

The Visual Images Supporting the Tourism Strategy

Case: Tallinn official web page

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The Visual Images Supporting the Tourism Strategy Case Study: Tallinn Official Web Page

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Abstract

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This Bachelor's thesis is written to meet the requirement for Bachelor's study in Tourism offered by Laurea UAS, to find out whether the visual images, appearing in the first page of Tallinn city's official website actually reflects Tallinn city's strategic goal. In this study, it contain online survey tool Google forms. the result is based on the 5-point scale opinion expressed by 49 respondents whether the pictures are representative of Tallinn city's image.

The theoretical part of the thesis consists of visual marketing, destination images and its marketing as well as focuses on the Tallinn tourism board official web page where it consist a research about implying the visual marketing method to develop the Tourism marketing in Tallinn city. The thesis also gives prospects about the destination image and its way of marketing. It can help to form the way to develop the tourism marketing by set the images of the destination to make the mind of individuals to choose the certain destination.

This thesis contains a quantitative method survey, where a group of people were asked to fill the survey related to the Tallinn tourism web pages. The main idea of the survey is to find if visual images are matched with the strategy of Tallinn. The result was effective as expect, it shows the images were not equally justified with their strategy of Tallinn. The survey contain 7 pictures from the official web page of Tallinn and according to the respondents, only 1 picture can relate to the strategy of Tallinn.

Keywords: Visual marketing, destination image, Tallinn, tourism strategy

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1. Introduction

Visual tourism marketing defines the way of showing one city and its people, which offer valuable perception into the structural aspects, and it helps to integrate its formation at various geographical scales. (Jokela 2014). It is quite normal these days to find one leaflet, which can attract the view of the people because of the selective pictures they put in their leaflet, but does that really mean they can get exactly what they imagine? Our thesis is based on the conclusion that the images used in the leaflet of Tallinn supports the strategy of Tallinn tourism. In today's world market there are different fundamentals for tourism marketing and it is obvious there are competitions in the market. Thus it is always necessary to have a strategic market plan. It is quite obvious that while making commercial advertisements for tourism purpose, one needs to take into account the extent to which the advertisement can grab the attention of the target market. (Jokela 2014.)

More precisely, the advertisement needs to be attractive and eye catching. For instance, the advertisements on TV or a leaflet must grab the attention of the intended audience. Visual images with high quality attract people and set certain expectations about the country and bring them there. However, what happens when people visit the country and what they see does not reflect the visual image they saw on the advertisement? These days, it is quite common for the tourists to be unsatisfied with their visit to a certain country due to the expectations they have as set by the commercials. In other words, people's expectation of the country does not match with their imagination that is highly influenced by the advertisement. (Jokela 2014.)

While advertising, it is crucial to understand what you are trying to sell in the tourism industry. For instance, if you are trying to attract more tourists based on the history of the country then the focus should be on the historical places. The key point here is to understand your target audience and cater to them what they are looking for. (Jokela 2014.)

This thesis tries to explain about the circle of survey with respondents who participate in a survey about the visual images and their marketing point of view. The survey tries to analyze if photographic images are matched with their key theme to promote Tallinn tourism industry. Tourists are looking for ways to escape from work and their ordinary lives. The main motivation for travel is to seek different experiences. However, it is not just about getting different experiences rather it is a life time experience where people get a chance to explore various part of the world with rich culture and where meanings and values of lives are different. The main objective of this thesis is to investigate if images used by Tallinn tourism board in the official web page supports their tourism strategy for 2015.

1.1. Background Research

Over the years, tourism has grown drastically and is considered to be one of the fastest growing economic sectors in the world. Tallinn is considered to be one of the famous destinations to visit in Estonia. It attracts tourists with its rich culture, history and lifestyles. The topic of this thesis is “The Visual image and the tourism strategy of Tallinn” and it tries to identify the balance between the visual images used in the brochure of Tallinn and the tourism strategy. Furthermore, it examines the visual images used to represent Tallinn as a travel destination and whether or not the images used support the tourism strategy for 2015.

For this study, quantitative research methodology was adopted, where group of people were provided with questionnaire form. There were 49 people who participated in this research and the group was asked to provide their opinions about the visual images seen in the official website of Tallinn.

The group was asked to provide their opinions about the visual images seen in the official web page of Tallinn. The agenda behind this questionnaire was to identify how the audience felt and what they thought about the pictures used as a means of visual marketing to attract the new tourists. This in turn helped in concluding whether or not the visual images used in the brochure supported the tourism strategy of Tallinn. Webpage can greatly influence the view of people regarding a certain destination due to the selective visual images that are used in the official webpage of that respective country.

Besides Semi structured questionnaire, I researched online regarding the influence of brochure in tourism industry and one of the research papers was by Jenkins. In this research, the writer investigates the backpacker tourists visiting Australia. Here, brochure was used as a primary tool to investigate the influence of these visual images in attracting the backpacker tourists and promoting Australia. In other words, the images used to promote the tourists were investigated through a brochure study. Furthermore, the photographic preferences and behaviors of backpackers actually travelling around Australia were examined. This research helped me in my thesis as well where I have used the same kind of procedure but in a closed environment.

1.2. Research question

This thesis is based on the research, which evaluates the Tallinn’s city tourism strategy, and the visual images used by the Tallinn’s city tourism board in their official webpage. Our main goal is to understand the balance between those images and the strategy of Tallinn’s tourism board. Our research process, structure questionnaire was administered using the Internet based wise CMS questionnaire tool. The respondent’s answers were collected in both structured and unstructured format. In most cases,

respondents were provided with various options where they could select one option at a time. Also, there were four open-ended questions with a text based response format.

2. Visual Marketing

Visual marketing is a commercial strategy where design elements, graphics and branding are used for visual aids to communicate brand's particular story. It will facilitate in making the brand's marketing strategy more authoritative and memorable to the customers. Visual marketing always attracts busy people who wouldn't take the time to read amount of data. It can be an excellent opportunity to use your company's tag with visual content where it can gain wider range of audience through social media. These days we can conclude that people prefer high quality info graphics to read than text-only blog posts. It is said that human beings get 90% of information transmitted to their brain via visuals - everything that people see in their daily lives goes through their brain. Also, visuals are processed faster in the brain when compared to the texts. (Schroeder & Borgerson 2005.)

An ethical explanation of visual marketing that provides pattern for and put lights on the propriety aspect of marketing communication. It caters a theoretically informed framework for understanding ethical matter in visual images. An integrative analysis focuses illustrative meetings; harmonize ethical matters in marketing portrayal. For instance: idealization, eroticization and exclusion. (Schroeder & Borgerson 2005.)

The author explains about the ethical explanation of visual representation that provides criteria for and put light on the appropriateness dimension of marketing communications. It provides a theoretically informed framework for recognizing and understanding ethical issues in visual representation. An interdisciplinary conceptual review and analysis focuses on four representation conventions, synthesizing ethical concerns, to provide a broader context for recognizing and understanding ethical issues in marketing representation: Face-ism, Idealization, eroticization and exclusion. (Schroeder & Borgerson 2005.)

This framework is discussed and applied to marketing communications. This study argues that valuations of communication appropriateness must be informed by an awareness of the ethical relationship between marketing representations and identity. It is no longer satisfactory to associate advertising solely with persuasion; rather advertising must be seen as a representational system, with pedagogical as well as strategic functions. This study concludes by discussing the theoretical, research, and managerial implications that arise from an ethics of visual representation. (Schroeder & Borgerson 2005.)

2.1. Key Concept and Definitions

Visual Marketing is the discipline studying the relationship between an object the context it is placed in and its relevant image. Representing a disciplinary link between economy, visual perception laws and cognitive psychology, the subject mainly applies to businesses such as fashion and design. (Schroeder & Borgerson 2005.)

The key component of modern marketing, visual marketing focuses on the study and analysis of how image can be used to make objects the center of visual communications. The product and its visual communications become therefore inseparable and their fusion is what reaches out to people, engages them and defines their choices. The visual merchandising that is one of its facts and more about retail spaces and marketing gets consumers in the door. (Schroeder & Borgerson 2005.)

Harnessing the power of image and visuals makes a marketing plan more powerful and more memorable. Images, when done effortlessly, can turn the concepts and intangible things into something, which is more concrete. This, in turn, can influence the perception of the intended audience. Also, it helps people envision a brand and its message in their mind's eye and remember it at the time of purchase. Visual marketing can be part of the Communication Mix. Marketing influences the buying behavior of the consumer and Visual Marketing enhances it by various factors such as memory and identity. (Schroeder & Borgerson 2005.)

Visual marketing includes all visual cues like logo, signage, sales tools, vehicles, uniforms, and right to own advertisements, Brochures, informational DVDS, and Websites- everything that meets the public eye. Visual Marketing is a great strategy to create the optimal experience as we know a picture is worth a thousand words. There is a great advantage in leveraging user-generated content in Visual Marketing programs. (Schianchi 2014.)




Time	Perception	Critical interpretation
<p>1. yesterday liner</p> <p>Past  future</p> <p>2. today</p> <p>past  future</p> <p>3. tomorrow</p> <p>comes back to the present</p> <p>past  fu- ture</p>	<p>Object image</p> <p>Function emotion</p> <p>Separate</p> <p>Object + image become inent- rliable</p> <p>functional +emotive</p> <p>perception .function feeds into the backgrounds it is a given consolidated the image is an object</p> <p>it will be consumed since it con- tains the function and the emo- tion the two components of the object of usage</p>	<p>Critics of witness</p> <p>Coexist</p> <p>Critics as the last witness and critics as the first observer</p> <p>Critics as observer</p>

Table1: Table showing the evolution of visual marketing in term of time -perception- critical interpretational. (Schianchi 2014.)

2.2. A Visual study of Jenkins in Australia

The author examines the process, which is involved in the circle of survey for backpacker tourists visiting Australia. The first parts of the research circled around investigation where, the images are projected to those tourists are investigated through a brochure study. The researcher provides 17 brochures available for tourists in Vancouver, Canada, were analyzed to determine the key themes and photographic images used to promote Australia. As a second part of research, research is based on the photographic preferences and behavior of backpackers actually travelling around Australia. It investigated with a structured survey of Canadian backpackers, which is conducted face-to face in Vancouver. As a part of the survey, a supplementary auto photography study was also conducted where disposable cameras were given to backpackers and copies of their photographs collected. (Jenkins 2003.)

In this study, the focus is on the photographs used in the brochure rather than the text, map or diagrams. The analysis of photographs includes the decoding of visual components into verbal (usually written) forms and communication. (John Collier 1986.) The writer further added that there are two types of analysis used to investigate the photographs: (a) content analysis, which is attribute-based and essentially descriptive; and (b) semiotic analysis, which offers a holistic (but highly subjective and culturally bound) framework for discovering the meaning and symbolism of pictures. Each technique serves a specific purpose in the translation of visual images. (Jenkins 2003.)

2.3. Content analysis

Content analysis, as a methodological technique for analyzing photographs, is concerned primarily with describing quantitatively the content or appearances of a group of photographs. Content analysis of word-based data, usually involves the formulation of a classification scheme by which a set of photographs are measured. For example, measurements may include the frequency with which particular subjects occur, the dominant colors and compositions, the distribution of particular poses or landscapes, and cluster of particular photographic techniques within the set. A few tourism studies have used content analysis to investigate the visual images used in tourism marketing. (Uzzel 1984.)

The author investigates the brochure of Scotland. He found that just less than three-quarter of the pictures in the main guide of the Scottish Tourism board (STB) are dominated by the theme of castles and landscape. The accompanying text in the brochures suggests that the Scottish countryside is littered with friendly 'folk' like pipers, weavers, anglers and boatmen 'every ready to perform on cue'). The author further adds that the effect of such places promotion is to modify the places in the tourist's imagination, and is often accompanied by a physical reshaping which is designed to lend credibility to the promoted place representations. (Rose 2012.)

2.4. Semiotic analysis

Semiotic analysis defines the process, which investigates the photographs and its content and design. It examines how the content and design of the photograph communicate via signs and symbols to provide information about the place, which it represents. In other words, it refers to the study of cultural symbols and signs and allows identifying the meaning of the images. The semiotic analysis of leaflet from individuals indicate that tourists are less attracted with the appealing visual images of country, rather providing them with a range of culture tools with which an illusion, meaning and identity can be created and constructed tends to attract the tourist. (Uzzel 1984.)

Based on the pictures that are selected, combined and symbolized, tourism advertising is distinguished from other areas that use the photograph of the destination. The main features of photography can be found in the choice of subject and in ways how they are represented. (Jenkins 2003.)

Imagery is highly manipulated by photography and thus influences the behavior of the tourist without appearing to do so. The images used in the travel brochure can prove to be successful only if there is a link between the preferences or motivations of the target viewer and the target destination. (Bennett 1982.)

3. Destination Image

Researchers and marketers generally agree that image plays an important role in destination choice. But there is no generally agreed upon destination image and researchers have formulated the process of image formation in various ways. (Echtner 1991.)

With the rapid development of tourism and the growth in numbers of tourism regions around the world, competitions among destinations have become fiercer than ever before. Today's consumer has more product choice but less decision making time than ever. The writer explains that Vacation periods are often short and free time is increasingly used for education. (Pike 2004.)

Along with the fast development on internet, travelers have become more knowledgeable and the best possible money- to-time ratio plays an important role in decision making. (Buhalis 2000.)

The unpredictable growth of world tourism industry in these recent years has buzzed the recent market and created major challenges in tourism marketing. As more and more countries are developing their infrastructure and environment, these can increase the ratio of tourism industry in their country. Moreover, these days' consumers are more attracted by increased leisure time, rising levels of disposable income and more professional transportation networks. Tourists can choose from among this much larger variety of destinations. Thus, nowadays marketers are faced with influencing consumer decision-making where the global market place is increasingly competitive and complex. (Buhalis 2000.)

According to (Pearce 2005), Destination images do, indeed influence the behavior of the tourists. The research suggests that those destinations with strong, positive images are more likely to be taken and chosen in the travel decision process. As an outcome, destination image plays important role in the various way travel decision. (Goodrich 1978.) Destination image facilitates the marketers in forming a general perception about the city as a vacation destination among the potential tourists. (Goodrich1978).

3.1. Key concepts and definitions

Destination image has been demonstrated to have an important influence in selecting vacation destination. (Chon 1991.) The writer claims that the tourism product for potential travelers depends on their image and expectations of the destination to a considerable extent. (Buhalis 2000.) Tourism services are an important element of image. (Murphy 2000.) The author refers to several studies that have shown that destination image has a direct casual impact on travel behavior and is considered to play an important role in the destination selection process. (Bonn 2005.) It has been indicated that image has received increasing attention from destination marketers, since image is believed to have a rather strong effect on consumer behavior. Also, it is suggested that a positive tourist destination image is more likely to result in a traveler satisfaction. (Chen 2007.) Destination image also plays an important role in destination competitiveness. The author reports that among other modifications of their conceptual model of destination competitiveness "another screening factor, Destination Awareness/ Image/ Brand" had been added. (Ritchie 2000.) The importance of measuring the destination image must

not be underestimated, as low awareness of the destination or a negative image in some specific target country also increases the costs of raising interest in that country. (Ritchie 2000.) Creating and managing an appropriate destination image are critical to effective position and marketing strategies. (Echtner 1993.) (Pike 2004), indicate the relationship between destination images and positioning by suggesting that the main objective of a destination positioning strategy is to strengthen positive images already held by a target group, amend negative images or create a new image.

Destination image plays an important role in a traveler's destination choice and the decision to make a purchase. Thus, it is important to study the destination image that the potential traveler visualizes and whether or not it differs from the destination image the marketers would like to project. (Pike 2004.)

The destination image plays vital role in terms of both understanding travel behavior and in designing effective tourism marketing strategy. (Pike 2004.) It requires method to sum up or accurate to measure this concept. Numerous researches have been done to measure the images of destinations, such as state, regions, and countries. Nonetheless, till date, there has been no serious research done which can critically examine in terms of its effectiveness in defining and evaluating the concept of destination image. (Pike 2004.)

Many researchers who have been working in tourism field make constant usage of the term 'destination image', but its actual definition has always been avoided. As a matter of fact, at least one researcher has said that "image is one of those term that will not go away a term with uncertainty and shifting meaning". (Pearce 2005.)

Photography and tourism basically rely on each other. Photography always plays a vital role in the promotion of tourism destinations, which includes brochures, television commercial and postcards. (Pearce 2005.)

3.2. Destination marketing

Destination marketing is important for any related people who are working in, or consider, a managerial or entrepreneurial career in tourism, travel or hospitality. The success of the business is often as relying on the competitiveness of the destination in which they are located, just as the success of any destination is relying on the competitiveness of individual business. (Palmer 1995.)

It develops the opportunities mutually beneficial relationship between destination marketers and tourism business is productive, but often untapped by both parties. The politics, challenges and pressure facing destination marketers are quite different to those faced by individual businesses. An understanding of such issues enables stakeholders to take advantage of opportunities in promotion, distribution, and new product development, thereby enhancing their own success as well as contribution, and

new product development, thereby enhancing their own success as well as contribution to the effectiveness of their destination marketing organization. (Palmer 1995.)

The market ultimately decides the boundaries of a destination, influenced by marketing, as well as physical and cultural limits. Thus the market may perceive an entire country as destination or a historical place, such as Old town in Tallinn. The term site overlaps significantly with destination but tends to center in a particular place bound by physical or cultural characteristics. (Palmer 1995.)

4. Tallinn as a tourism destination

Tallinn is the capital city of Estonia. It is also the largest city of Estonia and has a population of 438 569. In this city approximately 32% of Estonia's total population lives in Tallinn, this covers an area of 159.2km². (Tallinn 2015.)

It is also known as a famous destination to visit in Estonia. Tallinn's old town is listed as an UNESCO world heritage site, which is also the popular destination for tourist. In addition, there are many attractive places like Seaplane harbor of Estonian, Maritime museum and the Tallinn zoo. The Old town is known as the main attraction of Tallinn and it is divided into two parts, Lower town and Toompea hill. In the eastern parts of the city, Notably Pirita and Kadriorg districts are also among popular destination of Tallinn and in western part; Rocca al Mare has the open-air museum, which preserves the Estonian culture and architecture aspects. (Tallinn 2015.)

In 2014, Travel and tourism competitiveness report has been arranged by the world economic ranks Tallinn as 29th among 144 countries. The researches has been made on security, transport and IT infrastructure, natural and cultural resources, health care and hygiene conditions, etc. Based on the data from statistics Estonia (2014), a total of 1.6 million tourists overnigher in Tallinn, which was 52% of the tourist that visited Estonia. Of these, Foreign tourists totaled 1 412 001 (88%) and domestic tourists 191 203 (12%). The average stay for tourists in Tallinn in 2014 was 1.79 nights. The longest stays were in January (2.02 nights) and shortest in November (1.72 nights). (Tallinn 2015.)

The virtual tourist travel portal published their research where they asked 1.2 million users which of the thousand UNESCO world heritage sites are the best. Tallinn, with its historical old town, was chosen as one of the top ten sites by the travelers. Tallinn has been one of the ports which are a starting and ending point for cruise since 2011 when turnaround was put into as a new strategy for tourism service. Turn around is a strategy or method, which was developed by the companies of the Estonia logistics cluster in collaboration with travel agencies. Turn around is the starting and ending port of a sea cruise, where the passengers change. (Tallinn 2015.)

According to the stat of Tallinn city tourist of 2014 indicate that the 1 603 204 tourists that stay at Tallinn's accommodation establishments were distributed by purpose of their visits which are shown below. (Tallinn 2015.)

4.1. Historical background

According to the Tallinn city tourist office, Tallinn's earliest mention in historical records dates to 1154, when Arab cartographer Al-Idris marked it on his world map. Locals had been using this spot as a

market and for fishing, but information about people's life style there during that time is not mentioned. The beginning of Tallinn's history as a town marks back to 1219 when the Danish conquest Estonia. Legend holds that the national flag of Denmark originated in the Puitol battle to take Toompea hill on the spot now called The Danish king's garden. The shapes and colors of Tallinn's coat of arms, as well as the three lion's symbols of Estonia are derived from the period of Danish power. While the Danish crown held the land, the majority of Tallinn's early settlers were actually ethnic Germans, who called the town 'Revel'. (Tallinn 2015.)

It used to be known as a Hanseatic Town from the 13th to the 16th century. Tallinn flourished itself as a member of the Hanseatic League, where a medieval trade network salt was the main commodity that was boosted the wealth of the local German merchants, who, in turn left their mark in Tallinn's grand architectural legacy by building remarkable structures such as the three sisters and the great guide hall. Estonia was ruled under Swedish from the mid 16th to the early 18th century. (Tallinn 2015.)

It was Swedes who drastically improved the town's defenses, adding ramparts and tunnel system. And the time of Russian imperial rule in Tallinn lasted from 1710 to 1918. The city's beloved Kadriory palace was established by Peter the great at the beginning of this period. The first railway connection in the 1870s brought industrialization and a population influx, giving rising to wooden-house neighborhoods such as Kalamaja and pelgulin. In the time of 1930, Tallinn was a fast developing European capital, an international melting pot with a thriving cafe and cabaret culture. (Tallinn 2015.)

During the period of soviet occupation, Tallinn gained the position of a cultural metropolis that was envied throughout the USSR. Hosting the yachting events of the 1980's summer Olympics brought Tallinn extra investment including old town renovation and the addition of the Tallinn TV tower. (Tallinn 2015.)

In 1991, a wave of peaceful protests known as the signing of revolution lead to the re-establishment of Estonia's independence. While reforming and focusing on the future, the city never forgets its rich past. In 1997, old town was added to UNESCO's world heritage sites as "an exceptionally complete and well-preserved medieval northern European trading city. (Tallinn 2015.)

4.2. Tourism Strategy of Tallinn

Tallinn tourism strategy of 2016 based on the 4 different points, which are: Old town, Historical and cultural heritage, the contemporary cultural scene and refreshment for the body and mind. Tallinn's old town is known as the best-preserved medieval old town in northern Europe. It is also included in the UNESCO world heritage list. It is known for its unique architectural buildings, which are open to visitors, have been preserved in the city in a complete and compact environment. Tallinn old town is

lively and romantic, a genuine urban settlement that offers the joy of discovery to visitors of all ages to the city. (Tallinn 2015.)

The history of Tallinn which was the middle ages, Russian empire and soviet-era cultural heritage located in various urban settlements create an intangible background for the visitor that be perceived by the senses and are solely characteristic of Tallinn. (Tallinn 2015.)

In Tallinn large international events and events that keep the national traditions alive are held. The traditional have been interwoven with modern technology and are manifested in the work of designers, artists and craft people. Tallinn is a capital that values innovation. (Tallinn 2015.)

Tallinn is also known for beaches and promenades, parks and green areas, recreational trails and bike paths, fresh seasonal foods from renowned chefs, spas beauty and entertainment service. Visitors will find the opportunity in Tallinn for a holiday that exhilarates the body and mind. (Tallinn 2015.)

According to the Tallinn tourism board, in the choice of Tallinn as a tourism destination, a previous positive personal experience and the recommendations of friends and relatives have a decisive impact. On the basis of the foreign visitors survey carried out in the first half of 2014, the main sources of information that influenced the decision in favor of taking a trip to Tallinn which includes the highest % as 48% from who visited Tallinn before, 41 % percent people visited Tallinn by the recommendation from their family and relatives, 18% of the people visit Tallinn by the influence of travel website and 13% of people were among who had desire to visit friends, acquaintances and relatives.(Tallinn 2015.)

According to the various international studies the decision to travel is primarily affected by previous visits and the recommendations of friends and acquaintances. It is really important to pay attention to hospitality-related issues and developments related to customer service, access to online information, printed and personally distributed information and its adequacy, information signs in urban spaces, partner discounts. (Jenkins, 2003.)

5. Research Methods

In research method, to answer the research question and meet the objectives of this thesis, quantitative and qualitative data were collected using the survey method. A survey is method of gathering information by means of standardized procedures, so that every individual is asked the same question in the same way. The intent of the survey is to obtain a composite profile of the population. (Scheuren 2004.) (Babbie 1998), assumes that the survey is one of the most often used modes of observations in the social sciences and probably the best method of collecting data for describing a population too large to observe directly. According to (Babbie 1998), the most frequently used method for collecting

primary information on people's activities and attitudes are a survey method, due its diversity and immediacy. Surveys can be classified by size and type of sample, by temporal bases and by data collective methods. (Dillon 1994.)

The data can always be collected from a few hundred or thousands of people. In the current survey the data is collected from less than a thousand people. Surveys classified on temporary bases can be distinguished according to a cross-sectional (collection of information responsibilities at a single point in time) or longitudinal approach (questioning the same or similar respondents at different points in time). This study follows the cross-sectional approach. There are four major interviewing methods and they are mail survey, telephone survey, personal survey and internet survey, personal survey and internet survey. (Babbie 1998.)

In mail surveys, a fairly structured questionnaire, together with instructions on how to fill-it-in, is sent out to a sample of respondents. Telephone surveys involve calling a sample of respondents drawn from an eligible population and asking them a series of questions. In personal or face-to-face surveys, professional interviewers ask a sample of respondents at people's homes on the street or in other places. It is considered one of the most reliable, multifaceted, versatile, and effective methods of Data collection. (Dillon 1994.)

In the study at hand, the Internet survey method is used, which is a very quickly developing method of collecting primary data. This study has adopted a deductive approach. Deductive responding works from the more general to the more specific. In the deductive approach, a theory and hypothesis are developed and a research strategy is designed to test the hypothesis. It seeks to explain causal relationships between variables. Deduction emphasizes the collection of quantitative data, researcher independence of what is being researched, a highly structured approach, and the need to select samples of sufficient size in order to generalize conclusions. (Cooper 2003.)

5.1. Quantitative methodology

It is the processes of collecting, analyzing, interpreting, and writing the results of a study. It acquire precise methods exists in both survey and experimental research that relate to identifying a sample and population, specifying the type of design, collecting and analyzing data, presenting the result, making an interpretation and writing the research in a manner consistent with a survey or experimental study.

This thesis requires the quantitative method. It contains the survey which has been done with 49 respondent relating to Tallinn tourism board and its strategy through visual images used in their official web pages of Tallinn.

5.2. Research Methodology

Our research is based on that the images of leaflet of Tallinn's city and tourism strategy actually support each other. We used quantitative research method for research. Our idea is to organize event where we develop some questions for our audience. The audiences are asked to give their opinion about the visual images from leaflet and find the conclusions of the images. We are structuring questions about how the audiences feel, how they think about those pictures, which are used as a means of visual marketing to attract new tourist to visit the respective countries.

5.3. Forming of the questionnaire

We used Google form for creating our questionnaire form. Its main aim is to evaluate between the images and the strategic point of Tallinn tourism board. It contains those pictures, which can be seen from the Tallinn's city web page. Our main target is to find if those pictures are suitable compared to the strategy of Tallinn's city. We choose seven pictures from the website of Tallinn which everyone can find when they open the web page. Our survey is mainly focused on those pictures and current strategy of Tallinn. We made question based on the strategy of Tallinn, which is based on the four parts: Old town, historical and cultural, the contemporary cultural scene and refreshment for the body and mind.

5.4. Data collection

Conducting Survey requires gathering responses from the target respondents in significant number. Enabled by technological advancement, we utilized online survey tool. Among, various available tools we used "Google forms". It is free online survey tool that allows research to download the survey data in excel format. Further, it provided suitable way to construct the survey based on pictures.

The survey questionnaire consisted of two stages: background information and scaled opinion question. In the first phase, we asked respondents to provide their age, gender and frequency of Tallinn visit. The background information is useful for future analyzing responses based on categories. In the second phase respondents were asked to rate the seven pictures from Tallinn on four strategic criteria set by Tallinn city. Its scale of rating was set from 1 to 5, 1 being not suitable whereas 5 meant extremely suitable.

We sent 100 survey links to the respondents and received 49 responses. Respondents sample mainly comprised of people living in Finland. The majority of respondents were friends and students from Lau-

rea UAS.

6. Results and discussion

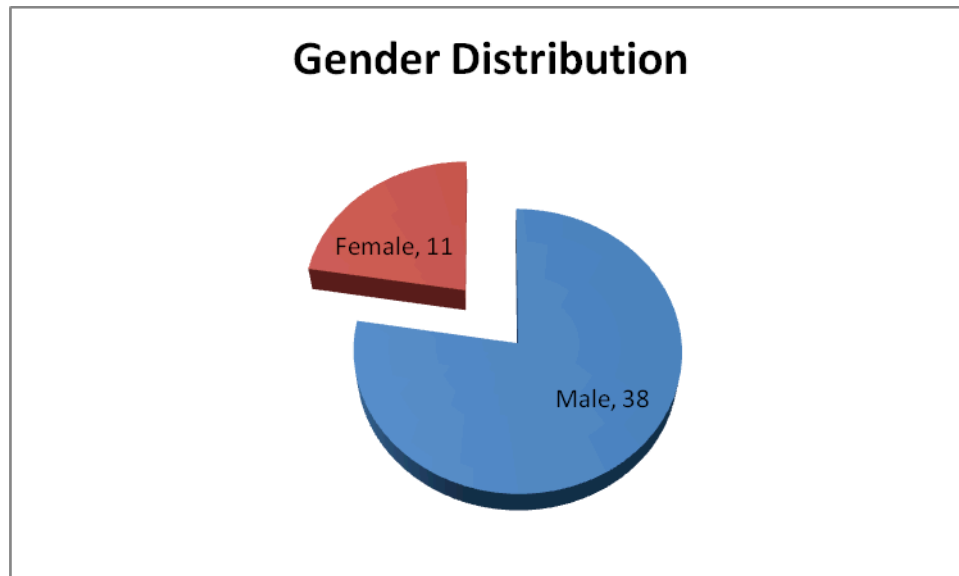
This section presents the results of the survey. First, we present the background information and then detailed analysis of the picture rating on various strategic criteria. We mainly rely on descriptive statistics measures to highlight the main findings.

6.1. Respondent background information

In this section of the report we describe the background respondent for our thesis survey. It contains the gender distribution, age distribution and frequency of Tallinn visit.

6.1.1. Gender distribution

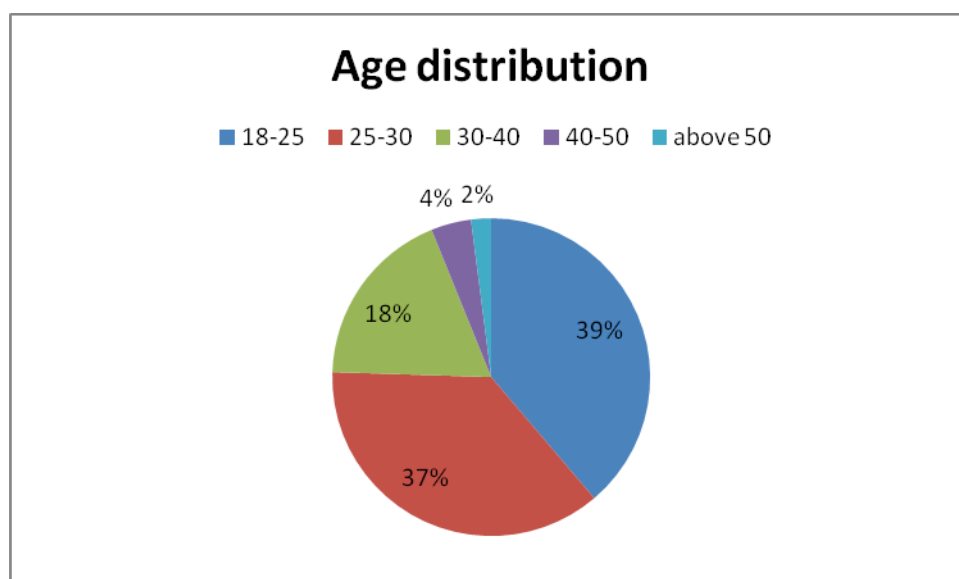
The figure below is the survey result from the gender distribution. It provides the information about the sum amount of our survey where we have the data of gender distribution for the total amount of people visiting Tallinn.



Graph 1: Gender distribution of the respondent (n=49)

6.1.2. Age distribution

The pie-chart below describes the age distribution of people from certain age where it is categorized into 5 different age groups: 18-25, 25-30, 30-40, and 40-50 and above 50 where 18-25 age groups are the highest percentage having 39%, after that 25-30 age peoples are second famous group who like to visit Tallinn with 37%, and 40-50 age groups people are only have 4% of people.



Graph 2: Age distribution (n= 49)

6.1.3. Tallinn visit distribution

The graph below is the result of the number of time people, who visited Tallinn before. It is classified into 4 different types as more than 5 times, 2-5 times, only one time and never was the selection option for the survey.



Graph 3: Tallinn visits distribution (n= 49).

6.2. Picture by strategy representation

We presented respondents with 7 different pictures and then asked them to rate the picture on the basis of four strategic criteria. The table below summarizes the rating score on each criterion.

6.2.1. Old town

Table 1 shows the rating score distribution for seven pictures on whether it represents old town or not. Score 1 indicates it's not appropriate at all whereas the score 5 points toward most appropriate representation. Picture 6 was clearly rated as representing old town best among all the pictures. At the same time, picture 1 and 7 were poor in representing old town. The pictures are available in appendix 1.

Measure of Central Tendency	Pic 1	Pic 2	Pic 3	Pic 4	Pic 5	Pic 6	Pic 7

Mean	2.90	3.76	3.08	2.71	2.92	4.61	2.53
Median	3	4	3	3	3	5	2
standard deviation	1.33	1.30	1.35	1.41	1.32	0.81	1.36
Min	1	1	1	1	1	2	1
Max	5	5	5	5	5	5	5
Range	4	4	4	4	4	3	4

Table 1: Summary of respondents' score on old town representation (n=49)

This picture below represents as best among all the pictures, which can be seen in the official web page of Tallinn's city.



Picture 1: Picture 6 rated best as representation old town.

6.2.2. Contemporary cultural scene

The table 2 below represents the respondents of 7 different pictures which rate the picture on the basis of strategic criteria. It summarizes the rating score on each criterion.

It shows the rating score from the 7 different pictures that represent the contemporary cultural scene or not. In this table, picture 6 was rated as representing the contemporary cultural scene among all the pictures. Picture 4 and 5 were poor representing the contemporary cultural scene.

Measure of Central Tendency	Pic 1	Pic 2	Pic 3	Pic 4	Pic 5	Pic 6	Pic 7
Mean	3.06	3.82	3.27	3.22	2.88	4.51	2.67

Median	3	4	3	3	3	5	2
standard de- viation	1.20	1.18	1.20	1.23	1.32	0.71	1.20
Min	1	1	1	1	1	3	1
Max	5	5	5	5	5	5	5
Range	4	4	4	4	4	2	4

Table 2: Summary of respondents' score on the contemporary cultural scene.

6.2.3. Historical and cultural heritage

In this table 5.3 shows the rating score distribution from the seven picture on whether it represent the Historical and cultural heritage or not.

In this table, picture 2 is more suitable in comparison then other 6. At the same time, picture 4 and 5 were poor in representing the Historical and cultural heritage side of the Tallinn.

Measure of Central Ten- dency	Pic 1	Pic 2	Pic 3	Pic 4	Pic 5	Pic 6	Pic 7
Mean	3.06	3.82	3.31	3.16	3.16	4.06	3.14
Median	3	4	3	3	3	4	3
standard de- viation	1.13	1.01	1.16	1.28	1.25	1.13	1.15
Min	1	1	1	1	1	1	1
Max	5	5	5	5	5	5	5
Range	4	4	4	4	4	4	4

Table 3: Summary of respondents' score on the historical and cultural heritage

6.2.4. Refreshment for the body and mind

In this table 5.4, the rating score distribution from 7 pictures on whether it represents the refreshment for body and mind or not is shown. It indicates that picture 6 is among the best picture that represent the refreshment for the body and mind. Picture 1 and 4 were among poor match who represent the refreshment for the body and mind.

Measure of Central Ten- dency	Pic 1	Pic 2	Pic 3	Pic 4	Pic 5	Pic 6	Pic 7
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dency							
Mean	3.02	3.35	3.69	3.08	3.73	4.00	3.65
Median	3	4	4	3	4	4	4
standard deviation	1.25	1.22	1.19	1.38	1.20	1.02	1.27
Min	1	1	1	1	1	1	1
Max	5	5	5	5	5	5	5
Range	4	4	4	4	4	4	4

6.4. Summary of respondents' score on the refreshment for the body and mind

6.3 Analysis by category

In this section, data were analysis by gender. Female participants mostly rated for contemporary and cultural scene respectively in picture 2, 3, 4 and 7. They also vote in picture 1 and 2 for refreshment for body and mind. Female participants didn't find any picture suitable which represent old town. In other hand, male participants find picture 3, 4, 5, and 7 are suitable for contemporary cultural scene. They were undecided on picture 1 to choose any strategic and they rated picture 6 as old town and historical and cultural heritage.

Gender	Picture 1	Picture 2	Picture 3	Picture 4	Picture 5	Picture 6	Picture 7
Female	refreshment for body and mind	refreshment for body and mind	contemporary cultural scene	contemporary cultural scene	contemporary cultural scene	historical and cultural heritage	contemporary cultural scene
Male	undecided	refreshment for body and mind	contemporary cultural scene	contemporary cultural scene	contemporary cultural scene	old town/ historical and cultural heritage	contemporary cultural scene

Table 5: Picture rated by gender based on average rating.

In this section, results were analyzed by the time of Tallinn visited based on the pictures. It shows who never been to Tallinn rated most picture as contemporary cultural scene in picture 3, 5 and 7. They rated picture 1 suitable for refreshment for body and mind. In picture 2 and 6 represent old town and historical and cultural heritage.

People who only visit once in Tallinn also rated picture as contemporary cultural scene in picture 3, 5 and 7. Similarly, picture 1 and 2 rated as refreshment for body and mind and picture 6 was rated as old town.

People who visit Tallinn 2-5 time rated 3 pictures out of 7 as representative of old town. People rated picture 2 as old town and historical and cultural heritage. Similarly, picture 3, 5 and 7 were rated as contemporary and cultural scene. Picture 4 and 2 were rated as historical and cultural heritage.

At last, people who visit Tallinn more than 5 times rated picture 1, 4, 5 and 7 as contemporary cultural scene. Similarly, picture 2, 3 and 6 rated as historical and cultural heritage. In picture 3 and 6 people rated twice these pictures as old town and historical and cultural heritage respectively.

Tallinn visited	Picture 1	Picture 2	Picture 3	Picture 4	Picture 5	Picture 6	Picture 7
Never	refreshment for body and mind	old town	contemporary cultural scene	historical and cultural heritage	contemporary cultural scene	old town/ historical and cultural heritage	contemporary cultural scene
only 1 time	refreshment for body and mind	refreshment for body and mind	contemporary cultural scene	historical and cultural heritage	contemporary cultural scene	old town	contemporary cultural scene
2-5 times	old town	old town/ historical and cultural heritage	contemporary cultural scene	historical and cultural heritage	contemporary cultural scene	old town	contemporary cultural scene
more than 5 times	contemporary cultural scene	historical and cultural heritage	old town/ historical and cultural heritage	contemporary cultural scene	contemporary cultural scene	old town/ historical and cultural heritage	contemporary cultural scene

Table 6: Picture rating by Tallinn visited based on average rating.

In table below, the age group people rated picture. It shows people from the age 18-25 rated the 4 pictures out of 7 as contemporary and cultural scene in picture 3, 5, 6 and 7 respectively. In picture 2

and 4, people rated as historical and cultural scene. They rated picture 1 for refreshment for the body and mind.

In other group of people belong in a age group from 25-30, picture 3, 5 and 7 were rated as contemporary and cultural scene. They were undecided on rating the picture 1, where picture 2 was rated for refreshment for body and mind, similarly, picture 4 and 6 were rated as historical and cultural heritage and old town respectively.

People who belong from age group 30-40 rated picture 1 and 2 as old town. They rated picture 3 as historical and cultural scene. Similarly, they rated picture 4 and 6 as refreshment for body and mind where they choose picture 5as contemporary cultural scene. They were undecided on picture 7 to choose any kind of strategy.

It shows the age from 40-50, they rated 4 out of 7 picture as historical and cultural heritage in picture 1, 2, 3 and 6. They also rated picture6 which represent as old town. In picture 4, people rated as refreshment for body and mind as well as contemporary cultural scene. In picture 7, it is also rated as contemporary cultural scene.

People who are age from above 50, pictures 1, 4, 5 and 7 are rated as contemporary and cultural scene. Picture 2, 5 and 6 are rated twice with both strategy as old town and historical and cultural heritage, old town and contemporary and cultural scene and old town and historical and cultural heritage respectively. Picture 3 was undecided by the people.

Age Group	Picture 1	Picture 2	Picture 3	Picture 4	Picture 5	Picture 6	Picture 7
18-25	refreshment for body and mind	historical and cultural heritage	contemporary cultural scene	historical and cultural heritage	contemporary cultural scene	contemporary cultural scene	contemporary cultural scene
25-30	Undecided	refreshment for body and mind	contemporary cultural scene	historical and cultural heritage	contemporary cultural scene	old town	contemporary cultural scene
30-40	old town	old town	historical and cultural heritage	refreshment for body and mind	contemporary cultural scene	refreshment for body and mind	undecided
40-50	historical and cultural heritage	historical and cultural heritage	historical and cultural heritage	refreshment for body and mind/contemporary cultural scene	Undecided	old town/historical and cultural heritage	contemporary cultural scene

above 50	contemporary cultural scene	old town/historical and cultural heritage	undecided	refreshment for body and mind/contemporary cultural scene	old town/contemporary cultural scene	old town/historical and cultural heritage	contemporary cultural scene
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Table 7: Picture rating by Age group of people based on average rating.

7. Conclusion and developing ideas

As we are summarizing our thesis, it try to explain about the circle of survey with respodent who participants for a survey about the visual images and its marketing point of view. The survey try to analyze if photographic images are matched with their key theme to promote Tallinn Tourism Industry.

We figure out and point out some of the major point. We try to figure out the visual images and its effect to the people through our survey. Our motive is to select the picture which can be seen when we open the official website of the Tallinn's city. We can find 7 different pictures from the website. We choose those pictures and used for our visual image survey but it's been compared with the 4 strategic point of Tallinn's tourism board for 2016.

Mostly we get lots of feedback from our participants but most of them gets confused with the picture and the question because we made question using strategy of Tallinn tourism board but the some pictures which have been used in webpage didn't match quite well.

In other word, official webpage of Tallinn there are lots of good picture which can be related to the strategy of Tallinn but it need to done through lots of clicking. As being a tourist I will not bother myself to been through all the webpage where I want to visit. Visual images can attract the tourist but it needs to suitable for the viewers eyes. We used 7 pictures for our survey and only the respondent likes few of them. We check every result which get from our survey after that we came to a conclusion that picture need to be selective and it need to attract the viewer at first sight.

We need to understand the visual images of the people when they think about places, for example: when I say South Africa then people will might make Safari image in their mind and if I say France then first thing people may make an image of Eiffel tower. It means we need to show and it need to best. So people can remember the place by its specialty. It doesn't mean we have to only focus on one point but I mean is we need to focus on what we got.

In this generation every marketing strategy is focus on the visual marketing because of it demand. It is the latest trick to expand your business. It makes lots easier these days to promote yourself through modern technology.

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Appendix 1: Pictures used in Research (From Tallinn city website)

Picture 1



Picture 2



Picture 3



Picture 4



Picture 5



Picture 6



Picture 7

