

How Asian travellers create images of Christmas

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<p>The narration of Christmas stories has been existed for hundreds of years, however, how does one possibly realize at what point that it begins to “look a lot like Christmas”? This paper will generally discuss how the image of Christmas was originally established in the mind of certain ethnic group, particularly here are Asian travellers.</p> <p>The thesis was commissioned by the Box project regarding the Christmas Box project currently initiating. This paper will act as a future reference for the Box when their Christmas Box project is launched and if Asian market is considered as one of the main target group.</p> <p>The theoretical part introduces about the theory behind the entire thesis, which mainly based on the Tourism Destination Image (TDI) literature. A customized framework adapted from many sources of previous works on the TDI has been created by the author to best lead the collecting data process. This framework provides the mechanism as well as factors affecting the process of creating image of Christmas, then, results in generating definition of Christmas image.</p> <p>The empirical part uses the qualitative research method, particularly semi-structured interview with seven Asian coming from different background, to find out the answer to the research question: “How Asian travellers create image of Christmas?” Thematic analysis has been utilized to settle the data.</p> <p>The finding and analysis presents the result of the interview and also reflects on what theoretical framework has stated. The outcomes have shown that the image of Christmas can be considered to be made of five schemas: place, self, emotion, event and social. However, the event and social schemas might be interrelated and emerged as one at some point. Then, the four factors projected image, socio-cultural, technology and user-generated definitely has a certain effect on the formation of Christmas image in Asian travellers. Finally, the image of Christmas has been defined as a voluntary, multisensory, picture-like, conscious and quasi-perceptual mental experience held by Asian travellers.</p>	
Keywords Christmas, Image, Tourism Destination Image, Asian	

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1 Introduction

“It's beginning to look a lot like Christmas
Everywhere you go
There's a tree in the Grand Hotel, one in the park as well
The sturdy kind that doesn't mind the snow”

This rhythm by Meredith Willson (1951) must be no longer unfamiliar for most of people whenever the season of Christmas comes. However has any one ever questioned that relied on what Meredith Willson could state that “It’s beginning to look a lot like Christmas”; how and when it’s like to know that it begins to “look a lot like Christmas”? For some are the first snow of the year, for some are candles lighting along the street, and for Meredith Willson, it might be the “tree in the Grand Hotel” (Meredith Willson, 1951). Thus, it must be different to every single human that at what moment and what excitement that drives us to realize that it is the signal of Christmas, the image of Christmas or the sensation of Christmas. This paper will generally discuss how the image of Christmas was originally established in the mind of Asian, particularly Asian travellers, which is to help understand and identify the viewpoint of one of the target groups for the Box project which is an international research project involving sensory-stimulating technologies to develop future service spaces. By summing up and integrating different sources of literature, a theoretical framework of how the Christmas image has been customized and developed. Then this guideline will navigate, through qualitative method, the data collecting process in order to explore what the images of Christmas to Asian travellers are and how they conceive such kind of image. This chapter starts with the introduction of why Destination Image (DI) theory is the ground literature for the topic and how it might integrate with discovering the mechanism of forming Christmas image in Asian travellers’ mind.

1.1 Background

The travel and tourism industry has shown its utmost growth during the last three decades and has become one of the most important sectors of the global economy. It has contributed 9.5% to the global economy, created 4.7 million new jobs in 2013, and been promised to rise 25% of international passenger numbers from 2012, which was 1.2 billion to 1.5 billion in 2017 (Hospitalitynet). The way we are living is changing; travelling and moving from places to places have never been as popular as nowadays. The increase in amount of people travelling will consequently generate more opportunities to the tourism market. More than ever, destination marketers need to find an effective destination positioning strategy, of which key component is the creation of a distinctive image of the destination (Calantone, Di Benetto, Hakam & Bojanic, 1989). Since destination competes to its competitors based on its perceived image in the marketplace, it is crucial to develop

a positive or impressive image of the tourist destination to the target group (Baloglu & Mangaloglu, 2001). Guthrie and Gale (1991) reasoned because “perceptions, rather than reality are what motivate consumers to act or not to act” (p.555)

Therefore, the study of destination image was born in order to understand consumer decision making in tourism destination choice. Even though this review is a rather recent extension to the field of tourism research, its importance has resulted in an enormous body of literature reviews and critics. Dating from early 1970s, the study even grew into a focus of tourism research and continued to gain attention in the 1990s.

As a sequence, all the outcomes from the researches are then taken into account by industry practitioners and destination marketers to conduct intelligent destination marketing. Marketing process from planning, development, positioning and promotion are based on these outcomes (Tasci, A. D., Gartner, W. C., & Cavusgil, S. T, 2007). Thus, it can be said that destination image theory affects intensively throughout the whole image construction of a destination. As Fakeye and Crompton (1991, 10) has once affirmed the power of images as they change and shape the travellers’ perceptions of a destination and “give him or her pre-taste of the destination”.

However, the suitability of this theoretical background could be questioned because the main topic concerns about the Christmas image, which describes the image of a term or concept not the destination, then why the author bases its empirical research on the theory of Destination Image. Thus, here is what connects those two concepts: traveller. As can be seen, travellers are the target this study focuses on, how travellers define or picture a thing or an object can become an advantage for a certain tourism destination. Moreover, the study of Image in general is a large literature as such Image in Branding, Psychology, Tourism or Marketing and among various body of literature, Tourism Destination Image (TDI) seems to be the closest and most appropriate to what the author looks for as a based theory. Nevertheless, depending solely on the Image theory from the Tourism field cannot give a comprehensive understanding, other image-related articles from the field of Psychology and Branding will also be reviewed below. Therefore, in this paper, Destination Image serves as the ground theoretical framework.

1.2 Thesis’s objective

The goal of the study is to find the answer to the big question

“How do Asian travellers create image of Christmas?”

which is also the research question. The paper will find out what makes Asian travellers think of the concept “Christmas” and why that specific image can be able to refer to

“Christmas”, therefore the mechanism of how all of those images are created will be studied. At the same time, this research also helps in better understanding this growing travel sector, Asian, which definitely supports any organization or company in the future that offers experience or service targeting to Asian market.

As said above, the research question for the thesis is “How do Asian travellers create image of Christmas?”. The initial question made was actually “What is the image of Christmas to Asian travellers?”, however the question was later rearranged as the research is more concentrating on the formation and process of creating the image rather than finding out what the image is. As can be seen, the question itself already specifies what it contains and targets to. Particularly, three main words from the title would be torn down and focused: “image”, “Christmas” and “Asian travellers”. The “Asian travellers” part was chosen based on the author’s ethnicity and her understanding and familiarity about the background.

1.3 Justification for the study

The topic was initiated as a pre-research paper for the Box project in Haaga-Helia. The BOX is “an international research project developing future service spaces with sensory-stimulating technologies.” (The Box 2.0- What’s new). This paper will act as a future reference for the BOX when their Christmas Box project is launched and if Asian market is considered as one of the main target group.

Therefore, the relevance of the topic is fairly sufficient to, first the researcher herself as she will undeniably have a chance to get access to an enormous source of knowledge and literature about Destination Image and the concept Christmas. Second, to the BOX as there is no doubt that the topic was made because of the BOX project, the paper supposes to serve as a reference for the Christmas Box project at the moment, and might be a market research-based in the future when the project gets into life. Finally, the paper would potentially be beneficial to the Hospitality, Tourism and Aviation industry such as hotels, airlines and travel agencies since Finland has been world-known as Santa Claus’s hometown, thus the more knowledge of Asian psychological perception of Christmas, the better for those to demonstrate a smart and approachable promotion strategy to develop Finland tourism.

1.4 Methodology in brief

First and foremost, desk research needs to be undertaken so as to deliver the theoretical part. Desk research mainly requires sitting at a desk to gather and analysis existing

resources. This method is normally conducted in starting phase in the aim of accumulating comprehensive theoretical support for the work in general (Management Study Guide).

Next, the author wants to figure it out a complete and holistic image of Christmas, both cognitively and affectively, that's why the qualitative research was the following method chosen. The qualitative method allows in-depth understanding of why and how the picture of Christmas started. This method will be in interview type. Deep, semi-structured interviews are considered to conduct on 5 to 10 people. The interviews are expected to take place in China, where the author was staying at the time, particularly in an International Language Exchange School and campus and in tourist attraction places. International Language Exchange School was selected because it is a place, where the author may have the access to, which offers variety of Asian cultures and nationalities whom assumedly to have some experiences and preference of travelling. Second place for collecting data is some tourist attractions around Shanghai, China, as these locations are considered to be filled with Asian travellers but still ensures the objectivity of the interviews. However, the latter location might pose some hardness since tourists or travellers in general are not willing to spend time and reveal their true thoughts on a fairly complex subject. Interviewees are randomly elected, from different sexes, ranging from 20s to 60s, coming from diverse backgrounds. Interviews will be recorded and transcribed, later analysed. A thematic analysis shall take place in order to develop a coding scheme. Then analysing results receiving from interviewees would be expected to give a final picture to sum up a multidimensional Christmas image of Asian travellers.

1.5 Definition/ Key words

– Destination Image (DI), Christmas, traveller, Asian

1.6 Structure of the thesis

The thesis consists of five sections. First off, the introduction opens up some very first words about the research so that the reader can have a brief knowledge what will be discussed later and what to expect. Particularly, this part includes seven sub-categories presenting slightly on the topic, justification, commissioning party, based literature and empirical method.

Next section is the theoretical background, demonstrating the literature body which is the base for the whole research. To be specific, this part first brings out and compares many works from different researchers to see the evolvement and find out the best literature which might be able to support for the whole thesis.

Third, the empirical part displays the two research methods which have been used in the thesis. First method is the desk research, mainly relating to sitting and finding sources. Second one is the qualitative research method, initiated by semi-structured interviews.

Fourth part presents the final interview results, and goes into analysing separate sections of the interview. The paper then ends up with the discussion part, which reflects on the theory proposed in the theoretical section above. Appendices and references are listed below.

1.7 The Box

The Box is a cross-disciplinary research project generating sensory-stimulating service spaces for Hospitality and Tourism industries, particularly in service design, marketing and product development, in the goal of supporting the industries to enhance service experiences and raise customer value.

With a team of top-quality international researchers, assistances of audacious technology providers and professionals in the sensory simulation, content creation and audio-visual field, The Box intends to create a concept which utilizes technologies to build chromatic atmospheres in separate commercial contexts. The Box will dig deep into the totally distinctive Mixed Reality Environment (MRE) by taking advantage of Virtual Reality (VR), and Augmented Reality (AR) practices. The team currently begins with a small-scale imagineering laboratory located on Haaga campus of Haaga-Helia University of Applied Sciences, Helsinki, Finland. At the moment, a long-term project of The Box, which is called the Christmas Box, is now carrying on with the aim of creating a Christmas atmosphere inside the imagineering laboratory using different future technologies under the guidance of Pasi Tuominen (The Box, 2017)

Thus, this section has wrapped up a brief overview on the thesis in general. Next section will cover the literature review which is a backbone of the thesis.

2 Christmas Image Integrated Conceptual Framework

This part will open up about the theory behind the entire thesis on how it supports the empirical part and how different models integrate together in order to create a holistic final framework which will guide the author when starting empirical part and collecting data.

The conceptualization of the term Tourism Destination Image (TDI) until now still remains very complex and challenged by various problems. However, those limitations will be

discussed later, and in order to accomplish this study, many image-related researches and articles in tourism as well as other related field have been revised to clarify the concept and the complex nature of the image construct. There are a several number of fields that are similar or connecting to the study of image, but to keep this paper clear and coherent, only the theory of brand image and study of psychology are extra-included. (Journal of Hospitality & Tourism, 2007, 195)

First, Destination Image research, in some ways, might be considered as a subcategory of the general field of image measurement. To begin with, some brief reviews on the principle of imagery in the field of psychology should be studied. Psychologists have referred imagery as a unique method to process and store multisensory information in working memory. Imagery process is differentiated with 'discursive processing' which is composited of pieces of information on individual feature such as symbol or language-like, rather than a more gestalt impression. Imagery is defined as a sensory process, meaning that it can contain one or all of the senses such as smell, taste, sight, touch and sound. Basically, imagery is a distinct method of representing information or like Fodor (1981, p.76) says that "very like of picturing, and very unlike describing". MacInnis and Price (1987) have examined the relationship between imagery processing and consumer behaviour and suggested that products are perceived both in discursive and imagery approach, but in the course of their discussion, product image definition is neglected. Until 1991, Echtner and Ritchie once again emphasise on the combination of individual attributes and holistic impression of the concept of Image, therefore, creates a very firm ground for fellow to continue defining the term Destination Image.

Second, a Destination Image, to some extent, can be treated as a brand image (in the context of tourism) because of its close association with each other. It is agreed by many researchers that yet destination image is not similar to branding, branding is formed through image (Kotler & Gertner, 2002). Paivio (1971), thus, concludes brand image as an outcome of sensory experiences and inner imitation created by perceptual processes.

According to World Tourism Organization, image in general is "the artificial imitation of the apparent form of an object, similarity or identity with the form, and individual or collective ideas about the destination." (Destination image: Origin, Developments and Implications, 306). Following this sense, two authors below both refer brand image to a mental representation. Firstly, brand image is conceptualized as a mental representation by Bauerle (1983), meanwhile Costa (1987) describes it as a mental representation in the co-operative memory of a stereotype or a set of attributes that can influence and change consumer behaviour. More briefly, Keller (1993) terms brand image as an association of

perceptions about a brand which already stay in consumer's memory. Approximately at the time, Sanz de Tajada (1996) relates brand image as a set of notes associated spontaneously with a given stimulus which before triggered a set of associations that generate a sum of beliefs in the consumer. Finally, there are yet many studies investigating Image theory under different eyes but those will not be included for the sake of the paper's conciseness. The two perspectives above are expected to bring an overview to audiences on how Image theory is discussed differently. Next section will specifically concentrate on DI literature and some notable works in timeline.

2.1 Conceptualization of the Destination Image

Table 1 Definitions of Destination Image (Martin and Bosque, 2008)

Author/s	Definition
Lawson and Baud-Bovy (1977)	An expression of knowledge, impressions, prejudices, imaginations and emotional thoughts an individual has of a specific place
Crompton (1979)	Sum of beliefs, ideas, and impressions that a person has of a destination
Assael (1984)	Total perception of the destination that is formed by processing information from various sources over time
Phelps (1986)	Perceptions or impressions of a place
Gartner and Hunt (1987)	Impressions that persons hold about a state in which they do not reside
Moutinho (1987)	An individual's attitude toward the destination attributes based on their knowledge and feelings
Calantone et al. (1989)	Perceptions of potential tourist destinations
Embacher and Buttle (1989)	Ideas or conceptions held individually or collectively of the destination under investigation
Chon (1990)	Result of the interaction of a person's beliefs, ideas, feelings, expectations and impressions about a destination
Echtner and Ritchie (1991)	The perceptions of individual destination attributes and the holistic impression made by the destination
Dadgostar and Isotalo (1992)	Overall impression or attitude that an individual acquires of a place
Milman and Pizam (1995)	Visual or mental impression of a place, a product, or an experience held by the general public
MacKay and Fesenmaier (1997)	A composite of various products (attractions) and attributes woven into a total impression
Pritchard (1998)	An visual or mental impression of a specific place
Baloglu and McCleary (1999a)	An individual's mental representation of knowledge, feelings, and global impressions about a destination
Coshall (2000)	The individual's perceptions of the characteristics of destinations
Murphy, Pritchard and Smith (2000)	A sum of associations and pieces of information connected to a destination, which would include multiple components of the destination and personal perception
Tapachai and Waryszak (2000)	Perceptions or impressions of a destination held by tourists with respect to the expected benefit or consumption values
Bigné, Sánchez and Sánchez (2001)	The subjective interpretation of reality made by the tourist
Kim and Richardson (2003)	Totality of impressions, beliefs, ideas, expectations, and feelings accumulated towards a place over time

It has been agreed by variety of researchers that Hunt's work of 1971 has introduced the Destination Image research line. Hunt (1971) defines Destination Image as "impressions that a person or persons hold about a state in which they do not reside". Afterward, many studies have also approached this subject. For instances, Crompton (1977), through measuring the image of Mexico in different States of the USA, has defined DI as "sum of beliefs, ideas and impression that a person has of a destination". This definition has been used and referred in lots of later DI researches. After that, in 1986, Phelps also describes the term as "perception or impressions of a place" after measuring pre-travel and post-travel image of Menorca. Again, Gartner & Hunt (1987) emphasizes it as "impressions that a person... holds about a state in which they do not reside" in their analysis of the change of Utah's image over twelve years. Or Chon (1990) in The Tourist

Review states that DI was “result of the interaction of a person’s beliefs, ideas, feelings, expectations and impressions about a destination”.

Summing up from the Table 1, it is apparent that most studies largely explain the DI concept around such terms as “impression”, “perception”, “feeling”, “belief” or “idea” which a person embraces about a place (Martin and Bosque, 2008). The next section below will present some of the most influential works in DI literature which might reinforce the final conceptual framework later. There are Echtner and Ritchie’s definition (1991) which is representative for classic DI research, Tasci, Gartner and Cavusgil’s (2007) - a sound conceptualization and Lai and Li’s (2016) – a typical genus-and-differentia DI definition.

2.1.1 Introduction of Echtner and Ritchie’s review

Only until 1991 and later in 1993 that Echtner and Ritchie provides evolutionary advances in framing the DI definition that makes the DI construct less fuzzy. According to them, Destination Image should be supported of three axes: the functional/psychological, the common/unique, and the holistic/attribute-based axes. (Gallarza, Garcia, Saura, 2002, pp.59). Echtner and Ritchie first conceptualise the country image of Nepal as example. As illustrated in the Figure 1, image of Nepal as a travel destination composite of perceptions, ratings of many functional and psychological attributes, as well as holistic mental imagery aroused. To demonstrate, the figure captures perceptions of functional attributes such as climate, price levels, infrastructure, along with psychological attributes such as hospitality of people, safety. Whereas functional holistic images made of physical or measurable characteristics, for example, mental picture of the country (here as village, mountainous), psychological holistic images involves general atmosphere or feeling received from the country.

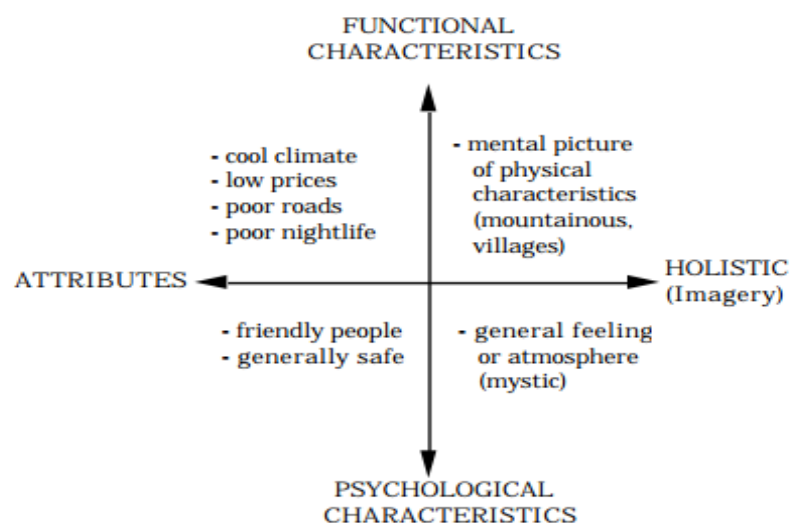


Figure 1: An illustrative example of four components of destination image (Nepal) (Echtner and Ritchie, 2003)

Yet, there is still another axe missing from the Figure 1. Echtner and Ritchie (2003) suggest that image of a destination is also ranging from common side to unique side. A complete component of image is shown in the Figure 2. To put it simple, on one side of the continuum, the image consists of set of attributes (functional and psychological) on which all destinations are commonly evaluated, and on the end side, image is made of unique landscape features and distinctive auras. For example, in the case of Nepal image, while the common functional characteristics are price level, weather, transportation, etc, the common psychological characteristic are service quality, friendliness, etc. On the other end of the continuum, Nepal image can as well include unique features (functional characteristics) such as Mt. Everest, and unique aura as mystic Nepal. However, Echtner and Ritchie also notice that there undoubtedly come overlaps between parts as holistic impression and perception of individual attributes inter-depend on each other. One is based on the other; in return, one is affected by the other. (Echtner, Ritchie, 2003, pp.40-43)

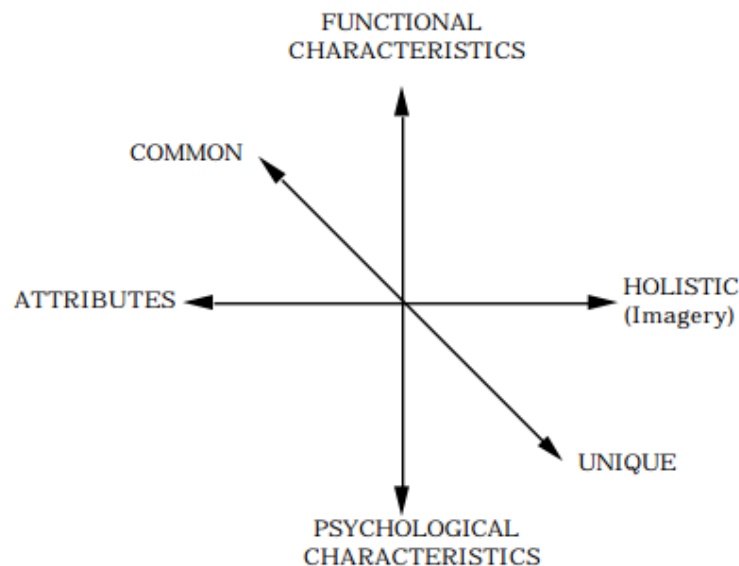


Figure 2: The components of destination image (Echtner and Ritchie, 2003)

Therefore, based on this framework, Echtner & Ritchie define:

Destination image is not only the perceptions of individual destination attributes but also the holistic impression made by the destination. Destination image consists of functional characteristics, concerning the more tangible aspects of the destination, and psychological characteristics, concerning the more intangible aspects. Furthermore, destination images can be arranged on a continuum ranging from traits which can be commonly used to compare all destinations to those which are unique to very few destinations. (Echtner&Ritchie, 2003, 43-44)

2.1.2 Introduction of Tasci, Gartner and Cavusgil's research

After the remark work of Etchner and Ritchie, the Tourism literature has seen a significant growth in studies of DI. Not only researches following Echtner and Ritchie's review, but also there have been proposed diverse definitions for the same construct. Dann (1996) integrate Gensch's (1978) image specification and some scholar's socio-psychological DI aspects into "refection or representation of sensory or conceptual information...built on past experience and govern one's action....often shared by similar people who also form part of that image" concept of DI (Dann, 1996, 42).

Some other researchers raise the difference between using perception and image terminology so as to lay emphasis on defining the term Destination Image. Sussmann and Unel (1999) reject using the term perception and attitude to describe image, in spite of some resemblances among them, because "they are different: images are result of composite perceptions which are, in turn, dictated by attitude to result in a positive or negative image" (p.211). In 1998, the schematic nature of images was suggested by Walmsley and Young, while Tapachai and Waryszak (2000) add the conative component in image definition.

Even though the body of DI literature has beyond doubt boosted up for years after significant introduction of Echtner and Ritchie (1991), there still makes no distinction or evolution of definition for DI as what two scholars above did. As Tasci, Gartner and Cavusgil (2007) explain that because what above mentioned definitions actually define are only a particular aspect of DI, not the comprehensive image of destination. Furthermore, they, at the same time point out that, for scientific parsimony, it is essential to have a DI definition that will be future referenced by DI researcher in a uniform manner.



Figure 3 Interactive System of Image Component (Tasci et al. 2007)

Thus, the three scholars have come up with a synthesis of all previous researches including Echtner and Ritchie's work and affirm that there are three main components of Destination Image: cognitive (what we know about an object), affective (what we feel about what we know) and conative (how we act on this information). Above is an interactive system of destination image components by Tasci, Gartner and Cavusgil. At the centre of the system are common and unique attributes which made up cognitive facts of a destination, along with affective responses toward the attributes. This interlinks between cognitive composites and feeling toward them in result builds up a holistic image. This is a "dynamically interactive and reciprocal system" because each element can affect or be affected easily by others. (Tasci, Gartner, Cavusgil, 2007, p.197-199)

In the end, Tasci, Gartner and Cavusgil conclude that DI is "an interactive system of thoughts, opinions, feelings, visualizations, and intentions toward a destination." (Tasci, Gartner, Cavusgil, 2007, p.200).

2.1.3 Conceptual Problems and Lai & Li's new definition of TDI

The journey of researching for the most acceptable definition of TDI still continue till nowadays, in 2016, the Journal of Travel Research has published an article of Lai and Li, which truly is a step further in the Destination Image literature. Firstly, the two authors point out that there are three most crucial problems about previous studies of TDI, namely, internal vagueness, external vagueness and foundational vagueness. To be specific, internal vagueness is shown by the uncertainty of the nature of DI itself, what made up of DI or what are the attributes of DI are still guesstimates. External vagueness refers DI concept being tangled with other mental concepts such as perception or expression. And foundational vagueness expresses the ambiguity of where can search for the TDI. Therefore, in order to solve these conceptual problems and bring out a representative definition of TDI, Lai and Li have followed the "seven-step approach" from definition theory by Copi and Cohen (2005) and Hurley (2008) to create a totally innovative definition. This new definition is composite of genus and differentiae. To be specific, genera are core words, and differentiae are restrictive terms, for example, Hunt's (1975, 15) definition: "the perceptions held by potential visitors about an area." This definition has one genus "perception" and two differentiae "held by potential visitors" "about an area".

First, step 1, from all previous articles and works, detects a group of concepts that overlaps with DI, which are sensation, perception, cognitive map, memory, mental

representation, consciousness and attitude. Step 2 chooses out “experience” as the genus which grasps both DI and its overlapping. Then, step 3 selects the common attributes among the mentioned concepts, which contains “mental” “held by tourists” and “toward a destination”. Step 4 compares DI with each of its overlapping so that identifies the differentiating attributes of DI, resulting in six differentiae: voluntary, multisensory, primarily picture-like, qualia-arousing, conscious and quasi-perceptual. Next step 5 is to describe DI in words. Step 6 is to test the quality of new definition and step 7 improves and develops definition over time.

A voluntary, multisensory, primarily picture-like, qualia-arousing, conscious, and quasi-perceptual mental (i.e., private, non-spatial, and intentional) experience held by tourists about a destination. This experience overlaps and/or parallels the other mental experiences of tourists, including their sensations, perception, mental representation, cognitive map, consciousness, memory, and attitude of the destination.

(Lai and Li, 2016, 1074)

The definition has three integrated parts, respectively, genera, common and differentiating attributes and differentiated concepts. The Figure 4 will separate apart the keywords and parts of the definition so that it become much clearer.

Genus/Attribute	Subcategory	Representation	Author ^s
Experience	–	Yes	21
Mental (i.e., private, nonspatial and intentional)	Common attribute	Partial ^b	17; 19; 20; 27; 29; 39; 40
Held by tourists	Ibid.	Yes	1; 2; 3; 4; 5; 6; 7; 8; 9; 10; 11; 12; 14; 16; 18; 19; 21; 22; 23; 25; 26; 27; 29; 33; 32; 35; 36; 37; 40; 41; 43; 44; 45
About a destination	Ibid.	Yes	1; 2; 4; 5; 8; 9; 10; 14; 17; 18; 20; 21; 23; 25; 32; 35; 36; 37; 40; 43; 45
Voluntary	Differentiating attribute	No	–
Primarily visual	Ibid.	No	–
Quasi-perceptual	Ibid.	Partial ^c	1; 6; 9
Multisensory	Ibid.	Yes	43
Qualia	Ibid.	No	–
Conscious	Ibid.	No	–

Figure 4 Finalized Genus/Attributes of TDI Represented by Previous studies (Lai and Li,

For example, when an American who has never been to Vietnam was asked about what the image of Vietnam to him, he said his first image of Vietnam is from the Vietnamese war, later he sees Vietnam as a country with sandy long beaches, with widely world-known food and exotic cuisine. To analysis, the answer presents a mental experience held by an American about the country of Vietnam. Why mental experience? Because of when being asked the question, a process of re-bringing his collective data on Vietnam will occur in his mind. Then why his image is considered to be voluntary, multisensory, quasi-perceptual, primarily visual and conscious? First it is voluntary because this metal image is not restricted by external stimuli, meaning he comprehended the sensation

subjectively by re-arranging memory and using imagination. It involves multi-sensory as he possibly attained image of Vietnam from hearing Vietnamese speaking, eating Vietnamese food or seeing Vietnam scenery pictures in America. Plus, this image is assumed to be mostly visual since “as a result of our primate heritage, a large portion of our brain functions to process visual information” (Anderson, 2010, p.92). Finally, this is a conscious mental image; otherwise, the guy would never know the existence of Vietnam image.

2.1.4 Conclusion

It is argued that DI has been a continuously evolution since the first day it was mentioned by Hunt (1975). Each of later DI defining works was born with lots of attempt to get closer with the complex and multidimensional of the DI nature. So far, in the author’s opinion, Lai and Li’s (2016) can be considered as the most recent and updated, also be able to give a holistic approach to define the concept DI. Although Lai and Li understand that their work “will unlikely end the debate on TDI definition and conceptualization, it calls for the commencement of a more informed and rigorous way of defining constructs.” (p.1077). Due to the limit of the thesis, only one DI definition approach can be followed, thus, Lai and Li’s framework might be used as a guideline. After interpreting how controversially the DI definitional problem raise, next part will review on the topic of how the DI was originally formed, which is, to be honest, no less bewildering.

2.2 Image formation process

As a consequence of many effort of conceptualizing the DI, the literature on DI further revolves around its components as well. Even though it is equally important as defining the DI, “little empirical research has focused on how image is actually formed.” (Baloglu and McCleary, 1999, p.869). However, there are some notable efforts on framing the formation of DI which will be studied below, which are of Baloglu and McCleary (1999b), Beerli and Martin (2004), Tasci et al. (2007), Kislali et al.(2016) and Kim and Chen (2016).

2.2.1 Pre-visitation DI formation by Baloglu and McCleary

The first highly influential model was introduced by Baloglu and McCleary (1999b). Based on previous research, they measured image from perceptual/cognitive and affective domains, then developed a general model of pre-visitation image formation of destination. Figure 5 below describes the conceptual model.

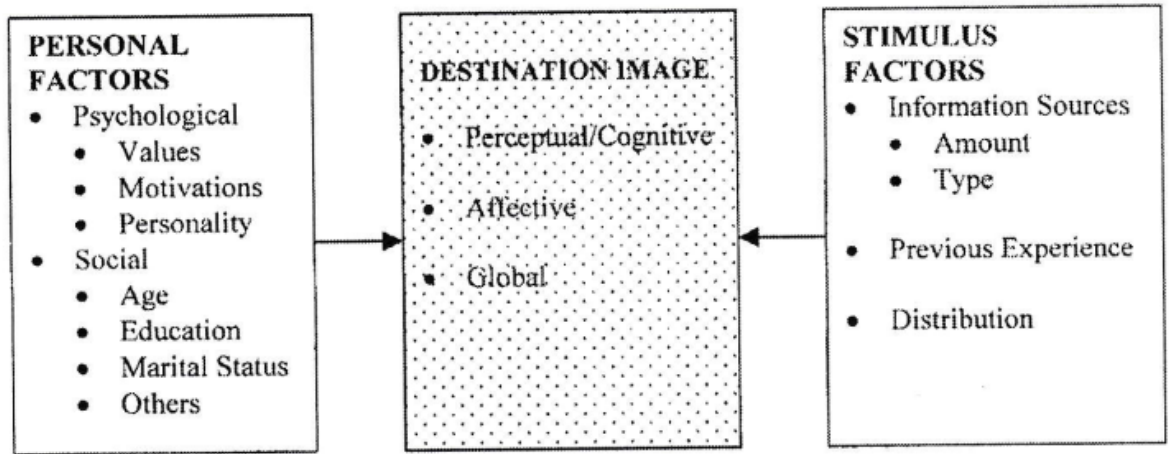


Figure 5 Pre-visitation DI formation model (Baloglu and McCleary, 1999)

The model touches on two factors: personal and stimulus reshaping destination images before the actual visitation. The former are the attributes of the perceiver, including psychology and social ones. Information sources, previous experience and distribution channel represents the latter. As shown in the framework, an overall image of DI is formed in consequence of both perceptual/cognitive and affective components of the destination. The work further reveals that amount and type of information sources, age and education directly affect perceptual/cognitive evaluations; these together with socio-psychological motivation affectively influence to the DI. In the end, the sum of these feeling toward a destination creates a DI. One essential finding in this research is that word-of-mouth is the most powerful source in forming pre-visitation image. In addition, it shows that knowledge, prestige and social motivation with in the personal factors directly influence DI formation.

Although this model only concern with pre-visitation image formation and appear to be a linear model, making DI a static construct, it is undeniable that it still shed new light on the stage of conceptualize theoretical framework of the DI formation.

2.2.2 Post-visitation DI formation by Beerli and Martin

Unlike the above work by Baloglu and McCleary, the aim of this model is to develop and explain different factors forming the post-visit image of a destination. Synthesizing from previous literature, this work studies the influence of the following factors on DI formation after a visit: secondary and primary information resources, motivations, experience of leisure travel, and socio-demographic characteristics such as gender, age, education, social class and country of origin. The Figure 6 below visually displays the conceptual model.

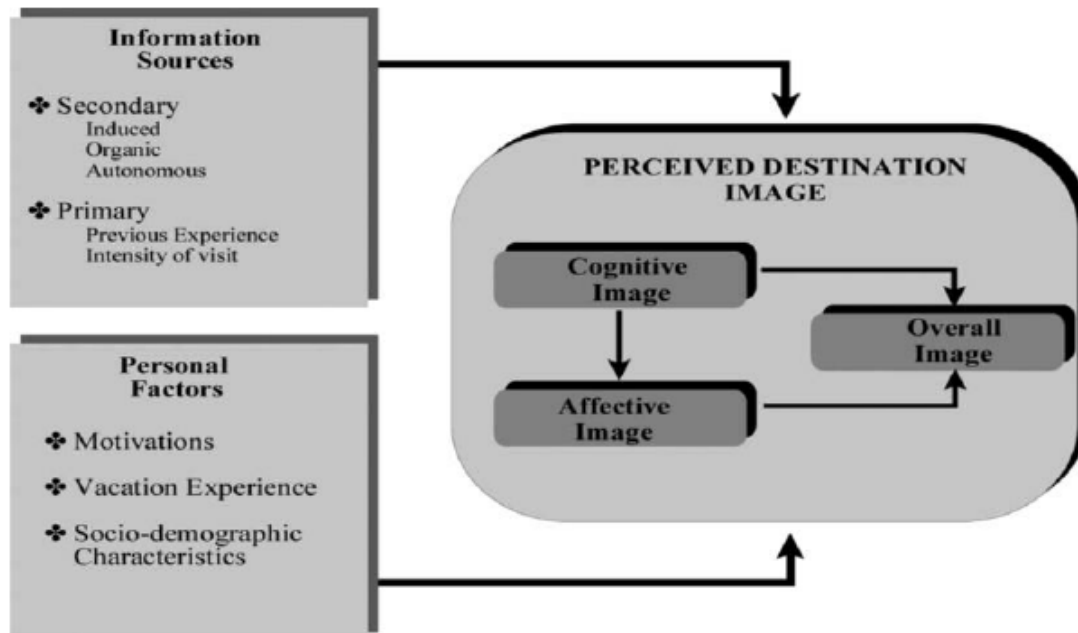


Figure 6 Post-visitation DI formation model (Beerli and Martin, 2004)

A research design based on quantitative method was carried out to examine the reliability of the model. The result came out suggests that, first, secondary induced source hardly have any effect on the cognitive first-time image. However, travel agency staff is the only source that prove to have positive influence on the cognitive factor, which refers that it is crucial to take advantage of this distribution channel to deliver desired image to customer. Second, organic and autonomous sources is said to have significantly influence to some extent to the cognitive component. Additionally, word-of-mouth is again regard as the most believable channel and significantly influences the cognitive image. Third, the primary sources were as well considered to be significantly influential. Fourth, the results of the empirical research apparently show that motivation does affect the affective component of DI. Fifth, the level of experience, among first timers, proves to have a positive and significant influence to cognitive dimension, but among repeaters, to affective dimension.

2.2.3 A Holistic model by Kim and Chen

This holistic model introduces a continuum process of DI formation throughout tripartite stages, pre-, during-, and post-visitation. Unlike previous extant framework on image formation that are shaped by structural compositions (e.g. cognitive, affective) and agents (e.g. distribution channel), the model relies much on the field of cognitive psychology, particularly on using the notion of schema as mechanism of the formation. Schema demonstrates a mental structure of perceiving and classifying obtained knowledge and data. It is said human memory was composed of mental network of nodes and their

associations and node's associated links in memory defined its meaning (Piaget, 1926). The bodies of information kept in memory which depicts a set of 'object', 'events' or 'action' are considered as schemas (Cohen et al., 1993). According to Conway (1996) and Johnson Laird (1983), schemas are like skeleton which guide information processing in the memory system.

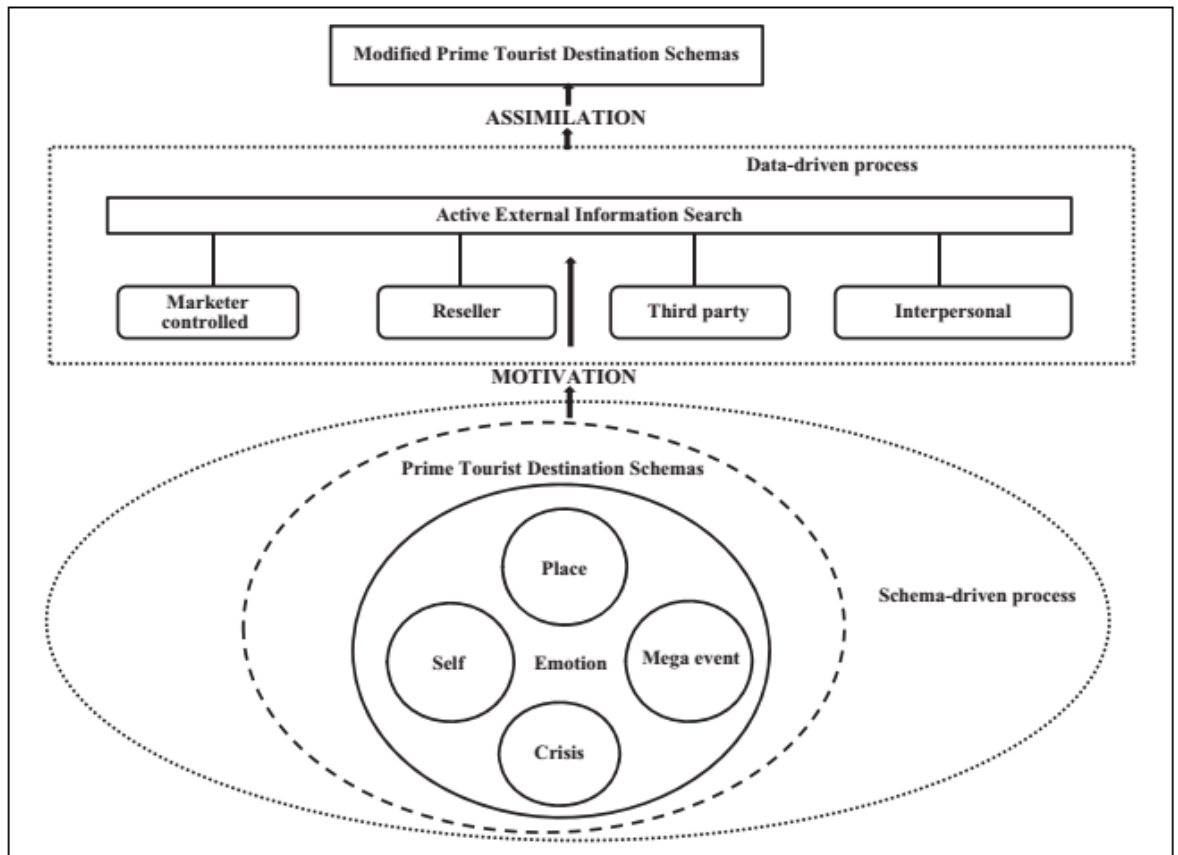


Figure 7 Before-the-trip DI formation process (Kim and Chen, 2016)

Before-visitation DI formation process are presented in Figure 7. The framework here uses schema-driven process in memory system as theoretical support for the individual's mental process of forming DI. Five types of schemas was said to be most critical in deciding the image formation: place schemas, mega-event schemas, crisis schemas, self-schemas and emotional schemas. Briefly, place schemas are common idea of the destination, whereas mega-event refers to a particular impression of the destination. Self-schemas mean each individual's self-perception which stimulates a specific perspective on things and people. Crisis-schemas concern an unpleasant experience associated with a destination, and emotional-schemas are linking the four above and arousing together with them. The process of five schemas established to reveal the very initial image of a destination is called Prime Tourist Destination Schemas (PTDS).

However, a person who is interested to a particular place is motivated to research about it. Thus, the data-driven process is then performed. If the schema-driven process is thought to be effortless and mostly unconscious, then data-driven process requires physical effort, re-arrangement and individualization. Interacting with many information sources likely pose a great chance of the initial image being altered. Five types of information sources for an external information search are listed as: marketer controlled, reseller information, third-party independent organization, interpersonal such as families and friend and direct inspection sources (Olshavsky and Wymer, 1995).

Subsequently, when new data got received, individual's schemas will be modified (Anderson and Pearson, 1984). Piaget (1926) said that people modified schemas in two ways: accommodating and assimilating information. Assimilation happens when a person accumulates enough data to the schema till it meets his or her need. In Kim and Chen paper, the PTDS is only assimilated as a consequence of involvement of new data, leading to the creation of Modified PTDS (MPTDS). Figure 8 presents the entire process of forming DI before, during and after the trip.

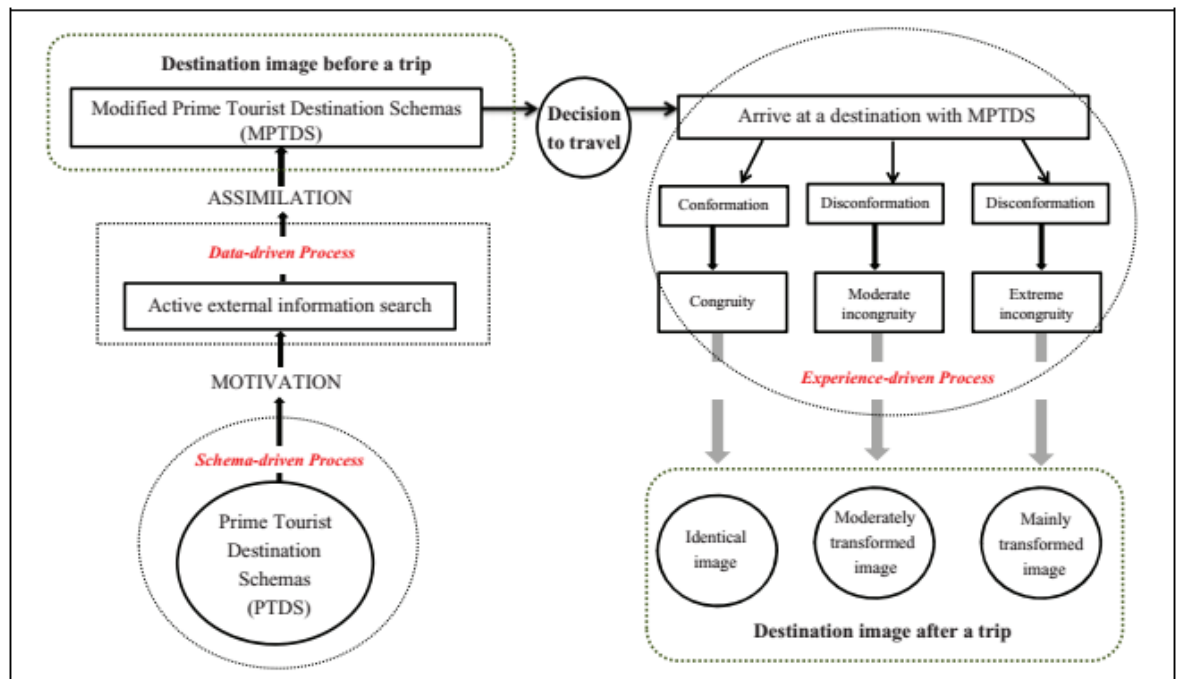


Figure 8 Holistic model of DI formation process (Kim and Chen, 2016)

Next is the during- and post-visitation destination image formation. The figure displays a complete holistic model of DI formation process. To explain, when a person enters to a destination with his or her already existed MPTDS, he more expectedly compares the actual attribute of the place to categorized schemas stored in his memory. Once the comparison happens, he either conforms or disconfirms the linkage between MPTDS and

his during-visitation perception. The reaction might fall into three conditions: congruity when his MPTDS and actual experience is tightly related, then post-visit DI image will be identical with before-visit; moderate incongruity when MPTDS and actual experience are fairly unrelated, therefore, the original MPTDS will be moderately transformed to the new image. Final condition is extreme incongruity, occurring if MPTDS totally differs from reality, thus, mainly transformed image will be created (Kim and Chen, 2016, 155-161).

2.3 Conceptual framework

Finally, summarising the discourses on definition as well as formation of DI, together with considering the objective of this thesis, the author will compile a conceptual framework based on previous works on the topic of DI, her understanding of the Box project and updating recent social-media and technological trend. This conceptual framework not only works as a guideline to the next step of data collection, but also helps audiences easier to follow the thesis's coherency.

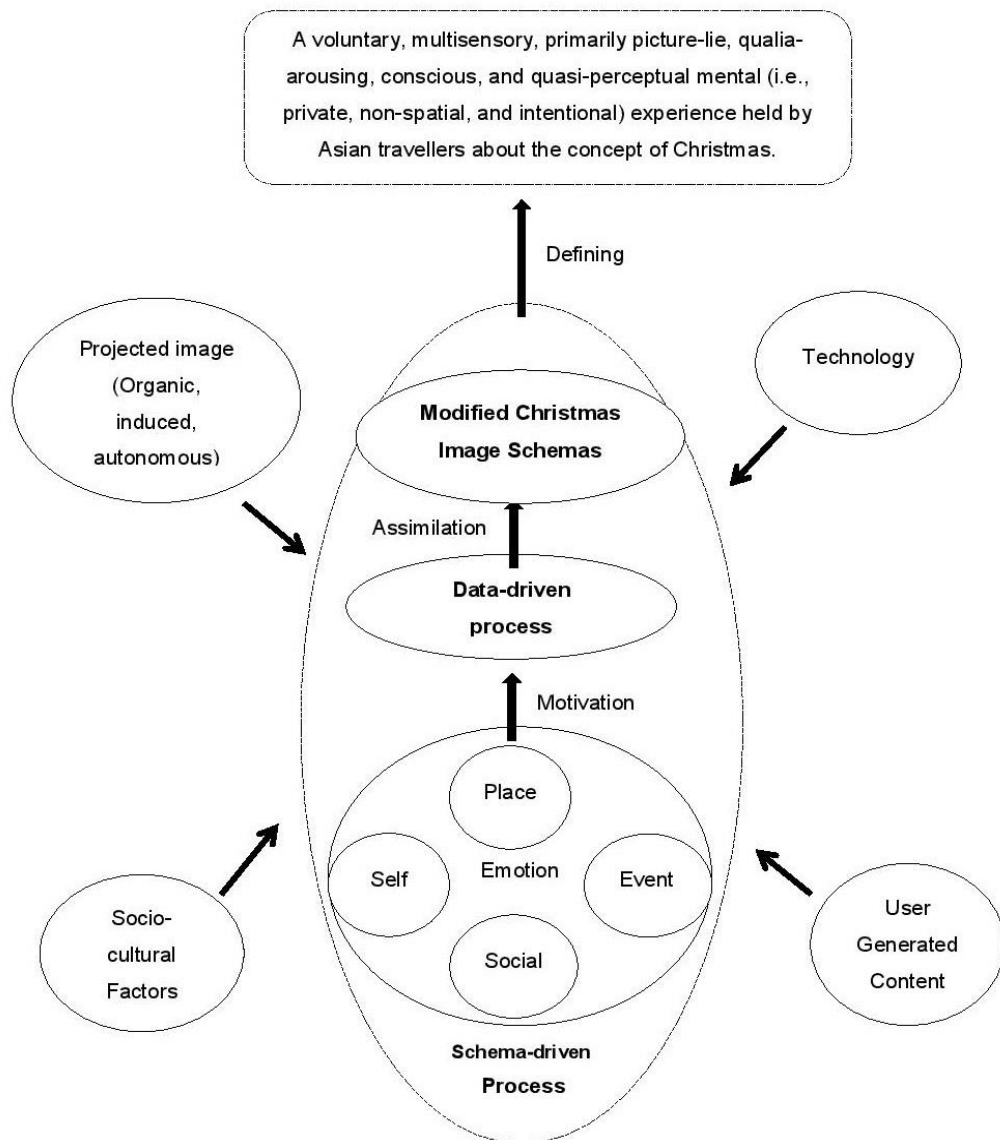


Figure 9 Conceptual Framework of a synthesis of DI literature by Chi Nguyen (Developed from adaption of Kim and Chen, 2016, Kislali et al., 2016 and Li and Lai, 2016)

The framework is developed and adapted from many previous researches that the author finds helpful to frame the thesis. The centre displays the entire process of forming the Christmas image in Asian travellers' mind, adapted from the before-the trip DI formation model by Kim and Chen (2016). To note, the entire theoretical terms might be adjusted and adapted to the context of Christmas, thus, it is expected some slightly changes made by the author.

The very initial image begins with schema-driven process, containing five types of schemas. Place schemas concern the environment or situation that naturally stimulates one thinks of Christmas idea, in both physical and human characteristics. Physical characteristics might be nature, climate, mountain or animal, human characteristics include human-made place, history, and fairy tale (Boehm and Petersen, 1994). Self-schema is a belief about oneself, forming one's self-concept that is principal to identity and self-definition (Markus, 1977; Markus and Wurf, 1987). There are collective and individual levels of self-schema (Turner et al., 1987). For example, in the case of Christmas, a Finnish student under the collective level of self is likely to view Christmas as a sign of Winter break, but a Korean student may see it as just another normal day. Event schemas or scripts refer to sequence behaviours associated with common situation, activities or events (Schank and Abelson, 1977). For instance, on Christmas day, a kid will expect to receive a present from Santa Claus because his mind was set that if he has been a good kid the whole year, on Christmas Eve, Santa Clause will drop a present into a sock hanging on a tree. Next, social schemas are about general social knowledge. Continue with the example above, as the parent has formed social schemas that Santa Claus is not real and kid will be extremely upset if he could not receive present, so to not disappoint their kid, they in advance prepare the present and pretend that it was from Santa Claus. Lastly, emotional schemas refer to the most commonly expressed emotional experience (Izard, 2009). To give example, when a German student studying in the UK

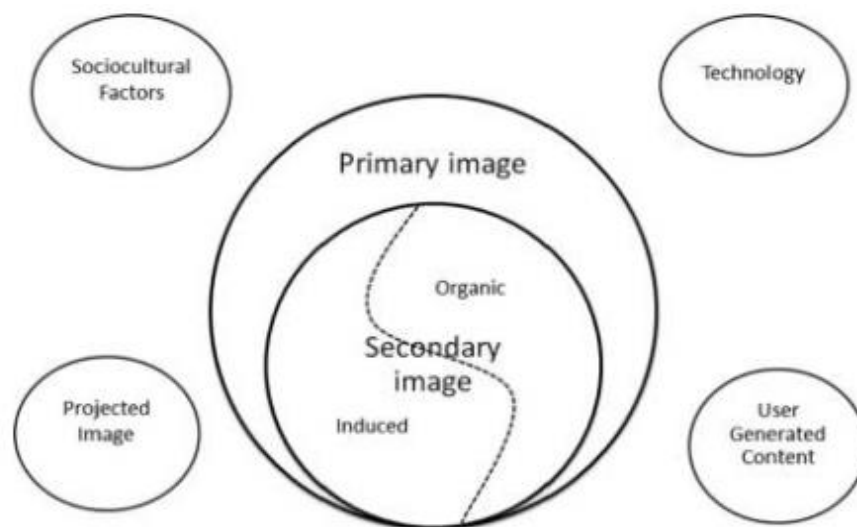


Figure 10 DI formation by Kiaslali et al., 2016

sees Christmas decoration on the street, she might automatically miss her hometown. In conclusion, five types of schemas above cooperatively contribute to one's collective information about the Christmas concept as they indicate "a complex web of associations" (Hawkins, Best and Coney, 2001).

Following is data-driven process when the pure schemas of Christmas got altered by different sources of information and factors. In the end, a modified image schemas of Christmas is established as new schemas replace old schemas. In addition, throughout the procedure, there are four factors that greatly affect the original Christmas schemas constructed in travellers' mind. Those are projected image, socio-cultural factors, technology and user-generated content. These four factors are adapted from work of Kiaslali, Kavartzis and Saren (2016). Figure below displays the original model of theirs. Firstly, projected image is the image promoted by Destination Marketing Operators (Kim and Lehto, 2013). The data source might come from mass media, ads on newspaper, television advertising, and celebrities PR and WOM. Moreover, the final framework following the work by Kiaslali does include some aspects that affect the image which previous studies never mentioned before. These are socio-cultural factors and recent technological changes, particularly the power influence of social media.

In recent year, because of technology advance, there is an enormous change in the way consumer receives and determines information about product and service. Govers and Go (2007, p.1) said "[i]n this present day world of parallel virtual and 'real' experiences [...] [t]he common saying, 'It's a small world' is increasingly true". The factor of technology should be included in the DI formation process as it is no doubt that the rapid growth in the internet and social media usage ultimately alter how the DI is formed (Lo et al., 2011). Nowadays, it is common to realize that people are most of the time searching for database from the Internet, social media platforms and user-generated contents. Here in the framework, technology factor might include Internet, mobile application, Virtual Reality (VR) or logistics and transportation technology. User-generated content can be listed as:

- Where users post and interact about topic they care on personal space: Blog, Facebook, Twitter, Wechat, Instagram
- Where allows users to find and sometimes able to edit social-scientific knowledge content: Wikitravel, Wikipedia.
- Where media contents by users are uploaded: Youtube, Soundcloud, and Flickr.

Yet more and more platform and settings are now being developed in order to satisfy the thirst for expressing emotion and searching information of consumers.

The final factor which also plays an important role in shaping the image of Christmas in Asian travellers is socio-cultural factor. Social and Cultural factors together leave a great

impact on thought, feeling and behaviours of a human. Such factors contain: culture, ethnicity, and family, religious, power, taboo and so on. What previous studies missing are that they treat DI image as a tool to understand marketing environment so as to generate promotional activities, resulting in the lack of research for socio-cultural and historical aspect of tourism (Venkatesh and Penaloza, 2006). With the cultural and sociological approaches, a DI image is best thought as “results of social practice and, thus, processual structures of meanings and values” (Saraniemi and Kylanen, 2011, 138, 140).

As can be seen in the Figure 9, the four factors do not only affect the creation of Christmas image at the phase of data-driven process but throughout the complete process. For example, the user-generated content and socio-cultural factor might influence one in the phase of schema-driven but technology and marketer-controlled may more influence in the external data research (data-driven). Eventually, the image of Christmas might be produced at the end of the process, then shapes their holistic and sophisticated image of Christmas.

The final stage occurs when a traveller starts to define the image of Christmas in their own word and mind. The definition of Li and Lai (2016) was then borrowed to integrate in this framework but not the other authors because Li and Lai’s work was found to be the most updated and advanced if concerning about the definition. They provide a definition of Image which is composed of three parts, genera, common and differentiating attributes then differentiated concepts. Meaning that if one begin conceptualizing his own image of Christmas, that particular image will unveil a “voluntary, multisensory, primarily picture-like, qualia-arousing, conscious, and quasi-perceptual mental (i.e., private, non-spatial, and intentional) experience held by” a traveller about Christmas. Sometimes, “this experience overlaps and/or parallels the other mental experiences of tourists, including their sensations, perception, mental representation, cognitive map, consciousness, memory, and attitude” of the concept (Lai and Li, 2016, 1074).

Accordingly, it can be considered that a process of establishing a Christmas image in Asian travellers’ mind has three stages: schema-driven process, data-driven process and finally defining the image. This is a continuous process because human brain is likely to absorb new information over time, which results in the fact that image of a concept is believed to change from time to time as well. Hence, the process will repeat itself again and again every time new knowledge is taken in.

This chapter has closed the complete theoretical body of this thesis, after examining enormous of literature from 90s to recently, some most comprehensive literature has been

followed as a theoretical foundation for the thesis. A conceptual framework has been produced as a final result, subsequently, the next big chapter will develop on the empirical part based on what theory has stated above. This following chapter will start off by introducing shortly research position and method, later, data collection and analysis procedure will be followed on.

3 Empirical part

After reviewing on the ground theoretical literature of the research, this chapter introduces the research methodology and justification on why specific method was chosen. A quick review on Research Onion was conducted in order to choose out the most appropriate methodology that harmonizes with this paper's philosophy.

3.1 Research position

Following the Research Onion model, a methodology was formulated by the author. The onion-like figure below suggests some stages that author should pass through in order to

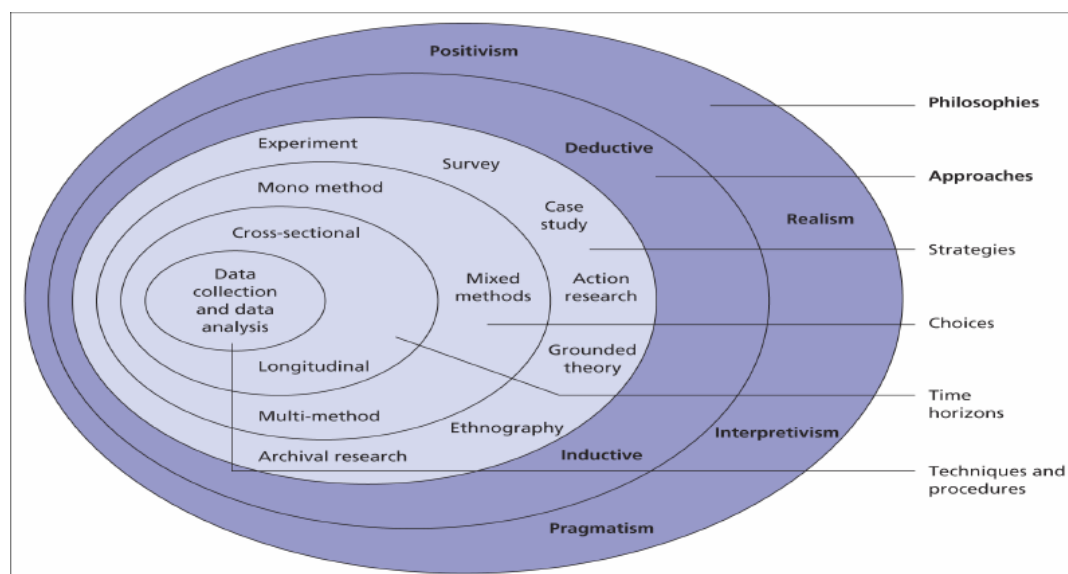


Figure 11 The research onion. (Source: Saunders, Philip and Thornhill, 2009)

select the most effective methodology. However, to the extent of a Bachelor's thesis, not all of the stages will be mentioned and justified; it suffices enough to briefly explain the approach that will be followed in the paper. The starting point of the research is research philosophy. Research philosophy delivers the justification on how the research will be undertaken (Flick, 2011). In this research, interpretivism assumes that "access to reality (given or socially constructed) is only through social constructions such as language, consciousness, shared meanings and instrument." (Myer, 2008). Adopting the interpretivism philosophy, this research is aim to understanding, not to prediction, focuses

on what is specific, unique and abnormal. Moreover, interpretivism approach allows studying cross-cultural differences, subject of ethnics in a great level of depth (ResearchMethodology.net). Subsequently, research choice of method is decided as mono-method, meaning using one research approach for the study, here is qualitative method. To add, mix method of qualitative and quantitative methods was actually planned by the author, however, it was later advised that applying both qualitative and quantitative method within this paper's extent is unnecessary and may cause more troublesome while collecting and analysing data, qualitative method, thus, became the solely chosen method. Qualitative research method is considered to be sufficient when studying a subjective and versatile social topic. Moreover, the thesis is to answer to the research question of "HOW Asian travellers create image of Christmas", so the best way to find out the answer is by the qualitative method rather than quantitative method. As Byrne (2004, 182) explained: "Qualitative interviewing is particularly useful as a research method for accessing individual's attitudes and values- things that cannot necessarily be observed or accommodated in a formal questionnaire." For the next layer, time horizon, a cross-sectional is utilized, referring that at a specific time the data must be collected is already established. The final layer of Research Onion figure concerns techniques and procedures taken. Two types of data might be collected are primary and secondary ones, the latter uses the desk research method which mostly requires seating on a desk, reviewing on relevant academic literature, related article and internet sources. Primary data is then collected by conducting in-depth interviews with semi-structured questions.

3.2 Research method

The first and foremost method was used is the desk research (also known as secondary research) in order to collect literature databases from existing sources to serve as precursor to later primary research method. After topic "How Asian traveller creates image of Christmas" was identified, the most appropriate academic background which is Tourism Destination Image was then studied and selected. Consequently, this is followed by cross-referencing and collation of data. Cross- reference means a paper which refers to much different related academic source elsewhere in the same paper. Variety of sources will be then related and compared to detect the links between those, which is called collation of data.

The main method used for collecting primary data is qualitative research. This method focuses on answering the theme question of this work: "How Asian travellers create image of Christmas" by initiating deep interview with semi-structure questions. Some question guideline was prepared in advance so as to give the interview a smooth and

comprehensive lead. However, it does not to be strictly followed; a certain area or question can be focus more than others if the interviewee develops interest in those. Content-wise, the questions are based on the theoretical framework (Figure 9) that supports the work. Structure-wise, questions were created following three types of open, predictive and follow-up questions. Open-ended questions mean ones need more than one word answer, usually starting with What and How. Predictive question refers when the author might pose hypothetical question requiring how interviewer would handle a specific situation such as “If I were a kid” question below. Follow-up question is used when author wants to further explore the answer interviewee giving to the planned question. All of three types of questions can be used in combination or separately in order to achieve the most descriptive response from the interviewees.

Below are the question guideline and presents which part of theory in which the question developed from. The theoretical background (Figure 9) is divided into three sections: section 1 is the schema-driven process which is the egg-shaped circle containing five factors emotion, place, social, self and event. Section 2 is the data-driven process including four oval shapes around the main figure (Figure 9) which relates elements that have influence on the creation of Christmas image. Section 3 is the rectangular shape in the Figure 9, concerns about defining the Christmas image. The question list can be found in the Appendices.

- Intro and background: this part is aim to understand about the interviewees’ background and ethnicity. Firstly, interviewees are briefly told about the topic and how the thesis is useful for the industry and for the Box project. Questions regarding age, ethnic, origin and nationality were asked, together with the explanations about recording device and ethnic considerations.
- Schema-driven process question: since theoretical framework shows that Christmas image should be composed of five different schemas, some questions regarding to the place, event, social, emotion and self- schema of Christmas concept was referred.
- Data-driven related question: based on the Figure 9, schema-driven process was a very initial memory of ones about Christmas, after that ones’ image of Christmas will be changed throughout period of receiving sources of data, this is the data driven process. Thus, these questions aim to learn about by which method and sources that Asian travellers find the knowledge about Christmas.
- Definition related question: hypothetical question and card categorization were used to ask interviewees to give his or her own personal definition of Christmas.

3.3 Data collection process

The data collecting process was occurred on June 24th 2017, June 25th 2017 and June 28th 2017. The interviews were conducted on seven people, aged ranging from 21 to 40, all coming from different backgrounds and countries: Korean Canadian, Thai, Indonesian, Vietnamese, Malaysian, and Chinese. Six interviewees were asked in advance if they would like to take part in the research as they altogether come from the International

Language School with the authors. However, none of them are the author's classmate or close friend, they were solely chosen based on their diverse ethnicities and backgrounds. Thus, there is no bias or untrustworthy in the result coming out later. Their interviews happened in a coffee shop, a restaurant and in campus area. They were asked to choose the places where they would like to do the interviews and the author all agreed with the preferences. One interview was done in the Xintiandi- a very famous tourist area in Shanghai. The interviewee is a pass by Chinese young traveller from Xian, China. After a brief introduction and explanation of the research purpose from the author, she showed her interest toward the topic and agreed to do the interviews. The author also did offer to pay for her coffee and dessert as a compensation for her time and sharing.

Each of the interviews took up 30 minutes in average; the longest lasted for 39 minutes while the shortest took up 20 minutes. The interview result came out much more interesting and brought up more variety than expected. Without any plan, the research happened to gather enough interviewees not only from six Asian nationalities including one is Canadian born Korean, but also holding totally different religious, containing Christian, Buddhism and Atheism. Moreover, the most surprising fact that the author, in the first place, did not hope for at all, is that six out of seven interviewees did spend some amount of times or some part of their lives living in another countries besides their motherland. Therefore, their perception and viewpoint can be considered as of an "Asian global citizen" rather than a flat term "Asian traveller". As the interview went on, the author got more and more appeal to the story behind and colour that every interviewee bring up to their own image of Christmas. The author understand that to Asian culture, the Christmas concept does not have a deep influence, nevertheless, what each interviewee tells about definitely allow the author to dig more into the thought of Asian modern mind set nowadays.

The language used for interviewing is English and Vietnamese; however, with the Chinese tourist in Xintiandi, due to her insufficient English skill, the author spoke Chinese to her in order to deliver the best comprehensive interview. The topic of the research was briefly explained when all of the interviewees were first asked to participate in the interview. No interview question was revealed beforehand, what the interviewees know was that the theme would be Christmas. The seven interviews are all recorded by author's phone under the permissions of interviewees, and the answers were also noted down so as to help the process of transcribing later. Records were then transcribed into words straight after the interview was done in order to lessen the missing of information.

3.4 Data analysis process

Qualitative research would be analysed with the theory base. First, data will be organized by using software or human work. This process will reduce and transform raw data. In order for the data to be analysed, it must be labelled and categorized into meaningful patterns or themes. In which thematic analysis method would be preferred. Braun and Clarke, 2006, p.87 suggests that thematic analysis contains six stage of procedure:

- Familiarising with data: transcribing raw data from six tapes of records to word, generating about 32 pages of raw material, reading over again the data and noting down main ideas.
- Generating initial codes: important and repeating information was coded and highlighted, then numbered of the times mentioned during the interview.
- Searching for themes: Categorizing codes into themes, next gathering all the data that share the common theme.
- Reviewing themes: Check if the theme and code and data work in harmony, at the same time narrowing down the similar themes.
- Defining and naming themes: analysis each theme and what the content of each team try to provoke, therefore, give definition and name for each theme.
- Producing report: last review of data and theme, relating and comparing to the research question and academic literature, then, generating the report of analysis.

Finally, the data will be assembled and compressed into a display that illustrate conclusion of the analysis. Therefore, conclusion is drawn out of the data analysis.

3.5 Ethical considerations

The result of this study will be mostly for the use of the Box project around the season of Christmas coming. Moreover, the image of Christmas that would be found out in the end of this work is for the sake of comparison to the Christmas image in Finland or of Finnish people.

The age range of the data collection is only from 21 to 40, which must affect the result coming out eventually. Some ethical issue was as well taken into consideration. As agreed with the interviewees, all their names and nationalities will be permitted to publish. However, the recording files and content would be kept privacy and only transferred between authors and the school. The purpose of this work and interview are not harmful to anyone or any organizations and the information received during the interview is only to serve the purpose of the thesis. This work, thus, has no further considerations.

To sum up, this chapter of the thesis has demonstrate the empirical stages from initiating the research position to how the data analysing process, giving out to the audience look inside of how the interviews were prepared from beginning. The next big chapter will reveal how different interviewees react to questions regarding to Christmas image,

consequently, a complete yet sophisticated picture of Christmas will be formed to the audience.

4 Results of the interview

In this chapter the answers of each participant is presented. The answer was organized accordingly to the questions which have been divided into four themes: background information, schema-driven process of creating Christmas image, factors affecting creating Christmas image and definition of Christmas image. The answers were first recorded, then transcribed into words, finally gathered and analysed to compare to the theoretical framework that was proposed before. The table below will give a brief view on seven interviewees' background and nationalities in which person will be numbered as I1 to I7 so that when the person received mentioning, audience will be able to relate to their origin, religious and experience. This not only is more comprehensive for the audience to follow but also slightly reveal if the interviewees' background do have any influences on the creation of Christmas image.

Table 2 Interviewee's background

Number	Nationality	Age	Sex	Religious	Countries lived
I1	Malaysian	22	Female	Non-religious	Malaysia, China
I2	Thai	25	Female	Buddhist	Thailand, the USA, China
I3	Vietnamese	35	Male	Non-religious	Vietnam, China
I4	Canadian	20	Female	Atheist	Korea, Canada, China
I5	Thai	23	Female	Non-religious	Thailand, Australia, the UK and China
I6	Chinese	40	Female	Buddhist	China, Taiwan
I7	Indonesian	28	Male	Christian	Indonesia, Australia and China

The interviews were conducted with seven Asian people coming from variety of countries. The candidates were selected by their ethnicity and cultural background. The target of the interview is to find out the common and difference among respondents' image of Christmas and to study the mechanism hindering behind, then to be able to sketch out the most comprehensive picture of Christmas image in Asian traveller's mind and how they are able to design it. Deep and semi-structured interviews were utilized during the procedure. Some part of the transcripts will be cited below as given support for the analysis.

Particularly nine questioned categorized in four groups were prepared in advance. The first question concerns mostly about personal information and background of the interviewees. The next three questions aim to figure out Asian traveller creates the image of Christmas from which particular schema or combination of various schemas. Consequently, regarding to factors that influence the creation of Christmas image in Asian travellers' mind are the following three questions. The last two, one predictive question and one flashcard –request will reveal the general image of each individual on Christmas and also reveal how they define their own Christmas image by words. After the seven interviews, some common thought were found that connect all the findings, however, the individual remark of each interviewee have chance to stand out as well.

4.1 Question on background

The first question screening about background and ethnicity of the respondents has brought surprise to the author, as mentioned above, since without plan, all the respondents happened to live and study in different countries and cultures for a period of time. There are I2 from Thailand, used to live in the USA for an exchange programme and were living in Shanghai for language studies at the time of interview, I4 is a Korean Canadian born in Korea but lives and raised in Canada, or I1, a Malaysian girl who is living in Shanghai, China for nearly 10 years. Age of respondents is ranging from 20 to 40 years old. Moreover, not only their nationalities are diverse, but also their religious and belief are much of intriguing from what was expected in the beginning. When was interviewed, seven respondents naturally explained about their religious or belief without any leading from the author. Most of them believe in the Buddhism but not a Buddhist, two are Buddhists, one is Atheist, whom trusts in no God, and one is a Christian.

4.2 Questions on schema memory

Next, second question asked how the respondents perceived the concept of Christmas in general. Six out of seven presents that the concept of Christmas to them mostly go with holiday, cultural celebration, decoration, people gathering, exchanging gift, singing along Christmas song and Santa Claus, as I4 describes “a holiday where kid gets very excited, jolly holiday, everyone is happy, family gathering, kid expects gift, family changing gift, or going on vacation, people excited waiting for Christmas after Halloween, well shared holiday.” However, there is one interviewee I7 from Indonesia, told that because of being a Christian, Christmas “is part of my deep culture in my family. We see Christmas not just annual gathering but also go to church to have some sort of religious work in family, pray together, remind what Christmas is about.” Two of the interviewees did bring up the memories they had in Christmas before in order to demonstrate the image of Christmas

they perceive, I2 told about her experience in the USA with the host family to celebrate Christmas, and I3, from Vietnam, remembered back when he was living in the University dormitory with European student and seeing them gathering around the tree and singing along for Christmas.

Next question is about referring to a place or situation which reminds the respondent of Christmas, these are answers referring to general term as such snow, Santa Claus, Christmas tree, Northern Europe, street road full of light that makes respondent thinks of Christmas. However, three interviewees did point out certain place and also brought up their memory harmonizing with the place. I3, from Vietnam, living and studying in China for 11 years, has stated that the place reminding him of Christmas is vibrant and colourful Nanjing road in Shanghai with shopping mall open until late night, it is the People Square decorated with sparkling balls and it also is his Fudan dorm hall which is filled with European friends gathering around under the Christmas tree, taking picture, exchanging gift and wishing each other a blessing holiday. Or I7, the Indonesian guy has spent 4 years in Australia, answered to the question by telling a story which is very appealing to the author:

“Christmas is about a person was born to the earth, tends to be a god for everyone, basically, there is not a thing particular can bring me about Christmas... If just talk about Santa Claus and things then I would say Finland... I saw everyone embrace the true meaning of Christmas, gave up their work for few days, and went to Church. To me the story of Santa Claus is not important to me, to be honest. To me it is the time we have new thought or message of God. It is about thousand years ago when the God that we believe was born to the earth, I would say this is the beginning of everything to a Christian so it must be a meaning message through it. So if you go the church ever year, they would give a speech about Christmas but the speech is different with different message. ”
(Indonesian interviewee 28th June 2017)

Thus, to him, as a Christian, he does not believe in Santa Claus, but have a strong belief in God and his existence. However, Finland has left him a strong impression on how the Finns celebrate Christmas, resulting in Finland becoming a destination if relating to Christmas to him.

The fourth question concerns about the emotion arose whenever respondents heard the term “Christmas”. Five out of seven mentioned that they felt, in general, festive, excited, to be blended in the crowd, sharing, content, warm and comfortable. Especially, the I1 has shared her own story to explain why she felt extremely desired to have girlfriend on Christmas time.

“...I like Christmas, spending with people you love, with my girlfriend; if I was single I would be desperate to find girlfriend in Christmas time because in Shanghai at that time, there is a very famous event happening in Xintiandi called Kissmas. There is a giant Christmas tree, and when two people kiss, the tree will be lightened up. Even though I never attend but saw it on newspaper and many people queuing for that thing, that’s the reason why I felt very anxious and the yearning to be fall in love so as to be able to join the event. “

(Malaysian interviewee 24th June 2017)

Meanwhile, I2 pointed out that whenever someone said Christmas to her, she sensed the wave of nostalgic of the memory back when she was in the USA celebrating Christmas with her host family. Or I7 added up another aspect that has not been mentioned above is that he felt hope as it is believed that Jesus was born to bring hope and love to the world, thus, when Christmas come, the hope itself became very real among Christian.

4.3 Questions on factors

Next, the following three questions are all concentrating on factors which might affect the creation of Christmas image. As stated above in section 2.3, these factors could have the influence thorough the whole process of establishing an image, not only after the schema memory was done, thus, the three questions made was based on assumedly different period of time of creating Christmas image of interviewees as such: the first time, during the process, while changing living environments.

The fifth question deals with how the first time when interviewees realized the concept of Christmas exists. The replies show that six out seven answers include school and class from where they found the very first knowledge about Christmas and at the time most of data given related to Santa Claus story, exchanging gift, tree and lights. Moreover, among seven answers, three mentioned from family members that they also learned about Christmas, for example, I1 has uncles who are Christian, and went to church on Christmas day. I4 explained that she learned about Christmas when her older sister got parent held a Christmas party for. To add, mass media such as television, American series and radio also received three times mentioned by interviewees as it was one of the main sources they received original data of Christmas from. I3 described that:

“... When I was a kid, I heard people talking about Christmas and stuff but not sure what the concept actually means except for one time hearing from radio a foreigner song singing that Christmas is to celebrate the day God was born. After that the rhythm kept repeating in my head that it was day when God was born, but I, at the time, did not even know who God is.” (Vietnamese interviewee 27th June 2017)

I1, then, revealed that when she was around 6 years old, she usually watched American television series and saw people celebrate big holiday, green and red colour, then kids waiting for Santa gift. To sum up, the seven interviewees all gave the answers among these three sources: home, school and mass media.

The sixth question involves where seven interviewees mostly find the knowledge about Christmas. This question targets on researching for the sources that Asian traveller often encounter any types of information regarding Christmas, which might contribute to shape one's image of Christmas. However, when being asked this question, most of the respondents had difficulty in comprehending the question as they mistook knowledge as word type information. Author has, then, referred knowledge as any type of information or signal of Christmas which interviewees came across at some moment.

Afterward, four out of seven interviewees stated that they frequently realized the Christmas season coming or felt the atmosphere of Christmas from supermarket and department store. I2 told that sometimes she did not pay attention the Christmas was already around the corner until she passed by department stores hanging special Christmas promotion with quite colourful decoration. I1, I3, I5 and I6 all informed that to them the combination of green and red always brought them the sense and gave the sign of Christmas. Furthermore, two interviewees said that they mostly found Christmas image from Instagram and Pinterest. I2 as she still kept contact with her host family, so whenever the Christmas holiday was coming, would catch some pictures of the family posted on Instagram from the day they prepared for the big day till the day the family all gathered under the Christmas tree. Meanwhile I5 would notice her Pinterest time feed generally became in theme of green and red along with much of Christmas décor vibe.

Finally, technology factors as such Internet and Application has been referred as one of the sources as well. I6 revealed that she not only discovered Christmas related information from supermarket's special promotion, but also met lots of advertisement or special coupons from mobile application during the season, for example from Taobao- a Chinese shopping application, and Waimai- a Chinese ordering food application. To conclude, the answers to this question actually brought much of diversity than what the author expected in the beginning, some respondents suggested sources that author has never experienced before, for example, I3 from receiving Christmas music message or I4 from the children's book named "How the Grinch Stole Christmas". This, however, might propose multi-dimensional and diversified results in the end, which can be considered as a decent indicator. As the more diverse responses received from interviewees, the more

sophisticated the Christmas image will be accumulated, which definitely will reveal closer how the Asian traveller genuinely perceive image of Christmas.

The last question in the group aims to identify if the background or previous experiences has any effect on the formation of completing image of Christmas. The result came out that five interviewees said that they have seen the change of their own Christmas image as part of ones' background or while they moved from countries to countries while two confirmed that they did not sense any image shift at all. However, seven all admitted that travelling and moving did add up layers to their image of Christmas to some extent, to some, the development was huge enough to change the original image, but to some, it was only a slightly variation. For example, as for I3, he firmly stated that his image of Christmas did not change whether he was in China or Vietnam as the religious notion of the two countries is much of similarity, even though in Shanghai, he was able to appreciate different culture celebrating Christmas. As for I4, she said that her image of Christmas has evolved when she emigrated from Korea to Canada. When she was in Korea, Christmas was more for couples or lovers and she usually found herself not part of it as being a child at the time, nevertheless, moving to Canada, the meaning and spirit of Christmas was entirely about family and friends.

4.4 Questions on defining image of Christmas

One predictive question and flashcard request was done in order to defining the image of Christmas from seven interviewees. The full description of the eighth question can be found in table 3. Yet, to give a brief view, four respondents related the Christmas image to a day to gather with people you love and eat and exchange gifts, two said that Christmas image connected to God, to reminding the day God came to life. One claimed that the image relating to Christmas shopping. The last question which is also not a question but a request that the interviewees categorized flashcards given into two groups: Christmas vs. Non-Christmas. This request targets to put the concept of Christmas in these interviewees' mind into words, later will be reflected and compared to theoretical framework. Words regarding to the topic Christmas were randomly collected from the internet, then were put into 33 flashcards. The intention of the author is, additionally, to uncover which the most popular Christmas words to the interviewees are. The categorization results would be attached in the Appendices.

Table 3 Summary table of interviewees' response

Interviewee	I1	I2	I3	I4	I5	I6	I7
Question							
Background	Information about nationality, sex, age, religious, countries lived can be found in Table 2 above						
Concept of Christmas in general?	Friend gathering, attend Christmas ball	Santa Claus Green&Red Light street Time with host family	Christian activity celebration Beautiful time of the year	Jolly, well-shared Holiday Family gathering Exchanging gift, going on vacation Not religious thing	Cultural celebration Decoration People gathering Opening present	Western celebration	Part of family culture Religious Pray together Go to church
Place or situation that reminds of Christmas	Northern Europe Santa Claus with Reindeer	Winter Snow	Nanjing road People Square Fudan dormitory	See Santa Clause Putting light bulb on tree Green&red Star	Décor with light Faked Santa Claus Hyde Park winter wonderland	European countries Snow	Nothing if related to religious Finland if related to Santa Claus
Feeling when hearing Christmas?	Festive Desperate to find a girlfriend	Memory flushing back	Excitement, blended in the crowd	Warm Comfortable Good time	Content Sharing	Expecting Bustling	Hope Love
First time learn about	Family American	School Family	School TV	School Family	School	School TV, movies	School Family
Sources found about Christmas knowledge?	Green and red, Supermarket, Flea market	Internet Instagram Department stores	Store Green and red Received message	Book Host family	Movies Pinterest Radio and TV	Market Mobile application	Church Internet
Background has shaped Christmas image?	Yes as more clear and authentic	Yes as more vibrant and colourful	No as two religious viewpoint are similar	Yes as expected to be lively and fun, but it was quiet and serious day.	Yes as after 6 deep influence from family as Christian	Yes as in Korea: couples thing Canada: family and friends thing	No as two culture share same value
Define Christmas to a kid?	Family gather to exchange gift and decorate house	A day person named Santa Claus coming with a reindeer bring gift to you	A person who is God was born. Like a New Year to a group of people	Universal holiday to gather with loved ones, sharing happiness, like an excuse to come back to family	Time when invite friend come over to play game, to eat and chat	An occasion to do lots of shopping with sales, and to have good picture taken	When a God that we believe was born, the day to remind that he came to love you.

The Table 3 is a summary of all what seven interviewees has responded to the questions. The answers have been cut down to the most important points, moreover, question on background can be found in the Table 2 and flashcard-request can be found in the Appendices section.

This chapter has gathered up and sorted out the results of interviews with seven people for nine targeted questions. Even each interviewee did follow the guideline question; the quality of each question is relatively unequal, which is totally understandable as the interviews are supposed to be semi-structured. Some interviewees are more interested of this question than the others. The following chapter below will go through analysing the result of interview by comparing it to the theoretical framework to see if the reality result and theory do share some similarities or not.

5 Discussion

In this final chapter, firstly, the conclusive findings and reflection on theoretical framework is introduced, and then followed by suggestions for future research. Additionally, reliability together with limitation of the thesis will be examined as well.

5.1 Findings and analysis

This table below sums up and integrates the information received from the interviewing process along with the knowledge absorbed from theoretical framework in order to give a concrete look on relationship of the two. Afterward, there will be discussion and analysis on the table so as to generate the final finding of this thesis.

Table 4 Comparison of theory and interview result

Questions regarding....	Interviewees say	Theoretical framework says
1. Background	Not applied	
2. Concept of Christmas in general	Friend and family gathering, Santa Claus, green and red, lightening street, religious, cultural, exchanging present, church and pray.	A Christmas image' schema-driven process is composed of five schemas: place, emotion, self, event and social
Place or situation that reminds of Christmas	Northern Europe, Nanjing road, People Square, Fudan dormitory, Hyde Park, Finland.	
Feeling when hearing Christmas	Festive, anxious, nostalgic, excited, warm, bustling, expecting, hope and love.	
3. First time learn about Christmas	School Family	Christmas image's data driven process is under

		Mass media	impact of four factors: projected image, technology, user-generated content and socio-culture.
	Sources found about Christmas knowledge	Store and market, internet, Instagram, Pinterest, message, church, book, mobile application, family	
	Background has shaped Christmas image	5/7 respondents confirmed their background did have contributed to their Christmas image	
4.	Define Christmas to a kid	- a day to gather with people you love and eat and exchange gifts. - a day God was born, to remind why God came to life. - an occasion to do enormous shopping and take beautiful picture.	Christmas image definition: A voluntary, multisensory, primarily picture-like, qualia- arousing, conscious, and quasi-perceptual mental (i.e., private, non-spatial, and intentional) experience held by Asian travellers about Christmas
	Flash card request	Appendices	

First off, as the question guideline was made based on the Figure 9 Conceptual Framework, therefore, the three stages of the framework will also lead to three separate sections of interview questions. The first three questions are related to the first phase of the Conceptual Framework which is schema-driven process. As displayed in the Figure 9, in this stage, the Christmas image is thought to be composed of five schema memories which are: place, self, emotion, social and event. Particularly, the first question aims to know the general understanding of Christmas to interviewees, leading to reveal which schemas usually are included in Asian travellers' mind. The result of the question has found out that when first asked about Christmas, the schemas that hit Asian travellers the most are social-, event- and self-schemas. To be specific, from the Table 4, it shows social-schema (Santa Claus, green and red, religion, culture as these are general knowledge interviewees has learn from society), event-schema (Friend and family gathering, lightening street, exchanging present as these are the custom or event that interviewees often see when Christmas comes) and self-schema (church and pray, religion as interviewee in his collective-self follows a certain religious action).

The next two questions were then created to find out if the other two schemas: place- and emotion- schemas exist in Asian travellers' mind or not. The interview result has shown that if asked what place that reminds interviewees about Christmas, most of the interviewees have come up with a particular place which lingers with Christmas memory in the past. For example, Nanjing road as an interviewee often walk down in this Shanghai famous road at Christmas time, Fudan dormitory as one interviewee used to celebrate Christmas in the dormitory with international friends, the Hyde Park in London as where an interviewee has been to enjoy Winter Wonderland. Thus, it can be seen that even though the place-schema is not one of the first schemas that bring to Asian travellers' mind when referring to Christmas but this schema do exist to some certain degree in their image of Christmas. Additionally, it was forecast by the author that the response to this question might be some Christmas famous places in the world for example as European countries, as those destinations are what mass media has promoted for Christmas concept. Nevertheless, it is adequate to say that the places usually reminding this target group of Christmas generally come with a meaningful story or special memory to them, which is personal and has very little relation to what has been publicized.

The third question is regarding to emotion-schema, aiming to discover which feeling or emotion aroused from Asian traveller when thinking about Christmas concept. It was found out that most of the feeling is positive one, demonstrating the status of festivity, excitement, warmth, bustling, expecting, hope and love. Since six out of seven interviewees admitted that no matter if they feel belonging to the Christmas or not, they frequently sense the positive energy from within and family-like spirit from people around whenever the season comes. Yet, there are two other types of emotion which have also been mentioned which are anxiety and nostalgia. These were resulted from interviewees' individual stories behind, for instance, an interviewee feels anxious to fall in love when this time of the year arrives, or another feels nostalgic as she was missing the time with host family in the past. Thus, it is fair enough to say the emotion-schema becomes an indispensable component when creating the Christmas image in Asian travellers. Furthermore, the emotion associated with Christmas concept is found to be mainly positive feeling and possibly connected with individual's past memory or story.

In conclusion, from the interview result, it can be said that the Conceptual Framework and reality result do share the similarities. The outcome has proved that the Christmas image in Asian travellers is definitely made of schema-driven process composing of five schemas: place-, emotion-, social-, event- and self-schemas. Hence, the degree of effect of each schema is fairly different. Social-, event- and self-schemas are those very likely schemas that Asian travellers mostly refer to in term of Christmas concept because these

schemas present social general knowledge and behaviour, and individual or collective human identity. However, during the interviewing process, the author has realized that the social- and event-schemas sometimes can be mixed together and they show little distinction. In addition, emotion- and place-schemas might not be the immediate impression of Christmas but they hold a long and sustainable relationship with the Christmas image in Asian travellers. They help in defining colour and characteristic of the story behind ones' Christmas image, leading to defining colour and characteristic of the Christmas image itself. For instance, for some, the Christmas image might be cheerful as it connects with joyful and happy memory, but for some, the Christmas image might be hurtful as they experienced bad memory with Christmas in the past. Therefore, this set of three questions has summarized which components will likely to make up the image of Christmas to Asian travellers and it has been justified that the image started with schema-driven process which is composed of five schemas: place-, emotion-, social-, event- and self-schemas, nevertheless, the levels of affection of each schema on the creation are not comparable.

Next, after the schemas-driven process, it leads to the data-driven process, which is the topic that the following three questions are concerning about. The data-driven process basically reflects on which factors that might influence the formation of Christmas image. The first question of the set was intended to know from where the interviewees have learned the very first knowledge about Christmas. This set of three questions was originated from the idea of comprehending the initial, the progress and the transition phase of finding sources. The first question of the set asks if interviewee could describe how they first learn about Christmas. The answers have fallen into 3 main categories: School (as respondents attended class or school event regarding to Christmas), Family (as respondents said that they received knowledge from some family members) and Mass media (when respondents learned Christmas knowledge through TV series or movies). This question has revealed the first two factors in the data-driven process which are: socio-cultural and projected image factors. As mentioned above, socio-cultural factor might contain culture, ethnicity, and family, religious and so on. The "home" and "school" results are sorted in this category as it shows the influence of the surroundings such as family and school when respondents grew up. Next off, the projected image demonstrates the image promoted by Destination Marketing Operators (Kim and Lehto, 2013). The projected image refers to the influence of sources that Destination Marketing Operators (DMOs) might use such as mass media, ads on newspaper, television advertising, and celebrities PR and so on. Therefore, TV series and movie which are a method of mass media, is classified under the project image. Accordingly, it can be said that the very initial sources that Asian travellers usually learn about Christmas possibly are from socio-

cultural factors and the projected image, which is the image of Christmas that DMOs wants people to see.

The second question of the set is about from which sources that Asian travellers mainly receive the information about Christmas. While the previous question focuses on the very first time the interviewees acknowledged the existence of the concept of Christmas, this question is more to find out the source of Christmas information in general. The result has suggested that all four factors stated in the theoretical framework all appear in the list. They are projected image (Christmas content book, poster in store and market, ads text message), socio-cultural factors (family member, church as one respondent is Christian, and Christmas content book), technology factors (surfing on internet, shopping on mobile application) and user-generated content factors (surfing on Instagram, Pinterest's feed). The answers are quite various and cover all four factors which affect the formation of Christmas in the data-driven process. The projected image and socio-cultural factors once again appears in the result, thus, it has proved the profound impaction of DMOs and social culture on Asian travellers' mind set of Christmas. However, as it is a techno-world now, people are more and more rely on technology and user-generated content, the interview has shown that Asian travellers are also not an exception when it comes to searching for information about Christmas.

Lastly, the final question of the set concerns if the interviewees' backgrounds have contributed to the formation of Christmas image or not. The outcome has presented that 5 out of 7 respondents admitted that their background did have some influences on their Christmas image. Meanwhile there are two saying that even though their image of Christmas has not been changed by their own background. Yet, they both have agreed on that different experience in life did add up colour to their Christmas image to some extent, which is certainly not significant enough to call it as an image change. This result, one more time, has reaffirmed the considerable effect of social-culture factors. The reason why this question was created is because when doing the interview the author started to realize that all seven interviewees have shared one common thing which is that they had time living and studying in more than two different countries. This has led the author to pre-assume that their background might somehow have changed the way they perceive and form image of Christmas, resulting in building this question. Thus, the reality together with theory has proved that the social-culture factor is a fairly strong one in the data-driven process of creating image of Christmas.

In summary, these three questions have covered up the data-driven process of creating Christmas image in Asian travellers' mind. The questions have reviewed on separate time

points when Asian travellers encounter the information about Christmas and the outcomes of interview and theoretical framework have revealed that four factors: socio-cultural, projected image, technology and user-generated content has all affected on the Christmas image of Asian travellers. Among these four, socio-cultural factors appear to be the most influential ones as they keep being mentioned for three questions.

Finally, it comes to the last part of the interview question. This part targets to uncover how Asian travellers define the concept of Christmas in word, then reflect to the theoretical framework in order to interpret the way Asian traveller has conceived the image of Christmas. This part is composed of a set of one predictive question and one flashcard request. Unlike the previous two set of questions which are all open-ended ones, these last two questions utilize more descriptive types of question, aiming to encourage the interviewees to use their own word and expression to describe how they define the concept in general. The first question of this set requires interviewees to use the simplest way to explain to a kid what Christmas is. It has been summarized that there are three answers which represents the whole idea of the interviewees.

Firstly, it has been defined that Christmas is the day to gather with people you love and eat together and exchange gifts. Secondly, Christmas is said to be a day when God was born, also a time to remind why God came to life. Thirdly, some also stated that Christmas is more of an occasion to do enormous shopping and take beautiful picture. From these three statements, it might be considered that Asian travellers' Christmas image can be identified as a voluntary, multisensory, primarily picture-like, conscious, and quasi-perceptual mental experience held by Asian travellers about Christmas. To explain, it is thought to be voluntary as interviewees' explanation about Christmas are their own way of conceptualizing an image, without others' disturbance or domination, and it is also said to be multisensory because three statements above might be made of different sensory such as seeing and sensing. Moreover, the image is viewed as a primarily picture-like and conscious experience because when giving a definition about Christmas, interviewees require evoking some past pictures of Christmas to sum up a conclusion, and this process indeed is conscious since interviewees all acknowledge of its presence. To add, this Christmas image is said to be quasi-perceptual because when dealing with a mental concept in general, it demands lots of process of perceiving. Finally, the Asian travellers' Christmas image is a mental experience since this image is an outcome of an entire mental journey of Asian travellers to conceptualize what the Christmas is to them. Still, there are some elements of the theoretical Christmas image definition have been taken out as those were not found during analysing interview's result such as qualia-arousing quality.

The following task of the set is a flashcard request, this request is another way for the author to understand and measure which categories or term that usually associate with Christmas image of Asian travellers'. It has turned out that these terms have appeared in every interviewee's Christmas column: Santa Claus, Experience, Crowded, Red, Snow, Cold, Firewood, Family, and Jingle Bell. Therefore, it can be seen that Asian travellers see Christmas mostly related to Santa Claus and Christmas related activities. Even though the author has added some significant Christmas terms used by some other cultures in the world, the result has proved that Asian travellers would prefer reaching to the Christmas related well-known terms such as Santa Claus and Snow. Furthermore, the terms which frequently appear in interviewees' flashcard again justify the multisensory (for instance, Red from seeing, Cold from sensing, Crowded from touching) and primarily picture-like (Santa Claus, Firewood, Snow) quality of the Christmas image. Therefore, it is adequate to state that the Asian travellers' Christmas image definition proposed by theoretical framework reflect fairly well on the reality Christmas image. To sum up, except for the quality of qualia-arousing which has not been support, Asian travellers' Christmas image has been justified as a voluntary, multisensory, primarily picture-like, conscious, and quasi-perceptual mental experience held by Asian travellers about Christmas. Next parts will cover limitations and restrictions of this paper, together with reliability and suggestions for future research.

5.2 Limitations and Suggestions for future research

Firstly, one of the main limitations of the thesis is the controversy of the theoretical background of this paper. As Destination Tourism Image literature has still remained as one of the debatable topic in the Tourism bodies of literature, particularly on the Tourism Destination Image definition and the formation process. However, to the extent of a bachelor's thesis and author's effort, some most appropriate models and frameworks have been utilized and integrated to create a totally new Conceptual Framework of how Asian traveller create image of Christmas. Therefore the validity of this theoretical framework needs to be reviewed for future reference.

Secondly, another limitation of this work is the background of the interviewees. First thing is the age range is not as broad as expected by the author, it was able to gather interviewees from 20s to 40s, thus, the results might reflect the younger Asian traveller generation better than the older side. Moreover, as the paper targets to Asian travellers, it would reflect on the theory well if more Asian tourists would be collected, however, author was only able to have one Asian travellers met in a tourist attraction. Additionally, since all the interviewees happens to share one common thing which is they have been living in

different countries before, this offers both good and bad sides. Good side is that author might be able to collect diverse type of data and different viewpoints which presents new Asian world-citizen travellers generation. Nevertheless, bad side is that these particular Asian travellers might not be able to speak for the Asian travellers in general as they share slightly different value and experiences. Therefore the final interviewee result might be biased as it only reflects one particular group of Asian travellers. For future reference, it is suggested that diversifying the interviewees' background should be more focused, especially on the older and traditional Asian travellers.

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Appendices

Appendix 1: Interview question guideline

1. Intro and background: Can you introduce yourself? I heard you said that you have been to... Could you tell me more about it?
2. Schema-driven process question:
 - How do you perceive the concept of Christmas in general?
 - What places and situations which remind you of the term Christmas? And why?
 - How do you feel when you hear the term Christmas in general? And why?
3. Factors related question:
 - Do you remember how did you first learn about the term Christmas? Can you tell me more about it?
 - Where do you mostly find the information about Christmas? Can you give me some sources or examples?
 - So you have told me about -HIS OR HER BACKGROUND-, how do you think that this has contributed to your image of Christmas?
4. Definition related question:
 - If I were a kid whom knows nothing about Christmas, how would you describe your own concept Christmas to me in five words?
 - Or using Card question: Here are 20 cards labeled with some words. Can you divide them into 2 groups that are Christmas and not Christmas?

Appendix 2 Flashcard categorization

Interviewee	Christmas	Non-Christmas
I1	Travel, Santa Claus, Experience, Crowed, Red, Snow, Cold, Firewood, Family, Jingle Bell, Music Box, Friend, Sweet, Finland, Cinnamon, Young people, Germany, Peace	Bar, Stress, Hot, Image, Donation, Physical, Peace, Scent, Shopping, Ginger, Rooftop, Almond, Mental, Whiskey, Korea, Australia
I2	Travel, Santa Claus, Experience, Crowed, Red, Snow, Cold, Firewood, Family, Jingle Bell, Music Box, Friend, Sweet, Finland,	Bar, Stress, Hot, Image, Donation, Physical, Peace, Mental, Scent, Whiskey, Cinnamon, Ginger, Rooftop, Almond, Korea, Australia

	Shopping, Germany, Young people	
13	Friend, Family, Cold, Santa Claus, Finland, Snow, Jingle bell, Sweet, Shopping	Bar, Stress, Cinnamon, Hot, Image, Ginger, Rooftop, Almond, Donation, Physical, Mental, Peace, Scent, Whiskey, Travel, Experience, Crowded, Red, Firewood, Music Box, Korea, Germany, Australia, young people
14	Shopping, Peace, Snow, Red, Santa Claus, Jingle bell, Family, Firewood, Cinnamon, Germany, Music Box, Whiskey, Scents, Friends, Crowded.	Sweet, Ginger, Experience, Rooftop, Hot, Cold, Image, Donation, Physical, Travel, Finland, Bar, Australia, Mental, Young people, Korea, Almond, Stress.
15	Ginger, Santa Claus, Experience, Peace, Cold, Snow, Jingle Bell, Friends, Red, Firewood, Family	Bar, Stress, Cinnamon, Hot, Image, Almond, Donation, Physical, Mental, Scent, Whiskey, Travel, Crowded, Red, Music Box, Whiskey, Young people, Korea, Finland, Germany, Australia, Rooftop
16	Travel, Germany, Finland, Family, Young people, Sweet, Image, Santa Claus, Red, Shopping, Crowded, Friend, Jingle Bell, Finland, Experience, Cold, Firewood, Mental, Snow	Bar, Stress, Cinnamon, Hot, Almond, Korea, Rooftop, Music Box, Physical, Whiskey, Ginger, Scent, Australia, Peace.
17	Travel, Germany, Donation, Family, Young people, Sweet, Image, Santa Claus, Red, Shopping, Crowded, Friend, Australia, Jingle bell, Finland, Experience, Peace.	Bar, Stress, Cinnamon, Hot, Cold, Almond, Korea, Firewood, Rooftop, Music Box, Mental, Physical, Whiskey, Snow, Ginger, Scent