p><b>ADVENTURE TOURISM</b></p> <p><u>Have you engaged in adventure tourism?</u> <i>Not since I was sixteen...<b>No not really</b></i></p> <p><u>What motivates you to do these activities?</u> <i><b>Just the fact that we are going to a beautiful forest, and I'm not getting any younger and it's getting harder as we grow older!</b></i></p> <p><u>Effect of the travel companion?</u> -</p>	<p><u>If yes, what kind of activities?</u> -</p>
<p><b>ACTIVITY</b></p> <p><u>Why did you choose this activity?</u> <i>Well we looked this up from the Internet, <b>No we didn't</b> I'm pretty sure we did... <b>After we got the brochure...</b></i></p> <p><u>What are your expectations?</u> <i><b>Ahh to be quite exhilarating, It should be fun shouldn't it!</b></i></p> <p><u>Did the activity meet your expectations?</u> -</p>	<p><u>If yes/no, why?</u> -</p>
<p><b>DESTINATION –FINLAND</b></p> <p><u>Have you seen any marketing material regarding Finland?</u> <i><b>No, No</b></i></p> <p><u>What is your image of Finland as a travel destination?</u> <i><b>Snow, Yeah, cold</b></i></p>	

Questions	Probes
<p><b>BACKGROUND INFORMATION</b></p> <p><u>Respondent #,29 #30</u></p> <p><u>Age 33, 33</u></p> <p><u>Gender Male, Female</u></p> <p><u>Nationality Australia, Australia</u></p> <p><u>Have you been to New Zealand before?</u> <i>Yes, No</i></p>	
<p><b>MARKETING</b></p> <p><u>Did you look for information about the destination beforehand?</u> <i>Oh yes, I did</i></p> <p><u>Did you use social media when planning your trip?</u> <i>Yes</i></p>	<p><u>If yes, what kind of information?</u> -</p> <p><u>Which channels were used?</u> <i>Internet, TripAdvisor... Umm I think pretty much just through TripAdvisor. Heaps of information</i></p> <p><u>If yes, which social media resources?</u> <i>Facebook</i></p> <p><u>Do you consider social media important when planning your trip?</u> <i>I don't know. Not really. If they got a good website they don't need that.</i></p>
<p><b>DESTINATION –NEW ZEALAND</b></p> <p><u>What makes New Zealand a desirable destination?</u> <i>Scenery. Yeah</i></p> <p><u>In your opinion, what are the downsides to New Zealand as a destination?</u> <i>No. No, though it's been very wet...</i></p>	

<p><b>ADVENTURE TOURISM</b></p> <p><u>Have you engaged in adventure tourism?</u> <i>Adventure tourism... Umm... I'm gonna say yes. <b>Yes</b></i></p> <p><u>What motivates you to do these activities?</u> <i>It's a different experience.</i></p> <p><u>Effect of the travel companion?</u> -</p>	<p><u>If yes, what kind of activities?</u> <b>Hiking, yes.</b> <i>My family is from here, I grew up in Abel Tasman</i></p>
<p><b>ACTIVITY</b></p> <p><u>Why did you choose this activity?</u> <b>Because we are going to Taupo tomorrow</b></p> <p><u>What are your expectations?</u> <i>Just enjoying myself.</i></p> <p><u>Did the activity meet your expectations?</u> -</p>	<p><u>If yes/no, why?</u> -</p>
<p><b>DESTINATION –FINLAND</b></p> <p><u>Have you seen any marketing material regarding Finland?</u> <i>Finland? Never ever! Who wants to go there? I think it sounds great but I've never seen anything saying "come to Finland". Don't they have the best city for living in there? The number one city?</i> <b>Yes.</b></p> <p><u>What is your image of Finland as a travel destination?</u> <i>Very cold. Cold.... <b>Scenery!</b></i></p>	

Questions	Probes
<p><b>BACKGROUND INFORMATION</b></p> <p><u>Respondent #31</u></p> <p><u>Age 26</u></p> <p><u>Gender Female</u></p> <p><u>Nationality South Africa</u></p> <p><u>Have you been to New Zealand before?</u> Yes</p>	
<p><b>MARKETING</b></p> <p><u>Did you look for information about the destination beforehand?</u> -</p> <p><u>Did you use social media when planning your trip?</u> <i>No, I don't think I did</i></p>	<p><u>If yes, what kind of information?</u> -</p> <p><u>Which channels were used?</u> -</p> <p><u>If yes, which social media resources?</u> -</p> <p><u>Do you consider social media important when planning your trip?</u> <i>No, most of the stuff I got was from word of mouth</i></p>
<p><b>DESTINATION –NEW ZEALAND</b></p> <p><u>What makes New Zealand a desirable destination?</u> <i>Hmm. It's a very --- country. It's quite free, you can go anywhere very easily. I think like on one hand you can go skiing and next door you can go hiking. Anything you wanna do, it's very adventurous and pretty I guess</i></p> <p><u>In your opinion, what are the downsides to New Zealand as a destination?</u> <i>Mm, I don't know, I haven't thought about it to be honest</i></p>	

<p><b>ADVENTURE TOURISM</b></p> <p><u>Have you engaged in adventure tourism?</u> <i>I have yes</i></p> <p><u>What motivates you to do these activities?</u> <i>I don't know, It's the thrill of it I guess. It's something different to your everyday living.</i></p> <p><u>Effect of the travel companion?</u> Companions are a must for me.</p>	<p><u>If yes, what kind of activities?</u> <i>I've done a whole bunch. Bungy jumping in Taupo and I did some like quadbiking around and I've gone skiing down south.</i></p>
<p><b>ACTIVITY</b></p> <p><u>Why did you choose this activity?</u> <i>The person that I am with has done this and recommended it and I have always wanted to, I just never had the time until now.</i></p> <p><u>What are your expectations?</u> <i>Hmmm, I don't know... Have a lot of fun? Have some thrills.</i></p> <p><u>Did the activity meet your expectations?</u> -</p>	<p><u>If yes/no, why?</u> -</p>
<p><b>DESTINATION –FINLAND</b></p> <p><u>Have you seen any marketing material regarding Finland?</u> <i>Not really, I don't think... not that it comes to mind.</i></p> <p><u>What is your image of Finland as a travel destination?</u> <i>I've actually heard very good things about it. (RAMBLING) I don't actually know to be honest.</i></p>	

Questions	Probes
<p><b>BACKGROUND INFORMATION</b></p> <p><u>Respondent #32</u></p> <p><u>Age 32</u></p> <p><u>Gender Male</u></p> <p><u>Nationality USA</u></p> <p><u>Have you been to New Zealand before?</u> Yes</p>	
<p><b>MARKETING</b></p> <p><u>Did you look for information about the destination beforehand?</u> <i>Not too much...I just kinda came because of the job</i></p> <p><u>Did you use social media when planning your trip?</u> <i>Umm no not really</i></p>	<p><u>If yes, what kind of information?</u> -</p> <p><u>Which channels were used?</u> -</p> <p><u>If yes, which social media resources?</u> -</p> <p><u>Do you consider social media important when planning your trip?</u> -</p>
<p><b>DESTINATION –NEW ZEALAND</b></p> <p><u>What makes New Zealand a desirable destination?</u> <i>Eh...just the sites and the people...It's just something really different from the rest of the world.</i></p> <p><u>In your opinion, what are the downsides to New Zealand as a destination?</u> <i>Everything closes at 6.</i></p>	

<p><b>ADVENTURE TOURISM</b></p> <p><u>Have you engaged in adventure tourism?</u> <i>Yes</i></p> <p><u>What motivates you to do these activities?</u> <i>It's just nice to do this kind of thing, its very fun.</i></p> <p><u>Effect of the travel companion?</u> <i>It's always more fun to do with a friend but alone is not a problem at all.</i></p>	<p><u>If yes, what kind of activities?</u> <i>Eh...like the Waitomo caves, I've actually done this before</i></p>
<p><b>ACTIVITY</b></p> <p><u>Why did you choose this activity?</u> <i>Ah...it was really great last time so I wanted to bring her, my girlfriend.</i></p> <p><u>What are your expectations?</u> <i>Ah more amazingness, this guy here, the tour guide, he has really funny jokes!</i></p> <p><u>Did the activity meet your expectations?</u> <i>Loved it! Absolutely</i></p>	<p><u>If yes/no, why?</u> <i>I would come again even!</i></p>
<p><b>DESTINATION –FINLAND</b></p> <p><u>Have you seen any marketing material regarding Finland?</u> <i>Ah... not so much...</i></p> <p><u>What is your image of Finland as a travel destination?</u> <i>Umm it's supposed to be very beautiful, cold, cold climate.</i></p>	

Questions	Probes
<p><b>BACKGROUND INFORMATION</b></p> <p><u>Respondent #,33 #34</u></p> <p><u>Age 62, 12</u></p> <p><u>Gender Female, Female</u></p> <p><u>Nationality Australia, Australia</u></p> <p><u>Have you been to New Zealand before?</u> No</p>	
<p><b>MARKETING</b></p> <p><u>Did you look for information about the destination beforehand?</u> Yes</p> <p><u>Did you use social media when planning your trip?</u> <i>I kinda used Snapchat in a way, but only a little bit</i></p>	<p><u>If yes, what kind of information?</u> -</p> <p><u>Which channels were used?</u> <i>I used Wikipedia I used umm.... generally typed in things to do in New Zealand, what to do in New Zealand and then trolled (??) through... Where we were going and, umm... What was good to do there. We knew we were coming to Rotorua for the Hobbiton and for being in the hot mud.</i></p> <p><u>If yes, which social media resources?</u> -</p> <p><u>Do you consider social media important when planning your trip?</u> <i>I think it's necessary. It's best to have a website Yeah and then to have links to that website in a lot of general travel sites. I probably use more of the social media than actual research and Wikipedia</i></p>



**DESTINATION –NEW ZEALAND**

What makes New Zealand a desirable destination?

*Animals, because it's interesting not seeing kangaroos everywhere.*

In your opinion, what are the downsides to New Zealand as a destination?

*Well, we had a little worry last night, not knowing the streets and stuff. Yeah, umm, the downsides to me was to me that the culture is too similar so it's not as exciting as going to somewhere really different. The landscape and the natural features are really beautiful. And the people seem more genuine than in Australia.*

## ADVENTURE TOURISM

Have you engaged in adventure tourism?

*Well, I've hiked mount --- in Canberra, but.... mostly not. I did a two day camp in the --- river. And I'm in the scouts. That's basically all. Yes*

What motivates you to do these activities?

*Well I guess it's a thing to see, what it would be like without any civilization or buildings and having to survive in the outback Mm, and also it's... It builds up your own courage, to do scary things.*

*You know, the more prepared you are to do scary things like jumping on to slip ropes and ziptracks... It's actually good for your sense of self-esteem and confidence in the world because you think that I just looked at something really scary and just done it. And so it's very good for your sort of personal strength.*

Effect of the travel companion?

*No, because it's very good that for start it's all set up. I didn't know how to do some of those things, so you have somebody to take you along and... The bridges and the slip-ropes are already there, and they show you what to do and make sure that you make it to the other end. So when you come to a place you need somebody who can take you straight to an exciting adventure because otherwise it takes too long to arrange it yourself, and you'd have to carry all your own equipment.*

If yes, what kind of activities?

*Yeah I've done a lot of walking and scuba diving and learning to fly... Umm... Mountain expeditions in the Himalayans. And I thought that because Eleanor loves the scouts and is quite adventurous, outdoors sort of girl, and I saw this and I thought absolutely what Eleanor would love. And I spoke to Eleanor's mother who's a family friend... And Eleanor's mom said "Oh no she hates that she's frightened of heights, she doesn't wanna do anything adventurous..." And then we found out it was her mother that was frightened about doing anything adventurous.*

<b>ACTIVITY</b>	
<p><u>Why did you choose this activity?</u>  <i>It looked like the most exciting, in terms of physical challenge... And also to go to a virgin rainforest with beautiful views....</i></p>	
<p><u>What are your expectations?</u>            -</p>	
<p><u>Did the activity meet your expectations?</u>  <i>Yes</i></p>	<p><u>If yes/no, why?</u>  <i>I was expecting lots of animals around, but there wasn't many but when we were coming back to one of the higher Ziplines we did see a couple of birds. Yes it was very beautiful I mean I expected it to be beautiful rainforest and it was great to be up high in the canopy as well as on the ground because you see the rainforest from all different angles.</i></p>

**DESTINATION –FINLAND**

Have you seen any marketing material regarding Finland?

*No, never No*

What is your image of Finland as a travel destination?

*The Finns that I've met have been... had wonderful, low-key sense of humor, like dead-pan sense of humor, which is what Australians love. I've always found them to be really cool people. And I would like to get there sometime. I've only been to Sweden and Norway. **Actually my best friend is Finnish, she goes there every 3 or 4 years, and she says it's a great place to go and since I haven't been overseas besides this place... So I kinda wanna go but I'm not sure about it because I'm not sure if it's gonna be snowy or something... I don't know the climate, because my friend doesn't talk about it at all. She just says: "Yeah I'm Finnish, I see polar bears every day", and I'm like: "No, you don't". I would probably wanna stay in the snow and like skiing or something.***

*Would you like to go to the North and see where the sun doesn't set in the summer? **Yeah, that would be really funny** I think probably I wouldn't go there in the winter, cause it's dark all year round. I think it would be nice to see some of the old, the oldest villages and towns and see how people used to live before technology. And the seaside would be great **And the animals** Yes, they have lot more animals there. And also I think it would be a nice destination because Finns seem to be so cool **and relaxed***

Questions	Probes
<p><b>BACKGROUND INFORMATION</b></p> <p><u>Respondent #35</u></p> <p><u>Age 40</u></p> <p><u>Gender Male</u></p> <p><u>Nationality Korea</u></p> <p><u>Have you been to New Zealand before?</u> <i>No</i></p>	
<p><b>MARKETING</b></p> <p><u>Did you look for information about the destination beforehand?</u> <i>Just Internet</i></p> <p><u>Did you use social media when planning your trip?</u> <i>Umm Kakaoto this is Korean channel</i></p>	<p><u>If yes, what kind of information?</u> -</p> <p><u>Which channels were used?</u> -</p> <p><u>If yes, which social media resources?</u> -</p> <p><u>Do you consider social media important when planning your trip?</u> -</p>
<p><b>DESTINATION –NEW ZEALAND</b></p> <p><u>What makes New Zealand a desirable destination?</u> <i>Nature</i></p> <p><u>In your opinion, what are the downsides to New Zealand as a destination?</u> <i>Weather... always raining.</i></p>	

<p><b>ADVENTURE TOURISM</b></p> <p><u>Have you engaged in adventure tourism?</u> <i>Yes</i></p> <p><u>What motivates you to do these activities?</u> <i>When I see a brochure I think it's for fun</i></p> <p><u>Effect of the travel companion?</u> <i>(Are you doing this activities alone?) Yes (so you don't need any kind of companions to do it with?) Yes.</i></p>	<p><u>If yes, what kind of activities?</u> <i>When I went to Queenstown, I went to Milford sound and Shotover jet</i></p>
<p><b>ACTIVITY</b></p> <p><u>Why did you choose this activity?</u> <i>I want to ziptrek</i></p> <p><u>What are your expectations?</u> -</p> <p><u>Did the activity meet your expectations?</u> <i>Yes</i></p>	<p><u>If yes/no, why?</u> -</p>
<p><b>DESTINATION –FINLAND</b></p> <p><u>Have you seen any marketing material regarding Finland?</u> <i>I have been in Finland</i></p> <p><u>What is your image of Finland as a travel destination?</u> <i>Santa Claus town</i></p>	

Questions	Probes
<p><b>BACKGROUND INFORMATION</b></p> <p><u>Respondent #,36 #37</u></p> <p><u>Age 58, 51</u></p> <p><u>Gender Male, Female</u></p> <p><u>Nationality USA, Australia</u></p> <p><u>Have you been to New Zealand before?</u>  <i>No, Yes (many, many times, probably a hundred or so)</i></p>	
<p><b>MARKETING</b></p> <p><u>Did you look for information about the destination beforehand?</u>  <i>I didn't, I was relying on my friend here.</i></p> <p><u>Did you use social media when planning your trip?</u>  <i>Nope No</i></p>	<p><u>If yes, what kind of information?</u>  -</p> <p><u>Which channels were used?</u>  -</p> <p><u>If yes, which social media resources?</u>  -</p> <p><u>Do you consider social media important when planning your trip?</u>  -</p>
<p><b>DESTINATION –NEW ZEALAND</b></p> <p><u>What makes New Zealand a desirable destination?</u>  <i>Just the natural nature. For me too</i></p> <p><u>In your opinion, what are the downsides to New Zealand as a destination?</u>  <i>Well, maybe the smell here....</i></p>	

<p><b>ADVENTURE TOURISM</b></p> <p><u>Have you engaged in adventure tourism?</u> <i>Yes Oh yeah</i></p> <p><u>What motivates you to do these activities?</u> <i>Having fun. <b>Fun, adrenalin</b></i></p> <p><u>Effect of the travel companion?</u> -</p>	<p><u>If yes, what kind of activities?</u> <i><b>Hiking, boarding, water rafting...</b> yep I agree</i></p>
<p><b>ACTIVITY</b></p> <p><u>Why did you choose this activity?</u> <i>I've done it several times around the world, and she's not had the experience, so...</i></p> <p><u>What are your expectations?</u> <i>Have some fun, be in the forest, see the natural beauty</i></p> <p><u>Did the activity meet your expectations?</u> <i><b>We loved it! Fantastic! Everything we expected plus more</b></i></p>	<p><u>If yes/no, why?</u> -</p>
<p><b>DESTINATION –FINLAND</b></p> <p><u>Have you seen any marketing material regarding Finland?</u> <i>No No</i></p> <p><u>What is your image of Finland as a travel destination?</u> <i><b>It might be much colder, snow, ice, trees, father Christmas....</b>Boy I don't know, I have no idea...</i></p>	



Questions	Probes
<p><b>BACKGROUND INFORMATION</b></p> <p><u>Respondent #38</u></p> <p><u>Age 22</u></p> <p><u>Gender Female</u></p> <p><u>Nationality New Zealand</u></p> <p><u>Have you been to New Zealand before?</u> <i>Yes</i></p>	
<p><b>MARKETING</b></p> <p><u>Did you look for information about the destination beforehand?</u> <i>Yep</i></p> <p><u>Did you use social media when planning your trip?</u> <i>No</i></p>	<p><u>If yes, what kind of information?</u> <i>Things to do like activities and stuff</i></p> <p><u>Which channels were used?</u> <i>Yeah I used the Internet and the TripAdvisor</i></p> <p><u>If yes, which social media resources?</u> -</p> <p><u>Do you consider social media important when planning your trip?</u> -</p>
<p><b>DESTINATION –NEW ZEALAND</b></p> <p><u>What makes New Zealand a desirable destination?</u> <i>I think there's lots of things to do in such compact area</i></p> <p><u>In your opinion, what are the downsides to New Zealand as a destination?</u> <i>The time it takes to get here</i></p>	

<p><b>ADVENTURE TOURISM</b></p> <p><u>Have you engaged in adventure tourism?</u> <i>Not really...</i></p> <p><u>What motivates you to do these activities?</u> <i>Umm... it's always good to explore different areas and it's more fun than sitting somewhere not doing anything.</i></p> <p><u>Effect of the travel companion?</u> <i>I'd probably prefer to do it as a group like to share the experience...</i></p>	<p><u>If yes, what kind of activities?</u> <i>I've been on a skiing holiday, does that count? Rock climbing</i></p>
<p><b>ACTIVITY</b></p> <p><u>Why did you choose this activity?</u> <i>Cause it looked fun</i></p> <p><u>What are your expectations?</u> <i>Umm...I guess I'd like to be up quite high and like to have that little bit of adrenaline maybe but like to see the forest and that'd be quite nice</i></p> <p><u>Did the activity meet your expectations?</u> -</p>	<p><u>If yes/no, why?</u> -</p>
<p><b>DESTINATION –FINLAND</b></p> <p><u>Have you seen any marketing material regarding Finland?</u> <i>No</i></p> <p><u>What is your image of Finland as a travel destination?</u> <i>Scandinavian the kind of area but not really...</i></p>	

Questions	Probes
<p><b>BACKGROUND INFORMATION</b></p> <p><u>Respondent #,39 #40</u></p> <p><u>Age 15, 47</u></p> <p><u>Gender Female, Female</u></p> <p><u>Nationality USA, USA</u></p> <p><u>Have you been to New Zealand before?</u> <i>Yes</i></p>	
<p><b>MARKETING</b></p> <p><u>Did you look for information about the destination beforehand?</u> <i>Yes</i></p> <p><u>Did you use social media when planning your trip?</u> <i>No</i></p>	<p><u>If yes, what kind of information?</u> <i>Umm TripAdvisor? Yeah Google</i></p> <p><u>Which channels were used?</u> -</p> <p><u>If yes, which social media resources?</u> -</p> <p><u>Do you consider social media important when planning your trip?</u> -</p>
<p><b>DESTINATION –NEW ZEALAND</b></p> <p><u>What makes New Zealand a desirable destination?</u> <i>The beauty, the landscapes, like the landscape, yeah</i></p> <p><u>In your opinion, what are the downsides to New Zealand as a destination?</u> <i>Umm no...</i></p>	

<p><b>ADVENTURE TOURISM</b></p> <p><u>Have you engaged in adventure tourism?</u> <i>Yes, yes</i></p> <p><u>What motivates you to do these activities?</u> <i>The thrill, yeah and I like seeing the world 'cause we go all different places to do this</i></p> <p><u>Effect of the travel companion?</u> <i>Together (together is better?) yeah</i></p>	<p><u>If yes, what kind of activities?</u> <i>Black water rafting, white water rafting, skydiving, I don't even remember! Oh yeah snorkeling with the whale sharks...eh...yeah...</i></p>
<p><b>ACTIVITY</b></p> <p><u>Why did you choose this activity?</u> <i>Oh they've always wanted to go Ziplining... (indicating to her children with her hand)</i></p> <p><u>What are your expectations?</u> <i>Umm...just seeing beautiful landscapes, being up high, yeah being up high, I like being up high</i></p> <p><u>Did the activity meet your expectations?</u> <i>Yes, yes</i></p>	<p><u>If yes/no, why?</u> <i>Yeah that was awesome! Oh that was awesome.</i></p>
<p><b>DESTINATION –FINLAND</b></p> <p><u>Have you seen any marketing material regarding Finland?</u> <i>I have, um... just of public assests just you know you see travelers that have gone married</i></p> <p><u>What is your image of Finland as a travel destination?</u> <i>Umm...when I think of Finland I guess I think like seaside um little cold um, (what about you?) *shaking her head* Don't they do the dog sledging....and they did cross country skiing.</i></p>	

Questions	Probes
<p><b>BACKGROUND INFORMATION</b></p> <p><u>Respondent #41</u></p> <p><u>Age 13</u></p> <p><u>Gender Female</u></p> <p><u>Nationality New Zealand</u></p> <p><u>Have you been to New Zealand before?</u> Yes</p>	
<p><b>MARKETING</b></p> <p><u>Did you look for information about the destination beforehand?</u> No</p> <p><u>Did you use social media when planning your trip?</u> No</p>	<p><u>If yes, what kind of information?</u> -</p> <p><u>Which channels were used?</u> -</p> <p><u>If yes, which social media resources?</u> -</p> <p><u>Do you consider social media important when planning your trip?</u> -</p>
<p><b>DESTINATION –NEW ZEALAND</b></p> <p><u>What makes New Zealand a desirable destination?</u> <i>Umm, I think it's probably a lot of scenery and like, you know... It's not as --- as other countries so it's got more space</i></p> <p><u>In your opinion, what are the downsides to New Zealand as a destination?</u> <i>Umm... possums?</i></p>	

<p><b>ADVENTURE TOURISM</b></p> <p><u>Have you engaged in adventure tourism?</u> <i>I went to the skyline if that counts, and I have been hiking before</i></p> <p><u>What motivates you to do these activities?</u> <i>Umm, exhilaration?</i></p> <p><u>Effect of the travel companion?</u> -</p>	<p><u>If yes, what kind of activities?</u> -</p>
<p><b>ACTIVITY</b></p> <p><u>Why did you choose this activity?</u> <i>I didn't, it was a surprise</i></p> <p><u>What are your expectations?</u> <i>Umm, fun?</i></p> <p><u>Did the activity meet your expectations?</u> -</p>	<p><u>If yes/no, why?</u> -</p>
<p><b>DESTINATION –FINLAND</b></p> <p><u>Have you seen any marketing material regarding Finland?</u> <i>No</i></p> <p><u>What is your image of Finland as a travel destination?</u> <i>I actually don't know anything about Finland, about the country.</i></p>	

## Appendix 2. The research waiver



No. \_\_\_\_\_

**THESIS RESEARCH WAIVER**

I \_\_\_\_\_

hereby declare that all the information I provide for this research, is accurate and reflects my personal views. The information provided will not be forwarded to a third party for any use outside this thesis research.

\_\_\_\_\_

Date

\_\_\_\_\_

Signature

## Appendix 3. The interview guide

Questions	Probes
<p><b>BACKGROUND INFORMATION</b></p> <p>Respondent</p> <p>Age</p> <p>Gender</p> <p>Nationality</p> <p>Have you been to New Zealand before?</p>	
<p><b>MARKETING</b></p> <p>Did you look for information about the destination beforehand?</p> <p>Did you use social media when planning your trip?</p>	<p>If yes, what kind of information?</p> <p>Which channels were used?</p> <p>If yes, which social media resources?</p> <p>Do you consider social media important when planning your trip?</p>
<p><b>DESTINATION – NEW ZEALAND</b></p> <p>What makes New Zealand a desirable destination?</p> <p>In your opinion, what are the downsides to New Zealand as a destination?</p>	
<p><b>ADVENTURE TOURISM</b></p> <p>Have you engaged in adventure tourism?</p> <p>What motivates you to do these activities?</p> <p>Effect of the travel companion?</p>	<p>If yes, what kind of activities?</p>
<p><b>ACTIVITY</b></p> <p>Why did you choose this activity?</p> <p>What are your expectations?</p> <p>Did the activity meet your expectations?</p>	<p>If yes/no, why?</p>
<p><b>DESTINATION – FINLAND</b></p> <p>Have you seen any marketing material regarding Finland?</p> <p>What is your image of Finland as a travel destination?</p>	