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A STUDY ON SWEDISH CHARTER
TOURISTS BEHAVIOUR AND ACTING
CASE: GRAN CANARIA, SPAIN

Business Economics and Tourism

2010

FOREWORD

I would like first and foremost to take the opportunity to thank Annika Myrberg at Ving for believing in my thesis work in the very beginning, and Anders Lindström, destination manager in Gran Canaria for Ving, for allowing me to interview his guides. Without these two people this thesis work would not have been completed. A special thanks to the guides in Gran Canaria, for sharing their experiences and thoughts and especially taking time for the interviews. Furthermore, I would like to thank Katarina Broman for giving me inspiration in the beginning of my thesis writing, and my supervisor Peter Smeds for his support and help throughout the writing process. Last but not least, a big thanks to my family and friends, for their enormous support and encouragement.

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Öja 30.3.2010

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ABSTRACT

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Topic	A Study on Swedish Charter Tourists Behaviour and Acting Case: Gran Canaria, Spain
Year	2010
Language	English
Pages	58 + 2 appendices
Name of Supervisor	Peter Smeds

The purpose of this thesis is to study how Swedish charter tourists behaves and acts during a vacation in Gran Canaria, Spain. The theoretical part of the thesis is handling information regarding charter tourism; a definition of it, history, charter tourism in Gran Canaria, presentation of the company Ving, and matters about tourism behaviour.

As research method for this thesis the qualitative method was used. Five respondents from the Swedish tour operator Ving were interviewed. The qualitative interview with the respondents was conducted in San Fernando, Gran Canaria in February 2010. The structure of the whole research interview was six different themes, handling statements regarding tourists and their behaviour and acting. The aim of the research was to find out whether the respondents felt that the Swedish charter tourists changed their behaviour and way of acting when travelling to Gran Canaria, and if so, to which extent would that changed behaviour control them. The outcome of the study showed e.g. that the respondents felt that the Swedish charter tourists change behaviour partly to escape reality at home, but they did not agree that they take on new roles or personalities.

Key words charter tourism, behaviour, acting

VASA YRKESHÖGSKOLA

Degree Program of Tourism

ABSTRAKT

Författare	Anna Boberg
Lärdomsprovets titel	A study on Swedish charter tourists behaviour and acting Case: Gran Canaria, Spain
År	2010
Språk	Engelska
Sidantal	58 + 2 bilagor
Handledare	Peter Smeds

Syftet med det här lärdomsprovet är att studera hur svenska charter turister beter sig och agerar under en semester på Gran Canaria, Spanien. Den teoretiska delen av lärdomsprovet behandlar information angående charter turism; definitionen av den, historiken, charter turismen på Gran Canaria, presentation av företaget Ving, samt angelägenheter gällande turism beteende.

Den valda undersökningsmetoden är av kvalitativ form, där fem respondenter från det svenska reseföretaget Ving blev intervjuade. Den kvalitativa intervjun med respondenterna hölls i San Fernando, Gran Canaria i februari 2010. Strukturen för hela intervjun utgjordes av fem stycken teman, angående påståenden gällande turister och deras beteende och agerande. Målet med undersökningen var att få reda på om respondenterna ansåg att svenska charter turister ändrar sitt beteende och agerande när de reser till Gran Canaria, och i så fall, till vilken utsträckning skulle det ändrade beteendet kontrollera dem. Slutsatsen av resultatet visade t.ex. att respondenterna ansåg att svenska charter turister ändrar sitt beteende delvis för att slippa verkligheten hemma, men de ansågs inte att ta på sig nya roller eller personligheter.

Nyckelord

charter turism, beteende, agerande

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1. INTRODUCTION

During the last five years I have been travelling to many charter destinations around Europe, and a fascination and an interest in the charter industry has grown since then. One thing that have been interesting to observe when travelling to a charter destination is how other tourists are behaving and acting when they are not at home anymore. It made me wonder if all these tourists from the different countries actually behave like this normally, or is it just a phenomenon that occurs as soon as they enter this new environment? Since I felt that this was a subject that no one really talked about, but everyone certainly have thought about sometimes when travelling abroad, I decided to write my final thesis about it.

I found it a bit odd that not much people had decided to make any research on this topic earlier, even though there are a lot of theories concerning tourism behaviour and tourist types available. The subject may be a bit of a taboo, it is not spoken much about other peoples behaviour and way of acting so openly, even if it interest and fascinates many. Charter tourism and a changed behaviour is something that seems to go hand in hand, perhaps because of a large mass of tourists meeting in one small destination, trying to run away from reality for a short while.

In this thesis I have done a research on Swedish charter tourists travelling to Gran Canaria, to see if there any changes in their behaviour and acting during a vacation abroad. To be able to receive information about this, I have interviewed five tour guides from the Swedish tour operator Ving. The results from the interviews will of course be of interest for me, but I also believe that Ving can get a better understanding of their customers' behaviour and way of acting after this research.

1.1 The Structure of the Thesis

The final thesis is divided into three different parts; theoretical review, empirical research and results of research and conclusion.

The theoretical part of the thesis begins with information handling charter tourism; such as the definition of it, the history, charter tourism in Gran Canaria, and presentation of the case company Ving. It is followed by tourism behaviour, where different types of tourists are presented as well as the definition of the tourist and traveller, typologies of Cohen & Plog, and motivations for the tourist.

The empirical part begins with a short presentation of the research methods, followed by the definition of the qualitative and quantitative research methods. The chosen research method for the thesis is presented, as well as a description of the research implementation process, and the target group of the research. In the end of the empirical part the structure of the actual research survey is presented, and the six themes that the interview is based on.

In the results of the research, the reliability and validity of the research will be analysed, as well as the results from the research interview under each theme. After the results have been presented, a conclusion for the all the themes will be presented as well as a suggestions for further studies.

A conclusion regarding the whole thesis will be presented in Chapter 6. References and appendixes are listed in the end of the thesis.

1.2 The Research Problem and Restrictions

The research problem in this thesis is to find out how a typical vacation in Gran Canaria, Spain is affecting Swedish charter tourists behaviour and way of acting. I

would like to find out if these Swedish tourists are actually acting and behaving differently when they enter this new environment and situation on the destination, and if they are to what extent. To receive the information that is needed to solve this research problem, I need to interview those who have experience of Swedish charter tourists, in this case the tour guides working for Ving in Gran Canaria. By discussing six different themes together with the tour guides regarding tourism behaviour and acting, I hope to receive the information to get a clearer picture of the Swedish tourists.

The six themes that are chosen for the research interview are behaviour, safety and security, anonymity, the comfort zone, familiarity, and motivation. All the themes contain statements about the charter tourist that the respondents will either have own experiences, thoughts or opinions about. Some of the statements that I wish to have the respondents' opinions on are e.g. whether the Swedish charter tourists take on a new role and behaviour when travelling to Gran Canaria, if a comfort zone exists for them, if they seek for familiar products and brands, and how important safety and security matters are to them.

Regarding the restrictions of the research, I have chosen to study Swedish tourists who travel with the tour operator Ving to Gran Canaria. Since Gran Canaria is not a very large tourism destination, I decided to not make restrictions regarding where the Swedish tourists are staying on the destination, since that factor was not of importance within this research. Neither have I decided to restrict the target group according to their gender or age, since it would make the interviews with respondents more difficult and unreliable. The respondents of the research interview are Swedes working as tour guides for Ving, who are in daily contact with the target group, the Swedish charter tourists. The collection of the information was done during one day in February 2010 in Gran Canaria; however the answers from the respondents are collected experiences from their working career on the island.

1.3 The Aim and the Goal of the Thesis

The aim of this final thesis work is to make a study on the Swedish charter tourists' behaviour and way of acting during a typical charter holiday in Gran Canaria, Spain. The goal is to see if there are any changes and differences in the way the Swedish tourists are behaving and acting when they are spending time abroad. If there are changes in the behaviour, I would also like to know how far the Swedes will take this new behaviour when it comes down to acting. By giving statements to the respondents of the research interview regarding tourism behaviour, I hope to receive interesting knowledge regarding this topic. Previous similar thesis has been written on this subject; however none of those have dealt with Swedish charter tourists, or the destination Gran Canaria.

During the years many people such as Cohen (1972), Plog (1974) and Goffman (1959) have made definitions about tourist behaviour and categorizations regarding tourist types, and since these theories are quite old, I am interested in testing test how they work in reality now 30-50 years later. The tourism industry changes over the years and therefore old theories may not be as reliable or actual as they were for several years ago. Since tourists behaviour and acting is not a subject that is so often mentioned in daily life, my goal is also to be able to give interesting and up to date information regarding this.

2 CHARTER TOURISM AS A WHOLE

2.1 Defining Charter Tourism

The word “charter” derives from the Latin word *chartula* which signifies a small paper, or a contract. Other meanings for the word is to hire something, more specifically it means to hire a mean of transportation for a certain purpose. (Chartula Press. Accurate & Reliable Dictionary)

Within the tourism industry, the word charter functions as a name for a package trip, where the flight, accommodation, food and transportation is a ready made product. A charter package does not necessarily have to include a flight; also train, bus or a vessel could be used, however nowadays the majority of the charter trips in the world are being arranged by flight. Charter trips are sold through different travel agencies and other travel arrangers, and flights being used during these trips are temporary being rented from different airlines. The charter flights are arranged according to the charter destinations own tourist season, which comprise a few months a year, depending on the location of the destination. (Url.biz article. Wisegeek.)

2.2 History of Charter Tourism

It is believed that the first organized charter trip took place between the two cities of Leicester and Loughborough in Great Britain in the summer of 1841. A group of 570 people experienced a one day rail excursion organized by Thomas Cook, a speaker in a temperance association. Thomas Cook had decided to collect 1 shilling from all of the people that participated in the rail excursion; a price that would cover both the journey and the food expenses. The trip from Leicester to Loughborough was a success, and after this Thomas Cook understood that this

could be profitable if he only could manage to do it in a larger scale. Soon he arranged organized trips to different locations in Great Britain, since it was noticeable that people would gladly travel if they had the possibility to see more attractions and sights. Eventually after many successful excursions Thomas Cook established the first travel agency in the world; Thomas Cook & Son. (Thomas Cook North America. Spartacus Educational.)

During the decades and years the meaning of the word “charter” is not quite the same as it was during Thomas Cook’s time. Nowadays when the word “charter” is spoken about it is instinctively thought about flights and destinations much further away from our home country. The first modern organized charter trip had its beginning in the 1950s, when a group of Swedish tourists were flown for the first time to the island of Mallorca in Spain. In the early 1960s it was not only the Swedes who travelled to charter destinations anymore; also other Scandinavian countries such as Denmark followed the same pattern. (Nationalencyklopedin.)

The organized charter trips had a continuous upraise during the whole 1960s and 1970s, although the charter destinations varied somewhat. Spain was seen as the most popular destination for Scandinavians to travel to, but during the beginning of 1970 the so called Spain boycott occurred. Several charter tourists decided to boycott Spain as a tourism destination, because of the dictatorship in the country during that time period. Instead of just travelling to popular Spain, new and less known destinations like Tunisia attracted the charter tourists during this decade. (Nationalencyklopedin)

Many other crises hit the charter tourism industry during the 1970s and the 1980s, such as high oil prices which led to more expensive trips for the charter tourists. Therefore the otherwise economical stable charter industry was threatened during a small time period, before the situation could be stabilized again in the beginning of 1980. (Nationalencyklopedin)

In the beginning of 21st century, charter tourism was widely known and popular for Scandinavians and other Europeans. The same destinations that were popular in the mid 1950s were also the ones drawing the large mass of tourists; such as The Canary Islands, Mallorca, and the Greek Islands. However, during this time period it was not only the Mediterranean Sea area that charter tourists wanted to travel to; people had now got the need and motivation to travel much longer to get the ultimate travel experience. Thailand came to be a new favourite charter destination, for tourists who wanted to broaden their views. During the 21st century charter tourists were travelling more than ever before, visiting the classical tourism destinations within Europe, but also exploring the new ones on the market. (Nationalencyklopedin)

The 21st century did unfortunately bring many tragic happenings, the terror attack on September 11 in 2001, made many tourists feel worried and afraid of travelling, and visiting new destinations. Shortly, just a few years after the terror attack in New York, there was an attempt in the underground of London in 2005. The worst tragic event however occurred during Christmas 2004, when a tsunami hit the shores of Thailand, and around 230 000 people died. Thailand was then as earlier mentioned a very popular charter destination for Scandinavians and Europeans, and many believed this would drastically make the charter trend decrease. Surprisingly, the charter tourism industry has survived all these tragic happenings, and is today strong and growing even e.g. though there is a global finance crisis around the world. The charter tourism industry has a long history, and it has experienced many changes and negative occurrences, but it has proven to stay strong during all these decades, as it still does today. (Nationalencyklopedin)

2.3 Charter Tourism in Gran Canaria, Canary Islands

Gran Canaria belongs to the Canary Islands, and is the second largest island after the neighbour island Tenerife. The island is located in the Atlantic Ocean, on the

north western coast of Africa. The population on the island is approximately 800,000 and the capital city is Las Palmas, located on the north east side of the island. (World Travel Guide)

The island of Gran Canaria has a long and rich tourism history, dated back to the early 19th century when the very first tourists explored the island. During this time period health tourism was a large trend over the whole Europe, and many tourists visiting Gran Canaria believed that by visiting this island with its warm climate and sunny weather, they could receive recreation and a calm mind. The rumours about Gran Canarias image as a recreation destination spread fast within Europe, and soon tourists suffering from lung, stomach and nerve diseases travelled to the island inspired about the islands miracle cures they had heard about. Shortly after, many shipping companies saw the chance to attract more tourists to the island, by building cabins on their vessels for transporting passengers. These same shipping companies where also the ones who built the first hotels on the island; the oldest one that still remains open is dated back to 1890. (Portaltur. Gran Canaria official website)

One of the milestones for the charter tourism in Gran Canaria was in Christmas 1957 when the first fully booked charter airplane landed on the island. It was the Swedish airline TSA who had brought 54 Swedish passengers to Gran Canaria for a one week vacation. This was the very start of the charter tourism that would characterize the island even till today, over 50 years later. Today around 2, 2 million tourists travel to Gran Canaria every year, and the island has become one of the biggest charter destinations within Europe.

The south side of the island is the most popular one, with tourist areas such as Maspalomas, Meloneras, San Agustín and Playa del Ingles. A large number of tourists travel to Gran Canaria for the same reasons as for 50 years ago; to relax and enjoy the warm climate, but the island is also very much associated with water sports, theme parks, nature, beaches, shopping, discos, entertainment and of course sun. Gran Canaria has something to provide for everyone, regardless of age

or nationality, and has opportunity to welcome tourists during the whole year, even though many prefer to travel to the island during the winter months. The mixture of a warm climate, slightly easy accessibility, a good image and rich history, is what brings the tourists back to this popular charter destination year after year. (Gran Canaria official website. Strawberry World. Gardenas)

2.4 Ving – From Bus Trips to Charter Flights

The Swedish tour operator company Ving, which first was given the name Nyman & Schultz Resebyrå AB; started with its business in 1956. After the changing of company name, the first organized trip with Ving as the tour operator was a bus trip to Italy in 1956. During that time period it was still considered to be very expensive to travel with airplanes, nevertheless, in 1957 Ving arranged the first charter trip to the island of Mallorca in co-operation with the Swedish charter airline Transair Sweden AB. In 1958, the first Ving brochure was presented, where customers had the possibility to book round trips with different transportation methods such as flights, busses and trains. (Thomas Von Seth 2001, 34. Ving.se)

In the early 1960's Ving decides to market themselves for younger potential customers, by introducing a small tour operator called Club33 in the city of Malmö. Club33 was directed to customers in the age of 18-33, and the first trip was organized to Mallorca in the summer of 1963. Later on in 1966, Ving and Club33 were united as one large tour operator. In the year of 1965, Ving realized that it was not always easy to find suitable hotels for customers demands, and therefore the company decided to build own apartment hotels, which they named Sunwing. (Thomas Von Seth 2001, 35. Ving.se)

In 1971, Ving proudly presented long distance trips, to Gambia and Ceylon, and during the same year the company received booking programs on their computers.

In the end of the 1970's Ving opened offices and stores in London; which received the name VingUK. The first half of the 1980's brought good vibes to the company; Ving was committed to provide good hotels for their customers, with the help of their own Sunwing hotels. Now every third tourist in Sweden was travelling with Ving as the tour operator. The success of the Sunwing hotels was continuing during the middle of the 1980's, more hotels were introduced on the islands of Crete and Cyprus, and on Playa del Ingles in Gran Canaria. Together with the Spanish company Viajes Marsans, Ving is presenting the new airline Spanair in 1988. (Ving.se)

Within the 1990s Ving faces many changes. The old Ving logo representing a bird was being changed to a new logo in 1993, and in 1994 Ving is the first company to introduce smoke free flights. The year after, in 1995, Ving was opening up the first version of their website ving.se, which was one of the first webpage's in Sweden. Within 1998, Ving was presenting their new concept called Top Selection, which provides luxury hotels in prestigious destinations for customers that demands a perfect vacation. (Ving.se)

The 21st century did not begin well for Ving, or for any other tour operator. The terror attack on the World Trade Centre in New York and in Bali, the tsunami in Thailand, bird flue and high oil prices made it very difficult for the tourism industry. Even though Ving had all the odds against them, the company could present very good results for the years 2004 and 2005.

The booking and selling of tickets which was only possible in Ving offices in Sweden could then also be bought and booked in other travel agency chains. In 2004, Ving was committed to improve the environment, and the first hotel to receive the EU flower for environmental work, was introduced on the island of Rhodes. In 2006, the company celebrated its 50th birthday as the largest tour operator in Scandinavia, and in 2007, Ving's webpage ving.se was appointed as the best website in Sweden. (Ving.se)

Within the last year, 2008, Ving presented train charter around Europe and their own charter flight Thomas Cook Airlines Scandinavia is renovated to meet the

passengers' needs for better leg room within long distance flights. Today, Ving is the largest tour operator in Sweden and Scandinavia. The destinations that once were popular for a large group of Swedish tourists are still the ones that are highest on Ving's charter list today, e.g. The Canarian Islands, Greece and Spain. (Ving.se)

3 TOURISM BEHAVIOUR

3.1 Types of Tourists

To be able to study and analyze the tourists and their behaviour, there have been produced many different typologies over the years, to try to understand why some tourists behave in certain ways and some does not. The typologies that have been made, have frequently been connected to tourists personal need and travelling motivation. By using different typologies tourists can be categorized and placed in certain groups, since the group categorization can give a hint to identify what kind of tourist it is; what the needs and expectation are, and what kind of personal attributes the tourist has. (Swartbrooke & Horner 1999 85; Cooper, Fletcher, Gilbert, Shepherd & Wanhill 1999 37.)

As stated by Goffman (1959), "tourist behaviour varies according to the situation. The tourists change their behaviour according to the present situation, by trying to adapt to it as well as possible" (p.37). Goffman (1959) also states "that when a tourist is changing their behaviour, it is like an actor playing a role on a stage, meaning the tourist is only behaving differently because they are in a new destination" (p.37). Within the travelling destination the tourist can be anonyms and therefore behave much differently than in their home country. By using tourist typologies and divide the tourists in "personality" groups it is more helpful to understand the behaviour, however many tourists may not fit perfectly in one group. There can also be more underlying factors to why they behave in a certain way, then what has been stated in earlier research. The typologies are often created in a general way, and has been slightly criticised during the years because many believe they are contradicting themselves. The explanation for this is that destinations changes and develops over time, tourists needs and expectations changes, and therefore the typologies are not perfectly corresponding to the tourism industry today. Other critiques that tourism typologies have received is that the categorization groups varies much in different continents, and also that

fact that tourists can fall out from one of the categorization groups according to changes in their lifestyle, health and income. (Cooper, Fletcher, Gilbert, Shepherd & Wanhill 1999 37; Swartbrooke & Horner 1999 87-93.)

There has been produced a wide range of typologies during the past 25 years, and there can never be just one typology that explains the behaviour of all tourists. Considering the criticism that the typologies has received, many of the typologies have changed during the year to meet the tourism trends, and they are still considered to be useful tools for understanding the motives and the behaviour of tourists. (Swartbrooke & Horner 1999 86-91.)

3.2 Definition of Tourist and Traveller

One of the discussions within the tourism industry is whether people are being classified as tourists or travellers. There are many ideas and explanations how these two different words can be identified. The general explanation is that a tourist is someone who is buying a ready made package from a travel agency or a tour operator, and usually travels to a mass tourism destination. It is also said that the tourist is a pleasure seeker, one that does not care who is delivering the service, as long as it is received. In comparison with the traveller the tourists trip is well organized in beforehand, the tourist have everything clearly planned, they know exactly when they are leaving and when they are returning to their home country. (Swartbrooke & Horner 1999 85-86, Slow Traveller. The Adventure Zone.)

During a trip to a tourism destination the tourist is most likely to stay in groups with members from their one country, since that provides them safety and security. The tourist priorities the feeling of being safe and secure when they travel, and will therefore not explore the surroundings on their own, or try to communicate with the locals on the destination. The tourist is defined to be a person who often returns to the same destination several times, since they know

that the destination can provide them safety, comfort and they simply know exactly what they will receive when they travel there. (The Adventure Zone)

A traveller is when compared to a tourist more of a free individual, searching for excitement, adventure and new destinations to visit. They do not wish to visit mass tourism destinations, since they value more unspoiled locations. The traveller is more independent than the tourist, and takes care of the travel arrangements themselves. When the tourist has everything planned and organized for their trip, the traveller most likely does not have specific dates for their trips, or tickets that are booked in beforehand. The traveller is more keen and interested in interaction with locals, and instead of waiting to receive experiences like the tourist; the travellers themselves search for the adventure. A traveller is in search for something deeper, e.g. to get a better understanding of how the locals are living. They try to communicate with the locals on their language, learn their costumes and respect them, and when they leave the destination they want the locals to feel like their visit was a positive one. (The Adventure Zone. Slow Traveller)

It is difficult to classify a person to be either a tourist or a traveller since there are many times exceptions for these two groups, some persons can belong to both of the groups. Nowadays it is also getting more difficult to identify tourists and travellers, since many tour operators are trying to bring out new unspoilt destinations for their customers, meaning they are not identified as just tourists any more. (Swartbrooke & Horner 1999 86)

3.3 The typologies of Cohen and Plog

The sociologist, Cohen, categorized people in to four different groups in 1972, to simplify what kind of tourist types they belonged to. The first group is the so called *organized mass tourist*, who prefers to buy ready made packages to mass tourism destinations. Tourists belonging to this group prefer to travel along with

other tourists in a group, and both the time schedule and itinerary is well arranged in beforehand. Within the destination the *organized mass tourist* stays inside their comfort zone bubble consisting of the hotel and the beach, and rarely leaves it either. (Swartbrooke & Horner 1999 84-85. Cooper, Fletcher, Gilbert, Shepherd & Wanhill, 1999 37)

The second group that Cohen identified is the *individual mass tourist*, which in comparison with the *organized mass tourist* does not only prefer to buy ready made packages. The *individual mass tourist* is mainly more independent and is planning excursions and experiences themselves. Even if this group may have booked a ready made package trip, they are not hesitating to e.g. rent a car. However tourists belonging to this group is still relying heavily and needing the tourism industry when they are travelling. (Swartbrooke & Horner 1999 85)

Cohen identified the *explorer* as his third group. The *explorers* are planning and arranging their trips all by themselves, without the need and support from the tourism industry. The *explorer* does not have a clear travel scheme that is to be followed, and tries to not be in much contact with other tourists. This group is also more interested than the two previous groups to interact with local people and learn some of their customs and traditions. Still this group prefers to have a some what high level of safety and security when they are abroad. (Swartbrooke & Horner 1999 85)

The fourth and last group that Cohen identified is the *drifters*. This group is the furthest away from the *organized mass tourists*, and people belonging to this group are trying to come in good contact with the locals, and even be seen as a local as long as they are in the destination.

They do not have any planned time schedule or itinerary in beforehand, and choose destinations and accommodations alongside when they are travelling. This group is not interested in meeting any other tourists, neither to be in contact with the tourism industry. (Swartbrooke & Horner 1999 85)

After Cohen had identified these four types of tourists, he choose to name the first two ones as *institutionalized tourists* and the two last ones as *non-institutionalized tourists*. With this Cohen simply meant that the *non-institutionalized tourists* where the first ones that explored new destinations and the *institutionalized tourists* would later follow them, and visit this destination when it is no longer a new destination anymore. Cohen explained that the *institutionalized tourists* prefers to visit destinations that are less adventurous, more developed and have a high level of security, and that is why they would follow the *non-institutionalized tourists*. (Swartbrooke & Horner 1999 85. Cooper, Fletcher, Gilbert, Shepherd & Wanhill, 1999 37)

Two years after, in 1974, when Cohen had identified these four different tourist types, Plog divided people within two tourist groups according to their personalities and behaviour. The first group Plog named *psychocentrics* which could be compared to Cohen's *organized mass tourist* group. Plog explained that the *psychocentrics* was non adventurous, and often travelled to safe destinations that were already popular. The second group however, which Plog named *allocentrics* is the opposite of the *psychocentrics* and can again be compared to Cohen's *explorer* or *drifter* group. The *allocentrics* are stated as free adventurous individuals, who search for new destinations, and risky activities. They seldom do not travel to popular destinations, but have a passion for finding exotic destination where tourism is still undeveloped. (Swartbrooke & Horner 1999 85)

Even tough Plog decided to categorize tourists in two distinctive groups; he still believed that a large number of people actually could be placed in a group in between these two, one called *mid-centric*. The *mid-centric* group is neither *psychocentric* nor *allocentric*, since Plog explained that the two groups certainly are extremes in both directions.

Plog discovered that people's economical background could be a factor when being categorizing as *psychocentrics* or *allocentrics*. The smaller income one person had, it is more likely that the person would be classified as a

psychocentric. However, if the person had a high and stable income, the person was more likely to be *allocentric*. (Swartbrooke & Horner 1999 85)

Plog's theories have during the years been criticized for many reasons. One reason was that even though Plog had classified the tourists in distinctive groups, tourists do not always follow the same pattern. In 1990, Smith criticized Plog's theories, since he claimed that personalities and destinations not could be totally associated with each other. For instance, a person belonging to the *psychocentric* group could travel to a popular destination on year, but the next year the person chooses a totally new destination. Smith explains that tourists can not only be ruled by groups; their motivation changes according to different occasions.

(Swartbrooke & Horner 1999 35)

In 1994, Sharpley commented on Plog's theory about associating personalities with destinations and stated "destinations change and develop over time; as a resort is discovered and attracts growing numbers of visitors, it will evolve from an allocentric to a psychocentric destination" (Consumer Behaviour in Tourism, 1st ed.) To be able to test Plog's theories thoroughly, more empirical test and studies needs to be carried out, however his theory is very useful within tourism industry when identifying tourists. (Swartbrooke & Horner 1999 85)

3.4 Motivations of the Tourist Types

The word "motivation" is defined as a reason, need, desire or enthusiasm to do something special. It is also explained as the reason for a person to act in certain way or make one have a strong drive for something. (Cambridge Dictionary. Free Dictionary. Swartbrooke & Horner 1999 32.)

One of the best known and easiest explained theories about motivation was made by Abraham Maslow. Maslow categorized human needs according to how strong and important they were for one person. In the bottom of his model of needs he

placed physiological needs, such as our basic needs that we need to survive; water, food, breathing, and sleep. Without these needs a human can not survive very long, and Maslow stated that if a person do not receive these needs, one person can not either accomplish any of the other higher needs on his model.

(Webspace. NetMBA.)

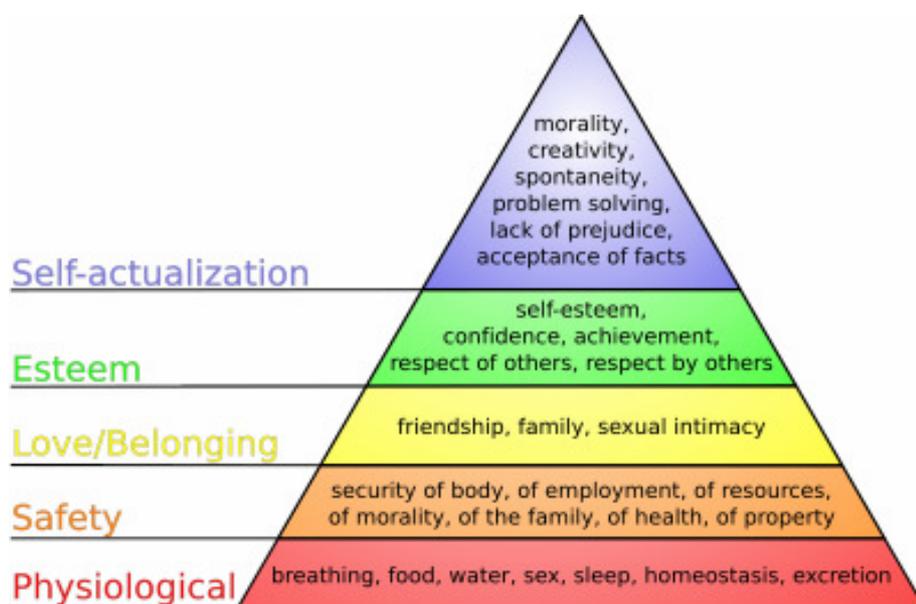


Figure 1. Maslow's hierarchy of needs

The second need on Maslow's hierarchy model is the need for safety and security. When the physiological needs are being satisfied, a person will likely be very interested and keen to have personal safety around them, such as a stable home, living in a safe place, medical and job security, and a stable financial ground. According to Maslow, safety and security are highly important for a person since when the physiological needs have been handled, fear and anxiety for different things is what will torment people. After the safety and security needs have been met, Maslow has placed the love and belonging needs as the following step on the pyramid. When a person have both received physiological and safety needs, the needs for giving and receiving love is starting to become important. The social needs can be love for a husband or wife, friends, and children. To be able to belong to a certain group within society is vital, for example being a member of a church, football team or a meeting group. (Webspace. NetMBA.)

The fourth step in Maslow's pyramid is the need for esteem. Maslow pointed out two types of esteem, one that is lower and one that is higher. The lower one is explained as the need for status, fame, reputation, attention and dignity. The higher one is the need for confidence, freedom, independent, and achievement. The four level types that Maslow has presented are called the D-needs. With that he explains that when people often complain about things that they do not have in life, they have a need for something. However, if people would have everything in life that they need, they would never feel anything at all; nothing would be motivating. (Webspace. NetMBA.)

As the final need in his pyramid he has placed self-actualization, or also called growth motivation. Maslow states that this need is never fully satisfied for any person, since this is continuously being felt during a person's whole life. The self-actualization need is explained as a striving to be the most perfect; to live the fullest and being as complete as one person can be. If one is having the goal to receive all the self-actualization needs, all the lower needs in the pyramid have to be satisfied first. If the physiological and safety needs can not be truly met, Maslow claims that one person can not fulfil personal achievements and goals. (Webspace. NetMBA.)

Within tourism consumer behaviour, motivation is a large factor, and many authors have defined own theories and methods about the subject. McIntosh, Goeldner and Ritchie have identified four different motivation categories. *Physical motivators* are the first group, which connects the body and health, and also sports. The content of the group is very much associated with activities that will reduce stress and tension. The second group is identified as *cultural motivators* which are the drive and expectation to see and learn about different culture, countries, lifestyles and traditions. (Cooper, Fletcher, Gilbert, Shepherd & Wanhill, 1999 34)

Interpersonal motivators are a group that is enthusiastic to meet new people and search for unique and exciting experiences and activities. This group uses

travelling as an escape route from the surroundings at home, and can also travel for spiritual needs. The last travel motivation group created by McIntosh, Goeldner and Ritchie is the *Status and prestige motivators*. For these people attention from other individuals is highly important, they use travelling as a status and ego boost as well as personal development. This group is frequently travelling in combination with interests, hobbies and education.

(Cooper, Fletcher, Gilbert, Shepherd & Wanhill, 1999 35)

As what can be seen and learned about motivation within tourism industry, is that people travel because they have a need for e.g. relaxation, change, enjoyment and escape; in other words the motivation for travelling is lying very strongly within them. All the expectations and thoughts that one is having about a tourism destination is affecting their motivation, and therefore also affecting the choice of destination. It is still vital to understand that all individuals have so different needs and it is difficult to know what the motivation behind them is. One traveller can have status and prestige as their motive for travelling, when another one can have curiosity as theirs. The studies of motivation and needs for travelling is however considered as valuable, when doing researches for the underlying factors of travellers decision making, and is widely used within the tourism industry.

(Cooper, Fletcher, Gilbert, Shepherd & Wanhill, 1999 36-37)

4 THE EMPIRICAL RESEARCH

4.1 Research Methods

In the following chapter the different research methods are being presented, as well as the chosen research method that has been selected for this thesis. It is followed by the description of the research, the target group, the structure, and in the end the chosen themes for the research interviews are being presented.

4.1.1 Qualitative Research

Qualitative research is used to get an understanding about how a certain group of people are thinking and feeling about a subject, and why these people are acting and behaving as they are. In qualitative research statistics and measurements are not being used, instead the importance lies within depth-interview, group discussions and observations. With these methods the researcher is keen to gain certain knowledge about a problem of a specific target group. To be able to receive reliable qualitative information the sample group should be small. (Market Research World. C. George Boeree)

Within qualitative research, interviewing and observation is the two main methods that are being used. In qualitative interviewing the researcher either interview one respondent at time or are arranging a group interview. There are three different interviewing methods in qualitative research; *structured interview*, *semi-structured interview* and *unstructured interview*. In *structured interviewing* an amount of questions are being asked in a face-to-face interview, and no more questions that are not on the survey list, can be asked. To be able to compare the results from the survey, all the respondents have

received the same amount and type of questions. (Finn, Elliott-White, Walton 2000 73-75. Business Dictionary.com. Cando Center.)

A *semi-structured* interview is a face-to-face interview where the researcher has questions made in beforehand and themes for the interviewee, but in comparison with the *structured* interview the researcher can fill in with extra questions, and make the interview more in depth. The idea of the *semi-structured* interview is for the researcher to be able to collect extra valuable knowledge and thoughts, besides the beforehand made themes, from the interviewee that is discussed during the session. (EMuseum. Wageningen International)

The third and last interview method is called *unstructured* interview, but it has also been named “depth” interview and “exploratory” interview. The reason why it has also been called a depth interview is because the researcher and the interviewee discuss a subject in depth and freely, as an open and relaxed conversation. The researcher does not necessarily prepare questions for the interview; instead the discussion is determined by how freely the interviewee is discussing the themes during the interview. (Business Dictionary.com)

In observation methods the researcher is staying in the background, only observing the target group for the research, without disturbing them. The idea is to let the observation group go on with their natural life as they are use to, without having to take notice from the researcher. There are two different methods within observation research, *participant observation* and *non-participant observation*. The *non-participant* method is the one that was previously explained, meaning that the researcher is present, but will have a distance from the target group in the same time as he/she is making notes. In *participant* method however, the researcher will participate in the every day life activities together with the target group, to be able to receive knowledge and observe about how they are living their lives. (Sephso Lifestyle Survey. UCEL)

4.1.2 Quantitative Research

A quantitative research method is in comparison with a qualitative method handling numbers and statistics. This research gives the answer for questions like how many, how often, and how important a subject is. The questions asked in a quantitative survey are mainly closed questions and forced-choice questions, meaning the respondents have only a few options to choose from. (Orise. Market Research World)

Surveys which are made with this method, is usually being sent out to a larger group of respondents, to analyse the groups behaviour, attitude, and knowledge about a certain subject. The quantitative survey is normally conducted through telephone, face-to-face, mail or by computer, and the respondents answer the survey either with the interviewer or alone. With a quantitative research survey the researcher can have a restriction for amount of questions and answering alternatives, making it easier to compare and analyse the surveys later on. The disadvantage with this method is that that even though the quantitative survey is structured, it does not enter deeply into the subject since the respondent does not have the possibility to answer freely. (Orise. Robhan.)

4.2 The Chosen Research Method

In this thesis a qualitative research method will be used, in which a small group of respondents have been chosen for individual interviews. The interview is a semi-structured interview, which means that six different themes have been chosen in beforehand, and will be discussed one after another during the interview. The reason for choosing a semi-structured method is because this method gives room for more questions and deeper information, in comparison with a structured interview where questions are ready made. The themes for the interview are guidelines for what is going to

be discussed during the interview, however extra questions can simultaneously be asked to fill up the discussion.

Since the amount of respondents is so small, the semi-structured interview is the most suitable research method. The purpose of the research is to analyze the thoughts and opinions of these respondents, and therefore this method gives the respondents a chance to open up and discuss freely about the themes. A quantitative research would not have been suitable in this case, since the respondents are few, and having closed or forced –choice structured questions would narrow down the depth of the themes.

The dates and the time schedules for the semi-structured interviews will be planned and organized in beforehand to match the timetable for the both the interviewer and the respondents, in order to arrange successful interview sessions. Since the respondents for the research are located in a different country than the interviewer, telephone and email interview method are not very suitable. In the case of telephone interviews, the questions and themes can easily be misunderstood by the respondents, since it might not be as easy for the interviewer to explain the idea behind the themes through telephone. An email interviewing method is neither suitable, since the respondents can not ask directly for help from the interviewer, if problems with understanding the themes and questions would arise. Furthermore the respondents would not be as motivated to write down their thoughts and opinions in an email, than if they could discuss the subject in a face-to-face interview.

The interview will be recorded, if the respondents are not strongly against it. The use of a recorder is especially important during a qualitative interview, since several themes and matters are being discussed, and it would be impossible to either remember or manage to take notes at the same time during the discussion. With a recorder it is possible to have a smooth discussion, and to be able to rewind the tape later and analyse all the information received.

4.3 Target Group of the Research

The target group for this research is Swedish charter tourists travelling to the island of Gran Canaria with the Swedish tour operator company Ving. Within this research the target group's age and gender are not being taken into consideration, since the tourists will not participate in the qualitative interview with the tour guides. The reason for interviewing the tour guides instead for the actual tourists, are because the tour guides will most likely have important experience of working with these tourists on a daily basis. It is convenient to make the interview with these guides, since they from a close view have been able to watch the Swedish charter tourists behaviour and acting during a long time period.

The interview will be handling brief but still in depth information regarding the Swedish charter tourists, and therefore deeper background information about the tourists is not required for this research. By choosing to not narrow down the target group in smaller segments, it will be more helpful and convenient for the guides to share information about the target group, and for the interviewer the themes and follow up questions will be easier to ask.

4.4 Implementation of the Research Process

At an early stage of the thesis writing several tour operators in Finland was contacted via telephone and email, for the purpose of interviewing guides in Gran Canaria about Finnish charter tourists' behaviour. The searching process was time consuming and at first not successful, since many tour operators either did not reply to emails or telephone calls, or was not willing to let their guides be interviewed. Because of the lack of interest among the Finnish tour operators, the idea of contacting Swedish tour operators instead grew.

Perhaps the same kind of research could be done on Swedish charter tourists as well as Finnish, since both nationalities travel to Gran Canaria.

Shortly after, altogether three tour operators in Sweden were contacted through emails. Of the three companies that replied, two of them asked to receive further information about the actual research survey. After several exchanged emails, one of the tour operators, Ving, gave allowance for interviewing their guides working in Gran Canaria.

It was agreed that Ving would allow five of their tour guides to be interviewed, and that the interviews would be held in Gran Canaria, in the guides' normal working environment. The time period for the interviews was arranged for the 18th of February till the 25th of February 2010. The location for where in Gran Canarias the interviews would be taken place was not decided at that moment; neither which day nor which time the interviews would be held. After the time period for the interviews had been decided, the survey was planned and formed during mid January 2010. The survey was completed in the beginning of February 2010, and was ready to be used for the interviews in Gran Canaria.

4.5 Description of the Research Interview

In the first week of February 2010, emails were sent between the researcher and the area manager for Ving in Gran Canaria, to agree on a date that would be suitable for the interviews. The interview day was set to February 19th 2010, between the times 10 o'clock and 2 o'clock, and the location for the interviews was Ving's head office in Gran Canaria. During this interview day five tour guides from the company would be interviewed one by one, in approximately 25-30 minutes.

The trip down from Vaasa to Gran Canaria was scheduled on the 18th of February 2010, one day before the actual interview on the island. The

researcher was picked up by the area manager in the morning of February 19th and was taken to Ving's head office located in the area of San Fernando, a small village close by to Playa del Ingles. The interviews with the guides were scheduled from 10 o'clock and forward, and a conference room situated within the head office was used for the interviews. The interviews that was estimated to take 25-30 minutes, did in fact not last longer than approximately 20 minutes for each respondent. All interviews were recorded, by allows from the respondents, since without using a tape recorder, not much would be remembered. The last interview was finished around 1 o'clock, an hour earlier than expected. All respondents who had participated in the interview were thanked after the interviews, for sharing their thoughts and opinions, and especially for taking time for it. After the interviews were completed, all the material from the interviews were listened through, and later analysed in Finland.

4.6 The Structure of the Survey

The qualitative semi-structured research for this thesis contains of six different themes which will function as the whole structure for the interview. All the themes which have been chosen for this research are of high importance within the world of the charter tourist. During the interview these themes will function as guidelines for the interviewer to maintain focus on the subject. The interview will begin with a small background discussion about the guides, e.g. how long they have been working with their profession, and how long they have worked as guides on Gran Canarias. When these questions have been asked, no further information about the guides is necessary, since the idea behind the interview is only to receive the guides thoughts and opinions about the subject matter.

After the short background information, the themes for the interview will be discussed. Under the following headings, the six different themes will be presented.

4.6.1 Behaviour

The first theme to be discussed in the interview in Gran Canaria is behaviour. This theme was chosen since it concerns one of the most important factors of this thesis. It is quite difficult to explain how a tourist is affected when entering a new situation and environment abroad, but what can be said is that the tourist is likely to take a totally new role during this time period to fit in. This “charter” behaviour is different and unique for all charter tourists, but what they have in common is that they do not act and behave like this when being in their home country. Within the destination the tourist can feel anonymous and therefore they will act and behave more bravely and openly during their vacation. During the interview session the tour guides will have the opportunity to share their own experiences, thoughts and opinions about how much they feel that this theme is corresponding to the Swedish charter tourists.

4.6.2 Safety and Security

The safety and security factors are without question a huge part of the charter tourists travelling planning and booking. Already when planning their vacation, the charter tourist is taking the safety and security factors in consideration; they tend to choose a destination that is known for them from before, or choose the destination since it has the reputation of being popular and safe. The charter tourist is buying the ready made charter package directly from a tour operator to minimize the risk of trouble in the booking and travel schedule arrangements. At the destination, the charter tourist can rely and put the responsibility on the tour guides, and it makes the tourist feel safe and secure to know that someone else is in charge of taking care of times schedules, meetings, and excursions during their stay. The safety and security theme was chosen since it is controlling the tourist already from the very

beginning in planning and booking procedure to the actual stay at the destination. In this theme the tour guides can clarify if they feel that charter tourists are driven by safety and security reasons, and if that is the case, how clearly can it be noticed in Gran Canaria.

4.6.3 Anonymity

The feeling of anonymity that the charter tourist is experiencing within the destination is closely linked to the theme “behaviour”. It is difficult for other people at the destination to be able to know what kind of behaviour is fake and “normal”, since they can not know how the tourist is acting and behaving when they are in their normal environment at home. When the tourist realizes that he/she has the ability to choose whoever they want to be during their vacation, they tend to open up and not only behave in a new way, but also take different actions. There are several actions that the charter tourist participates in during their vacation, such as partying, drinking and dancing. What is combining all these actions together is that the tourist does not normally participate in these kinds of things in his/her own home country, but since the tourist now is anonymous and abroad, the step for doing it is not that high anymore.

4.6.4 The Comfort Zone

During their whole stay at the destination the charter tourist is spending time within the comfort zone which could be explained as their own personal environment. It is an area of safety and security value for the tourist, which they seldom leave once they get to the destination. For the charter tourist, the comfort zone comprises of the hotel facility, the hotel pool, the closest beach, and the shopping street leading to the beach. Within this area the tourist can

find everything they need, and therefore they do not have the need to explore the surroundings outside of it. Furthermore, if in deed the charter tourist is leaving the comfort zone, they are not interested or keen to communicate with local inhabitants. The locals are not a part of the comfort zone that the charter tourists are spending time in, and therefore the step to communication is high.

4.6.5 Familiarity

It has earlier been mentioned that safety and security factors are important for the charter tourist when spending time abroad, and one thing that goes together with that is familiarity. Exactly like safety and security matters, familiarity is a part of the destination planning for the tourist. A destination that has a long and rich tourism history and is still popular among other tourists, is a destination the charter tourist most likely will choose in the end, because what is familiar, that is safe.

The interest in familiarity is not ending when the charter tourist arrives to the new destination. From when they arrive, they choose to spend time with a group of tourists from their own home country, speaking the same language as they are. This creates a strong feeling of security and familiarity, and it is convenient to be able to speak the same language as at home.

Within the destination the charter tourist can also recognize products and brands which are known to them in their home country. Even though the charter tourist is abroad, he/she can buy familiar items just as easily as at home, which adds the feeling of being away from home but still not. When it is time to search for restaurants at the destination, the charter tourist knows exactly what kind of food they prefer. The goal is to find a restaurant that serves familiar Scandinavian cuisine; since that kind of food is familiar to the

tourist. The rest of the evenings during the vacation will also be spent on the same kinds of restaurants.

4.6.6 Motivation

Charter tourists know exactly what kind of vacation they would like to have already before they travel; what the expectations are and what the whole experience are going to bring them. These tourists are pleasure seekers, travelling to a destination to receive relaxation, warm climate, water, a beach and sun. The priorities are to get away from the every day life at home, and as long the tourists receive the earlier mentioned factors during their vacation, they are satisfied. The charter tourists are not seeking for something adventurous to do; neither are they seeking only cultural attractions at the destination, the main focus lies on a stress free relaxed holiday.

5 RESULTS OF THE RESEARCH

5.1 Analyses of the Research Interview

In the following chapter the six different themes will be presented one by one, beginning with the reliability and validity of the research method, followed by the hypothesis from the theoretical part of the thesis. The similarities and differences of the respondents` answers will be combined as a conclusion under all themes, as well as how they are linked to the theories. At the end of each theme, a short conclusion is given and to the last, a final conclusion and suggestions for further studies will be presented.

5.1.1 Reliability & Validity

Reliability is defining how dependable research methods and techniques are. If a research test would be tested several times, the results should be the exact same each time to be able to define it as reliable. Within this thesis study, the personal interviews with the respondents matched well with the purpose and the goal of the research. The respondents had the possibility to speak in their own language; therefore no misunderstandings in communication occurred. All the themes and statements were clearly explained to the respondents so that no problems in understanding the contents would appear. The interviews were recorded to insure that none of the information received would get lost or misunderstood by the researcher. When taking in consideration these factors, the reliability of this research is of high level. (Åbo Akademi. Mälardalens högskola)

Validity refers to whether the research measures what the researcher meant to explain, e.g. if it is according to what he/she intended to measure from the beginning. In this research study, the themes and statements from the interview

are corresponding very well with the research results. This could be explained by the many follow-up questions that were used in the interview, to be able to receive additional and more exact information from the respondents. Furthermore, the respondents in the interview both had the background experiences and knowledge to provide the information needed, which also is an asset of the validity of the research. (Åbo Akademi. Mälardalens högskola)

5.1.2 Behaviour

The expected outcome of the research interviews regarding this theme is that the Swedish charter tourists will try to adapt to the new situation in Gran Canaria, as soon as they arrive. The Swedes will take on a new role and behaviour pattern during their vacation, and behave in a different way than they usually do at home. It is expected that it will be somewhat easy for the tour guides to see the new behaviours of the Swedes, and that there will be a similar behaviour pattern for all of them. Surely, there will be some differences in the behaviour between the Swedes and the other Scandinavian countries as well.

The results from the research interviews show that the Swedes do change their behaviour, but only partly, to be able to escape the reality and because the situation is different from home. The behaviour can mostly be recognized by the Swedes consumption of alcohol, the way they do not care about their looks, and that they are more open minded. An example of easy recognizable behaviours occurs during the period of December, around Christmas and New Year. Within this time period a large amount of Swedes with alcohol and drug problems arrives to Gran Canaria, to get away from the harsh situation at home. The behaviour for this certain group does not change for the better, instead all the problems at home will be handled in an extreme way at the destination. The respondents of the interview research did not fully agree that the Swedes take on a totally new role and personality during the time abroad. The reason for this is because many of the

Swedes are returnees to the island, who feel very independent and comfortable with themselves, and therefore there is no need to take on new roles.

Regarding the statement about similar behaviour patterns for all Swedes, the respondents do not see any exact pattern that would distinguish just the Swedes. The explanation to this is the fact that the amount of Swedish charter tourists travelling to Gran Canaria is so large, and it is therefore difficult to see a common behaviour e.g. between the genders and ages. However, when comparing the behaviour of the Swedes to other Scandinavian countries, the differences are crystal clear. The Swedes are highly informed by all the rights they have, already before they arrive to the destination, and are complaining about problems more than the Danish and the Norwegian tourists. Regarding asking for help and support from tour guides, the Swedes and Danishes can handle themselves quite well, in comparison with the Norwegians who often are in contact with the call centres.

The outcome of the results did not come as total surprise; there was a lot similar links to the expectations and the theory. An interesting matter is that Goffman's hypothesis from year 1959 still has that much reliability to it when being tested in practise. Goffman (1959) stated in his definition of tourist behaviour, that the charter tourists are changing their behaviour to fit in to the new situation on the destination, to adapt as perfectly as possible. The Swedish charter tourists seem to fit in to Goffman's definition quite well, since as he explained they are trying to escape life at home, and because they try to adapt to the new situation. Goffman continues in his definition of tourist behaviour that the tourist takes on a new role, a role that will be played during the vacation. The respondents did not share the opinion with Goffman in this statement of his. The results showed that the respondents did not fully agree that the Swedes take on a new role on the destination, which was explained by the many comfortable returnees to the island. Perhaps Goffman's hypothesis would have matched tourists in another destination even better, however Gran Canaria are a familiar destination for the Swedes, and therefore they do adapt to the situation but does not fully take on a new role.

The fact that the Swedes did change their behaviour only partly was not surprising, neither that they are behaving in a more open minded way and wanted to escape the reality. However, the fact that the Swedes regarding alcohol, drug and abuse problems had a very easily recognizable behaviour during a special time period was the most unexpected information within this theme.

It was unexpected that there was no actual similar behaviour pattern for all the Swedes; however it is understandable that such a thing is difficult for the tour guides to recognize. Gran Canaria is one of the most popular charter destinations for Swedish tourists to travel to, and to be able to find a common pattern within this group of thousands of tourists is almost impossible. The information received from the interviews handling differences between Swedes and other Scandinavians was comprehensive, and was surprisingly described almost in the same way from all the respondents. By judging the results, it is obvious that the respondents are in much contact also with other nationalities than just Swedes.

5.1.3 Safety and Security

The predicted outcome from the interviews with the tour guides regarding this theme is that safety and security factors are of high importance for the Swedes from the very start of the booking of the trip, to the stay at the destination. The expectations are that the Swedes will have the safety and security issues in mind when they choose they means of travel, which in this case is charter, and when choosing the destination to travel to. It is furthermore expected that the Swedes will be influenced by other tourists, and travels to an already popular destination, which will be felt as safe and secure. Within the destination it is believed that the Swedes want to have someone taking care of all their matters, and therefore put the responsibility on the tour guides.

All of the interview respondents totally agreed that safety and security factors are of high importance for the Swedes when they are travelling to Gran Canaria. The

respondents explain that the Swedes feel safe about the fact that Gran Canaria for many of them are familiar as destination, and is therefore a reason to travel there. Already in the stage of booking, the Swedes have the safety and security factors in mind, e.g. on Gran Canarias many of them want to live in San Agustín, a location which is popular for Swedes. Naturally it is seen as safe and secure to live in a location like that, together with other Swedes. During the interviews it is also being said that the Swedes value the fact that someone is helping them during the flight, the transportation to the hotel, guiding in the bus, and even helping them find their hotel room. The Swedes feel safe with the fact that there is always someone there with them, and appreciates the service they receive from a charter trip.

When being asked about responsibility, the respondents all agree that the Swedes put a huge responsibility on tour guides when they are abroad. The Swedes trust for the tour guides is high, and they tend to come with all kinds of problems, small and big ones. However, the respondents' also mentions that the tour guides tasks are to be there for the Swedes, and that the Swedes have paid for that kind of service.

As it was believed, the safety and security factors were of high importance for the Swedes, and match perfectly with Simon Vaughan's (The Adventure Zone) stating that the tourist priorities safety and security when travelling. Many of the Swedes are as earlier described returnees to Gran Canaria, and choose to travel back to the island since it is safe and comfortable for them. In Maslow's hierarchy of needs pyramid, safety and security needs has been placed on the second stage, since he believes these are important when the physiological needs (food, water) have been fulfilled. The Swedes have the needs for safety and security in their minds both in the planning of the trip and during the whole stay in Gran Canaria. Maslow explains that fear and anxiety for different things is what is tormenting humans in a early stage on this pyramid model, therefore these needs have to be taken cared of also in the early beginning. The Swedes who travels to Gran

Canaria also choose to take care of these needs by choosing to travel with charter, since they then can rely and put their safety in someone else's hands.

It is rather interesting though that the Swedes value the services on the destination as much as they actually do. The need for help, guidance and support was surprisingly high, and it was not expected that they would rely and trust their tour guides to this extent.

The fact that the Swedes puts high responsibility on the tour guides was expected, since that is the part of the motive to travel to Gran Canaria; to have someone taking care of all of the different stages within the vacation process. Overall this theme met the expected hypothesis and theory well; there was nothing that came across as very surprising or unexpected. It can clearly be seen that safety and security factors are one of largest values for the Swedes when travelling to Gran Canaria, both in the planning and booking stage and during the time abroad.

5.1.4 Anonymity

In the first theme, behaviour, it was discovered that the Swedes do try to adapt as much as possible to the new situation in Gran Canaria. Within this theme, the focus is to find out to which extent the Swedes will take advantage of the anonymity, and what kinds of activities and actions they will take on in response to that. The expectations regarding the activities and actions are that the Swedes will take on new different activities that they do not normally practise at home, such as e.g. sports. The Swedes will be open minded, and take advantage of the anonymity, and furthermore it is believed that the scale of alcohol consumption and partying will be on a high level in response to the theme.

The research interview results indicate that all respondents totally agree that the Swedes do take advantage of the fact that they can be anonymous within Gran Canaria.

Goffman's (1959) definition which was used in the first theme (behaviour) could also be tested within this theme. He stated that the tourist take on a new role as an actor when they are abroad, to the fact that no one can recognize them. The results are quite much the same as in the first theme, behaviour, since the two of them are dealing with similar subjects. The respondents' answers also here as in the first theme that the Swedes are more open minded when they can be anonymous and that it gives them more freedom.

The respondents did not agree that Swedes will take on new activities during the vacation; instead the priority is on normal activities such as relaxing, going to cafés and beach, and sunbathing. This shows that exactly like the first theme, the Swedes are acting differently but not fully taking on new characters or activities. As earlier described, the reason for this is because many of the Swedes travelling to Gran Canaria are elderly, who does not care about doing or learning new activities. Although the respondents did not agree on this statement, they totally agree that the scale of drinking and partying is high, in response of the anonymity the Swedes feel. In the matter of alcohol consumption, the respondent admits that even though many of the Swedes travelling to Gran Canarias are elderly, it does not affect the amount of alcohol intake.

The fact that the Swedes do take advantage of anonymity was not surprising, since this is most likely a phenomenon that does not only concern charter tourists. The Swedes was not interested in participating in new activities during their vacation, which was the opposite of the prediction before the research interview. This result came as a quite surprise, it was expected that if the Swedes do act in an open minded way, it would also lead them to other actions such as new activities. However, it is easy to understand the reason behind the results, when learning that many of the Swedes do belong to the older generation who are not simply interested. The alcohol consumption came with no surprises when the results showed that it was of a high level. It was startling though to learn that it is not only an activity for teenagers, also the older generation Swedes are actively participating but without visiting the nightclubs.

5.1.5 The Comfort Zone

The idea that the Swedes would have a comfort zone where they spend the majority of their time on in Gran Canaria is not in this case expected. The Swedish charter tourist may have a specific location where they live on within the island, but it is difficult to imagine that they do not leave this place even once during their vacation, in consideration of all the trips there are being arranged for them. However, when it comes to communicating with the locals, the expectations are clear; it is not believed the Swedes have any interest at all to speak to them or confront them during their vacation.

In the definition of the *organized mass tourist*, Cohen (1972), states that the tourist stays inside a comfort bubble during their time in the destination, which consists of the beach and hotel, and rarely leaves it. When being asked about the comfort zone, and if it exists for the Swedish tourists, the respondents are not all of the same opinion as Cohen. Two of the respondents absolutely agree that the Swedes stay within their own comfort zone, whereas the three others are unsure and answers that it only can be seen partly. The two of the respondents who had the opinion that the Swedes absolutely stay in comfort zones, have some thoughts behind their theories. They explain that the Swedes do not leave the comfort zone as a fact that they have everything they need there and does not have to leave the area at all. Another example given is that the comfort zone is on of the reasons the Swedes buy charter trips; to have an “own” pool, hotel and beach that they feel a belonging to during their stay at the destination.

The three respondents, who did not share this same opinion about the Swedes within the comfort zone, explain their answers in different ways. They believe that because so many Swedes are returning guests to Gran Canaria, they feel so comfortable with the destination that they do not hesitate to leave their comfort zone and discover new things. There are also variations within the Swedish tourist group when it comes to leaving the comfort zone or not. It was pointed out from one of the respondents that all Swedish tourists are of course different, but often

the families with small children and elderly are the ones who do not leave the comfort zone very quickly.

The tourist is defined by Simon Vaughan (The Adventure Zone) as someone who likes to play safe, and therefore do not explore the surrounding outside the comfort zone or who neither are interested in communicating with the locals. Regarding that statement, all of the respondents answers that they do not believe that the Swedes are very interested in communicating with the local inhabitants. One explanation for the full agreement on this statement are e.g. that many of the Swedes uses the Swedish call centre to ask questions, since they do not feel so comfortable using Spanish or English with hotel reception. Other explanations are that the Swedes do not priority these kinds of interactions at all, and if they would want to speak to locals they would travel somewhere else, where local inhabitants are easier to find.

The results from this theme showed some clear differences in the respondents' answers, at least on the first statement regarding the Swedes and the comfort zone. It was bit surprising that this statement was something they all did not agree the same on, since they agreed on so many other statement and questions. Some of the respondents felt that it was difficult to answer, and could therefore only answer by their own opinions and not by experience, which could be the reason why the answers came out to be divided like this. Exactly like some of the respondents also pointed out, there are large variations of Swedish charter tourists travelling to Gran Canaria, which makes it very difficult to speculate who leaves the comfort zone and who does not.

The Swedes are not very interested in communicating with the locals in Gran Canaria; the results came out as expected, which was not surprising. Perhaps if this statement would be tested in a different tourism destination, the results would have been another; however Gran Canaria is not the type of destination where tourists come to see the local cultural life. The Swedes are eager to use the Swedish call centre for help and support, rather than asking the same questions at

the hotel reception in another language. This is understandable though, it does not necessarily mean they are terrified to speak English, but they feel more comfortable if they can speak Swedish with someone instead.

5.1.6 Familiarity

The hypothesis regarding this theme is that the Swedes choose Gran Canaria as their vacation destination, since the island has a positive reputation of being safe, non-surprising and encouraging to travel to. Within the theory part of the thesis, the tourist was described as wanting to spend time with other tourists in a group, which would provide them safety and security as well as in this theme familiarity. It is not expected that the Swedes are automatically drawn to other Swedes, to create a group during their vacation, since it is believed that tourists naturally prefer to be by themselves on the destination. Further expectations are that on Gran Canarias, the Swedes will search and buy familiar products that they recognize from home, to kind of bring a balance between home and vacation. When the Swedes are searching for restaurants on Gran Canarias, it is expected that they preferably want to visit one that serves that kind of food which the Swedes are familiar with at home.

A tourist travels back to the same destination several times since it can bring them comfort and safety and they know that things are familiar to them, states Simon Vaughan (The Adventure Zone). The respondents do agree that many of the Swedes travels to Gran Canaria because of the popularity and familiarity of the destination, but also as earlier explained many Swedes are returning guests who have been visiting the island ten to thirty times in a row. The reason they return to Gran Canaria is because many of them does not for example have a summer cottage in Sweden, and therefore they choose to spend a few weeks every year on the island. For this tourist it is comfortable to travel to Gran Canaria, and as Vaughan states nothing is surprising and unfamiliar to them anymore.

In Cohen's (1972) definition of the *organized mass tourist* he states that a person belonging to this tourist type prefer to travel along with other tourists in a group. In Maslow's *hierarchy of needs* pyramid, he has placed the need for love and belonging on the third stage, after physiological and safety needs. Under the love and belonging heading he explains that it is vital for a person to belong to a certain group, e.g. a meeting group, football team or in this case a tourist group, to be able to sense a feeling of belonging somewhere

All of the respondents apart from one agree that the Swedes do want to spend time with other Swedes in a group during their vacation. The respondent who did not share the same opinion answers that the Swedes do not priority to be in a group, and the only exception is when there is a problem during the vacation; then the Swedes go together as a group to solve it.

The rest of the respondents who did agree on the statement refer their answers to the large amount of Swedish and Scandinavian restaurants and bars in Gran Canaria. They explain that the Swedes are drawn to these places because of the fellowship to other Swedes and the familiarity to home they feel there. Even though the respondents agree with Cohen on this statement, it does not match exactly to what he stated. He specifically stated "travels around with other tourists in a group" which was not precisely how the respondents described the Swedes to do. Regarding Maslow's hypothesis about love and belonging needs, it seems that the Swedes do feel it is vital to belong to a certain group, in this case of their own nationality, since they are drawn to these Swedish bars and clubs.

All the respondents totally agreed that the Swedes do search for products and brands that are familiar to them at home. The items that are especially searched for are Swedish newspapers, candy, and food products. The respondents state that the demand for Swedish products are very high in Gran Canaria, since Swedes have been travelling there for so long, and the island has become Scandinavian inspired. Because of this high demand many shops sell Swedish products for the tourists to buy, and even some hotels rooms have Swedish channels.

When asking the respondents about Swedes and restaurants, they all agree to some extent that the Swedes do search for familiar food, and that it is quite important that the menus are in Swedish. Many restaurants in Gran Canaria are Swedish owned and serve only Swedish food, and of course many tourists want to eat there. Some of the Swedes may not require typical Scandinavian food, however instead they visit the restaurant because they know they will be served in Swedish. There are of course a smaller group of Swedes who do want to try some other cuisine during their vacation, and who are avoiding the Scandinavian restaurants, but in general the Swedes search for what is familiar.

It was not unexpected that the respondents would agree on the statement regarding the Swedes and reasons why they travel to Gran Canaria. The underlying factor such as that many Swedes do not buy summer cottages, but instead travel to this island several times a year was interesting information.

One of the largest surprises within this theme was the fact that the respondents, all apart from one, agreed that the Swedes actually do want to spend time with other Swedes in a group. However, it is very interesting that the explanation behind that are the many Swedish bars and clubs that can be found in Gran Canaria. According to the respondents, the Swedes are drawn to the Swedish names of the clubs, cafés and bars as well as spending time with other Swedes at the same time. It was believed that the Swedes would want to spend time with other Swedes during e.g. day trips, but instead they socialize on clubs and bars.

The Swedes do search for familiar products and items during their time in Gran Canaria, which did not come as a surprise, although it was fascinating to learn how big this industry is. There are so many shops selling Swedish products in Gran Canaria, more than on any other charter destination, because there are so many Swedish tourists and the demand is huge.

It was interesting that the Swedes do not only demand for familiar product, but also there is a demand for Swedish channels on the hotel rooms. By learning that, it is easy to understand that Gran Canaria is highly influenced by Scandinavia and

Sweden, and that the need for tourists from these countries is also high. As for the restaurants, the Swedes do search for familiar cuisine partly, but of course there are some who want to discover the genuine Spanish dishes as well. An interesting remark was that there are some of the Swedes who might not search for Scandinavian cuisine, but still want to have a restaurant with Swedish menus.

5.1.7 Motivation

In this last theme the expectation and motives behind the Swedes choice of destination will be presented. The reason why they have chosen Gran Canaria as the destination for their vacation, and what kinds of activities they are participating in on the island are some questions that will be studied under this heading.

The expected outcome for this theme is that the Swedes will be described as pleasure seekers by the respondents; a group of tourists that only requires relaxation, sun, beach and water. It is believed that the Swedes will not be searching for something adventurous to do during their time in Gran Canaria, neither that they will travel there for cultural purposes. It is believed that they have a very clear picture and plan of how they are going to spend their vacation in Gran Canaria.

In the definition of the tourist, Swartbrooke & Horner (1999) states that the tourist is a pleasure seeker who has planned everything already before they leave for their vacation. All the five respondents agree that the motive for the Swedes to travel to Gran Canaria is crystal clear; they arrive to the island to escape the cold weather in Sweden to sunbath, swim, relax and eat out on restaurant. The Swedes have a good knowledge and search for information about the island and what kind of activities that can be done there, already before they arrive to the destination.

In Plog's (1974) definition of *psychocentrics* and *allocentrics*, he describes the psychocentric tourist group to be less adventurous than the opposite *allocentric* group.

The Swedes are not described by the respondents as adventure or culture seeking tourists at all, by the fact that there is not much of adventurous or cultural activities that can be done in Gran Canaria, and because many elderly Swedes are not interested in it. The respondents all totally agree that those Swedes who choose to come to Gran Canaria are those who want to have a stress free vacation with warm climate. This could be matched with McIntosh's, Goeldner's and Ritchie's, *physical motivators* group which is linked with the body and health, and is associated with activities that will reduce stress and tension.

The motivation theme was one of the themes that all of the respondents had very clear opinions on. The results from the interview with the respondents and the expected outcome corresponded perfectly, which was not really a surprise. When it comes to charter tourism and especially Gran Canaria, the motives behind the booked trip are quite easy to see and understand. As the respondents answered, many Swedes want to escape the cold climate in Sweden, and Gran Canaria have everything they need for a perfect vacation, within an acceptable flying distance. The motives for travelling to Gran Canaria has probably always been the same, there is no need for adventurous or cultural activities as long as the tourists receive what they want the most; sun, beach and relaxation.

5.2 Conclusion of the Research Interview

There is no doubt that the respondents of this research interview had a lot of personal experiences when it comes down to this subject. The tour guides and staff working for Ving in Gran Canaria have a daily contact with the Swedish charter tourists, and have experienced and seen a lot. One concern before the research interview with these guides was that perhaps they would not have enough experiences or knowledge about the subject that this thesis is handling.

Despite this concern, the respondents understood all the themes clearly, and spoke very freely about their own experiences, thoughts and opinions.

During the research interview, it was early noticed that some of the themes melted together in a way that was not expected from the beginning. All of the themes concerns similar subjects regarding the charter tourist so of course some topic were brought up several times. An example of that is the themes “behaviour” and “anonymity”. In the theme behaviour the respondents answered that they feel the Swedish charter tourists are more open minded when they try to adapt to the new situation on the destination. A similar answer occurred during the theme “anonymity” where the respondents said that the Swedes take advantage of the anonymity by being more open minded. Another link is between the two themes “motivation” and “anonymity”. Both of the themes come to that conclusion that the Swedes are not at all interested or motivated to do other activities than relaxing, being in the sun, swimming and visiting restaurants during their vacation.

A very interesting link between the themes “behaviour” and “anonymity” is brought up during the interviews with the respondents. In “behaviour” the respondents answered that the Swedes behaviour can be recognized by their alcohol consumption, and in “anonymity” they reply that the Swedes take advantage of anonymity by consuming a large amount of alcohol.

The clearest links seems to be between “behaviour” and “anonymity”, which could be explained that both of them are dealing with the acting and changes in behaviour of the Swedes. Now, afterwards it does only feel positive that these themes are somewhat linked, it gave the research interview and the results a red thread to go on.

There were many similarities which could be connected with the theory; however the factor behind some respondents’ answers was unexpected and surprising. It was interesting to learn that many Swedes with alcohol and drug problems travels down to Gran Canaria within December to get away from home, and that the

respondents could recognize this group so clearly. Regarding alcohol, it was no question about it that the Swedes do consume a high level of it, and even more interesting was that it does not matter if it is a teenager or an elderly; the consumption is still high.

Other interesting matters that came up during the analyses of the research results were e.g. that the Swedes have a huge demand for familiar brands and items when they are staying in Gran Canaria. Surprisingly, it is not only magazines, food and candy that the Swedes demand for, even some wants to have Swedish channels on their hotel rooms. Gran Canaria is very influenced by Sweden and other Scandinavian countries, even more than expected in the beginning of this thesis writing. The comfort zone theme which was the fourth theme in the interview to be discussed was an interesting subject since the respondents had quite different opinions and thoughts about it. Some of the respondents answered that the Swedes do have a comfort zone, whereas some did not agree to this at all. Safety and security seemed to be the theme which all of the respondents had very clear opinions on, everyone agreed totally on the statements regarding it.

The Swedes are very informed and well planned tourists, who knows exactly what they will receive and what they will do during their vacation, and most importantly, they know what kinds of rights they have. They are not travelling to Gran Canaria for the ultimate adventure or to have the most memorable trip of their lives, the motive is to travel away from a cold climate in Sweden, which they have done for almost 50 years and are still doing.

After this analysis of the interviews with the respondents, it is fairly easy to point out the Swedes as the typical stereotype of a charter tourist. What is to remember is that there is such a huge amount of Swedes who is travelling to Gran Canaria every week, and it is almost impossible to generalize all of them into this one type of tourist group. The respondents of the interview speak from their own experiences, and even though that is of a high value, the amount of them was only five, which also needs to be taken in consideration. These above mentioning

factors are therefore something to remember when looking through the results of this research.

5.3 Suggestions for Further Studies

Within this thesis research the behaviour and acting of the Swedish charter tourists was studied from the company's point of view (Ving). In the beginning of the writing process one idea was to do the research from the opposite direction, meaning conducting results from the Swedish charter tourists themselves about this subject. The reason why this method was not used within this thesis work was because it was seen as less reliable than if interviewing someone working with the tourists. If this research had been conducted again, this method would have been very interesting to apply. It would be fascinating to compare results and discover if there are any differences between the Swedish charter tourists own answers and the tour guides answers. The results from that kind of research would surely look much different from what the results look like now, and it would be interesting to see how the Swedish charter tourists react to these same themes being used in this thesis.

If the research method for this thesis was used in a larger extent, it would be nice to interview tour guides from the other Scandinavian countries using the same themes, to make a comparison between them all. It was noticed during this research interview that the Swedish tour guides was able to tell a lot of differences between the other Scandinavian tourists and Swedes. As an example there could be arranged interview meetings with Swedish, Norwegian, Danish and Finnish tour guides to find out results for the other nationalities than the Swedish as well. Now when having received some knowledge about the Swedish charter tourists' behaviour and acting, it would be interesting to know if the tourists in the neighbouring countries act in the same way.

There are many suggestions for how this research could be developed in the future, or done in another way. In the beginning of the writing process it was difficult to know which method that was the best to adapt to this research. All of the above mentioning methods are for sure conceivable, but some are more time consuming and harder to adapt than others. During the early start of the writing process all these different methods did not really exist yet, it is now afterwards that other possibilities have showed up. It is definitely believed that there are still things that can be studied and discovered within this subject, there are not many thesis written that handle behaviour and acting of tourists in general. Other tourist types than charter tourists can of course be studied, and since travelling in all forms are developing and changing over years, so would probably also the tourists' behaviour and acting do.

6 SUMMARY

The idea of making a research regarding charter tourists' behaviour and acting was born already in the second year of my studies in Vaasa University of Applied Sciences. I did then not know for sure if it would be possible to do a research about this subject, since almost the only possibility to receive answers for my research was to travel to a charter destination and conduct them there. Some people questioned whether it was actually necessary to travel all the way down to Gran Canaria for interviewing five respondents in four hours. I knew in the beginning that it would be worth it, since I felt that one can not have any deeper discussions with anyone if it's not possible to meet them face to face. The research interviews was truly the most interesting and fascinating moment of the whole thesis process, firstly since I had the possibility to meet the respondents in their normal working environment, and secondly since they enthusiastically shared their stories with me.

The outcome of the results showed that the Swedish charter tourists do try to adapt to the new situations on Gran Canaria as well as they can, but do not go as far as taking on a new role. Safety and security are of high importance for them, and is taking in consideration already in the planning of the charter trip and the decision where to travel. The Swedes take advantage of their anonymity on the destination by behaving in a more open minded way, and it can also be recognized in the high consumption of alcohol. Regarding the comfort zone, the opinions differed; two of the respondent did believe that the Swedes stay inside it whereas the three other only partly could agree on it. Surprisingly all the respondents felt that the Swedish charter tourists want to spend time with other Swedes in a group during their time in Gran Canaria, which was explained by the fact that the Swedes are drawn to clubs and restaurants where other Swedes are. It was also mentioned within this theme that Swedes are drawn to buy familiar products and food, and that they to some extent search for familiar food and Swedish menus on restaurant. The motive to why the Swedish charter tourists are travelling to Gran

Canaria are because of the relaxation that the island can give them; sun, beach, and bath.

Surprisingly it was not the statements the respondents agreed with me on that made the interview interesting, however it was the underlying factors behind their answers. I expected the respondents to agree on many statements, but it was unexpected that they e.g. could recognize tourists with alcohol and drug problems from other tourists so easily regarding the discussion about behaviour. Hence it was exciting to receive additional stories and experiences from the statements given by the respondent during the interview.

The idea before analyzing the research interview was also to use the background information about the respondents within this thesis. The background information gathered could have been compared with the results in analysing to see if there would be differences according to e.g. gender or work experience. However, since three of the respondents were females and one of them was a male, it could not have been compared in an age perspective because of non reliability. The work experiences that the respondents had were also quite similar, which would have made it very hard to make a comparing analyse regarding that. Hence, the planned comparing analyse was not created for this thesis.

Now afterwards when the research analyses are completed and I am in the end of the thesis process, I feel very proud of myself for succeeding in making a research like this. As I mentioned earlier, I did not know in the beginning if a research like this one would be possible to do, and I was unsure what to expect from it. I hope that the results will be of interest for others and especially for Ving, since I believe that the results can give them a better understanding of the Swedish charter tourists' motive for travelling to Gran Canaria, and the decisions they make on the destination.

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APPENDIX I

INTERVIEW 19.2.2010 WITH TOUR GUIDES FROM VING

GRAN CANARIAS, SPAIN

BACKGROUND INFORMATION ABOUT THE GUIDE

Questions for the guides:

(Male/female)

(How long have the guide been working with this profession?)

(How long have the guide been working on Gran Canarias?)

(Description of tasks within the destination)

THEMES FOR THE INTERVIEW

BEHAVIOUR

(As soon as the charter tourist has entered this new environment, he/she is trying everything in his/her power to adapt to the new situation, to be able to fit in perfectly)

(On the destination the charter tourist behaves exactly like the want to, no one knows who he/she is, and how this person normally behaves at home anyway.)

Support sentences for the interview:

1. How the Swedish tourist is adapting.
2. Possibility to recognize behaviour difference.
3. How to recognize and notice it.
4. Similar patterns for all the Swedish tourists.
5. Patterns for Swedes, and other nationalities

SAFETY & SECURITY

(To feel safe and secure is one of the most important factors when the tourist is abroad)

(The charter tourist chooses of course a popular and well-known destination to travel to since a lot of people before have been there and it's safe.)

(The tourist books and travels with a tour operator, and therefore he/she feels calm and secure, since someone else is having responsibility for them during the time abroad, e.g. the tour guides.)

Support sentences for the interview:

1. The charter tourists need for safety & security
2. The choice of destination.
3. The choice of travel means.
4. The responsibility for the tour guides.

ANONYMITY

(The charter tourist takes advantage of the fact that no one can recognize them and becomes more daring in their behaviour.)

(The new environment and situation makes the tourist more open minded for trying new things, or doing things in a larger scale than at home, e.g. drinking, partying.)

Support sentences for the interview:

1. Advantage of anonymity.
2. Open minded and daring Swedes?
3. New activities and actions.
4. The scale of drinking and partying

THE COMFORT ZONE

(The tourist has a comfort zone during their one week vacation that they do not want to leave, which is the hotel, the hotel pool, the closest beach and the shopping street leading to the beach)

(The tourist feels comfortable in these few zones, and is not interested or brave enough to step out of it to explore the surroundings there.)

(Neither has the tourist any interest in interacting with locals at the destination.)

Support sentences for the interview:

1. The comfort zones areas
2. Exploration of the surroundings
3. The Swedish tourists needs during time abroad.
4. Swedish tourists and locals

FAMILIARITY

(Because of the positive reputation the destination has, the tourist feels encouraged to travel there.)

(The charter tourist is familiar with the destination, and that is the reason for travelling there again; nothing is too surprising and everything is familiar.)

(When arriving to the destination, the tourist wants to spend time with other tourists from their home country, since they then can speak their own language.)

(The tourist seeks for products, brands, and magazines that are familiar for them, just so they can feel a bit like home when they are abroad.)

(The tourist wants to have the same kinds of food as they are used to eat at home, and are therefore looking for a restaurant serving familiar Scandinavian food.)

Support sentences for the interview:

1. The reputation and popularity of Gran Canarias
2. Swedish tourists as a group.
3. Familiarity and convenience in Swedish language.
4. The need for familiar items abroad.
5. The search for Scandinavian cuisine.

MOTIVATION

(The motivation for a charter tourist is quite clear; they know what to expect and experience from a charter holiday, and knows on beforehand what kinds of things they will do at the destination.)

(The whole reason for travelling to a charter destination is not to experience something adventurous and memorable; instead the charter tourist is seeking relaxation, sun, beach and water.)

Support sentences for the interview:

1. The pleasuring seeking Swedish tourist.
2. Activities during the vacation.
3. The reason for travelling to Gran Canarias.
4. Non cultural and non adventurous Swedes.

APPENDIX II

INTERVJU 19.2.2010 MED VINGS GUIDER

GRAN CANARIA, SPANIEN

BAKGRUNDINFORMATION OM GUIDERNA

Frågor åt guiderna:

(Kvinna/Man)

(Hur länge har du arbetat med detta yrke?)

(Hur länge har du arbetat som guide här på Gran Canaria?)

(Information om arbetsuppgifter på destinationen)

TEMAN FÖR INTERVJUERNA

BETEENDE

(Så fort charter turisten har anlänt till destination, försöker han/hon anpassa sig så mycket som möjligt efter den nya miljön, för att försöka platsa in så bra som möjligt.)

(På destinationen betar sig charter turisten som han/hon vill, ingen vet vem han/hon är, och hur denna turist normalt betar sig när han/hon är hemma.)

Stöd meningar för intervjun:

1. Hur svenskarna anpassar sig till den nya miljön
2. Möjligheten att notera beteende förändringar.
3. Hur lägger man märke till det?
4. Likadana beteende mönster för alla svenska charter turister?
5. Mönster för svenskar, och andra nationaliteter.

SÄKERHET OCH TRYGGHET

(Att känna sig säker och trygg är en av de viktigaste faktorerna för den svenska charter turisterna.)

(Charter turisten väljer självklart en populär och välkänd destination, eftersom många har rest dit tidigare och stället anses vara säkert.)

(Turisten bokar och reser med en researrangör, och därefter känner sig turisten lugn och trygg, eftersom någon annan har ansvaret för dem under resan, dvs. reseguiderna.)

Stöd meningar för intervjun:

1. Charter turistens behov av säkerhet och trygghet.
2. Valet av destination
3. Valet av rese medel (researrangör)
4. Ansvaret som guiderna har.

ANONYMITET

(Charter turisten tar fördel från det fakta att ingen kan känna igen dem, och blir därför mer vågad och modig under sin semester tid.)

(Den nya miljön och situationen gör charter turisten mer öppensinnad för att prova på nya saker, eller gör saker på en större skala än där hemma, t.ex. festande, drickande.)

Stöd meningar för intervjun:

1. Fördelen av anonymitet
2. Öppensinnade och mer vågade svenskar?
3. Nya aktiviteter och agerande
4. Skalan av festande och drickande

BEKVÄMLIGHETS ZONEN

(Under en veckas semester har charter turisten en bekvämlighets zon som de inte gärna lämnar. Den består av hotellet, hotellets pool, gatan som leder till närmsta stranden och förstås stranden.)

(Turisten känner sig bekväm och trygg i denna zon, och är inte intresserad eller modig nog att utforska miljön utanför zonen.)

(Inte heller har turisten något intresse för att kommunicera med lokalbefolkningen.)

Stöd meningar för intervjun:

1. Bekvämlighets zonen, existerar den?
2. Utforskning av miljön utanför den

3. Svenskarnas behov under semestern (finns allt inom zonen?)
4. Svenska charter turister och lokalbefolkningen.

BEKANTSKAP

(Eftersom destinationen har ett så gott rykte, känner sig turisten uppmuntrad att resa dit.)

(Charter turisten är bekant med destinationen, och det är en anledning att resa dit igen; ingenting är för överraskande och allt är bekant från förr.)

(När turisten anländer till destinationen, vill han/hon gärna spendera tid med andra turister från deras eget hemland; för att de ska ha möjlighet att prata sitt eget språk.)

(Turisten söker gärna efter produkter, märken, och tidningar som de är vana vid att hitta hemma och är bekanta med, bara för att de ska kunna känna sig mer som hemma under semestern.)

(Turisten vill ha samma sorts mat som de är van vid att äta hemma, och därför söker de en restaurang som serverar typisk skandinavisk/västerländsk mat när det blir dags att äta ute.)

Stöd meningar för intervjun:

1. Det goda ryktet och populariteten som Gran Canaria har
2. Svenska turister som en grupp
3. Bekantskap och förmån i det svenska språket
4. Behovet av bekanta produkter utomlands
5. Sökandet efter skandinaviska maträtter

MOTIVATION

(Motivet för att resa för en charter turist är ganska klart; de vet precis vad de kan förvänta sig av en charter resa, och vet på förhand vad de ska göra på destinationen.)

(Hela motivet till att resa till en charter destination är inte att uppleva något äventyrligt och minnesvärt; istället söker charter turister en lugnande och stressfri semester med sol, strand, vatten och värme.)

Stöd meningar för intervjun:

1. Den nöjessökande svenska turisten

2. Aktiviteter under veckan utomlands
3. Motivet till att resa till Gran Canaria
4. Okulturella och icke äventyrliga svenskar.