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# The Motivating Factors in Alternative Touring and the Varying Image of a Tourist Destination

## Case study: Original Berlin Tours & Berlin

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2015 Kerava



**Laurea University of Applied Sciences**  
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## **The Motivating Factors in Alternative Touring and the Varying Image of a Tourist Destination**

**Case study: Original Berlin Tours and Berlin**

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Degree Programme in Tourism  
Bachelor's Thesis  
February, 2015

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Year	2015	Pages	48
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The aim of this Bachelor's Thesis is to find out the factors that most motivate tourists to participate in alternative tours in Berlin. The case study for the research is a tour company organizing alternative tours on a daily basis called Original Berlin Tours. Moreover, the thesis studies the destination image of Berlin and its possible changes when visiting the city more than once.

The thesis includes a theory part and an empirical section. The theory section introduces the significant tourism definitions, Berlin as an alternative destination and its marketing strategies, destination image as well as travel behaviour related theory including motivation. The empirical section consists of the questionnaire conducted on alternative tours of the case company. The research was based on a quantitative method. The questionnaire was handed out to willing 49 participants after each tour during a period of two weeks. The results were analysed in a basic manner by writing down the responses and dividing them into various sections for deeper analysis. The survey received 48 valid answers.

The results demonstrated that the factors that most motivate people to take part in alternative tours are street art and local life. This emphasizes the importance of tour contents as well as tourists' perceptions about alternative tourism, local life being a significant part of it. According to the results, other influential aspects were quite detectable in popularity as well though not as visible as the most motivational ones. In terms of the destination image, the results revealed that alternative, international and historical are the most descriptive definitions of the image of Berlin. Definite differences between the first-time visitors and visitors who have visited the city several times cannot be detected. Nevertheless, tourists with many visits seem to highlight the international atmosphere and hippy prospect of the city more than first-time visitors.

All in all, the motives concerning alternative tours are highly related to alternative tourism itself. The offer of alternative tours interests tourists to a greater extent. The destination image regarding Berlin is quite detectable and its changes after several visits relatively minor. This could possibly be a result of good destination marketing and strong perceptions that the city creates in tourists' minds.

Keywords: alternative tourism, alternative tours, Berlin, tourist motivation, destination image

Sallamari Hälikkä

**Matkailumotivaatio vaihtoehtoisilla kierroksilla ja mielikuvien muutokset matkakohteesta  
Case: Original Berlin Tours ja Berliini**

Vuosi 2015 Sivumäärä 48

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Tämä opinnäytetyön avulla pyrittiin löytämään ne motivoivat tekijät, jotka vaikuttavat turistien osallistumiseen vaihtoehtoisille kierroksille Berliinissä. Tutkimukseen on valittu esimerkkitapaus Original Berlin Tours, jonka tarjontaan vaihtoehtoiset kierrokset myös kuuluvat. Tämän lisäksi opinnäytetyössä tutkittiin käsityksiä Berliinistä matkakohteena ja niiden mahdollisia muutoksia useamman vierailun jälkeen.

Opinnäytetyö sisältää teoreettisen ja empiirisen osan. Teoreettinen osa esittelee työlle merkittävät matkailukäsitteet, Berliinin vaihtoehtoisena kohteena sekä kaupungin markkinointistrategiat, matkakohdeimagon teoreettisen puolen sekä matkailukäyttäytymisen, joka sisältää muun muassa motivaatioteoriat.

Empiirinen osio toteutettiin luomalla kyselykaavake, jonka täytti 49 osallistujaa esimerkkiyrittäjien vaihtoehtoisilla kierroksilla. Tutkimus perustui tilastolliseen tutkimusmenetelmään. Kysely suoritettiin kahden viikon aikana jokaisen kierroksen jälkeen. Tulokset käsiteltiin yksinkertaisin tavoin kirjoittamalla vastaukset ylös ja jakamalla ne erilaisiin ryhmiin perusteellista tutkimusta varten. Kyselyyn saatiin 48 pätevää vastausta.

Tuloksista selvisi, että suurimmat motivoivat tekijät vaihtoehtoisilla kierroksilla ovat katutaide ja paikallinen elämä. Tämä korostaa kierrosten sisältöä sekä vaihtoehtoista matkailua itsessään paikallisen elämän ollessa tärkeä osa sitä. Tulosten perusteella myös muut vaikuttavat tekijät, kuten vaihtoehtoinen elämäntapa, ovat melko suosittuja kierroksilla, vaikka eivät yhtä esillä kuin kaksi ensimmäistä. Tulokset liittyen matkakohdeimagoon paljastivat, että vaihtoehtoinen, kansainvälinen ja historiallinen ovat adjektiivejä, jotka sopivat matkailijoiden mielestä kuvaamaan Berliiniä. Selviä eroja ensi kertaa Berliinissä matkustavien ja useita kertoja Berliinissä olleiden matkakohdekäsityksissä ei löydy. Siitä huolimatta useita kertoja Berliinissä matkustaneiden katsotaan näkevän Berliinin hieman kansainvälisempänä kuin ensikertalaiset sekä korostavan kaupungin ”hippiä” tunnelmaa.

Kaiken kaikkiaan vaihtoehtoisin kierroksiin vaikuttavat tekijät liittyvät tiivisti vaihtoehtoiseen matkailuun. Kierrosten sisältö kiinnostaa matkailijoita paljon, kuten motivoivin tekijä katutaide osoittaa. Berliinin imago on varsin selkeä ja käsitysten muutokset useamman vierailun jälkeen suhteellisen pienet. Tämä voi johtua kohteen onnistuneesta markkinoinnista ja vahvoista mielikuvista, joita kaupunki matkailijoiden mielissä herättää.

Avainsanat: vaihtoehtoinen matkailu, vaihtoehtoiset kierrokset, Berliini, matkailumotivaatio, matkakohdeimago

## Table of Contents

1	Introduction .....	6
2	Different types of tourism .....	7
2.1	Urban Tourism .....	7
2.2	Alternative Tourism .....	8
3	Destination Berlin .....	9
3.1	Destination image .....	9
3.2	Berlin .....	10
3.3	Marketing Berlin .....	11
3.4	Berlin as an alternative destination .....	11
3.5	Original Berlin Tours .....	12
4	Travel Behaviour .....	13
4.1	Destination choice .....	14
4.2	Travel Motivation .....	15
4.2.1	Push and pull motives .....	16
4.2.2	Motivational factors .....	17
5	Research methods .....	18
5.1	Quantitative method .....	18
5.2	Research process .....	18
5.3	Questionnaire .....	19
5.3.1	Sampling .....	19
5.3.2	Research questions .....	20
5.3.3	Validity .....	21
6	Results .....	21
6.1	Demographic factors .....	22
6.2	Travel pattern of the alternative tourists .....	23
6.3	Experience relating to alternative tours and effect of the destination .....	26
6.4	Information channels of alternative tours .....	27
6.5	Motivational factors in terms of attending an alternative tour .....	28
6.6	Motivational factors divided by the age groups .....	31
6.7	Destination Image .....	34
6.8	Changes in destination image after several visits .....	36
7	Conclusion .....	40
	References .....	43
	Table of Figures .....	46
	Attachment 1: The questionnaire .....	47

## 1 Introduction

Alternative tourism has been a topic of discussion in the tourism field for several decades. A lack of specific definition has connected this special interest tourism to various other tourism sectors such as sustainability. Nevertheless, alternative tourism has always been the utter opposite of mass tourism and therefore, one of the reasons why alternative tourism was originally developed (Pearce 1992, 15-19). It may be that the wide meaning of the term “alternative” has provided an opportunity for tourism professionals to shape it according to their visions and create tourism products and services differing from the mainstream. In this case, the tourists’ views transform into a useful tool for research for example, which factors encourage visitors towards alternative tourism.

Berlin is one of the most popular tourist destinations in Europe (VisitBerlin 2014). Moreover, Berlin is a suitable example of alternative tourism due to its variety of sites, events and activities. The history of the city and multiculturalism has brought different aspects to the urban scenery and provided an opportunity to develop alternative options in terms of tourism. As German National Tourist Board (2014) emphasizes the alternative aspect of the city, further research of the topic can be conducted efficiently. Several tour operators in Berlin have also notified the convenient business opportunity in alternative tourism creating new tourism services in the city. Thus, the tourists have an option to experience the alternative side of Berlin with a knowledgeable tour guide.

The focus of the thesis is on tourist motivation concerning alternative tours. The research involves Berlin as a destination. Therefore, the case chosen for the study is Original Berlin Tours, a tour company organizing Berlin-based tours including alternative ones. The company was a convenient option as the author has experience and knowledge of the operational factors and tour contents due to her internship at the company. Firstly and essentially, the theory section involves the definitions of urban and alternative tourism to gain better understanding of the specific factors on the tourism field. Researching motivation requires knowledge of travel behaviour and various motivational aspects that are covered theoretically in the thesis. The target of the motivation research is to reveal the answers to the question regarding the reasons to attend an alternative tour in general.

Furthermore, the thesis aims to define the destination image of Berlin and particularly observe its possible changes. The thesis introduces Berlin as a destination as well as its marketing policies in terms of shaping and affecting the destination image of the tourists. In addition, alternative tourism and its visibility in the urban destination such as Berlin is analysed during the thesis process. The thesis discusses the importance of destination image regarding destination choices and travel motivation. The additional aspect in the research presents a broader awareness of various factors influencing the motivation to choose Berlin and its par-

ticular attractions. In this case, the research centralizes on the impressions of the alternative tourists in terms of Berlin and studies whether the image reforms after several visits to the city.

Hence, the research aims to provide answers to the following questions:

1. What motivates tourists to participate in an alternative tour?
2. What is the destination image of Berlin?
3. Does the destination image change after several visits?

The thesis is constructed to introduce the essential theoretical background, explain the thesis process and provide clear results with a careful analysis. The theory aims to support the conducted field work in order to create a valid outcome and to assist the readers to comprehend the results and their purpose. Furthermore, the author hopes that the research will be useful to the case company concerning its marketing strategies.

## 2 Different types of tourism

### 2.1 Urban Tourism

In 2013, 53 % of the world population lived in urban areas (World Bank, 2014). Visiting and living in cities have developed into a significant part of people's lives. Cities have transformed into a midpoint of enjoyment, consumption and leisure providing multiply opportunities in terms of employment, recreational activities as well as tourism. Urban tourism has been visible in cities since ancient times. Aspects such as music, culture, architecture and literature have attracted visitors to the urban areas for centuries. However, it was the early 20<sup>th</sup> century when the cities realized their potential as tourist attractions. There was economic growth in plenty of destinations, for example in the United States. During the 1980's more research was conducted concerning urban tourism converting the topic to a special area of interest. Additionally, globalisation has affected the urban tourism reforming the urban scenery. For example, several hotels and restaurants have similarities in cities such as Paris, Hong Kong and New York. (UNWTO 2012, 8-11.)

Park (2005) divides tourism elements in urban areas to three categories: primary, secondary and additional ones. Primary components are so-called cultural facilities for example art galleries and museums, sport amenities as well as socio-economic and physical characteristics. Secondary factors are aspects such as accommodation and shopping and additional matter includes for example transportation and tourist information. However, the primary aspects are the main reasons to visit the city and the city is defined as "a place of consumption" (Park 2005, cited in Brida, Meleddu and Pulina 2012, 731.) Culture and arts are considered as

an essential part of urban strategies and cultural tourism is closely related to it. Old urban buildings are reformed to recreational purposes, for example, docklands are represented as museums. In Liverpool, the waterfront area have transformed into a museum centre consisting of Merseyside Maritime Museum, the Beatles Story and the Museum of Liverpool Life, to name a few. (Shelby 2004, 21-22.)

There are four defined types of users that introduce the range of people consuming the services and products in the urban area. The first group is the tourists who are coming outside the area being so-called intentional users. The intentional users from inside the urban area, recreating residents, are the ones who benefit from the recreational and entertainment facilities. Additionally, there are two groups who are incidental users. The ones from outside the region are non-creating visitors, for example business guests or family visitors. The incidental users from inside the region are the normal citizens with everyday life, the non-creating residents. (Ashworth & Tunbridge 1990; cited in Page & Hall 2003, 120-121.)

Griffin, Hayllar and Edwards (2008) introduce three visitor types created through a research conducted by Hayllar and Griffin (2005) concerning the Rocks in Sydney. These types are named as Explorers, Browsers and Samplers. Explorers are the ones who wander in the city without specific planning and expectations in order to discover surprising views and confrontations. Explorers appreciate the opportunity to get lost and find something interesting. Browsers tend to prefer the familiar tourist routes without forming a deep relation with the attraction. Samplers, however, move to a specific attraction to another and are not motivated to experience it more as a site to visit. Nevertheless, these types do not necessarily apply to each attraction as the visitor has different approaches concerning different sites. The amount of visits may also affect the attitude towards the attraction. (Griffin, Hayllar & Edwards 2008, 55-56.)

## 2.2 Alternative Tourism

Alternative tourism has developed throughout decades into several different forms and sub-groups. However, there is no specific definition that is supported extensively in the tourism field. Alternative tourism emerged in the 1970's and early 1980's as a new form of tourism focusing on projects with short extent. Commonly these projects engaged local people and were related to the accommodation providing a different option for large hotel facilities. Local communities were the focus point aiming to establish a linkage between the guest and the host. This has been said to be a counteraction to mass tourism. (Pearce 1992, 15-19.)

The contradiction between the alternative and mass tourism is extremely notable when concerning alternative aspects of tourism. Alternative tourism is examined as more ecological, local oriented and non-commercial with purposeful ideology. (Vainikka 2013, 274.) In addi-



tion, alternative tourism is also represented as sustainable tourism in several literature sources in terms of economical, social and environmental benefits compared to mass tourism. As the term can be applied to several purposes, defining alternative tourism develops into a complex procedure.

As the majority of tourism activities operate mainly according to the demands of mass tourism generating different sustainable conflicts, new alternative forms of tourism has been established to confront and develop these issues. The movement has collected various words and names for example, soft, sustainable, green, community, responsible and quality. Hence, summarizing the meaning of alternative tourism is challenging. When discussing the purpose of alternative tourism, the importance of scaled-down advancement and ethical awareness of the tourist has been pointed out. Additionally, local and ecological perspectives are highlighted. It is said that the focus of alternative tourism has been on environmental issues, specifically in eco-tourism. Therefore, it is suggested that other aspects should be emphasized as well. (Wheeler 2003, 227-228.)

### 3 Destination Berlin

#### 3.1 Destination image

Destination image, also called place image, has been defined in several ways by plenty of researchers. One of the definitions was created by Crompton (1979) introducing destination image as “sum of beliefs, ideas and impressions that a person has of a destination.” (Pearce 2005, 92). Images that the person constructs in one’s mind are categorized into organic and induced images. Organic images are collected from non-commercial origin such as books and newspapers. These images are usually difficult to modify as they have transformed into stereotypes. Induced images are received from promotion and advertising for example TV commercials. (Sussmann and Ünel 1999, 211.) Destination images are considered to be essential in product development, promotion and destination alignment. Hence, destination image is a significant part of marketing activities. (Selby 2004, 66.)

There are six perspectives to frame destination image and identify tourist destinations. The approaches are activities, settings, facilities, services, hosts and management. Activities aim to describe the destination and list opportunities accessible for visitors. Occasionally, the activities are targeted on specific market to satisfy the special needs of the tourists for example adventure focused visitors. Settings are environmental aspects concerning world heritage sites, national parks and wilderness areas. Generally, settings are divided into different zones for instance from Zone 1 to 4 according to their accessibility and the variability of the flora and fauna. Zone 1 is considered as easily accessible for visitors with possible picnic area and

good toilet facilities. Zone 4 with rare flora and fauna is rated as an area for scientific purposes and is not accessible for public. (Pearce 2005, 86-88.)

The third aspect of the tourist destination characteristics is facilities. Facilities focus on place design highlighting the landscape construction and satisfaction of the tourists. Services in the destination rely on service quality. The quality is measured by assurance, reliability, empathy, tangibles and responsiveness of the service providers. Additionally, the attitude of the local communities towards tourists is essential part of creating destination images. Hence, the cultural and social encounters between the host and the guest are important to take into consideration. The last component is management and marketing of the destination. During the process, the viewpoint of the tourist is researched in order to develop different strategies attracting the visitor to the destination. (Pearce 2005, 88-91.)

### 3.2 Berlin

Berlin, the capital of Germany with 3.4 million citizens, is the most visited travel destination in the country. Additionally, the city is one the most preferred destinations in Europe among London and Paris with 180 museums, 440 galleries and three UNESCO sites. Berlin is also considered as a convention city being in the top five hosting international conventions globally. According to the statistical research by Amt für Statistik Berlin-Brandenburg, the overnight stays from January to August 2014 were nearly 19 million displaying six percent growth from the previous year. 43.8 percent of the visits were conducted by foreign tourists, the remaining 56.2 percent being domestic visits. The comparison to the year 2013 shows that the number of international visits has increased as domestic visits have slightly decreased. Hence, the significance of international tourism is distinguishable and developing year by year. The highest number of tourists arrives from the United Kingdom, USA and Italy. (VisitBerlin 2014.)

German National Tourist Board (2014) has identified Berlin as “a capital of fashion, design and music” (German National Tourist Board 2014). Berlin highlights its culture and arts. The city has several annual events covering different cultural and artistic fields for example, Berlin International Film Festival, Carnival of Cultures, Long Night of Museums as well as State Opera Festival Unter den Linden. Culture of the city invites guests to attend cultural events, concerts and exhibitions (BeBerlin 2014). Due to the several memorable historical events in the city, history of Berlin and the attractions related to it are also significant points that appeal to tourists. 81 percent of the tourists choose Berlin for its sights and 79 percent for its history (VisitBerlin, 2012).

### 3.3 Marketing Berlin

Berlin tourism representatives have created several marketing strategies and campaigns in order to improve and maintain the positive destination image of the city. VisitBerlin is the official tourism organization of the city, established in 1993. The organization promotes Berlin and advises as well as informs tourism companies and other sectors related to travel and tourism including institutions of sports, art and science, travel agents, exhibition coordinators as well as the restaurant and hotel sector (VisitBerlin 2014). One of the largest marketing campaigns is “be Berlin” that was introduced by Berlin Senate in 2008. The focus on the campaign is to promote the city as a travel destination, a well-known venue for business and as an outstanding place to live. As a part of the city image, the red speech balloon and the phrase “be...,be...,be Berlin” were created. (Be Berlin 2014.)

An official slogan for Berlin and also the name of the official Facebook fan page is “Berlin - a place to be”. In 2014 a new slogan was formed due to the 25<sup>th</sup> Anniversary of the fall of the Wall. The phrase is called “Berlin 25 years later. Welcome.” This has been an exceptional marketing tool as a major historical event and shows the significance of the history and the essence of respect in locals’ as well as tourists’ life. The remains of the Wall are beyond question one of the most popular sites in Berlin and can evoke various reactions. The marketing strategy also reveals Berlin’s dependence on its history as a significant tourism factor.

### 3.4 Berlin as an alternative destination

German National Tourist Board (2014) describes Berlin as “a capital for alternative” and emphasizes the local life as a motivation to explore the city. Furthermore, the curiosity concerning Berliner lifestyle can be observed through the activities of the tourists during their stay. Restaurants, cafes and visiting other places of interest seem to engage most of the tourists as well as wandering around being the interest of 81 percent of the visitors. Seeing that the local citizens maintain the atmosphere and services attracting tourists, the fascination for local lifestyle is detectable. In terms of being knowledgeable about the city, tourists tend to shop, familiarize themselves with common local dishes as well as nightlife. (VisitBerlin 2012, 16.)

The official visitBerlin website is mainly based on mass tourism and a definite section of alternative tourism is not identified. However, the website introduces various options for shopping and nightlife including some alternative districts. In addition, Berlin promotes its green areas and organic gastronomy relating them to sustainable tourism that is considered part of alternative tourism. Moreover, the tourism organization has presented each city district as their own touristic area with basic characteristics and also “hidden places”. For example, according to visitBerlin, Friedrichshain- Kreuzberg offers shopping opportunities with alternative fashion options and the last market halls still existing in Berlin. VisitBerlin mentions also ur-

ban and street art that are one of the attractions of the alternative tours. Occasionally, the blog of visitBerlin introduces topics that are related to alternative scene and local life of the city. All in all, the marketing authorities have recognized the alternative side of Berlin and in many cases it may affect the tourists' destination image when proper research is conducted. (VisitBerlin 2014.)

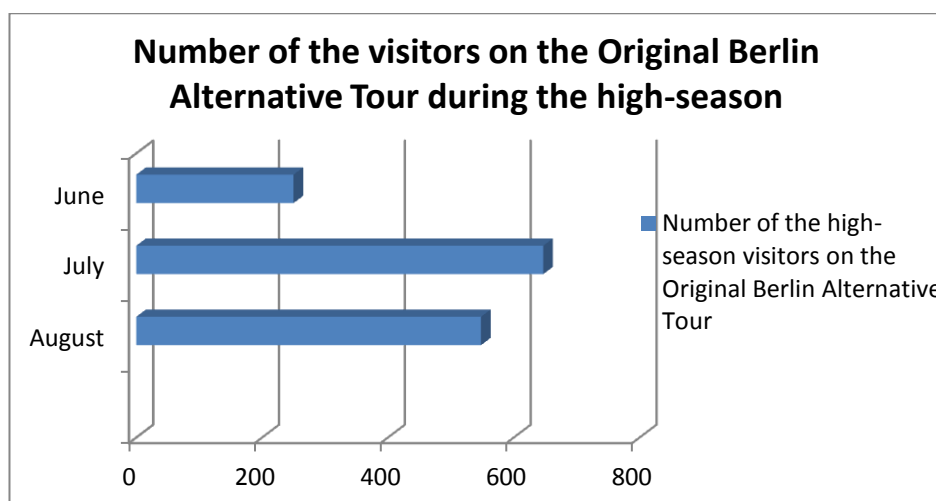
The alternative city has been recognized also among several tour operators in Berlin. Some tour operators have added alternative tours to their tour selection; other tour operators base their services on alternative tourism. As the alternative scene in Berlin is wide and can be found in different districts and in several art forms, the contents of the tours vary as well. An example of a complete alternative tour operator is Alternative Berlin Tours. The tour company offers various tours as well as street art workshops. Some of the tours are free of charge introducing street art and graffiti scene, cultural as well as urban aspects of Berlin. One of the alternative tours contains two main factors: urban features and subcultures. The content of the tour is constructed with many elements and districts introducing local shops, cafes, markets as well as underground galleries and sites. The subcultures part consists of introduction to cultural movements and several music scenes. (Alternative Berlin Tours 2014.)

### 3.5 Original Berlin Tours

Original Berlin Tours is a fairly new tour company in Berlin but has responded well to the demand of alternative products and services. The tour company guarantees its guests to deliver "true alternative experiences" (Original Berlin Tours 2014). Original Berlin Tours has various tour options. The main three tours offered are The Original Berlin Walking Tour, The Original Berlin Alternative Tour and The Original Berlin Pub Crawl that are organized daily. The walking tours are based on tips hence; the tours are marketed as free priced. Additionally, the company provides tours to Potsdam and Sachsenhausen Concentration Camp as well as organises Live Music Tours in Berlin. The target group of the company is 18-25 year old backpackers. Original Berlin Tours cooperates with various hostels and is visible on social media. Therefore, the tours attract plenty of visitors globally. (Original Berlin Tours 2014.)

Original Berlin Tours organises daily an alternative tour with a knowledgeable guide who is familiar with the local lifestyle and urban art as well as the history of the area. The tours focus on Friedrichshain-Kreuzberg city district where various aspects of urban life are clearly observable. The tours are free and tip-based highlighting the importance of good guiding skills and customer satisfaction. Duration of the tour is three hours and contains an alternative route that each guide has created oneself. Nevertheless, all the tours include the introduction to street art, significant sites related to urban communities and squats as well as urban projects and recommendations of bars, restaurants and nightlife in the alternative district.

Socialising and enjoyable atmosphere are emphasized during the tour. (Original Berlin Tours 2014.)



Graph 1: Visitor numbers on the alternative tour (Original Berlin Tours 2014)

Observing the Graph 1 above, one can see the popularity of the alternative tours at Original Berlin Tours during the high season from June to August when the group numbers increased easily to 25 in several tours. In June nearly 250 attended the alternative tour as in July the number grew to approximately 650 visitors. In August the group sizes were slightly smaller bringing almost 550 guests to the tours. According to the tourist numbers, July and August have been the busiest months concerning the tours overall at Original Berlin Tours. The issue of increasing the tourist numbers during the low-season can be researched through travel behaviour and tourist motivation in terms of attending alternative tours. Hence, the full understanding of the visitor's attitude and motivations can assist in development of new marketing strategies.

#### 4 Travel Behaviour

There are several aspects in tourist behaviour that are considered when researching the logic of choosing destinations. The behaviour is based on cognitive and individualistic activities. Cognitive activities rely on one's mentality consisting of perceptions. The created impressions depend on the information received from external factors processed in one's mind. Feelings and beliefs are originated from learned aspects. Additionally, the attitude is a significant part of the cognitive process regarding the tourist behaviour. The attitude affects the beliefs, evaluation and the intended use of the information. Nevertheless, mental activity is not the only factor influencing the behaviour. Thus, personal causes are essential. Personality of the individual relies densely on the personal history as well as characteristics. Through research

different personality types can be formed. For instance, a distribution between psychocentric and allocentric people can be conducted. A psychocentric person is introverted and shy as allocentric is the quite opposite being extroverted and adventurous with good self-confidence. (Decrop 1999, 104-106.)

Moreover, lifestyles are included in the personal factors of behaviour. A relation between lifestyles and travel behaviour can be developed by constructing different lifestyle profiles. The profiles are formed according to leisure and work activities of the consumers as well as their perspective of the world. (Gonzalez & Bello 2002, 56.) Autonomous lifestyle is an example profile applying closely to urban tourists visiting a destination such as Berlin. People representing the chosen profile enjoy life the fullest and emphasize the personal freedom as well as consider them highly independent. Their interests include nightlife, cinema visits and music such as rock, pop, ballads and disco. The travel preferences in terms of short journeys focus on city destinations as the lifestyle group tend to conduct the largest amount of weekend trips accompanied by friends. Additionally, public holidays are popular among the mentioned lifestyle group. When planning a trip to a long-haul destination, low-priced accommodation in the coastal area is preferred. (Gonzalez and Bello 2002, 76-77.)

Apart from personality and lifestyles, one needs to consider the motivation and emotions of the visitor when researching the personal aspects of the travel behaviour. It is significant to comprehend why the person behaves the certain way and also acknowledge tourist's feelings and dreams. However, the personal perspective and cognitive activities are not alone valid to demonstrate the travel behaviour. Therefore, other circumstances such as situational, cultural and social influences are studied. Situational impacts can be divided to three groups being physical settings such as weather and geographical aspects, social context including interaction with other people and social network and the temporal surroundings meaning the suitable time to travel such as holiday or season period. Social and cultural context in travel behaviour consists of various factors. The importance of reference groups is fairly visible as well as the culture of the visitor. Groups determine the standard for person's behaviour, values and beliefs. Culture is the representative of the norms, habits and other personal factors such as beliefs. Evaluating these aspects one can have a deeper understanding regarding the behaviour of the tourists. (Decrop 1999, 107-111.)

#### 4.1 Destination choice

Destination image is argued to be highly relevant in terms of tourist behaviour before the planned trip. Due to the lack of knowledge of the consumer concerning experience and real facts of the destination, one has to consider the image as a representation of the place and assess the decision based on it. One argument supports an idea of a destination choice that has been clearly influenced by a positive image. It has been claimed that with absence of a

good image, the tourist is not motivated to travel to the destination. Nevertheless, several researchers have different perspectives and theories concerning the motives of destination choice. Some suggest that the destination image has to differ clearly from tourist's routine life in order to be appealing, others highlight the natural settings such as climate over the attractions and activities of the destination. It is also possible that the destination choice will be conducted according to the beneficial offers of the destination as well as the needs of the visitors. (Tasci & Gartner 2007, 418-420.)

The tourist's decision-making process regarding the destination can be a complex procedure. One of the destination choice models explains that destination image affected by internal and external knowledge is a key aspect during the process. Internal components include personal features, motives, interests and activities as external knowledge rely on information gained from experience, advertising and other sources. When combining the inputs, one chooses five possible travel destinations. To limit the number, the tourist considers additional factors such as money, time and social influences. After the evaluation, the decision-maker has three destination options still under investigation. In order to select a suitable destination, one conducts an effective information search concluding to the final decision. Before the actual trip, the data search for the chosen destination still remains. (Pearce 2005, 105.)

#### 4.2 Travel Motivation

Motivation is a highly essential factor in tourism as it is linked to all occasions in travel. Motivation explains the reasons and choices regarding specific destinations or the purpose for travelling in general. Motivation processes are extremely complex and hard to study. However, the travel behaviour has been generalized also globally preserving the particular cultural identity of the person during the motivational development. The travel decision is not necessarily based on the individual's motives only but the emphasis of family and potential travel companions are influencing the result. In addition, push factors are assessed to be the greatest component in terms of researching travel motivation. It is considered that everyday life drives people to seek travel opportunities. (Parrinello 1996, 75-83.)

Motivational aspects rely partly on individual's needs. The perception of needs has been researched in several occasions but the most well-known needs-hierarchy theory of motivation was developed by Maslow (1970). The theory consists of five stages. The lowest level of the hierarchy consists of physiological needs including the basic requirement of sleep, food and water. The next stage involves the safety needs. The stage highlights the protection from exposure and need for sanctuary. The belongingness needs shape the third level of the hierarchy. This concerns the desire to be a member of a group and aim to love and be loved. The second highest level of the motivation is esteem needs emphasizing the self-contentment that consists of one's competences and typical features. The highest level of needs-hierarchy the-

ory of motivation is self-actualization. In order to reach the highest level of motivation, development of accomplishing one's potential is crucial. As a result, self-actualised person stands out from majority of the people in terms of singularity and global approach but simultaneously is able to identify oneself with the majority of people. (Gordon Rouse 2004, 27.)

It is discussed that the dominant need is the one desired to accomplish at the moment. When the need is fulfilled, one is able to carry on to the next level. Hence, the first need of motivation is always the psychological needs. (Hudson 1999, 8.) Moreover, it is said that one can aim for several motivation levels though one of the need levels is constantly dominant (Pearce 2005, 52-53). There has been also criticism against the theory as only few people have the capacity to self-actualize. Therefore, many people are not motivated to reach the highest level of the needs hierarchy. However, in modern society the people concentrate on fulfilling the lower level needs which does not necessarily exclude the possibility to be motivated by higher level needs. (Gordon Rouse 2004, 28.)

#### 4.2.1 Push and pull motives

It is considered that the reason for travelling lies on the factors that pull and push people to travel in general as well as to the destination. Hence, travel motivation can be simply explained by push and pull factors. The simplest distinction between the pull and push motives is that the pull factors clarify the destination choice as the push motives define the ambition for travel itself. Push motives are also related to socio-psychological aspects of the tourist. The factors are for example craving for escape, health and fitness, relaxation and rest, prestige and social encounters. Pull motives concentrate on the destination and its attractions. The factors can be for example nature, historic sites and recreational surroundings. Additionally, one needs to consider what is awaited of the destination by the tourist. The aspects are influenced by novelty, destination image as well as beneficial assumptions. Push and pull factors can be divided into several items in order to examine motivation. However, the tourist does not wish to content only one need but pursues several ones. Thus, motivation is highly multifaceted. In terms of the destination, one is motivated to involve in several facets during the stay. (Balouglu and Uysal 1996, 32- 33.)

The comparison between the push and pull factors is conducted further. Ryan (1991) has summarized various motives concerning the travel to a holiday destination in order to create universal arguments applying in push as well as pull factors. Along with escape, relaxation and social communication, one is driven by the desire to empower the family relations. In addition, carrying through wishes, academic possibilities and shopping are motivational determinants. In terms of prestige, altered destinations can provide social enrichment amidst associates. The last aspect of the motivation is the chance for entertainment. (Page 2007, 73.)



#### 4.2.2 Motivational factors

There are several different motivational factors that attract tourists to the destination. Some of the factors have a greater impact to the decision-making than others. A travel career ladder, created by Pearce in 1988, clarifies the relation between the components in terms of significance as travel motives. The theory is based on Maslow's Hierarchy of Needs. The ladder highlights the concept of various motivational factors affecting the decision to travel instead of a single reason. (Williams and McNeil 2011, 3.)

In Pearce's modified pattern (2005) the ladder is divided to core motives, mid-layer motives and outer-layer motives. The outer-layer motives include isolation and nostalgia. Isolation motive aims to seek for a calm environment with avoidance of groups of people. Isolation escapes social pressure and stress and the concept of isolation as well as wide space is highly appreciated. Nostalgia consists of tourist's memorable experiences in the past and the eagerness to reflect one's spend time in the destination. Nostalgia and isolation are aspects that are least essential factors though still existing in travel motivation. Mid-layer motives are more important for the visitors and are considered fairly neutral motives. The layers are divided to higher and lower travel career levels. The higher level consists of motives that are externally oriented being nature as well as self-development in terms of host-site participation. This means that the tourist is motivated to learn new prospects and get familiar with different cultures and new people. Additionally, establishing a social relation with locals and increase the knowledge of the destination are remarkably significant as well as observation of ongoing events and other people. When the self-development includes personal aspects such as expanding the individualistic interests along with improvement and applying of personal skills and competences, the motives are controlled internally existing in the lower travel career level. Furthermore, self-actualisation is one of the motives in the category. People motivated by this motivational factor aim for peace, creativeness, inner harmony and finding new aspects from themselves. Moreover, self-actualisation is an essential step for establishing new prospects in life. (Pearce 2005, 59-79.)

The highly important motivational factors can be found in the core motives concerning novelty, escape and relationship factors. Novelty is clearly one of the main travel motives consisting of concept of having fun and experiencing something extraordinary differing from everyday life. The sites appealing to the tourists and the certain atmosphere of the destination are also fairly considerable motivational factors. The second core motive is called escape. The motive emphasizes the prevention of daily practices, mental and physical stress as well as the constant inquiries of life. The main characteristic of the escape motive is the image of relaxing and resting. The purpose is to refresh oneself also psychologically and ignore time. To conclude the core motives, one has to add relationship factor that consists of person's desire to spend time with family, friends or other travel companions. Another significant aspect

regarding the motive is to belong to the same group of people who appreciate the same things. The motive concerns also the strengthening of the relationship with the companions, friends or family. (Pearce 2005, 59, 79.)

According to the pattern, travel motivation is divided to various levels being a multifaceted case. The importance of motivations will depend on travel experience and other changes in the life-cycle. More specifically, travel experience is the most significant factor in the pattern changes concerning travel motivation. (Teichmann 2009, 2.) The major change after growing older and achieving more experience is the alteration from internal motives to external ones in the middle layers. This means that the tourist values host site self-development over personal self-development engaging oneself more in the local life and gaining knowledge of the destination itself. Hence, it would be assumable that older population with some travel experience have much influenced by the higher travel career level as the young people with little experience seem to be dominated by the lower level. (Pearce 2005, 79.)

## 5 Research methods

### 5.1 Quantitative method

Quantitative research is based on statistical knowledge and measurement. To begin with, the researcher constructs a hypothesis in which the study relies on. The ideal goal of the research is to generalize the results in order to apply them among the population. The method focuses on experimenting and collecting evident information. Facts are essential in the process and the research is considered highly objective. Moreover, the research does not emphasize a thorough analysis on the subject but mainly concentrates on the results gained from the organized measurement. Therefore, the process tends to be highly controlled and inquisitive requiring critical thinking. (Ghuri and Gronhaug 2005, 109-110)

As qualitative research forms into a text, the quantitative method is characterized by numbers. During the research process, the impact of a variable is tested on another after which the factors are compared with the purpose of defining the relationship between them. Hence, the variables are measured with statistical methods. Despite the fact that quantitative research is utilized separately from the qualitative method choosing a methodology over the other, it is still possible to mix the methods. If the mixture is considered valid, it gives a variety of options from both methodologies. (Altinay and Paraskevas 2008, 75.)

### 5.2 Research process

The research conducted for the thesis is aimed to study and provide results regarding the motivational factors of the tourists who take part in alternative tours. The research was built

based on the main research question: “What motivates tourists to take part in an alternative tour?” The location of the study was Berlin. Therefore, the case chosen for the research is the tour company Original Berlin Tours that organizes alternative tours daily. The additional aspect that is analysed in the research is the destination image of Berlin and its changes. The study gives also an overview concerning the destination image of the alternative tourists in Berlin. The main method used in the research was quantitative. The results for the study were generated through a questionnaire. The questionnaire was conducted on September 2014 during two weeks on the alternative tours of Original Berlin Tours. During the period, 49 answers were gathered.

### 5.3 Questionnaire

A questionnaire refers to a market research being a necessary component of the study development. Questionnaires are “structured interviews” that can be filled by the participants through self-completion or executed by the interviewer eye to eye or via telephone. The interviews consist of a set of questions in accordance with planned and steady agenda. However, it is essential to choose the sample before creating the questions. First and foremost, the targets that will provide answers to the research should be defined. This means that it should be clarified what kind of data needs to be gathered and how the process will be conducted. Nevertheless, one should predict that the received responds do not contribute completely accurate data when forming the questionnaire. Therefore, the questionnaire is designed to perform in a way that brings the best possible answers. (Brace 2008, 2-8.)

A questionnaire is an applicable data collection method as the researcher can set an organized interview where all the questions are presented the same way to the participants. Structured interview enables to set questions to different people and the answers are simple to view. Moreover, the attendants comprehend the context of the questionnaire similarly. (Brace 2008, 4.) The positive and negative impacts of different questionnaire forms can be analysed as well. The questionnaire for the thesis was conducted in paper forms using the self-completion method. Self-completion questionnaires are conducted without the presence of the interviewer. This is considered to be an asset concerning the research results. However, the setting and the questions may also mislead the participants without the attendance of the interviewer. Conducting the questionnaire utilizing paper forms will allow the responders to inspect the questions with the time they acquire. Nevertheless, this might be also a setback if the questions require quick thinking and lack of hesitation. (Brace 2008, 29.)

#### 5.3.1 Sampling

Selecting a sample is a thorough process in which a chosen sample group is an example of the whole population. The convenience of small groups lies on the accuracy, time-efficiency and

low costs. Furthermore, the sample enables a manageable approach to the research topic. However, one has to be precise with the choice of the suitable sample that represents the total population in order to avoid a sampling error. Decrease of errors requires a larger sample as well as adoption of a dynamic sampling design. Nevertheless, the validity of the large sample cannot be affirmed as it is hard to confirm that the outcome is a genuine impersonation of the population. (Altinay and Paraskevas 2008, 89.)

The target sample for the questionnaire was chosen from the tourists that attend the alternative tours at Original Berlin Tours including international and domestic visitors from various age groups and both genders. The sample was not selected according to a specific variable as the questionnaire was handed out to every willing participant after the tour. Thus, the questionnaire revealed details of the sample group as well as introduced diversity of responses concerning the motivation of participating in the tour and destination image of the city. The defined number of the sample group was 50 people. The location of the survey fill out was the site where the tours ended which may have varied during the two week period of conducting the questionnaire.

### 5.3.2 Research questions

The questionnaire consists of 12 questions relating to the demographic factors and the research topics. The questions linked to motivation are based on the motivational factors and the travel career ladder. The motivational factors focused on the main motives mixing them also with the other motives of the ladder. In addition, the questions mentioned elements that are included in the alternative tour in order to analyse their effect on tourist's motivation. The question number one concerns the overall travel motivation and a travel habits as it reveals the travel companions of the visitor. The questions two, three and especially number four handles the destination image. Numbers two and three focus on the Berlin related information for example the loyalty and travel intensity to the destination. Question number four is the main question linked to destination image. It introduces various adjectives describing Berlin. The tourist answers the question according to one's impression of how much each adjective characterizes the destination. After these questions the focus point moves to alternative tours.

Questions five and six handle the previous experience of the tourists in terms of alternative tours. The next question, number seven, aims to answer the issue whether Berlin has affected their decision in the tour participation connecting it to both motivation and destination image. In order to find out the information source of the alternative tours, the eighth question was formed. Additionally, the result of the question assists the case company in its marketing strategies. The major motivation related question is the ninth. The question consists of factors that may interest tourists motivating them to attend the tour. The participant can

choose several options from the list. The last part concerns the demographic questions including gender, age group and nationality.

### 5.3.3 Validity

The validity of the research can be evaluated by analysing internal and external validity. Both factors vary when comparing qualitative and quantitative research. As the thesis research is conducted utilizing principally quantitative method, it is applicable to observe the validity from the quantitative point of view. Internal validity is highly significant in quantitative research. The essential element is the credible conclusion formed through the study. In this context, the theory and the field work should be constructed to function logically together. In order to form a valid research, one should gain theoretical knowledge in which the research can be based on. Additionally, an effective research design is highly important. The research may lead to false results if there is for example disorientation in the study order or mistreatment of research techniques. (Ihantola and Kihn 2011, 41-42.)

When considering external validity, the emphasis relies on generalization of the results. This means that the conclusion can be implemented in other researches despite the setting and time period. There are factors that may influence the results negatively. These three aspects are population, environment and time. In terms of population, one should consider whether the questions asked can be applied to the whole population or only the chosen sample. Therefore, the sample should be extensively random. Time validity refers to the issue of generalization where the results are equal despite the time period. The third factor, environment, is valid for research when the similar settings can be created anywhere gaining similar results. (Ihantola and Kihn 2011, 42-43.)

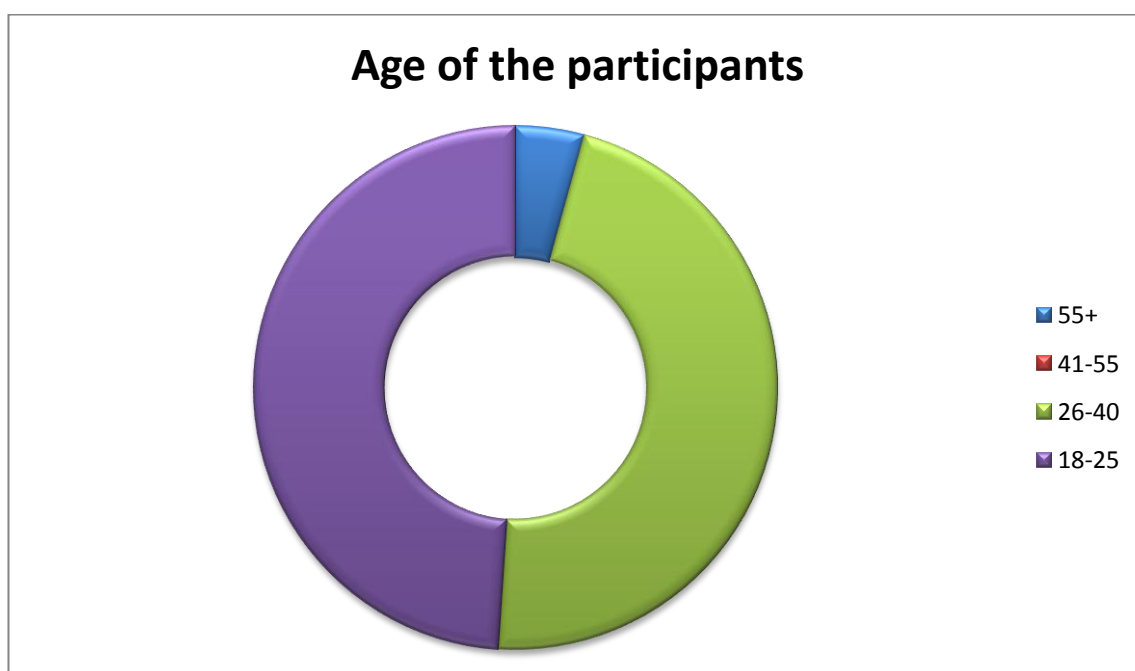
Internal and external validity are considered also in the study regarding the questionnaire based on the research topic. The validity can partly be assured before the actual research by searching for reliable data and choosing a suitable sample. These issues were the key concepts in the thesis process in order to conduct an effective and trustworthy study. Validity of the thesis research is pointed out more detailed in conclusion.

## 6 Results

The final results were recorded by noting the answers down on paper. Different variables were categorized in their own sections and the popularity of each component was counted carefully. The questionnaire was handed out to 49 people. After the evaluation of the results, 48 responses were approved to the final examination. After a generic analysis of the survey, the results were also divided into different age groups so that comparison between various aspects could be conducted.

## 6.1 Demographic factors

First of all, it is essential to form a basic profile of the participants according to the questionnaire and introduce the gender, age and national aspects of the tourists on alternative tours. According to the results, the number between the female and male participants was utterly distinctive. From 46 participants who filled in their gender, approximately 78 percent were female and remaining 22 percent male. It seems that the chosen tours have attracted more female visitors at least during the research period.



Graph 2: Impact of each age group in the questionnaire (n=47)

In Graph 2, one can observe the age groups and their visibility in the survey. Only one answer sheet lacked the information of the age group hence 47 responders stated in which age group they belong to. 49 percent of the participants represented the age group of 18-25. The result is predictable as the target market of the company is mainly focused on the mentioned age group. However, 47 percent of the participants are between 26 and 40 years being exceedingly wide number of the whole sample and highly close the first age group. Additionally, two partakers were over 55 years old representing 4 percent of the sample. As the graph illustrates, there are no participants that belong to the age group of 41-55. All in all, the sample represents mainly partakers between 18 to 40 years old.

The multinational customer base is visible in the questionnaire results. According to Table 1, seven of the participants were domestic visitors slightly outnumbering Australian and French

tourists as well as the British and the Israeli. Table 1 shows that there are multiple nationalities from different parts of the world that took part in the survey. Nevertheless, one has to consider that the field work was conducted after the summer season when the tourist numbers are slightly smaller. The high season of backpackers takes place during the summer months as well. In addition, the holiday season of different countries vary. Therefore, the table would have possibly represented different scale of nationalities as well as numbers during the high season. According to the observations in several alternative tours during the summer, the customer base has consisted of backpackers from the U.S.A, Australia and New Zealand as well as tourists from several different nations such as the U.K.

Nationality		Nationality	
German	7	Croatian	1
Australia	5	Egyptian	1
French	5	Finnish	1
British	4	Iranian-American	1
Israeli	4	Israeli-American	1
American	3	Israeli-Russian	1
Argentinean	2	Kiwi	1
Lithuanian	2	Macedonian	1
New Zealander	2	Mexican	1
Austria	1	Polish	1
Canadian	1	Spanish	1

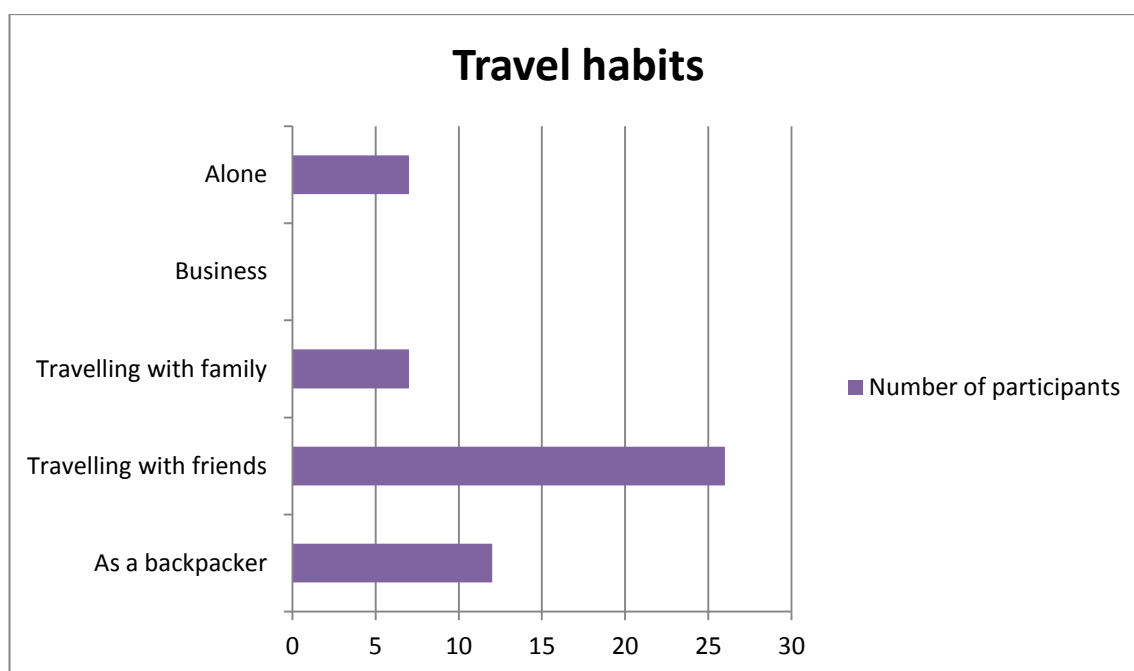
Table 1: Nationalities of the participants (n=48)

However, the emphasis is on the fact that the alternative tours attract visitors from several countries as well as continents which provides an opportunity to review the results from the global perspective. According to the results, there were no major changes between the answers of different nationalities concerning motivation and destination image. Hence, the results are theoretically globally applicable. However, the sample is not able to represent an example of each nation's opinion but gives an overview of opinions of the tourists who participate in alternative tours. Therefore, the emphasis is not on the national aspects though nationality and culture do affect the travel behaviour.

## 6.2 Travel pattern of the alternative tourists

Graph 3 introduces the travel habit of the participants in terms of travel companions. It illustrates that travelling with friends is the most preferred way of travel in each age group as approximately 54 percent of the participants selected this option. 25 percent identified themselves as backpackers. Travelling with family seems to be less regular aspect among

tourists who take part in alternative tours. Less than 15 percent was travelling with family. Additionally, the same number of the participants was travelling alone. Some of the participants chose more than one option combining backpacking and friends or backpacking and travelling solo. According to the results, none of the business oriented tourists were participating in the alternative tours. All in all, when connecting friends and family, nearly 71 percent of the participants were travelling with a travel companion.



Graph 3: Travel pattern of the participants (n=48)

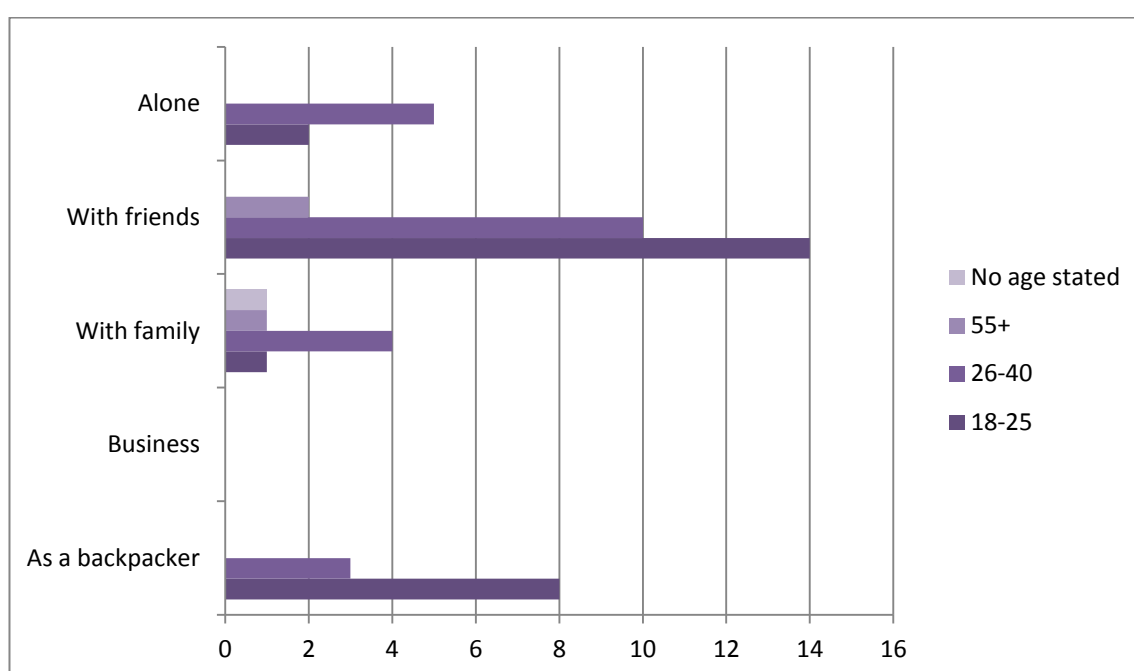
In Graph 4, the travel pattern has divided into age groups in order to compare the popularity of each travel habit aspect. It shows that travelling with friends is the most visible factor among 18-25 year olds. Nearly 61 percent of the youngest age group has stated their travel companion to be friends. However, both of the participants who were over 55 years old admitted travelling with friends as well. The mentioned travel habit is also the most popular among 26-40 year olds chosen by 45 percent of the age group. In terms of backpacking, the youngest age group is more commonly to choose the travel option. 75 percent of the backpackers belonged to the age group of 18-25 years. Three of the participants who stated to be backpackers were the age group 26-40. All in all, travelling with friends and backpacking are travel options that are most selected by young tourists under 25 years old.

Travelling with family is the most common practice among the second age group between 26 to 40 year olds. Approximately 18 percent of the age group chose to travel with family. Additionally, there was one participant in each age group, excluding the mentioned one, who was



travelling with family as well. As one of the participants did not state one's age, the result is visible separately in Graph 4. It shows that the tourist has also selected the family option.

Travelling alone seems to be as less preferable as travelling with family. Only two of the youngest age group selected this option emphasizing the importance of a travel companion. The rest of the participants who stated to travel alone, being over 71 percent, were part of the age group 26-40. When comparing the rate between female and male tourists concerning solo travel, over 57 percent were male. Additionally, three male participants were backpackers hiding the aspect of whether they were travelling alone or with a companion. However, only 30 percent of the male participants stated that they were travelling with friends.

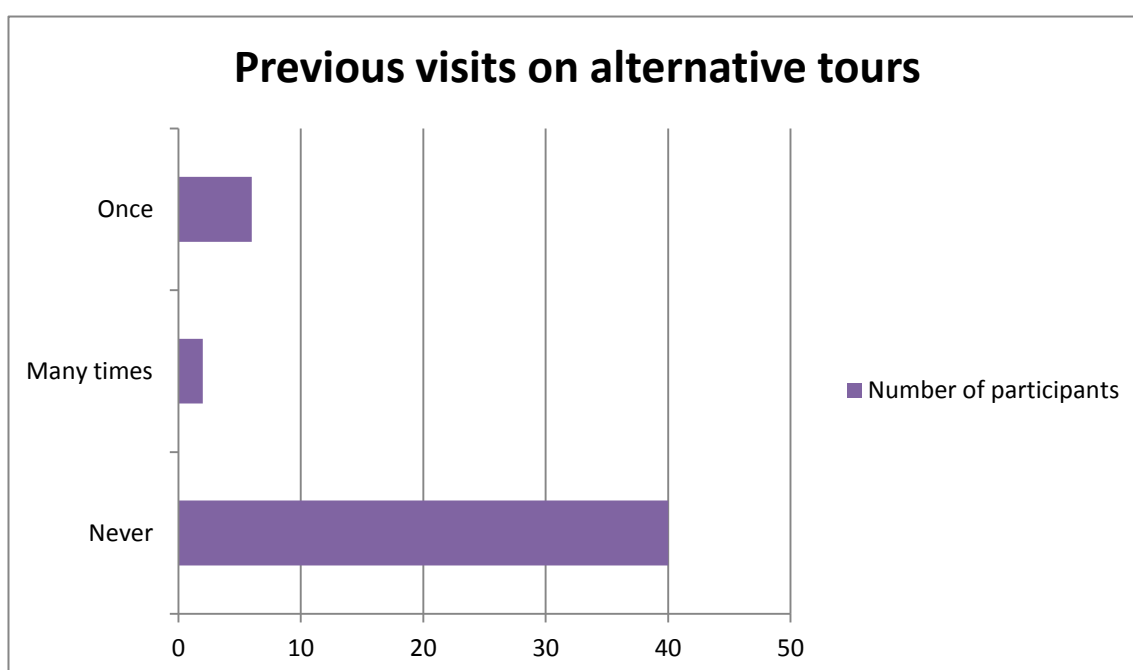


Graph 4: Travel pattern by each age group (n=48)

All in all, a travel companion is highly important to the tourist especially regarding the young age groups. Some of the answers include both backpacker and travelling with friends categories. However, it is hard to estimate which of the backpackers were travelling alone and which one of them with companions in general. Nevertheless, observations have showed that most of the backpackers travel with a friend or within a small group. There are also cases in which some of the backpackers socialize with others during their trip and start to travel together.

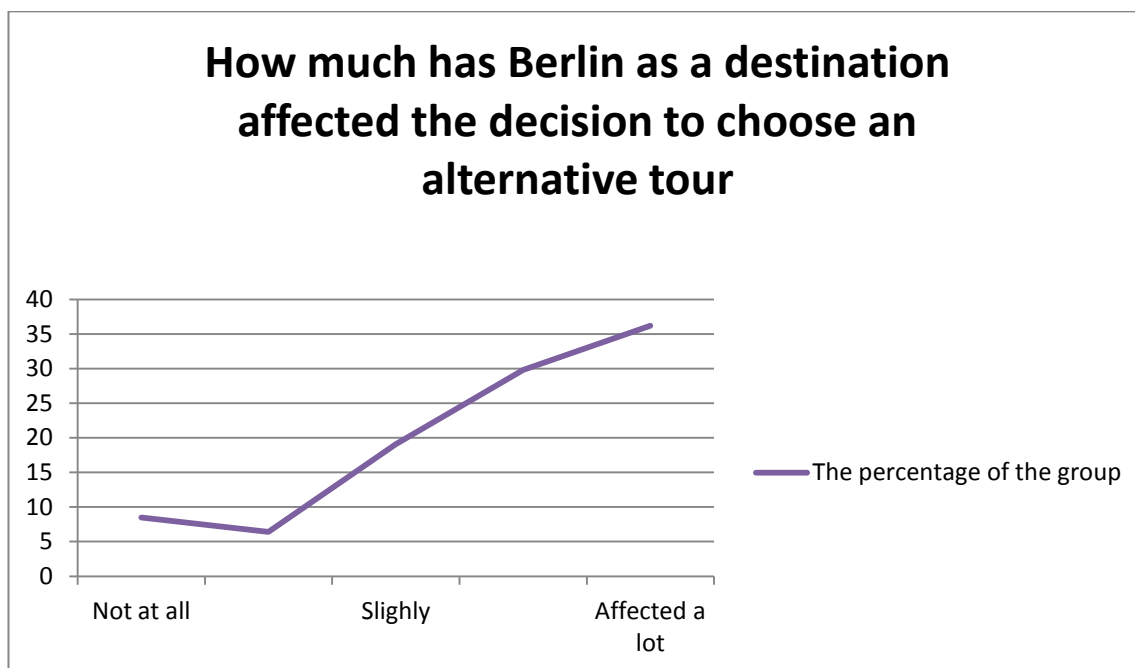
### 6.3 Experience relating to alternative tours and effect of the destination

The survey queried the number of previous visits on alternative tours. The options for the question were once, many times and never. According to Graph 5, 83 percent of the tourists had never participated in an alternative tour before. Less than 13 percent had taken part in the tour once. Around 4 percent of the participants had more experience on alternative tours after visiting them several times. When asked the number of visits, the participants stated approximately four times and three times. Hence, majority of the tourists did not have any background of alternative tours before participating in the one at Original Berlin Tours.



Graph 5: Previous visits on alternative tours (n=48)

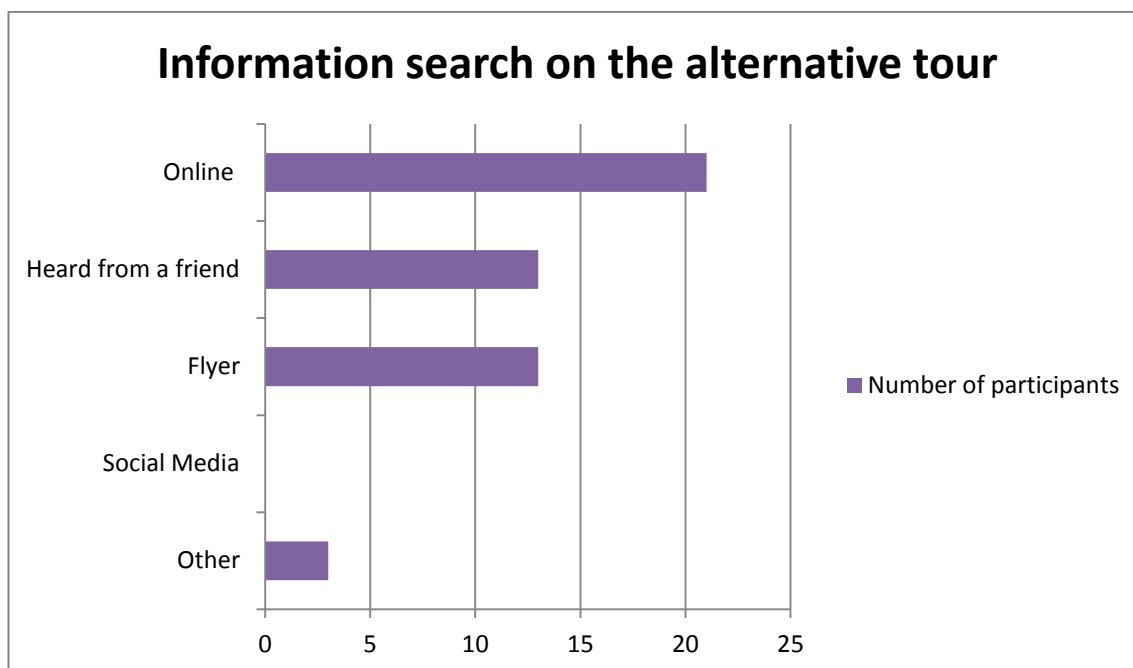
Graph 6 illustrates how Berlin as a destination has affected the decision to choose an alternative tour. The question was formed by utilizing the scale 1 to 5, one being the factor where Berlin has no impact at all and five being the most influencing factor. 47 of the participants had filled in an answer to this section. Less than 9 percent considered that Berlin has not influenced their decision on taking part of the tour. Over 6 percent expressed a highly small significance on the impact of Berlin. Nevertheless, 19 percent of the participants admitted that Berlin has slightly affected their decision. According to Graph 6, the percentage increases as the importance of Berlin grows. Hence, nearly 30 percent states that Berlin as a destination has affected their decision. Furthermore, over 36 percent of the partakers consider Berlin as a highly motivating factor to attend the alternative tour. To sum up, over 85 percent has been influenced by the destination to some extent. Additionally, 66 percent of the amount felt a clear impact of the city.



Graph 6: How Berlin affects the decision to choose the tour (n=47)

#### 6.4 Information channels of alternative tours

The survey acquired data for the methods of how the tourists became aware of the alternative tours at Original Berlin Tours. The options for the question were online, heard from a friend, flyer and social media. Additionally, the participants were able to state other sources of information. The outcome is illustrated in Graph 7. The results declared that nearly 44 percent found out about the tour online. One participant specified that the purpose of the online search was to find a free guided walking tour. Furthermore, around 27 percent stated that the source of information was a friend. This emphasizes the importance of social influence related to the travel motivation. The same amount, 27 percent, was informed by the company flyers. None of the participants were affected by the social media channels in terms of the alternative tour. Additionally, approximately 6 percent of the partakers cited other sources of information. One of them was the Industriepalast hostel where also flyers of the tours can be found. The hostel is near the tour starting point and therefore, is a convenient site to find information about the alternative tours. One of the participants stated hearing about the tour on the street. Moreover, the sign next to the East Side Gallery where the starting point is located attracted a tourist's attention to join the tour.



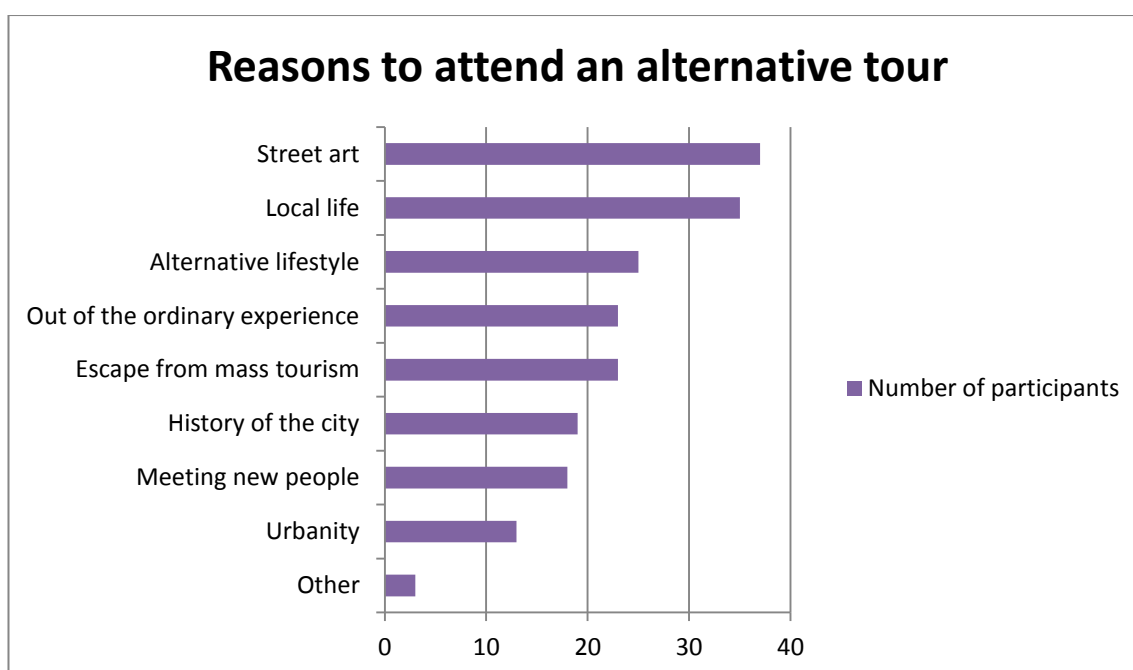
Graph 7: How the partakers found out about the tour (n=48)

#### 6.5 Motivational factors in terms of attending an alternative tour

The main focus of the thesis is to research the motivational aspects of the alternative tours and the factors that influence tourists to attend them. The focal point is to study the variables that principally interest in alternative tours shifting the spotlight from general travel motivation. The participants were given different options that are characteristic for alternative tours and also a choice to state other factors that have motivated them. Additionally, the number of the motive choices was not limited hence, the participants could select each motive they considered to be an influential factor. In Graph 8, the motives have been classified from the most influential factors to the less motivational aspects. As the graph points out, there are eight defined aspects with an additional alternative to express other motivational issues; all of them gaining certain extent of acceptance.

Street art is one of the objectives that are introduced in the alternative tour. Therefore, the variable is included part of the motive list in order to study the effects of the tour content. When viewing alternative tour by definition, street art is a segment in each alternative tour in Berlin. The point of view has been considered also with other motives in the study as it is essential to learn that street art is just one component of the tour among others. According to Graph 8, approximately 77 percent of the participants consider street art as a significant aspect when choosing an alternative tour. Hence, street art is a clear pull factor in terms of an attraction.

Local life can be linked to the mid-layer motives in the high travel career level. As it is common in the mentioned motivational level, the tourist desires to enlighten the experience by expanding one's knowledge of the destination. In this case, new people and things are emphasized also from the observational point of view. This aspect seems to have motivational importance in alternative tours according to nearly 73 percent of the participants. Local life is one of the main cores of the alternative tours as well as alternative tourism in general. As people associate local community and alternative tourism in the same context, it is presumable that the tourists consider the motive highly relevant.



Graph 8: What motivates tourists to take part in alternative tours (n=48)

Graph 8 reveals that over 52 percent of the attendants identify alternative lifestyle as a factor that motivates them to participate in alternative tours bearing less significance as street art and local life. Alternative lifestyle can be connected to novelty in terms of involvement in behaviour that is not accustomed to regular everyday life. Moreover, learning about new issues, in this case about alternative way of life, links the variable to the higher travel career level motives. Novelty as a motivational factor can be detected further in the study. Nearly 48 percent of the questionnaire partakers reveal that a chance to experience something off the beaten track is influencing their decision. The aspect emphasizes the novelty as a motive in terms of singularity compared to everyday life and also to mainstream tourism in the destination.

As discussed before, alternative tourism was created as an answer to mass tourism. Therefore, it is convenient to study how much the concept affects the motivation to choose an al-

ternative product aside from mass tourism. According to Graph 8, less than half of the tourists, 48 percent, chose the tour to escape mass tourism. The outcome is similar with the number of participants who highlighted the out of the ordinary experience as an incentive. To some extent, these two variables can be analysed in the same context which would explain the resemblance in results. Hence, one is drained by the mass tourism and seeks for contrasting experiences. Therefore, the tourist comes across with alternative tours. However, as Graph 8 describes, the variables are not considered as key motives though their visibility is clear.

Berlin is held as a historical city inevitably relating it to nearly every prospect in tour operations of the destination. Less than 40 percent of the participants consider history of the city as a valid cause to take part in an alternative tour. The result stresses the visibility of the history as a variable. However, its significance as a motivation is not clearly considerable highlighting other aspects more characteristic for alternative tours.

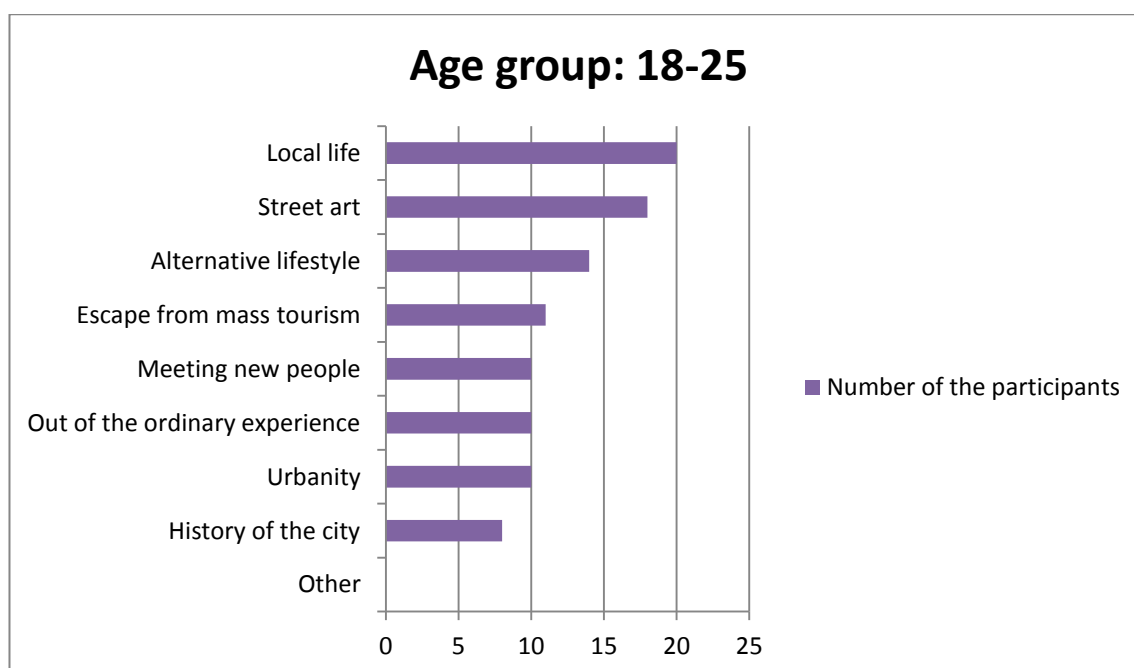
Approximately 38 percent of the participants consider meeting new people as a motivational aspect in their decision making when choosing an alternative tour. The number is fairly small as the percentage is around half of the participants who choose street art as the most influential component. According to Graph 8, the variable has drawn small motivational attention. However, 62 percent consider that socializing with new met people is not influencing the choice to participate in the tour. Therefore, developing additional relations cannot be added to the core motives of the alternative tour visits.

Commonly, Berlin is acknowledged as an urban destination. Nevertheless, the urban appearance on the motivation of the alternative tour visitors is rather limited. 27 percent of the participants state that urbanity is one of the motivational factors leading them to take part in the alternative tour. Graph 8 illustrates that the urbanity is the least influential factor. It can be analysed that the general image of urbanisation in the destination lessens the motivational effect on the tour as the tourist does not necessarily look for special knowledge of the urbanity. Nevertheless, the impact of the urban destination is slightly visible in the survey results concerning the motivation. The partakers were also given an opportunity to state other aspects that have motivated them to choose the alternative tour. Only 6 percent pointed additional reasons for their visit. One of the motives was archaeological attention. Two other reasons declared in the survey were to “explore a new side of Berlin” and “chance”. The small number of added influential causes highlights the importance of the variables as motivational factors. The participants who expressed other motives to their visit also selected motive variables specified in the survey. Hence, the collection of the motives typically related to the alternative tourism and tours were quite accurate to represent the motivation of the tourists who visit alternative tours.

## 6.6 Motivational factors divided by the age groups

In the following section the collected data are viewed in detail considering different age groups. Additionally, the motivational variables are compared between the researched age classes in terms of their popularity. Results reveal that there are clear variations in the motivational patterns when observing them in specific age sections. When analysing the data, one can observe that some motives are more popular in a specific age group than as a motivational factor in general.

Graph 9 represents the motivational interests of the age group 18-25. The gathered data suggests that the most influential element for the youngest group is local life. Nearly 87 percent appreciate the concept of locality and consider it highly inspiring in terms of participating in the tour. Street art is rated as second since 78 percent of the group choose the motive one of the reasons to participate in the tour. Hence, the researched age group view local life as more prominent motive as street art differing from the generic motivation data. Followed by these two variables comes alternative lifestyle. Nearly 61 percent state that the motivation is one of the causes to take part in the tour.



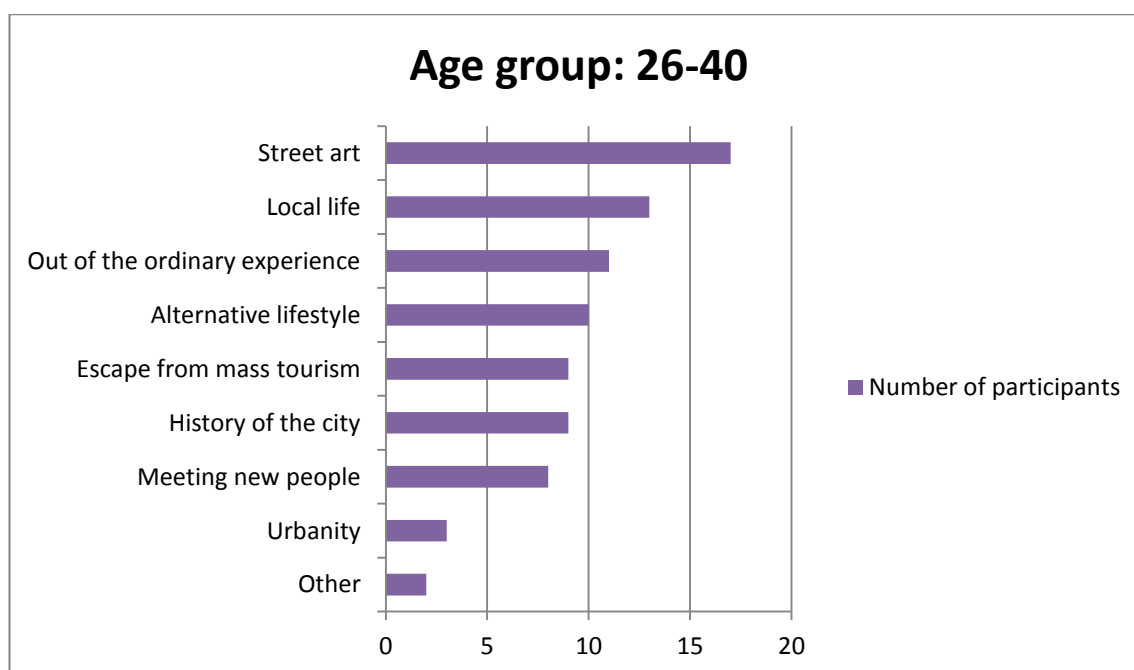
Graph 9: The motivational factors of the age group 18-25 (n=23)

The following motive variables are more equal in numbers. Meeting new people, out of the ordinary experience as well as urbanity has gained motivational significance each from approximately 43 percent of the age group. However, escape from mass tourism is considered

slightly more important. Nearly 48 percent state the motive influential. Graph 9 demonstrates that the least motivational factor for 18-25 years old is history of the city. Moreover, the age group has not stated any additional reason for their motivation to participate in the tour.

In Graph 10, one has summarized the variables that have been motivational factors for the age group 26-40. When comparing the data with the overall results the similarity between the most motivational and the least motivational factor is exact; street art maintains its popularity as urbanity gains the smallest part of interest. 77 percent of the age group state the effect of street art in their motivation to take part in the tour. Less than 14 percent emphasize the importance of urbanity. Additionally, local life is highly visible in the results though the significance is highlighted more in the general data. The motive is considered valid by 59 percent of the age group.

Out of the ordinary experience as a motivational aspect has divided the age group in half as 50 percent holds the motive evident. Moreover, 45 percent of the 26-40 years old consider alternative lifestyle as a notable motivation. Escape from mass tourism and history of the city have gained the same amount of acceptance covering 41 percent of the age group. In addition, meeting new people interests approximately 36 percent of the participants belonging to the mentioned group.



Graph 10: The motivational factors of the age group 26-40 (n=22)

Among the age group 26-40, there is a variable that emerges as a dominant motivational factor being street art. It is also visible that the urbanity has highly limited importance concern-



ing the motivation to participate specifically in alternative tours. Two of the participants stated other reasons consisting 9 percent of the motivational factors inside the age group as well as two third of the reasons in general that were listed along with the existing ones . Hence, the researched age group was the only one stating additional causes for the tour participation. The third reason, that was highlighting the archaeological aspect of the tour, was stated by a participant who did not specify one's age.

The third age group represented in the survey is the participants over 55 years. As the number of partakers is limited to two, a valid generalization of the motivations in the mentioned age group is not possible. Nevertheless, Graph 11 shows the impact of each motivational factor. Due to the small number of participants all of the variables are not represented in the results. According to Graph 11, local life and out of the ordinary experience belong to the motivational interests of both partakers. Other factors that have affected at least one of the participants are escape from tourism, history of the city and street art. Alternative lifestyle, meeting new people and urbanity are absent in the motivational list. Additionally, the participants have not stated additional reasons. With more representatives from the age group 55+, one could possibly include the lacking variables to the influential aspects. However, the actual level of impact concerning each motive is hard to predict among the age group of 55+.



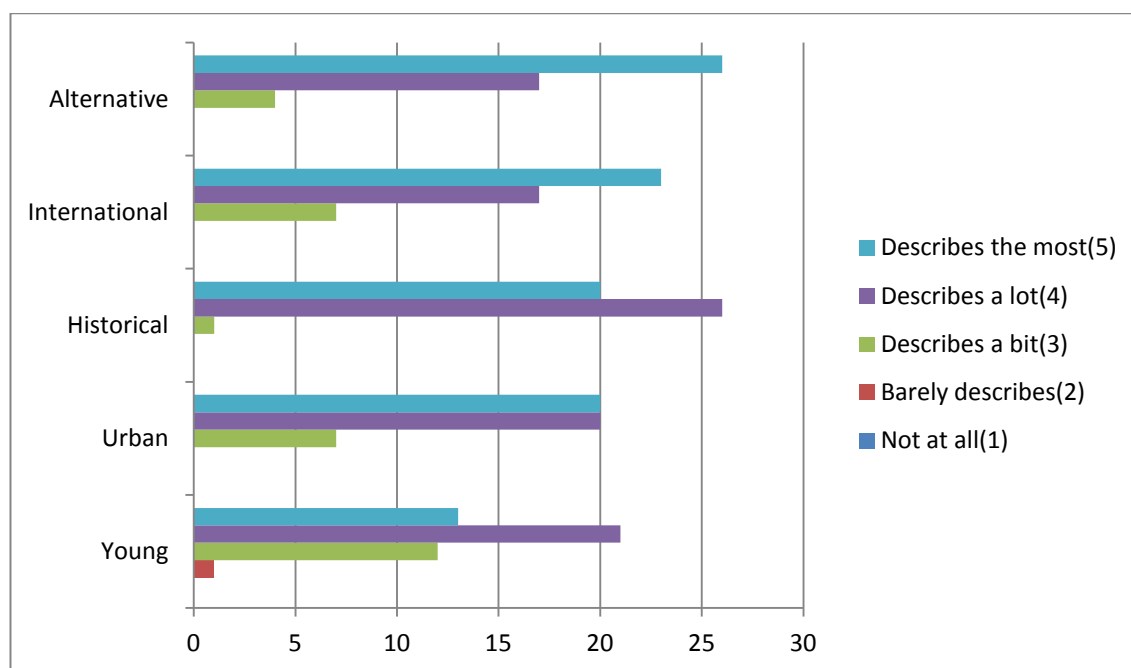
Graph 11: The motivational factors of the age group 55+ (n=2)

As the analysis of each age group and their motivation concerning alternative tours demonstrates, some variations between the groups are substantial. First of all, the structure of the top motivational factors is slightly different. The youngest age group highlights the local life

as the most dominant motivation as the age group 26-40 consider street art as the most motivational aspect. The distinction between street art and local life in terms of frequency in popularity is rather visible. Among 18-25 year olds the difference between local life and street art is 9 percent. When comparing the results in the age group 26-40, the difference between the variables is 19 percent. In the latter age group the frequency is clearer towards the most favoured variable.

## 6.7 Destination Image

The second research question discusses the destination image of Berlin. The partakers were given ten various adjectives to characterize Berlin and rate the characteristic in terms of its suitability to the destination image. The scale from one to five was utilized in the section, five being the most describing option. The outcome is illustrated in Graphs 12 and 13. In order to provide a clear aspect regarding the visibility of each characteristic, the results are divided into two graphs. Graph 12 presents the five adjectives that are considered the most typical for Berlin as Graph 13 states the remaining characteristics and their visibility in destination image of Berlin from the participants' point of view.

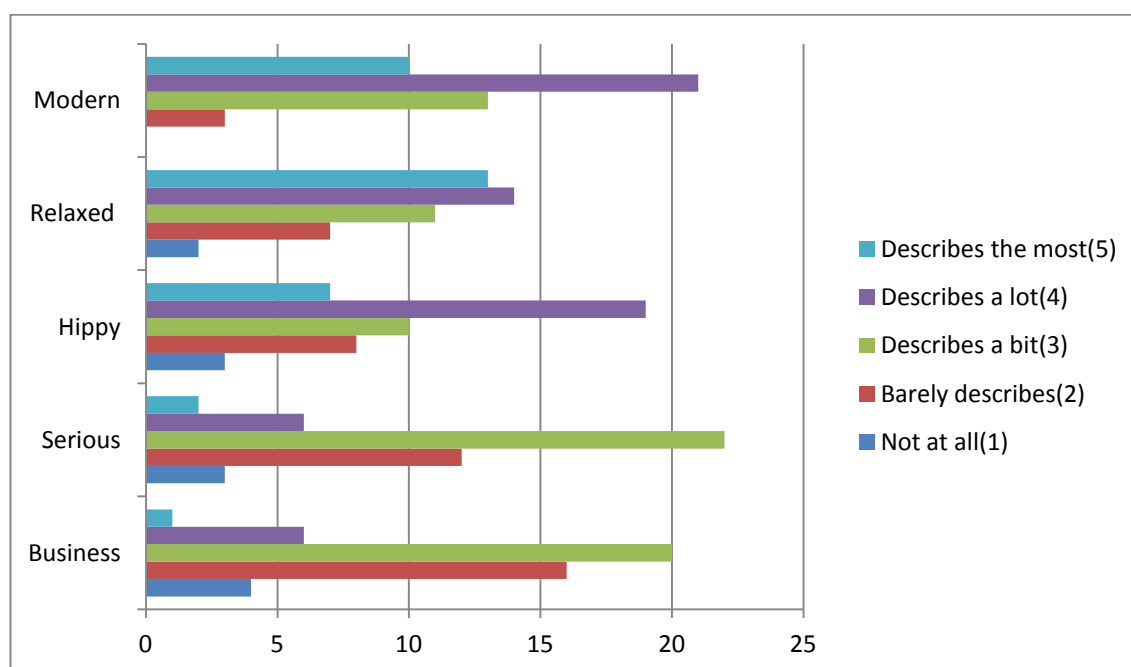


Graph 12: The top five characteristics describing Berlin the most (n=48)

According to Graph 12, the partakers consider Berlin alternative, international and historical destination. Alternative is an image that 55 percent of the participants emphasize as the most describing element. Additionally, 36 percent state that the adjective describes the destination greatly. Rest of the partakers, 9 percent, acknowledge that the characteristic has a small

effect on the image of Berlin. Furthermore, internationality is a recognizable feature in participants' perceptions. Partakers who consider Berlin international to the greatest extent contain 49 percent of the participants. 36 percent chose the option that describes the destination a lot as remaining amount consider internationality describing Berlin to some extent. Historical as part of the image is rather close to the mentioned characteristics. 43 percent state the element as the most defining. However, even a larger number, 55 percent, categorize the adjective to the scale four, gaining more popularity compared to alternative and international in the scale. Additionally, only one person stated historical as a slightly describing component which strengthens the image creation of a historical destination.

As Graph 12 demonstrates, among the top five characteristics are also urban and young. Urbanity has gained a detectable amount of awareness as a part of the destination image. 42.5 percent of the participants agree that the urbanity describes Berlin the most. The same percentage is also visible in the next scale characterising the destination greatly. The remaining 15 percent would categorize urbanity to the scale three, describing the destination a bit. Young as a perception differs slightly from the other components in terms of the most characterising element, being only 28 percent. However, 45 percent state that "young" describes Berlin exceedingly. Apart from one participant who considers the adjective barely describable, the rest, 25 percent, recognize the slight effect of the element in destination image.



Graph 13: The following describing adjectives in order of popularity (n=48)

In Graph 13 the remaining characteristics are listed based on the order of recognition. The first one, modern, is still quite visible regarding created images of Berlin. 21 percent highlight

modernism as one of the most significant characteristics concerning the destination. Modern as a perception is quite similar with the young as in this case, 45 percent consider modern defining Berlin a lot as well. Additionally, 28 percent believe that modern characterises Berlin to some extent as three of the participants state that it barely characterises the destination. The perceptions between relaxed and serious are quite distinctive, as Graph 13 illustrates. The results demonstrate that relaxed atmosphere has obtained larger attention in terms of the most describing variable with 28 percent. Only two participants consider serious as a proper adjective to define Berlin the most. Furthermore, 30 percent state that relaxed describes the destination notably as serious has gained only 13 percent of the participants' approving. However, 49 percent believe that serious characterises Berlin a bit. All in all, relaxed can be considered more related to the destination image though serious cannot be fully excluded considering the wide distribution of opinions in the results.

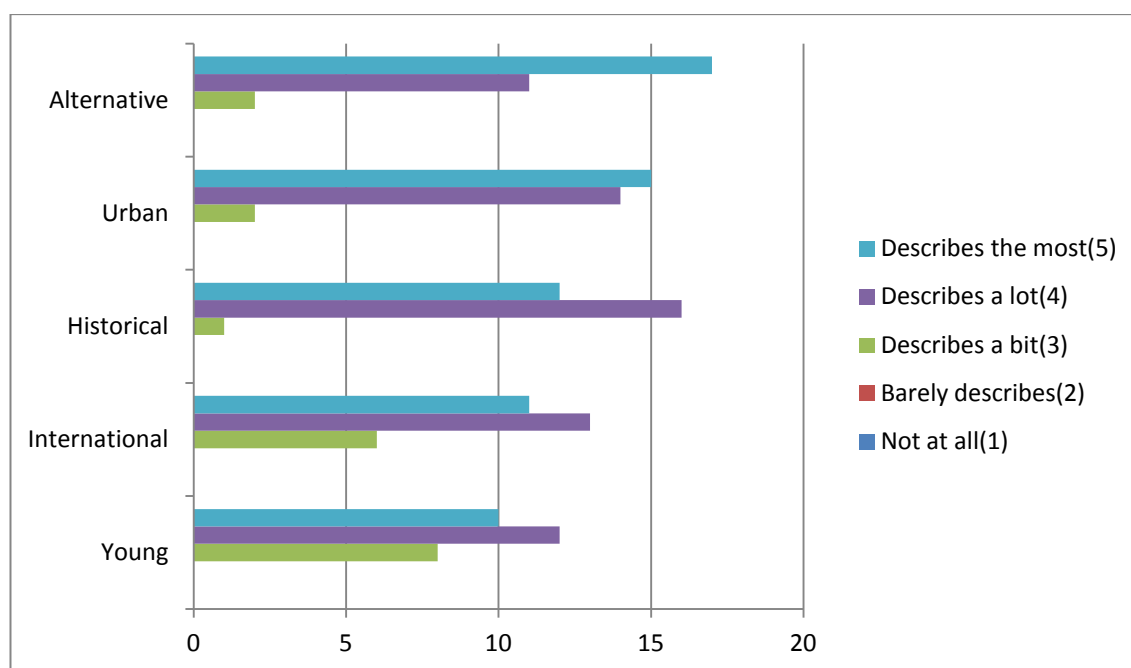
Hippy seems to be also a characteristic that genuinely affects the destination image of Berlin. 15 percent state that the adjective describes Berlin the most and 41 percent considers that it defines the city a lot. In addition, 21 percent admit its modest influence. Thus, the analysis reveals that "hippy" is fairly appropriate word to utilize in destination image of Berlin. The least popular characteristic in Graph 13 is business. The results are quite similar with the adjective serious. Therefore, it can be suggested that the two characteristics interact with each other. Business has not gathered much attention in the most descriptive adjectives but it seems that nearly 43 percent consider it to define Berlin to a small extent. 34 percent state "business" barely describes Berlin and four of the participants consider that it does not describe the destination at all.

## 6.8 Changes in destination image after several visits

The goal of the study is also to research possible changes in tourists' perceptions of Berlin after visiting the city more than once. The participants were asked to state whether they visited the city for the first time or have they been there before. 47 of the participants had given a clear respond to the questions asked. Approximately 64 percent visited Berlin for the first time. Remaining 36 percent, who had visited Berlin many times, stated the number of visits being from two to six times. Additionally, one of the participants had stayed in the city around ten times.

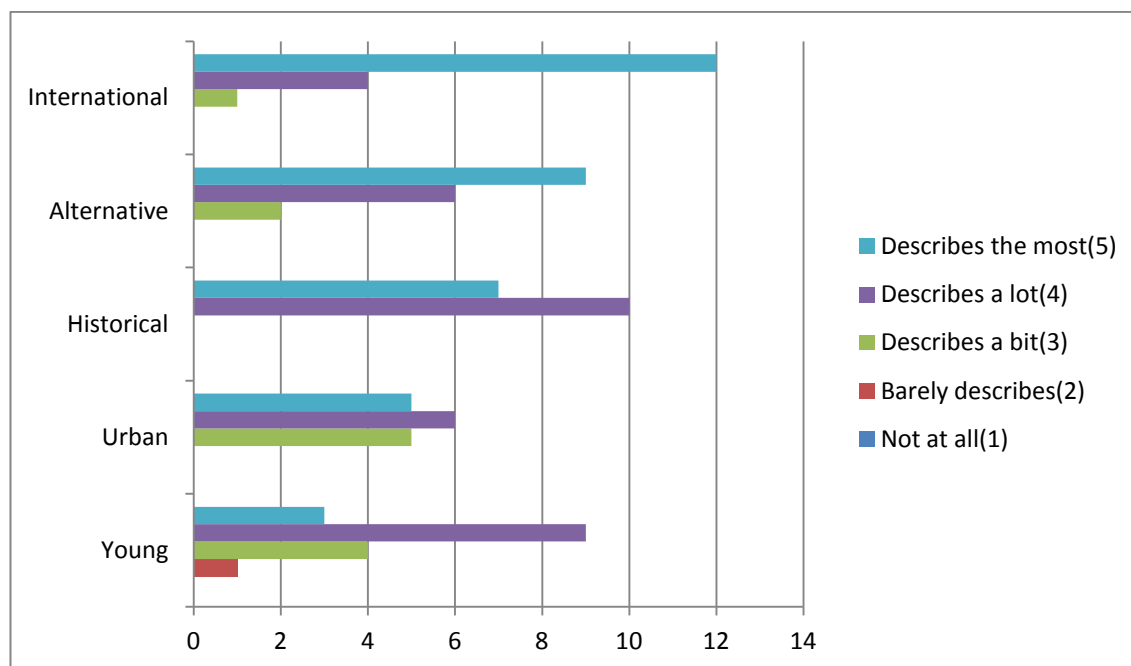
In Graph 14 one has gathered the results concerning destination image of the first-time visitors and summarized it to present five most describing characteristics. As the graph illustrates, the results do not differ from the general ones apart from the order of the adjectives. Alternative is distinctly held as the most describing option for Berlin with the opinion of 57 percent of the first-time visitors. Additionally all of the visitors consider that alternative is visible in destination image to some extent, mostly to the greatest. Second characteristic in

the graph is urban. The adjective has gained 50 percent approval as the most defining characteristic in terms of destination Berlin. Aside two participants, the rest of the visitors consider urbanity describing the city greatly. Moreover, 40 percent acknowledge historical as the most describing characteristic. Furthermore, 53 percent state that it characterises the destination a lot. Only one participant believes that historical describes Berlin a bit. Therefore, historical is virtually as significant image in the destination as alternative and urban.



Graph 14: Top five characteristics of Berlin regarding first-time visitors (n=30)

Internationality follows slightly after the major perceptions. 43 percent consider internationality one of the characteristics that describe Berlin a lot as 37 percent acknowledge it to describe the destination the most. The remaining 20 percent state that international describes Berlin slightly. Hence, it can be suggested that internationality is evidently part of the tourist's perceptions of Berlin concerning also first-time visitors. Following characteristic is young. The variation between young and international is rather small. 33 percent of the first-time visitors consider that "young" defines Berlin to the greatest extent. Additionally, 40 percent state that the characteristic describes the destination a lot as 27 percent believes that the adjective defines it a little.



Graph 15: Top five characteristics of Berlin regarding tourists with many visits (n=17)

Graph 15 follows the pattern of the previous graph representing five characteristics that have influenced the tourists' perceptions to the greatest extent, in this case concerning tourists with several visits in Berlin. Internationality is highly visible in the graph, as 71 percent consider it describing Berlin the most. Only one participant stated that international is defining the destination just a little as the remaining 24 percent would increase the image to characterize Berlin greatly. International is competently followed by alternative and historical. In terms of alternative image, 53 percent consider it the most descriptive. Furthermore, 35 percent believe alternative defining Berlin a lot as two of the partakers state that the characteristic describes the destination slightly. Historical has divided the participants to two sections; describing a lot and describing the most. 59 percent is emphasizing the first mentioned as 41 percent would choose the latter. All in all, international, alternative and historical are the dominating perceptions according to the participants who have visited Berlin several times.

Remaining of the top five are young and urban being rather competitive in results. Majority of the partakers, 38 percent, consider urban as a characteristic that describes the destination a lot. On the other hand, 53 percent consider young describing Berlin greatly. However, 31 percent state that urban defines the city to the greatest extent as only 18 percent evaluate young as the most descriptive. In terms of scale three, describing a bit, the results are quite equal. Nevertheless, one participant states that young barely describes Berlin which highlights urban as more descriptive than young to some extent.

First-time vi- sitors (30)	1 Not at all	2 Barely desc- ribes	3 Describes a bit	4 Describes a lot	5 Describes the most
Modern		1	10	<b>12</b>	7
Relaxed	1	6	4	<b>10</b>	9
Hippy	3	5	8	<b>9</b>	5
Serious	2	8	<b>14</b>	3	2
Business	3	8	<b>13</b>	5	1

Table 2: Five remaining characteristics regarding first-time visitor perceptions about Berlin

Table 2 represent the characteristic left out of the top five that describe Berlin the most according to first-time visitors. The bolded numbers demonstrate the scale that have been the most visible concerning the specific characteristic. Modern is highly close to the top five. 12 participants, representing 40 percent of the first-time visitors consider the adjective highly descriptive. Other participants would also position modern to the higher descriptive scales as only one partaker believes that it barely describes Berlin. Relaxed resembles modern rather plenty. Relaxed is slightly more visible in the most deceptive scale. However, more participants have emphasized the lower scales, which weaken the aspect of relaxed as a strong characteristic describing Berlin. Hippy has gathered rather wide extent of responds dividing opinions to every scale. Nevertheless, the highest number can be detected from scale four, describing the destination a lot. Serious and business are quite identical with small variations. Majority of partakes in both cases consider that the characteristics describe Berlin a bit.

Tourists with several visits (17)	1 Not at all	2 Barely desc- ribes	3 Describes a bit	4 Describes a lot	5 Describes the most
Modern		2	3	<b>9</b>	3
Hippy		3	2	<b>10</b>	2
Relaxed	1	1	<b>7</b>	4	4
Serious	1	4	<b>8</b>	3	-
Business	1	<b>8</b>	7	1	-

Table 3: Remaining characteristics regarding perceptions of tourists with many visits in Berlin

In Table 3 the same information is gathered as in Table 2 focusing on the participants who have visited the destination more than once. The order of the characteristics is nearly the same with Table 2 but Table 3 illustrates that the adjective hippy has gained more attention

as relaxed and is highly close to modern. Most of the participants, being nearly 59 percent, would describe Berlin as hippy to a great extent. Additionally, two of the participants would describe it the most visible in their perceptions. Hence, over 70.5 percent consider hippy highly evident in Berlin's image. Compared to Table 2, the result is quite distinct as less than 46 percent of the first-time visitors would consider hippy highly descriptive regarding Berlin. In terms of relaxed, the tourists with many visits believe it defines Berlin at least a bit. Only two participants have highlighted the insignificance of the characteristics in the image of the city. Serious and business are listed in the bottom of the Table 2, similarly with Table 2. Hence, several visits have not increased the visibility of the two perceptions. Conversely, the characteristics seem to have less importance in image creation especially considering business. None of the partakers have selected business as the most descriptive as the slight majority consider that business barely describes Berlin.

## 7 Conclusion

In terms of alternative tours, most tourists who take part in them at Original Berlin Tours have no experience of the tours as such beforehand hence; they visit an alternative tour for the first time. To research further how the tourist decides to participate in an alternative tour, different aspects should be considered for example, the impact of the destination itself. As the majority of the participants had never attended an alternative tour, the question is useful and nearly essential. As the results revealed, Berlin has a major influence on the decision making process concerning alternative tours. It seems that the impressions of the city have created a motivation to seek for alternative options for the city stay at least to some extent. The marketing of alternative tours as well as information search have some impact on the factor as well.

All in all, it can be analysed that an average tourist who participates alternative tours is younger than 30 years old, a female who travels with friends. According to the results, the biggest nationality group is Germany highlighting therefore domestic travel. However, the gap between other countries is not that wide that a conclusion could be generalized. In addition, the observations have demonstrated that most of the guests have been international though German tourists can be detected regularly from the customer base. Considering the demographic factor of nationality, time-validity may not be the most applicable. However, the similarity of the answers suggests that the aspect does not prohibit valid responds to the research questions that are essential to the study.

There are various sources to attract tourists to take part in an alternative tour. However, the most popular source seems to be the internet as nearly half of the participants had detected the tour through this channel. Nevertheless, it is good to acknowledge that the experiences of friends and family have influenced a fair amount of people to take part in the tour equalising



the aspect with the tourists who have found out about the tour via flyers. In terms of information search, social media has not been visible as presumably the online origin has focused on Google search and continuously on company's website. There are a limited number of other sources which highlights the significance of the three main causes: online tools, social impact as well as flyers.

The motivation of the tourists on alternative tours is based on the contents of the tour as well as the concept of alternative tourism. The results of the motivation questionnaire revealed the following key aspects:

1. Street art is evidently the most dominant factor concerning tourist motivation on alternative tours. Presumably, street art is associated with alternative tours being a significant pull factor.
2. Exceedingly close to the most motivational variable is local life. This emphasizes the fascination for local community being also typical feature in alternative tourism.
3. Hence, street art and local life are motives that are distinctly popular compared to other motives that are fairly closer to each other in the motivation scale.
4. Meeting new people and urbanity are rated the less motivational factors. However, all of the motivational variables utilized in the survey are displayed in tourist motivation to some extent. For example, over half of the participants are motivated by alternative lifestyle.

The comparison between different age groups shows that the youngest age group 18-25 stresses the local life as the most motivational factor as the street art is distinctly the most influential for the age group 26-40. The age group 55+ is motivated by local life and out of the ordinary experience. Moreover, the least motivational factor among 18-25 years old is history of the city as the age group 26-40 is less motivated by urbanity.

The research also concerned destination image of Berlin as one of the research questions. Based on the perceptions of the partakers on alternative tours, one can suggest that the following characteristics are highly related to Berlin:

- a) alternative
- b) international
- c) historical

These three aspects were also the major ones when researching the changes in destination image after many visits to the city. Additionally, urban was a perception that was included in the top three characteristics regarding the opinions of first-time visitors. Tourists with several visits highlighted internationality as the most descriptive concerning Berlin followed by alternative and historical. Hence, internationality is slightly more highlighted compared to first-time visitors. Moreover, the participants who had visited Berlin more than once considered hippy quite descriptive.

In general, business is not exceedingly visible concerning the perceptions of the participants. The outcome is relatively surprising as Berlin is also well-known as a business conference city. The lack of business tourists on the tours and a general business-free atmosphere in the area might explain the result. Nevertheless, the participants have admitted that business describes Berlin to a small extent. Moreover, the participants seem to consider Berlin more relaxed than serious destination.

All in all, there are no crucial changes in the destination image after several visits to Berlin. The experienced visitors emphasize a little more the international and hippy atmosphere in the city. Business is a decreasing factor regarding the tourists with many visits. The small difference between the perceptions of the visitors suggests that the destination image of Berlin is rather strong and well-defined. Nevertheless, author would like to point out that the destination image survey was conducted among alternative tour participants when it is difficult to estimate the validity of the similar results if the questionnaire would be conducted in different settings.

In terms of validity, the author believes that the results could be applied on the alternative tours in Berlin as well as the research can be generalized when discussing Berlin as a destination. Expanding the research to other destinations is not futile though some modifications should be conducted focusing on the specific destination and its image and tourism variables. However, the author emphasizes that the research relies highly on Berlin as a tourist destination which highlights the fact that the results themselves cannot be generalized and applied in other destinations.

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## Table of Figures

Graph 1: Visitor numbers on the alternative tour (Original Berlin Tours 2014).....	13
Graph 2: Impact of each age group in the questionnaire (n=47) .....	22
Graph 3: Travel pattern of the participants (n=48) .....	24
Graph 4: Travel pattern by each age group (n=48) .....	25
Graph 5: Previous visits on alternative tours (n=48).....	26
Graph 6: How Berlin affects the decision to choose the tour (n=47) .....	27
Graph 7: How the partakers found out about the tour (n=48) .....	28
Graph 8: What motivates tourists to take part in alternative tours (n=48) .....	29
Graph 9: The motivational factors of the age group 18-25 (n=23) .....	31
Graph 10: The motivational factors of the age group 26-40 (n=22).....	32
Graph 11: The motivational factors of the age group 55+ (n=2) .....	33
Graph 12: The top five characteristics describing Berlin the most (n=48).....	34
Graph 13: The following describing adjectives in order of popularity (n=48).....	35
Graph 14: Top five characteristics of Berlin regarding first-time visitors (n=30).....	37
Graph 15: Top five characteristics of Berlin regarding tourists with many visits (n=17)	38
Table 1: Nationalities of the participants (n=48) .....	23
Table 2: Five remaining characteristics regarding first-time visitor perceptions about Berlin .....	39
Table 3: Remaining characteristics regarding perceptions of tourists with many visits in Berlin .....	39



**LAUREA**  
UNIVERSITY OF APPLIED SCIENCES

**TOURIST MOTIVATIONS IN ALTERNATIVE TOURS  
CASE STUDY: ORIGINAL BERLIN TOURS**

This questionnaire is conducted as a part of bachelor thesis work for Laurea University of Applied Sciences, in Kerava, Finland. The aim is to research tourist motives in terms of attending an alternative tour.

It takes 5 min to fill the form in. All answers are treated anonymous. Thank you for your participation!

Sallamari Hälikkä

Degree Programme in Tourism

Laurea University of Applied Sciences

Please circle the most suitable option!

**1. Are you travelling**

- A. As a backpacker
- B. With friends
- C. With family
- D. Business
- E. Alone

**2. Are you visiting Berlin for the first time?**

- A. Yes
- B. No

**3. If you answered B, please specify the number of visits: \_\_\_\_\_**

**4. How much of these words describe Berlin?**

(1=not at all, 2=barely describes 3= describes a bit 4= describes a lot 5= describes the most)

A. Historical	1	2	3	4	5
B. Modern	1	2	3	4	5
C. Urban	1	2	3	4	5
D. Alternative	1	2	3	4	5
E. Hippy	1	2	3	4	5
F. Young	1	2	3	4	5
G. Relaxed	1	2	3	4	5
H. Serious	1	2	3	4	5
I. Business	1	2	3	4	5
J. International	1	2	3	4	5

5. Have you attended an alternative tour before?

- A. Once
- B. Many times
- C. Never

6. If you answered B, please specify the number of visits: \_\_\_\_\_

7. How much has Berlin as a destination affected your decision to choose an alternative tour?

1	2	3	4	5
not at all		slightly		has affected a lot

8. How did you find out about the alternative tour?

- A. Online
- B. Heard from a friend
- C. Flyer
- D. Social media, please specify which one:
- E. Other, please specify:

9. What interests you in the alternative tours?

- A. Street art
- B. Meeting new people
- C. Local life
- D. History of the city
- E. Experiencing something out of the ordinary
- F. Alternative lifestyle
- G. Urbanity
- H. Escape from mass tourism
- I. Other, please specify:

Optional answers:

10. Are you: Female/Male

11. Age group: 18-25    26-40    41-55    55+

12. Please state your nationality: \_\_\_\_\_