

University of Stavanger



IMAGE OF

BERLIN

AS A TRAVEL DESTINATION

AMONG SOCIAL MEDIA

USERS IN RUSSIA

Master Thesis

By Karina Fekhretdinova

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i Stavanger

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Foreword

It happened that a new happy step in my life, which followed by me moving to Berlin, came together with the time for writing a master thesis. Berlin was a new city for me, and from the very first moment it changed my former perception of it. I grew up in Moscow. My grandfathers and the grandfathers of my friends participated in the Second World War. The stories that I heard from the childhood, history lessons and historical movies made a certain image of Berlin in my head that was not very attractive. However, the first visitation of the city changed my perception completely. Then, I began to be interested what kind of image do other people in Russian have, do they still perceive it through the historical background or look at more as a modern city.

First of all, I am very grateful to my supervisor, Jens Kristian Steen Jacobsen, for guiding me through the research and supporting with critical comments and valuable advice.

I would like to thank the University of Stavanger, and especially Tone Olsen for a great support with practical issues, IT department for helping me with posting the surveys, and the University Library for assisting me with articles.

I am also grateful to the Berlin Tourism Office, Berlin Tourismus Marketing, and especially to Ralf Ostendorf and Catarina Erceg for providing me with ideas, information and printed materials about Berlin.

I would like to dedicate this thesis to my beloved parents, Marina and Renat Fekhretidinov, who were supporting me during the whole period of my master program in Norway, and to my beloved husband, Ertuğrul Uzun, who were encouraging, supporting and inspiring me during the research.

Abstract

The present thesis examines the images of Russians about Berlin based on primary research and with a focus on Berlin as a travel destination. Both structured and unstructured instruments are applied in the qualitative survey that targets Russian users of Facebook from the Moscow region. The author contributes to the discourse of destination image research by tying topics of high relevance – Russian outbound market, Berlin as a destination, Social media – and exploring the value of qualitative research for identifying unique attributes and notions about destinations as well as testing online questioning via social media as a productive channel of data gathering.

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Introduction

The present thesis examines the images of Russians about Berlin with an emphasis on Berlin as a travel destination. The relevant theoretical framework and background information was obtained by desk research. Primary research was used to make an empirical contribution to the discourse of destination image research. Both structured and unstructured instruments were applied in the survey that targets Russian users of Facebook from Moscow.

The relevance of the research topic derives from the outbound market, the destination and the focus group that are at the heart of this study.

1) BRIC countries (Brazil, Russia, India, China) progressively downsize the prevalence of North America and Western Europe in the global outbound market. According to the Russia Federal Agency for Tourism, Rustourism, (2010) Russian outbound travels reached a peak in 2010 as 12.6 million Russians headed for a foreign destination. Against the backdrop of its population size and by comparison to advanced European states, Russia is a developing market. In terms of expenditure, Russia is already the ninth largest outbound market in the world. Assuming continuous expansion of its economy and middle class, Russia is likely to preserve its status as “one of the world's fastest growing outbound markets” (World Tourism Organization-UNWTO and European Travel Commission-ETC, 2009, p.29).

2) Germany is both ways, outbound and inbound, a foremost player in world tourism. It occupies the eighth position in international arrivals and ranks six with revenues by foreign tourists (DZT - Deutsche Zentrale für Tourismus, 2011). In the listing of destinations which Russians prefer in terms of actual travel choice, Germany holds place five. Along with Germany, Berlin is a profiteer of the booming Russian outbound market. Overnights by Russian citizens in Berlin have increased 4.5 fold within the last decade. By now Russia ranks

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ten in the non-domestic incoming market. Yet in absolute figures Russians are not of outstanding significance and on a percentage basis they account for less than 3% of overnights by foreign visitors (Visit Berlin, 2010). Indeed, London and Munich outdo Berlin as recipients of Russian travelers (DZT, 2010).

3) Leaving behind its long endured isolation, Berlin has exhibited enormous growth as a travel destination since 1990 (Appendix A). Berlin has overtaken most cities in Europe and moved into rank three of most popular European urban destinations. In absolute terms and regarding global positioning, Berlin is still miles away from London or Paris (European Cities Marketing, 2011). However, as will be elaborated in the next chapter, the late bloomer of European city tourism has several “unique features” which constitute a comparative advantage in the competition of destinations.

4) By “objective standards”, Berlin could be expected to do much better than getting its “fair share of Russian urban tourists”. Besides its overall qualities, which are of interest to “all tourists”, the German capital offers “tailor-made benefits” to Russians unmatched by other metropolises. Scientific theories that put priority on the attractions of cities as a key factor in destination choosing do not suffice in explaining why Berlin does perform moderately in the Russian outbound market.

5) The author of this thesis applies concepts of destination image research, in order to examine how Russians perceive Berlin in general and as a travel destination in particular. Studies by several scholars conclude, that destination images feed decision-making processes and general behavior towards a destination and also affect the satisfaction level and actual perceiving of a place (Decrop, 2010). Thus, destination images serve as a transmission belt between travel motivations and destination choice.

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6) Whether prevailing images by Russians work to the benefit or disadvantage of Berlin and to which degree those images are determining or crucial for decision-making processes of Russian travelers cannot be answered authoritatively by the present study, regarding the limitations of the survey done. More complex qualitative and comprehensive quantitative research as well as multivariate tools are needed. However, the author intends to identify some holistic and unique attributes that Russians associate with Berlin and thus help hypothesis formulation for future studies by students and scholars.

Relevance of the focus group

Narrowing the focus of a survey to a clear-cut social group helps to reach meaningful results. The survey underlying the current thesis targeted Russians from the Moscow region who are users of Facebook. Choosing social media participants as focus group was motivated by considerations of significance, efficiency and methodology.

1) The author generates awareness for a population segment of high relevance for tourism. Social media users are marked by global connectivity, over-average socioeconomic status and high mobility. With 750 million monthly active users, Facebook is next to the Catholic Church as the world's largest peoples network (Bergen, 2011). Social media have become a foremost channel of information exchange and information gathering about brands, products and also travel destinations (Xiang & Gretzel, 2010). Social media do not just mirror images but are a factor in the process of image formation.

2) Russia has the fastest growing internet population in Europe. Over the past decade, the online population in Russia has expanded dramatically while Russians have turned into social media addicts. Russia ranks number one among all countries in social networking engagement with an average of 9.8 hours monthly visit time per visitor – this is twice the

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worldwide average (comScore, 2010). Russia's global lead in social forum usage highlights the significance of the focus group chosen for this research.

3) The author takes an innovative path by gathering data via social media fora and online questioning. Social media allow for a personal approach to potential interview partners which may increase quality and quantity of participation. The survey by the author can be seen as a pilot for testing whether social media is a productive channel for data gathering and provides valuable findings. If this is the case, the scientific community may feel encouraged to add this cost-efficient and time-saving instrument to the array of methods applied in the empirical research of destination images.

Research method

Quantitative, mainly scale-based methods are often used and tested in the discipline of destination image research (Beerli & Martin, 2004). Several scales are proven to be reliable (Baloglu & McCleary, 1999; Echtner & Ritchie, 1993; 2003). Most studies measuring destination images integrate structured and unstructured methods (Tasci, Gartner, & Cavusgil 2007). Following the notion that a combine of both methods is the most efficient way for identifying destination images and reaching at valid propositions (Echter & Ritchie, 1993; 2003), the author of this thesis set out with a survey that includes qualitative and quantitative elements.

The emphasis of the author, however, is on qualitative analysis, as one purpose of the research is to reveal unique notions and images of Berlin. Qualitative research based on unstructured methods is able to measure unique attributes and holistic components of destination images (Echtner & Ritchie, 1993; 2003). Unstructured methods can therefore be used independently from structured methods.

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In areas which have not been studied before, qualitative research provides a basis for quantitative research by helping to generate hypotheses and construct the needed conceptual framework. The images that Russians have of Berlin have yet not been subject to empirical research. Little is known even about their actual travel behavior vis-a-vis Berlin.

The image of Berlin has been studied by several researches (Habermann, Schuck-Wersig, Angermeyer, A., Nowak, L., & Rahn, K, 2006; El Khadi 2009, TNS Infratest, 2011). The general summary of those studies is, that Berlin is attractive to tourists because of its history, cultural activities, gastronomy, multicultural society and price level (El Khadi, 2009). There has yet been no research conducted in Russia analyzing the image of Berlin except a study conducted by the market research company TNS Infratest (2011) among business people from 12 countries including Russia. The TNS-study examines the level of loyalty towards Berlin with respect to living and working there. Generally, there is no research that could demonstrate the image of Berlin as a travel destination in Russia.

While exploring the literature, the researcher faced the problem of finding information concerning an established set of questions for qualitative analysis. There are several studies, which use questions developed by Echtner and Ritchie (Choi, Chan, & Wu, 1999; O'Leary & Deegan, 2002) and by El Kadhi (2009), where the main focus is on quantitative analysis. Qualitative research by using open-ended questions has to cope with the lack of a determined set of questions, which were tested for reliability and could serve as a sufficient research tool independent of quantitative analysis. The current study aims to fulfill this gap by creating a set of questions from research conducted before.

Not the least, the present research aims to test open-ended questions, which were developed by previous studies, on the purpose if they are applicable among social media users and lead to sufficient information for analytic purposes.

Points of interest and research questions

A single-person research for a master thesis cannot aim at generalizable propositions about an entire population or significant segments of it. The present research may be useful in the design of more comprehensive qualitative and quantitative studies which would establish indepth and generalizable data about the Russian outbound market and Russian social media users.

The author intends to identify the images of Berlin among social media users in Russia and measure its strong and weak points by applying theoretical perspectives. The research ties issues of high topicality, scientific value and practical relevance. The implications of this research extend beyond the Russian case. Main points of interests and research questions guiding the present study are:

1) Exploring images of Russians about Berlin and notions about Berlin as a travel destination, partly in comparison to other European cities. Comparing the images of those who know Berlin first hand with those who did not yet travel to Berlin. Exploring potential links between Russian images of Berlin and actual travel preferences with respect to Berlin.

2) Testing the level of participation by the target group when potential interview partners are approached via social media communication. Testing the suitability of social media and online questioning as a channel for empirical research and data gathering with respect to destination images.

3) Testing and establishing survey questions for the purpose of qualitative research. Comparing structured and unstructured questions regarding feedback and value of results.

4) Generating hypotheses and research questions for future studies concerning a) Russian images about Berlin and b) social media and urban destination preferences.

Practical benefit of the research project

Urban authorities have identified tourism as a major income source for urban economies. With many cities in advanced countries undergoing deindustrialization, urban tourism is regarded as key for the revitalization of the urban system (Edwards, 2008, referred in Ashworth & Page, 2010).

Consequently, urban traveling is a highly competitive market. In order to stand out in the competition of destinations, city authorities invest heavily in tourism infrastructure and offers, develop tourism services and skills and promote the benefits of their respective cities through advertising campaigns and other marketing means.

In compliance with the insights gained by consumer and destination research, urban authorities deploy resources in image building and the creation of a brand identity. A unique brand identity serves as the overriding theme in the positioning of an urban destination (Hunt, 1975; Crompton & Ankomah, 1993; Sirakaya, Sonmez, & Choi 2001).

Branding strategies and image making must to some extent allow for differentiation. People from different countries can have varying images of and motivations towards a destination as well as fundamentally diverging travel patterns and needs (Kozak, 2002; Beerli & Martin, 2004; Prebensen, 2007; El Kadhi, 2009).

The image of a country and the image of the cities in that country is interrelated and mutually depended. However, the branding of a country is more sustainable, while the branding of a city is more susceptible to rapid changes and thus more volatile. According to Ashworth and Page (2010) urban tourists are more likely to shift tastes and preferences.

Thus, urban destinations should follow closely currents of tourism markets and social changes. Yet most urban travel destinations have not developed a coherent and workable

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approach to the challenge posed by social media as a source of destination information gathering.

If the current research serves as a basis for future, more comprehensive studies, Berlin as a travel destination would benefit. Such studies would help branding strategies and guide targeted marketing strategies which incorporate social media. This way, Berlin could gain a competitive edge. Berlin is a hub of the new economy and a city of urban creatives. Social media users may display affinity to an urban destination such as Berlin. With respect to Berlin, social media may be an even more promising marketing channel.

Structure of thesis paper

The following chapters present a literature review, methodology, findings, discussion and implementations of the findings, and conclusion.

It is important to mention that literature review is based on theoretical perspectives of the research as well as practical information on the current tendencies in tourism market of Berlin and Russia as two main fields of the current analysis.

Along with the discussion about theoretical background of destination image, the researcher uses secondary data from articles, statistics, relevant websites and reports in order to provide background information of tourism in Berlin and Russian travel behavior. A special attention is devoted to presenting information about Berlin and German-Russian relations. Generally, this chapter contributes to the further analysis of research findings and implementations. The discussion of the results and suggestions for solving revealed practical problems should be based on the current situation, which is demonstrated by background information of Berlin as a tourist destination and Russia as an outcoming travel market.

Literature Review

Introduction

The literature at hand does

- outline the broader context of urban tourism research and destination research
- provide an overview of previous research on destination images
- compare different methodologies and findings in destination image research
- outline promising methods for research and analysis
- deduct methodological implications for the present study
- provide background information about the Russian-German context and Berlin

Urban tourism.

Urban tourism entered the agenda of tourism research in the 1980's when it became obvious that cities turned into significant destinations (Jansen-Verbeke, 2003). Business trips and city visits have existed all along. As a mass phenomenon however, urban tourism is a contemporary but lasting trend. Urban destinations benefit from fundamental social, economic and political changes which facilitate mobility for a growing number of people and nations, allow for more flexibility in travel patterns and make cities a natural travel alternative.

Altering demography and family structures in advanced countries diminish the seasonality of travelling. The worldwide expansion of the middle class and the fall in the costs of flight travels grant easier access to travel services, foreign and urban destinations. Within the European Union, the convenience disparity between national and foreign destinations has been offset by the lifting of border controls and monetary union. The shift in

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preferences towards higher frequency shorter-stay trips reflects the dynamics mentioned above and, at the same time, creates a further momentum for urban tourism.

Tourism motive research.

The research of urban tourism in general and the tracing of motives and behavioral patterns of urban tourists in particular is a complex task. This is in part due to the lack of a clear-cut separation of tourism-functions from non-tourism functions in urban systems and activities. Jansen-Verbeke (2003, p.616) points out that “contrary to other destinations, where the product (the supply side) as well as the range of activities could be well described, in the multifunctional urban system the identification of the tourism function and the multipurpose character of many visits is far more complicated.”

Much attention has been given to categorizing urban travelers, prioritizing their motives and understanding their choices. The classification of urban visitors as business travelers, pleasure travelers and VFR (visiting friends and relatives) is widely accepted regardless of some overlaps.

Tourism motive research has mainly focused pleasure or leisure travelers. The distinction between push motives and pull motives has been applied as an analytical linchpin for segmenting pleasure tourists and identifying their motives. According to Eftichiadou (2001), push motives encompass the deeper socio-psychological needs of travelers whereas pull motives refer to specific physical or social aspects of the destination environment which may influence destination choices.

Jansen-Verbeke (2003, p.616) describes cities as “concentrated spectrum of opportunities” and distinguishes between core elements and secondary elements of attraction. Morphology, heritage, architecture or cultural life can be regarded as “core elements” or

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unique attractions of a city creating a “unique selling point” whereas gastronomy, hotels, shopping facilities, etc. may be regarded as “secondary elements” supporting the touristic experience. As Jansen-Verbeke (2003, p.616) is ready to acknowledge, what is “secondary” with most tourists may well be a “core element” for some tourists.

Destination image research.

Destination image research offers a holistic approach to the analysis of destination preferences. For one, taking the physical and social aspects of a destination environment or the core and secondary elements of an urban destination as an objective fact would fall to short. Perceptions matter. Besides the cognitive dimension, decisions making by humans involve emotions, cultural predispositions, childhood imprints, etc. Destination image research attempts to integrate conscious, subconscious, rational, irrational, cognitive, conative, functional and emotional aspects of image formation and destination choices.

While there is a general agreement in the scientific community that destination images influence destination choices, varying approaches exist with respect to the conceptualization and operationalization of destination image analysis. The weight that is attached to individual factors of image formation or destination preferences can differ depending on the framework adopted by the respective scholar. Last but not least, the research of destination images has underwent various stages of sophistication.

Consumer behavior research.

Numerous studies about consumer behavior concerning different product categories come to the identical conclusion that customer benefit is often not the decisive factor in the choice of products, while on the other hand products lacking an objective and comparative

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customer benefit will not survive in the long run (Reynolds, 1965). The combination of customer value, emotional engagement and brand identity is portrayed as the magic wand for sustainable success. If this is so with respect to rather instrumental goods such as consumer electronics, non-functional considerations should be highly relevant in processes of destinations choosing for travel purposes. The findings of consumer behavior research support the holistic approach applied in destination image research.

Overview of previous researches

There are numerous studies researching destination image from different perspectives. Since the first most significant study by Hunt (1975), the researchers continue investigating new methods in measuring the image of destinations, factors influencing the formation of images, components of images, the role of destination images etc.

Gallarza, Saura, & Garcia (2002) make an overview of the studies on destination image during the period from 1971 and 1999, and outlines the following topics that most of the researches are focused on:

- “conceptualization and dimensions”,
- “destination image formation process”,
- “assessment and measurement of destination image”,
- “influence of distance on destination image”,
- “destination image change over time”,
- “active and passive role of residents in image study”,
- “destination image management policies (positioning, promotion, etc.)”.

(Gallarza et al., 2002).

Up to the year 2000 researchers conducted studies on destination image based mainly on

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structured methods (Pike, 2002; Gallarza et al., 2002). Qualitative methods of measuring destination images were relatively ignored by researchers. Oppermann (1996, referring in Gallarza et al., 2002) mentions the growing interest in the research of cities images what shows the increasing interest in urban tourism starting the last decade of 20th century. Both authors, Pike (2002) and Gallarza et al. (2002), underline the importance of imagery measurement for marketing orientation.

However, after the research by Echtner and Ritchie (1993; 2003) that made evident the necessity of using both methods (structured and unstructured) in studying destination image, the number of qualitative researches has increased (Tasci et al., 2007). Researchers started to use more often qualitative approaches in measuring destination image, such as open-ended questions, interviews or focus groups. Prebensen (2007) in her research on image of North Norway applied different qualitative methods such as picture association and word association.

Based on the evaluated information, the following most relevant topics were chosen for the further narrow analysis and discussion:

- definition and complexity of destination image
- image as a factor for destination choice
- components of destination image
- formation of destination image

The proposed structure of the literature review covers the general overview of destination image and its characteristics.

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Definition and complexity of destination image

Gallarza et al. (2002) states that a research on destination image is a complex of studies in different subjects. The formation of destination image has a direct connection on people's perception and behavior. Thus, destination image can be studied from different perspectives such as anthropology, sociology, geography, semiotics and marketing. Besides, the framework analysis by Gallarza et al. (2002, p. 56) defines the nature of destination image as "complex, multiple, relativistic and dynamic".

There is a general agreement that destination image derives from knowledge, beliefs, ideas, prejudices, emotional thoughts, impressions, in other words, from both cognitive and emotional processes (Crompton, 1979, Lawson and Baud-Bovy, 1977, Oxenfeldt, 1974;75 Dichter, 1985, referred in Baloglu & McCleary, 1999). Dobni and Zinklan (1990, referred in Baloglu & McCleary, 1999) specified that image of destination is depended also on characteristics of the person.

From the marketing perspective image is given the following definition: " networks of knowledge elements stored in long-term memory and the core of such a network is the brand name which is linked to a number of other knowledge elements and/or associations" (Riezebos, 2003, p.67, referred in Prebensen, 2007, p. 748)

The results of recent studies among people from different countries (Prebensen, 2007; El Kadhi, 2009; Beerli & Martin, 2004) exposed the importance of tourists' country of origin on the formation of destination image. Kozak (2002) conducted a comparative analysis of motivations among Germans and British people regarding travels to Mallorca and Turkey. He revealed that people of different nationalities visit a place with different motivations.

The theories by Han (1989), MacCannell (1976), and Dann (1996) support an explanation of the image as a semiotic tool. MacCannell (1976) is a founder of the viewing on

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the tourist attractions as signs. He argued that the image of the place is a collective perception of its signs. Thus, the image of the city is based on what signs are showed to a person.

Han (1989) perceive the image as a “halo” which serves as a distinctive characteristic to the products of the country. A person who is not familiar with product will automatically project perception of the country on its attributes. Further, Jensen and Korneliussen (2002) described “halo” as a place within a country with the stronger image. They take as an example Paris and London, which have a function of “halo” for France and England respectively.

Image of the place can be built up by the language that are used in travel brochures, websites etc. (Dann, 1996). Language is used as an advertising strategy through travel brochures, websites etc.

Hunt (1975) is one of the first who examined image as a factor of destination development. He stated that it is important for a successful development of a place to understand what image tourists perceive. He also declared that image of a place can influence both positively and negatively the development of destination. A positive image of destination increases number of tourists visiting that place. Later, Sirakaya, Sonmez, & Choi (2001) emphasized that people perceive the images of the destination differently (one image can have different appeal among different groups of people). Hence, image of destination is advised to promote according to the needs and specifics of target group. It is quite crucial for destination marketers to identify the images, which are hold by target groups in order to build a successful strategic plan that can create more motivations for the tourists. Firstly, it is quite important to understand the process of image formation of the target group and what affects its' destination choice (Sirakaya et al, 2001). Further, depending on the holding image of the target group about destination, the strategic plan should be based on one of the following aims: to keep a positive image; to improve a negative image; or to create a new image (Pike &

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Ryan, 2004). In other words, the understanding of destination image is quite important for a successful developing of tourism in this place.

However, Tasci et al. (2007) believe that such a diversity of destination image presenting by numerous definitions and measuring methods is one of the main problems in the current scientific literature, which can lead literature on destination image to loose its scientific character. The following parts demonstrate the most important scientific approaches concerning destination image and by analyzing and comparing them present the further framework of the current study, which is most appropriate to reach stated purposes.

Image as a factor for destination choice

The main aim of the current research is a measurement of Berlin's destination image. However, the secondary aim can emerge from the perspectives for more practical implementations of the research results. The image of destination gives a general picture about the beliefs, ideas and impressions about the place (Choi et al., 1999). In addition to this, it is quite important for travel marketers to understand if the target audience is attracted by this image and a destination can be selected as a potential one. Bearing this in mind, the researcher finds it is important to include the following chapter revealing the information about destination choice process and to include the following question as a secondary purpose of the research: Is Berlin is attractive to the participants of the research as a travel destination. At the end of the chapter the research states two research questions.

Destination choice sets.

Destination selection is a complicated process especially nowadays as there is intense competition among travel markets promoting their destination. The following part presents

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information on how consumers behave while choosing one destination to travel among other alternatives.

It is generally agreed that destination image has a direct influence on tourists' perception of place, and, besides is an important factor in destination choice decision of potential tourists (Sirakaya et al., 2001). Crompton and Ankomah (1993) state that destinations with positive images have more likely to develop their tourism potential than destinations with weaker images.

The destination choice process is influenced both by “psychological variables (motivations, attitudes, beliefs and images) and non-psychological variables (time, destination attributes, perceived costs of tourism product, buyer characteristics and benefits sought” Sirakaya et al., 2001, p.125).

There are many researches revealing that destination choice is basically based on several sets, where each of them excludes the most unsuitable alternatives and at the end consumer has a final choice (Decrop, 2010). One of the founders of this concept is Howard and Sheth (1963; 1969, referred in Crompton & Ankomah, 1993). According to them there are three main stages in destination choice process: “early consideration set or awareness set”; “late consideration set or evoked set; and “final destination”.

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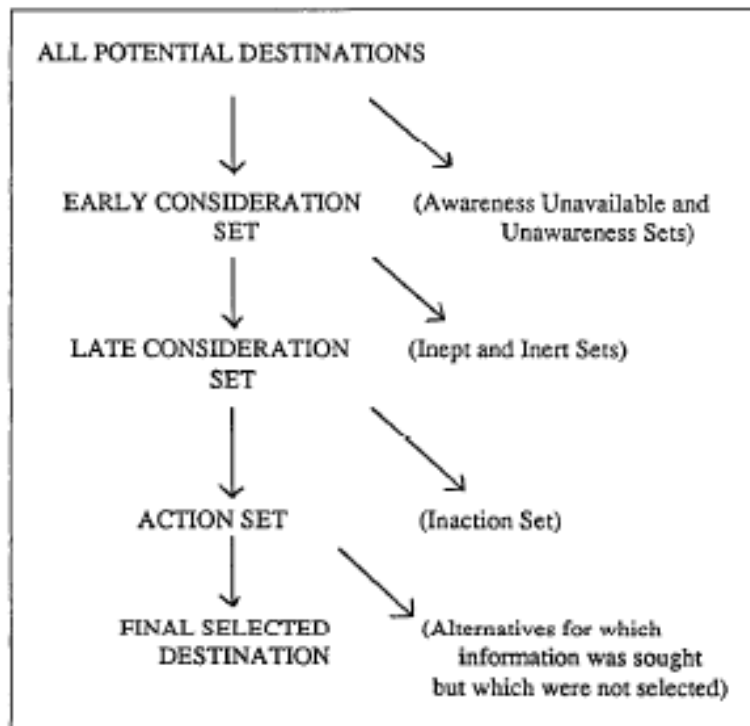


Figure 1. Destination choice set/ Relationships between the Central Choice Set (Crompton & Ankomah, 1993).

According to the figure presented above, in the first stage consumer chooses primary set of alternatives from all potential destinations. On the second stage consumer removes most of the alternatives, which are not much attractive. On the final stage, followed by action set or inquiring information about remaining alternatives, destinations which are do not meet requirements are excluded and the final destination is chosen. Crompton and Ankomah (1993) state that such an approach of destination choice process assist travel marketers in indentifying the position of destination within three choice sets of potential tourists. This information can show how popular the destination is among the potential tourists and what chance it has to be chosen as a final destination.

There are different factors that could help to understand how the destination choice is made on each stage, which are presented by Crompton and Ankomah (1993).

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According to the researchers, the destinations that are not taken into account in early consideration set have no chance to be selected in other stages. Besides, destinations, which are included in early consideration set, have also not equal probability to be selected on the following stages. The great influence on further considering of destination as a potential one has the awareness of potential tourists about this place. The destinations from the early consideration set, which are more familiar, are more likely to be kept as a potential alternatives than those which are less been aware of. Additionally, there were recorded a connection between the distance of the destination and its probability to be chosen as a place for vacation (Hunt, 1975). In other words, the shorter the distance to a destination, the more chance it has to be selected by tourist.

The other factor showing the probable chance of destination to be kept for further selection is mention about this place. The destination has more chance when potential tourist mentions this place first then the second mentioned destination.

Further research by Sirakaya et al. (2001) based on the study of image of Turkey as a predictor of destination choice, revealed that familiarity with destination as a part of destination image has an indirect influence on destination choice. Sirakaya et al. (2001, p.139) states the following: "Familiarity can be considered as a moderator variable in decision-making models, and partially related to various components of image".

Research question statement.

As the current study is aimed to measure an image of Berlin, the author finds it very important to understand how attractive it is to the target audience, in this case Russian citizens, and especially to indicate competitive ability comparing with other European cities. Hence, the research states the following question:

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Q1 – How does the image of Berlin influence on its selection as an attractive city?

Based on the findings of Sirakaya et al. (2001) the following question is arisen:

Q2 – How does familiarity with Berlin affect on the attractiveness of the city as a potential travel destination?

According to Echtner and Ritchie (1993), being familiar with a destination creates more holistic, psychological and unique images of that destination, while lacking familiarity with a destination create images based on common attributes and knowledge.

Components and formation of destination image

The complexity of destination image provoked many researchers to examine its components, their interrelations and its influence on the overall image of destination (Beerli & Martin, 2004). Lew (1987) states that destinations attract visitors by scenery, activities and experiences. Further, Alhemoud and Armstrong (1996) specify that those attractions play a role of destination components, which motivate and persuade tourists to visit that place.

Brokaw (1990, p.32, referred in Baloglu & McCleary, 1999) states, “ Before image can be used to influence behavior, it is important to understand what influences image”. It is quite crucial for destination travel representatives to understand the process of formation of the destination image among tourists in order to be able to improve promotion activities and market competitiveness of the place.

Components of destination image.

The fundamental framework of destination image formation was developed by Baloglu and McCleary (1999). Using the previous studies, the authors state that image of destination consists of perceptual (in some sources used as cognitive) and affective

IMAGE OF BERLIN

components. Beliefs of people and knowledge, which they have of the object, are regarded as perceptual component of image. Feelings, which people have towards the object, play a role as affective component. Baloglu and McCleary (1999) emphasize the role of affective and perceptual attachment towards attributes of the place in building the overall image. They conclude that the emotions and meaning (affective components) derive from physical attributes (perceptual component). The interrelation between these components creates an overall image, which can be negative or positive.

The presented approach by Baloglu and McCleary (1999) illustrates dynamic structure of destination image formation, however, it lacks a holistic approach, which would include more attributes. The authors demonstrate a line structure of interrelations between the factors, which exclude some other components mentioned by other authors, such as Echtner and Ritchie (1993; 2003).

MacInnis and Price (1987, referred in Echtner & Ritchie, 2003) emphasize four components in image formation. They are individual attributes, holistic impressions, and psychological and functional components. Echtner and Ritchie (2003), based on the previous studies on psychological nature of human information processing and consumer behavior, formulate a new model of destination image formation (Figure 2).

IMAGE OF BERLIN

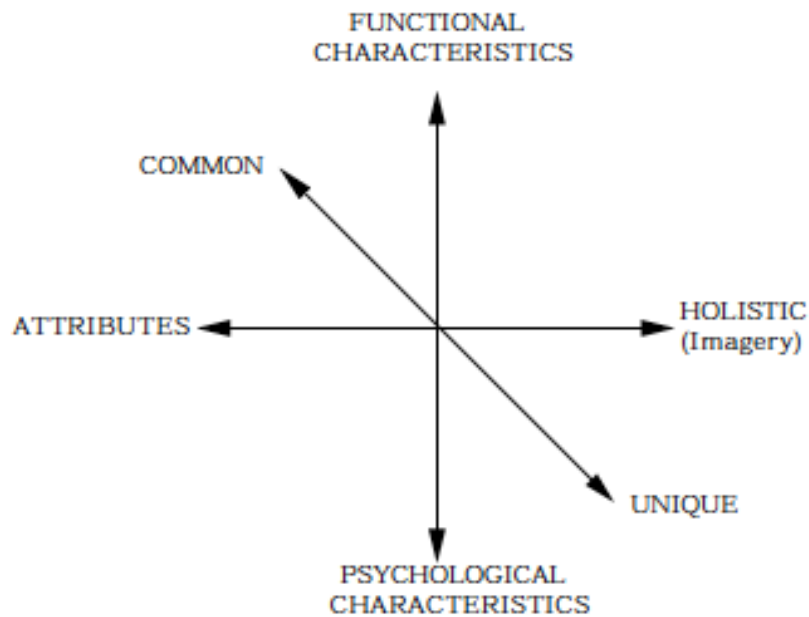


Figure 2. The components of destination image (Echtner & Ritchie, 1993; 2003).

The authors state that “image of destinations can range from those based on common functional and psychological traits to those based on more unique features, events, feelings or auras” (Echtner & Ritchie, 2003, p.43). As functional attributes the authors mean more tangible aspects of life such as price level, transportation infrastructure, types of accommodation etc. As psychological attributes they mean intangible aspects of life such as safety, friendliness, fame of place etc. In other words, this model shows that destination image consists on functional and psychological characteristics, and at the same time some characteristics can be very common and applicable for all destinations, while some characteristics can be very unique only for these place. Moreover, the authors state that destination image consists also from functional and psychological holistic impressions. Functional holistic impressions reflex the overall picture of destination that a person has in mind, while psychological holistic impressions show feelings towards that overall image.

IMAGE OF BERLIN

The approach by Echtner and Ritchie (1993; 2003) highlights the importance of common and unique components in image formation. Besides, they state that image consists not only from the attributes based images, but also of holistic impressions of destination.

Comparing with the model by Baloglu and McCleary (1999), the approach by Echtner and Ritchie (1993) excludes personal human characteristics and motivations, however it helps to figure out all image components by arranging them into three dimensions. Furthermore, the model by Echtner and Ritchie can face difficulties in placing components on right place. As example, the problems can upraise in distinguishing functional characteristics and attributes of destination (Tasci et al., 2007).

The earlier model of image formation developed by Gartner (1993, referred in Prebensen, 2007) shows the dependence of actions towards the destination on interrelation between cognitive and affective components. He states that person develops a cognitive picture on attributes of destination. On the next step a person develops motives from those attributes. And on the final step, a person acts depending on the results of his evaluations from cognitive and affective components.

Tasci et al. (2007) formulated a new model of destination image formation using as a guide model developed Echtner and Ritchie (1993; 2003) and Gartner (1993). The authors underline the importance of the approach by Echtner and Ritchie towards image formation as a holistic view. They mention also that there have been conducted a numerous studies on destination image based on the model of Echtner and Rithchie and address to their study as “a seminal contribution moving the field of destination image research forward” (Tasci et al., 2007, p.209). However, the authors follow just some parts of the approach of Echtner and Ritchie and adjust their model with the aspects developed by other researchers (Figure 3).



Figure 3. Interactive system of image components (Tasci et al., 2007).

Tasci et al. (2007) distinguish three main components of destination image. They are cognitive (our knowledge about place); affective (our feelings towards our knowledge); and conative (our actions on this symbiosis of knowledge and feelings). According to Gartner (1993, referred in Baloglu & McCleary (1999), these two components are of influence separately, but at the same time they are interconnected. The core of the interactive system is cognitive knowledge of common and unique attributes, and the affective feelings toward those attributes. The interrelation between knowledge on attributes and feelings toward them forms an overall image of destination, which influences destination decision processes. The authors also state that overall image is less exposed to be stereotyped when a core of system (knowledge and feelings) is more detailed.

Research question statement.

The combination of cognitive and affective components creates an overall image of destination that can be positive or negative (Beerli & Martin, 2004). By capturing those

IMAGE OF BERLIN

components it is possible to understand whether they have a positive or negative direct influence on overall image (Baloglu & McCleary, 1999). The following questions are stated:

Q3- How do cognitive common and unique components influence on affective components of Berlin image?

Q4- How does a combination of cognitive and affective components influence on overall image of Berlin?

According to the theory presented by Tasci et.al (2007), a symbiosis of cognitive and affective components creates an overall image of destination and also affects conative components, i.e. actions towards this destination. The following question aims to test whether there is any phenomenon in correlation between the holding image of Berlin and the actions of the participants towards Berlin:

Q5- How does overall image of Berlin influence on actions of the participants toward the city?

Formation of destination image.

The basic idea of image formation was developed by Reynolds (1965, referred in Echtner & Ritchie, 2003, p.38), who describes this process as “the development of a mental construct based upon a few impressions chosen from a flood of information”. This theory highlights the significant role of information sources in constructing image. Information sources are considered to be among the main factors influencing destination choice. A set of possible alternatives for destination choice is directly induced by information sources used by a person (Beerli and Martin, 2004).

According to Gunn (1972) and his stage theory, the primary formation of destination plays the most important role in the process of destination choice. He formulated the theory

IMAGE OF BERLIN

based on seven stages in travel experience: (1) accumulation of mental images about vacation experience; (2) modification of those images by further information; (3) decision to take a vacation trip; (4) travel to the destination; (5) participation at the destination; (6) return home; (7) modification of images based on the vacation experience.

Gunn's theory includes three stages of image formation that are influenced by information sources (1, 2 and 7 stages). Stage 1 is influenced by organic information about destination. This kind of information is received by non-commercial sources such as education, general media, literature, and stories from friends and relatives. On the stage 2 promotion materials such as travel brochures, guidebooks and travel advertisement, influence a person's destination image. Here the previous image perception formatted on the stage 1 can be modified. The final stage is a self-experience. After this stage the former image based mainly on the experiences received by personal visit of destination. This image is commonly agreed to assume as more realistic and complex (Echtner & Ritchie, 2003). Thus, image can be altered through different information sources. The influence of the information source on each other is interconnected, while each of them has a further influence on the next stage of image formation.

Later Gartner (1993) argued that the different kind of information or information agents form destination image independently. He determines the following sources: (1) overt induced - information by non-commercial advertising or tour operators; (2) covert induced - destination promotion through reports, articles with celebrities; (3) autonomous - mass media; (4) organic – knowledge and experience from relatives and friends; (5) visit to destination.

The main distinction of the presented theories by Gunn (1972) and Gartner (1993) is that Gunn refers to image formation as a consecutive influence of each of the stages on the following one, while Gartner stands on that each of the information sources has independent

IMAGE OF BERLIN

influence on the image and continue to be active through the whole process of destination formation.

The role of personal characteristics in influencing destination image is underlined by Um and Cromton (1990, referred in Beerli & Martin, 2004). The research found out that except external stimuli, there are also internal stimuli that influence on destination image formation. In other word, image of destination is influenced also by the image that a person holds of that destination and such personal characteristics as motivations, knowledge, preferences etc. Other researches (Stabler, 1995; Woodside & Lysonsky, 1989; referred in Beerli & Martin, 2004) highlight the influence of social and demographical characteristics of the person, such as “gender, age, occupation, education and, social class” (p.664).

The conceptual framework by Baloglu and McCleary (1999) shows that there are two main forces causing image: stimulus factors and personal factors. Stimulus factors derive from previous experience, and variety and type of information, while personal factors derive from psychological (values, motivations, personality) and social (age, education, marital status etc.) characteristics. The model underlines dynamic nature of destination image by demonstrating different factors influencing its formation before the actual visit (Figure 4).

IMAGE OF BERLIN

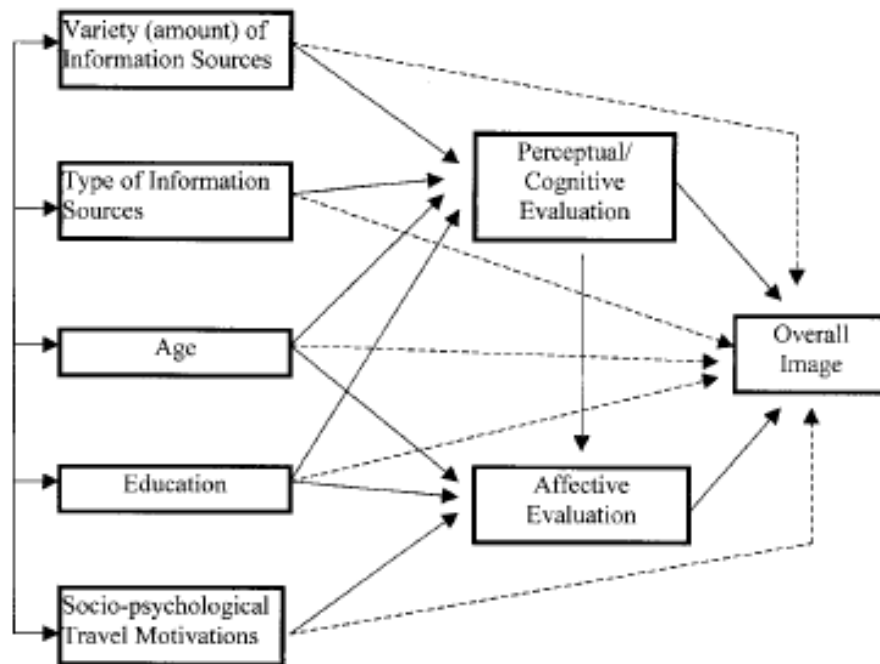


Figure 4. Path model of the determinants of tourism destination image before the actual visitation (Baloglu & McCleary, 1999).

Baloglu and McCleary (1999) differentiate the role of the two components, cognitive and affective, in influencing image of destination. According to their model, variety and type of information about destination and socio-demographic factors influence the perception of destination attributes (perceptual or cognitive evaluation). Further, these perceptions together with socio-psychological travel motivations create the emotions and feelings of destination (affective evaluation). As a result of it, person gets overall image of destination. Baloglu and McCleary (1999) refer to affective evaluation as intervening variable between perceptual evaluations and overall image.

Mansfeld (1992, referred in Beerli & Martin, 2004) states that information sources (organic, induced and autonomous) serve as a creator of destination image, reduction of decision risk and support for final destination choice. Baloglu and McCleary (1999) limit the impact of information sources on image formation with only cognitive component as most likely to be effected by some source of information. Thus, affective components are not

IMAGE OF BERLIN

influenced by information sources. The image formation depends also on type, quantity and quality of information (Bergeress, 1978, referred in Baloglu & McCleary, 1999).

Phelps (1986, referred in Beerli & Martin, 2004) distinguishes between primary and secondary images. As secondary image he means an image created by organic, induced and autonomous information sources. While, a primary image is created by actual visitation of destination. In other words, image that formed before and after visitation can vary. Actual travel experience creates more realistic and complex image of destination (Phelps, 1986, referred in Echtner & Ritchie, 2003).

Research question statement.

It is generally agreed that it is very important to differentiate destination images of people, who have already been to that place, and people, who have not visited it (Molina, Gomez, & Martin-Consuegra, 2010). According to this the following research question is stated:

Q6 – How the previous visitations to Berlin affect the overall image of the city?

Conclusion

The model developed by Tasci et al. (2007) is adapted for structuring and analyzing empirical data of the current research. The advantages of this model are a representation of all components developed by previous researches and practical design, which provides easy application of destination image measurement. The model was incorporated in creating the questionnaire and further analysis the components of the destination image and answer the stated research questions.

IMAGE OF BERLIN

Background information

The following part of the literature review presents overall information about the outbound in Russia, Berlin as a destination, the current situation with Berlin as a travel destination on the Russian market, German Russian relations and social media.

The Russian travel market.

Only 20 years ago Russian citizens were banned from traveling outside the countries of the Warsaw Pact. During the USSR period the most popular destinations were the Baltic countries, Black sea resorts, Poland and Czechoslovakia.

According to the Russia Federal Agency for Tourism, outbound tourism in post-Iron Curtain Russia has expanded dramatically: from 2.5 million people in 1995 to 4.2 million people in 2000, reaching 12.6 million people in 2010 (Rustourism, 2010). Nowadays the most popular destinations among Russian tourists are Turkey, Egypt and China.

Major tourism companies, such as TUI and Thomas Cook, entered the Russian market in 2010. They are the first international travel companies to provide with success services in Russia (TUI Travel PLC, 2010; BBC News Business, 2010). Equally, the number of national tourism organizations with offices in Russia is growing rapidly. According to the Association of Tour Operators of Russia (2011) there are 46 national travel boards representing different countries in Russia. This shows that Russia offers manifold opportunities for the further developing of outbound tourism.

A large number of Russian tourists travel abroad every year. However, the number of outbound tourists is not high considering the size of the Russian population - 141.9 million people (Russia Federal State Statistics Service, 2009).

IMAGE OF BERLIN

After a temporary decline in 2009 due to the world financial crisis, there were recorded more than 12 million travel trips from Russia. The statistics reveal a significant increase of 32 percent in Russian outbound tourism in 2010 as compared with 2009, and this number is still an all time high-surpassing the years before the financial crisis (Rustourism, 2010). It means that approximately 8.5 percent of Russian population went abroad with a travel purpose in 2010.

Recent statistics indicate the increasing tendency in Russia to travel abroad and show at the same time that a large part of the population has yet not been active as travelers for foreign destinations. Consequently, the Russian outbound travel market has significant potential for growth. Table 1 demonstrates the full statistics on total amount of international trips from Russia from 2008 to 2010 including travel trips, business trips, and other types of trips.

Table 1
Outbound trips from Russia (Rustourism, 2010)

| | 2008 | 2009 | 2010 |
|----------------|-------------|-------------|-------------|
| Travel purpose | 11,313,697 | 9,542,107 | 12,605,053 |
| Total | 36,537,521 | 34,276,264 | 39,323,033 |

Russian outbound tourism expanded, along with the progress in the economic situation of the country. Russia's gross domestic product (GDP) has been increasing annually and amounted to 2.3 billions USD in 2010, what makes Russia number seven in the world's economy (Central Intelligence Agency, 2010). The Russian economy grew by 4 percent in 2010 and is estimated to grow by 4.4 percent in 2011(The World Bank, 2011).

Concerning the growth of middle class in Russia, Remington (2010) explains in his report that it is difficult to define what it is meant by Russian middle class as researchers in Russia use different measures for it. However, there is a general increase in peoples' income

IMAGE OF BERLIN

by 1.2 percent in 2010, the poverty rate decreased by 0.5 percent in 2010 and during the same year the unemployment level dropped down on 2 percent from 9.2 percent to 7.2 percent (Russia Federal State Statistics Service, 2010; The World Bank, 2011).

Improving living standards lead to the development of new businesses and attract many foreign companies and representatives to invest into the advancement of outbound tourism, introducing new destinations and attractions and improving the established image of already well-known places.

In terms of expenditure, Russia is already the ninth biggest outbound travel market in the world. According UNWTO Russian travelers generate 22.3 Billion US Dollar of spending abroad (UNWTO and ETC, 2009).

Germany as a travel destination for Russians.

Germany ranks five among the most popular travel destinations of Russians after Turkey, Egypt, China and Finland (Rustourism, 2010). In 2010, the number of Russian tourists to Germany has increased by 30 percent as compared to 2009 (Rustourism, 2010). Over 470 thousand travel trips from Russia to Germany were registered in 2010. Table 2 demonstrates the total number of trips to Germany from Russia in the period from 2008 to 2010 including travel trips, business trips, and other types of trips.

Table 2
Trips to Germany from Russia (Rustourism, 2010)

| | 2008 | 2009 | 2010 |
|----------------|-------------|-------------|-------------|
| Travel purpose | 330,274 | 363,344 | 470,000 |
| Total | 971,478 | 887,891 | 1,002,038 |

In 2010, the National German Travel Board conducted a market research in Russia examining the travel behavior and preferences of Russian tourists with respect to Germany

IMAGE OF BERLIN

(DZT, 2010). The overview of the research indicates a positive development of Germany as a travel destination among Russians. During the period between 2000 and 2009 the number of overnight stays by Russian tourists in Germany grew by 79 percent. There were registered 1,195,694 overnights in 2009. DZT also determines Russian tourists as the foremost Tax Free buyers in Germany in regard of expenditures (Global Refund Statistics, 2010, referred in DZT, 2010).

Of those Russians who traveled to Germany in 2009, 75 percent made a long trip, whereas 25 percent spent maximum 3 nights. Concerning the number of tourists to Germany from different Russian regions, 32 percent of tourists come from Moscow; 31 percent from the North of Russia; 19 percent from the South of Russia; 9 percent from Siberia and the Eastern regions; 9 percent from the Western regions.

The opportunities of the Russian market and the growing number of Russian tourists to Germany have increased the interest of national and local German travel boards to develop Germany as a travel destination on the Russian market and to create an attractive image of the destination. Currently, there is an official representative of the German National Tourism Board operating in Russia and having its seat in Moscow (DZT, 2010).

Urban tourism – Berlin.

Berlin is a beneficiary of the global boom in urban tourism. The German capital features constant and over-average growth rates regarding numbers of visitors and overnight stays. As an urban destination, Berlin ranks three in Europe, closely followed by Rome. (European Cities Marketing, 2011). According to the Travel Marketing Board of Berlin the record-breaking number of over 9 million tourists visited Berlin in 2010 (Visit Berlin, 2011).

IMAGE OF BERLIN

Within Germany the German capital ranks first as the most popular urban destination for foreign tourists (DZT, 2011).

The undisputed leaders of urban tourism in Europe are London and Paris. They outdo Berlin markedly by quantity and composition of visitors. The majority of travelers to London and Paris are foreign nationals. In absolute figures and on a percentage basis, Asia, America, Australia and Africa are relevant outbound markets for Paris and London whereas visitors of Berlin originate mainly from Europe. US-citizens are the only notable exception (Visit Berlin, 2010; Visit London, 2010; Visit Paris, 2010)

A closer look reveals that Berlin owes its significance as a destination first to the huge German domestic market (59 percent of all overnights in 2010) and thereafter to the countries of the European continent (31percent of all overnights in 2010) (Visit Berlin, 2010). Between 1993 and 2009 overnights by domestic visitors doubled (5,5 million / 11,4 million) while overnights by foreign nationals quadrupled (1,8 million / 7,5 million) (Appendix A).

Berlin's tourism landscape did get more international since the 1990s. However, in terms of global positioning, as a recipient of non-nationals, as a destination for business travelers and regarding quantity, Berlin is still miles away from London and Paris.

It may seem inappropriate to compare Berlin with the British and French capitals. The latter do benefit from the imperial heritage of their respective countries and the global validity of their languages. London is a hub in world flight traffic. The architectural grandiosity of Paris is difficult to match. Both cities can boast with cultural brands of global reach (Louvre, British Museum, etc.). Also, Berlin cannot excel as a destination for business travels – there simply is not one mega-city in Germany that produces the lion's share of national wealth and is home to most of the greater national corporations. Not the least, due to its isolated position up to 1990 Berlin is a late starter in international tourism.

IMAGE OF BERLIN

Yet Berlin has some comparative advantages. Outstanding money for value ratio, the exemplary connectivity of its transportation system, high level of service convenience in all aspects of life, accessibility of high-end services for middle-class locals and foreigners and around the clock clubbing qualify Berlin as an attractive travel location. Berlin's shopping facilities, museums, galleries, etc. only slightly fall behind those of London or Paris.

It is idle to narrow the discussion to "core and secondary elements" of urban attraction. Simple observation shows that the mention of Paris or London generates mainly positive reactions whereas the mention of Berlin leads to some positive, some negative and lots of "mixed-feelings" with most people in the Northern hemisphere. The image of Berlin appears to be uneven and disrupted, possibly as a result of its erratic history. Historical connotations seem to be of continued relevance to the perception of Berlin by people and the depiction of Berlin by media and movie industry.

Berlin tourism – Russians.

Along with Germany, Berlin is a profiteer of the fast growing Russian outbound market. Within the last decade, overnight stays by Russian citizens in Berlin have increased around 4.5 fold (2000 - 52 thousand; 2010 -237 thousand) (Visit Berlin, 2000; 2010). Russia's position among of the non-domestic incoming markets has improved in the same period from rank 13 to rank 10. Regardless of the steady increase, the share of Russians among total overnights by foreigners is yet below 3%. While Berlin registered 93.000 arrivals by Russians in 2010, Russian arrivals in London are estimated to have reached 125.000 in 2010 (Visit Berlin, 2010; Visit London, 2010).

Among all German cities, Berlin ranks second with Russian tourists after Munich (DZT, 2010). According to most recent data the number of tourists from Russia has risen during the first 3 months in 2011 on 45.3 percent (Visit Berlin, 2011). While Munich, which is

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traditionally most visited German city among Russians and had 99,883 Russian tourists in 2010 (Portal München Betriebs, 2010), had a less increase of Russian tourists, by 39 percent during the first 3 months in 2011 (Portal München Betriebs, 2011). However, Berlin is still staying behind Munich . Table 3 shows the number of Russian tourists visited Berlin and Munich in 2009, 2010, and the first 3 months in 2011.

Table 3

Arrivals from Russia to Berlin and Munich (Visit Berlin, 2010; 2011 ; Portal München Betriebs, 2010; 2011)

| | 2009 | 2010 | 2011 (Jan. – Mar.) |
|--------|-------------|-------------|---------------------------|
| Berlin | 71 412 | 93 852 | 30 862 |
| Munich | 74 899 | 99 883 | 36 047 |

For various reasons, one would expect Berlin to get more than it's "fair share" of Russian travelers. The German capital is home to almost 300.000 Russian-speaking residents (8.5 percent of the total city population) (Berlin Statistics, 2009). This provides an immense labor pool for the tourism industry and retail sector of the city. Russian visitors of Berlin can comfortably move and deal in their native language. The huge number of residents with ties to Russia constitutes a stable basis for upholding frequent flight services to and from Russian cities independent of season.

Berlin would seem to be a natural choice for Russians also because of geographic proximity. Traveling to Berlin by car or train is more of an option than with respect to London, Paris or Rome. Finally, the value for money ratio and general affordability of Berlin accommodates the income level of the Russian middle class.

Berlin images – historical sources.

Berlin's image is far from being monolithic or uniform. Indeed, more than with respect to any other European city, we may speak of images and not of an image. The colorful,

IMAGE OF BERLIN

dramatic and highly erratic history of Berlin gives much room for abundant projections and contradictory associations. Not surprisingly, this is reflected in the variant images that Russians have of Berlin as will be shown by the interviews done for this thesis.

At the outset of the 20th century Berlin symbolizes Prussian militarism and growing assertiveness by the German empire. Yet it is also recognized as a center of scholarship, as an example for modern urban concepts and a focal point of progressive social movements.

In the 1920s, with a population of almost four million, Berlin is ranked three as largest city of the world. Highly international in terms of its inhabitants, well connected with other European cities and world metropolises and deeply integrated into global commerce and production, Berlin draws level with New York and Paris and takes pride in its vanguard role in science, arts and entertainment, attracting intellectuals and activists from all over the world.

The Nazi Regime and the Cold War period diminishes the political and intellectual significance of Berlin, strangles its cultural creativity and economic life and harms its reputation. Berlin now stands for totalitarianism, racism, fanaticism and the Holocaust despite the fact that the great majority of its population was actually not pro-Nazi. The Nazis annihilate the bulk of the liberal, left, academic and Jewish middle and upper class of Berlin. The remains of its well-educated and well-to-do population leave Berlin during the Cold War period. Along with them, many corporations move their headquarters to Western Germany.

The Cold War period adds a new dimension to the image of the city: Being at the forefront of the conflict with the USSR, Berlin serves as an example for the determination of the West to withstand Communist expansion. Yet the glorification of Berlin by politicians and media of the West as a “symbol of freedom” can barely gloss over its growing provinciality. Up until the 1990s, West Berlin is a city of petit bourgeois, students, men avoiding military service, self-declared anarchists and migrant workers. East Berlin, on the other hand, is a city

IMAGE OF BERLIN

of socialist functionaries and serves as the “pale” capital of an unsuccessful experiment called the German Democratic Republic (GDR).

Berlin images - contemporary sources.

The 1990s have given Berlin new breath of life and opened a new chapter in its volatile history. Becoming the capital of reunited Germany and overcoming its isolation, Berlin has experienced a major change in its economic and social structure. During the Cold War, Berlin was at the Eastern periphery of Western Europe. As of today, Berlin is at the geographical center of an enlarged European Union.

Far from catching up with its global importance back in the 1920s, Berlin is once again “avant-garde” in terms of art, entertainment and life style. Berlin is a meeting point for world leaders and executives, a stage for creative’s and cinema people, a testing ground for new retail and clubbing concepts. Not the least, Berlin is an increasingly popular destination for tourists.

The relocation of national institutions benefitted Berlin (ministries, government, parliament, other public institutions). With Berlin becoming a hub of political decisions making, media corporations, lobby organizations, advertising agencies headed to Berlin. This led to an influx of high-earners demanding high-end services. Still, Berlin continued to be an affordable city. Since middle class Berliners opted to settle in the periphery of Berlin, the influx of West Germans did not cause a dramatic increase in flat rents. Indeed, the abundance of affordable flats in the central districts along with the remarkable variety of low-cost gastronomy and its historically well-developed infrastructure attracted numerous artists, creative’s and students to Germany’s capital.

IMAGE OF BERLIN

Thus, the central districts of the city have experienced a major change in population structure. High-income bureaucrats, company representatives, media people and urban creative's came in while middle and lower class German families got out. In some of the central districts the population turned young. Among those who came to Berlin were many from France, Italy, Spain, USA, etc. Besides, in the period after 1990's many well-qualified former USSR citizens, some of them of Jewish background, settled in Berlin.

All this is culminating in a special atmosphere typical of Berlin, in which a member of the German parliament, a state attorney, a real estate agent, the owner of an Internet start up, a French artist, an American fashion model, a Jewish casino-owner, a Russian student and the Polish owner of a nail studio may comfortably share a common table in a trendy Italian restaurant managed by a Turkish Berliner. Some of them may end the evening in a luxurious bar. Some of them may continue for one of the underground clubs.

In other words, Berlin too got its share of gentrification and social differentiation. But compared with most European metropolises, Berlin sticks out as a permissive city, in which social classes and profession intermingle easily. The moderate level of prices enables people of different income classes to participate in social life. High-end services and outstanding cultural events are more accessible in Berlin than in London, Paris or Rome. The mixture of ethnicities and professions as outlined above leads to a high variety of services and shopping facilities. At the same time, this urban mix offers many choices and options for tourists in terms of eating, shopping, clubbing, concerts and even accommodation.

Beyond this in the central districts of Berlin many sites of historical importance are located. The city of Berlin provides lots of parks, lakes, natural forests, thus, offers enough space for recreation and relaxation. Last but not least, the lack of a clear-cut distinction

IMAGE OF BERLIN

between business and residential areas make for a balanced city structure. There are numerous hubs of economic activity and cultural creativity throughout the city.

The features of “contemporary Berlin” are appreciated by foreigners who have a first hand experience of the city. Nevertheless, Berlin is still hunted by its history with respect to many people around the globe.

City identity of Berlin.

The historical and social changes in Berlin have caused heterogeneity in perception of the city. Tölle (2010) explains the complexity of the image of Berlin by the historical background of the city and the urban identity production policy that was dominated after the city reunification in 1990's. In the aftermath of the Cold War, Berlin, along with other cities in Central and Eastern Europe, attempted to return to its identity as a city of “Golden Age ” (before the Nazi, war time and Soviet domination). However, the rebuilding of the image was more challenging for Berlin than for other cities. Berlin failed in returning its position as one of European important centers and, moreover, as a leading city of Germany. The urban identity policy of the city was followed by numerous changes. The radical change in promoting image of the city was a decision to make the Cold war period as a part of the city story to be told.

Along with the constant changes in the urban architecture, city status (UNESCO included Berlin in the Creative City Network as a City of Design); diverse, young and changing population (14 percent of the population are people from 180 different countries; 40 percent of population are younger than 35 years old; during the last 15 years two third of population has been exchanged (Berlin official city portal, 2011); the socialist past of the city is still the central part in the urban identity of Berlin.

The broader context – Russia and Germany.

Russia and Germany have a special partnership in economical and political terms, marked by extensive cooperation in energy issues and wide range activities of German corporations within Russia (Rahr, 2007).

More than 3 million former citizens of the USSR have migrated to Germany since 1991 (Ministry of Foreign Affairs of Russia, 2003). Most of those migrants are so called “Russlanddeutsche”, descendants of ethnic Germans, who had lived in Russia for more than two centuries and opted to migrate to Germany after the breakup of the USSR. This highly qualified group of people continues to use Russian as their first or second language and keep ongoing interest in developments within Russia, creating a living bond between the two countries.

However, the collective consciousness in both countries is primarily shaped by the history of the 20th century. Hereby, the Second World War is pivotal. The Cold War, the period of the German Democratic Republic and the later unification of Germany are also important.

Rarely in history have two states inflicted such tremendous destruction on each other as Germany and Russia did in the course of the Second World War. Twenty million Soviet citizens, including 6 million civilians, were killed in consequence of the German warfare. Two million German civilians died, and 8 million German civilians lost their homeland (in what is today Poland and Russia) while fleeing the victorious Soviet army. In other words, the Second World War and the German-Russian encounter is part of the family history with most Russians and many Germans.

Methodology

The following part is focused on the methodology of the present research and describes design, sample, data collection and data analysis.

Design

Tourism researchers use both qualitative and quantitative methodologies in studying destination image. Quantitative methods allow researcher to collect statistical data on interested topic. Such data includes “typical conditions...and the implications of these patterns for predicting impacts or results to large populations” (Lapan & Quartaroli, 2009, p. 260). However, if authors want to capture unique factors or meanings that participants have, they must use qualitative data analysis. Such method allows collecting the specific information about smaller group and conducting more detailed study, as data collection is not constructed by predetermined categories. While quantitative method is used for bigger sample and, thus, can present a comparison between the variables (Lapan & Quartaroli, 2009). Further, data gathered by quantitative methodology could be generalized to bigger group, while qualitative methodology describes the findings of the group where it was conducted. In other words, the main difference between quantitative and qualitative researches is that quantitative research aims to determine hypotheses and generalize findings, while qualitative research tries to find phenomena and understanding to a similar situation (Golafshani, 2003).

The fundamental study by Echtner and Ritchie (1993; 2003) suggests that in order to measure all the components of destination image, researcher should use a combination of structured and unstructured methodologies. Under structured methodologies the authors mean quantitative data collection and analysis. Destination image is been measured by a set of common attributes, where participant rates each of them. The most popular instrument among

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travel researchers for quantitative data collection and analysis is a Likert type scale (Echtner & Ritchie, 2003). Structured methodologies have advantages such as it is “easy to administrate, simple to code and the results can be analyzed using sophisticated statistical techniques” (Marks, 1976, referred in Echtner & Ritchie, 2003, p.44). However, bearing in mind multi-dimensional and heterogeneous nature of destination image, this method is not enough for measuring all the components and conclude overall image. Scale instruments cannot measure unique characteristics of image attributes, as they offer the respondent to rate already suggested attributes. Qualitative approach of unstructured methodologies enables to catch unique perceptions and conceive an overall image of destination. Results of qualitative data collection provide a free description of participant’s feelings towards destination. As it was mentioned in the previous chapter, image consists of functional and psychological characteristics. It is easier to measure functional characteristics by structured analysis, while unstructured analysis can capture psychological characteristics. That is why the proposed methodology by Echtner and Ritchie (1993; 2003) of using a combination of both structured and unstructured methods seems to be most appropriate instrument in measuring destination image.

The current research was assigned at the begin to use both structured and unstructured instruments, however the results of the survey gave the sufficient data only for qualitative analysis due to a high percent of undecided answers and no response on Likert scale part of the survey. Thus, quantitative part based on measuring attributes of image was not included in the discussion of the results. This issue is discussed more detailed and several suggestions are proposed in further part of this chapter about validity, reliability and limitations.

Despite the exclusion of quantitative part, the research is attempted to supply enough information for answering main research questions concerning the image of Berlin and how

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that image influence on attractiveness of Berlin as a travel destination. Lapan and Quartaroli (2009) state that qualitative methodology is a right tool for examining relationship between different factors and to analyze a new area that has been not studied before. Hence, qualitative data collection and analysis is an appropriate method to support stated purposes: to identify specific notions and images of destination on the travel market that were not examined before. Jenkins (1999) also distinguish between qualitative and quantitative analysis in destination research. The author states that there are two phases of research. The first phase is a qualitative analysis where research is conducted using unstructured methods. The aim of this phase is to find “a constructs used by the study population in the cognition of destination image” (Jenkins, 1999, p.7). The second phase uses structured methods to measure destination image according to the relevant construct resulted from the first phase. Thus, it can be assumed that qualitative basis of this research can be used independently from quantitative results and even serve for the further quantitative studies on similar issue as a construct to create a sufficient research tool and include the relevant attributes and characteristics for measuring image of Berlin that are revealed by current qualitative research.

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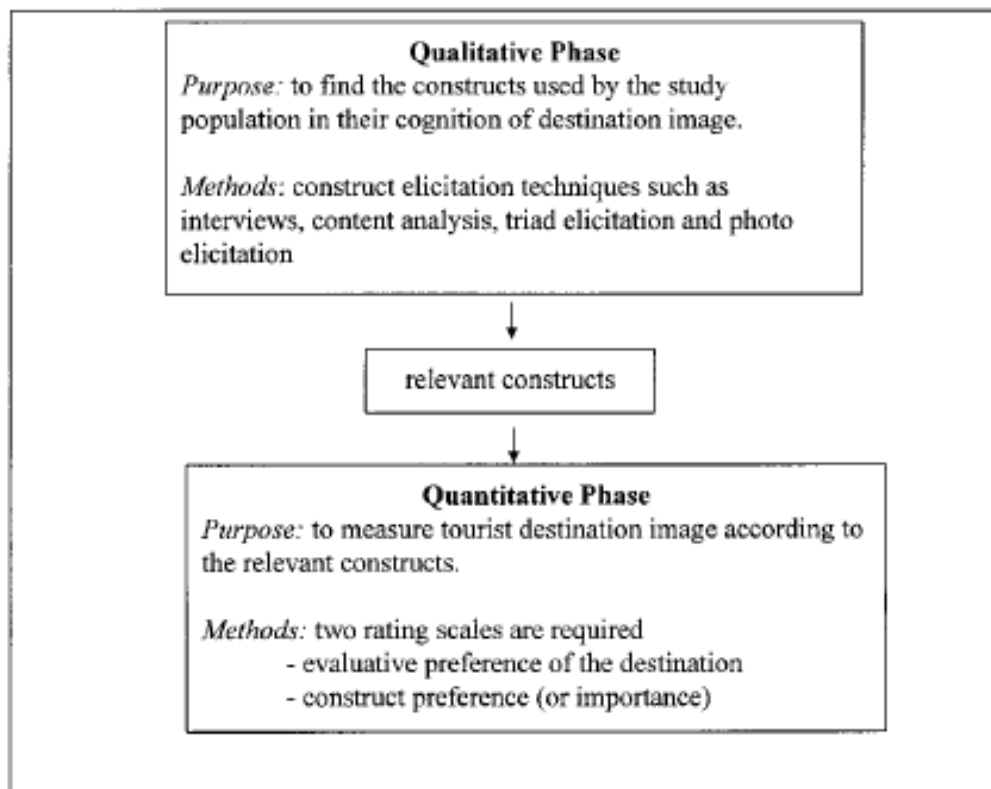


Figure 5. A model for destination image research (Jenkins, 1999, p.7).

As a structure and guideline for empirical analysis a model developed by Tasci et al. (2007) is used for the current research. This model includes all the components of destination image assigned by previous studies. Thus, it allows creating a complete overview of destination image, what is one of the main purposes of the current study. Besides, the models by Baloglu and McCleary (1999), and Echtner and Ritchie (2003) are applied to evaluate factors influencing an image formation and to assist in analyzing the components of destination image.

Sample

As a qualitative research, the scope of the research is limited to following criteria: Facebook users above 18 years of age and citizens of Moscow city, Russia. Potential respondents are chosen by the researcher among Facebook members according to a random and snowball sampling and invited via message to participate in the survey.

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The age of participants is limited above 18 years, as according to Russian law a person becomes adult after he is 18 years old, and, thus, can travel independently without legal permission of parents. In other words, a person above 18 years represents more a potential tourist.

The survey is conducted only among Moscow citizens, as the current research is limited by the nature of qualitative methodology used as a research tool. In qualitative research it is quite important to have a sample of similar basic criteria in order to be able to have a representative findings within that group. Thus, the sample is limited to Moscow citizens who are registered in Facebook and the research aims to find a phenomenon in this group of people. Moscow is chosen as sample criteria due it its status as a capital of Russia and its importance for Berlin travel development due to a higher percent of coming tourists to Berlin from Moscow comparing with other regions in Russia (DZT, 2010). Moreover, the previous research by Hunt (1975) demonstrates that people from different regions within one country can have different images of destination depending on the distance to that destination and information promoted in those regions. Thus, it is quite important for a qualitative research to focus on one target group.

According to the written above, the following sample frame is applied in the current research:

- Facebook users
- Moscow citizens
- Above 18 year old

The study has employed a combination of probability and no probability sampling. The collection of data is restricted by the internal regulations of the social network Facebook. Facebook does not allow seeing a whole list of its participants in relevance to city of living.

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When a person wants to find Facebook users by city of living, the system provides a short list with some of users. This restriction makes the random sampling not possible, as the author could not distribute the survey evenly random among the whole Moscow citizens registered in Facebook.

As the target group of current research is Moscow citizens, it was crucial to invite for the participating in survey only those people who live in Moscow. The personal page of every user allows seeing the basic personal information including age and town of living. However, there were also some users who do not allow the users who are not in the friends list to see their private information. Such users were marked as inapplicable due to the lack of information about them. First, the author used a random sampling. There was chosen every fifth users from the results list in Facebook who meet the research sample frame. Totally, there were invited 15 Facebook users. All of them got an invitation by message from the researcher's Facebook account to participate in the study. The message included the information about the researching topic, a link to the questionnaire and note that all the answers are anonymous. Besides, all invited users were kindly asked to send this invitation further to their Facebook friends who lives in Moscow and above 18 year old. At the end, there were collected 39 filled questionnaires.

The application of both sampling methods (random and snowball) does not affect the validity of sample. Random sampling is used mainly in quantitative research as it enables to present results for further generalization (Lapan & Quartaroli, 2009). According to this method each participant is picked independently from other participants. The main purpose of such sampling is to represent a target population for which research aims to generalize the findings. The current research uses a random sampling as one of the method for collecting

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data as it enables to obtain a first group of people who meet the requirements of the research sample frame.

Snowball sampling is used as nonprobability sampling method, as it does not produce generalizable data (Lapan & Quartaroli, 2009). This method can be applied when it is difficult to reach a target group. In this case, researcher selects first participants and asks them to send the invitation further to the people whom they know and who meet sample criteria. The disadvantage of snowball sampling is a probability of bias. The sample may be not diverse as participants can distribute the survey among people with the same characteristics what can lead to a chance of missing important phenomena (Lapan & Quartaroli, 2009). Thus, it is quite important to use this kind of sampling additionally to other methods.

The combination of random and snowball sampling used in the current research makes the sampling method nonprobable. The current research is based on the qualitative methodology and does not attempt to generalize the finding. However, it aims to find a phenomenon in chosen group and explain its occurrence. Thus, the nonprobability sampling method is still able to serve the needs of the stated research purpose. And the combination of two sampling methods produce a diverse sample to capture special phenomena.

Social media as research sample.

Internet became a very important marketing tool used by a majority of travel marketers such as hotels, airlines, travel agencies, convention representatives, and marketing travel organizations (Stepchenkova & Morisson, 2006). The recent popularity of using Internet as an information source is explained by more detailed and richer information than what is presented in traditional sources (Govers & Go, 2003). Besides, comparing with other information sources, Internet has such advantages as: it is easy to access information;

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information is received in real time; it is convenient to update information; interactive communications are available (Bonn, Furr, & Susskind 1999).

One of the recent trends in Internet world are social networks. Such social media as blogs, web communities, websites for social networking and multimedia sharing etc., have got a great popularity among the users of Internet. Besides, the business press has noted a recent tendency among companies in communicating with their customers and employees via social networks (Beresford Research, 2009).

From a tourism perspective, it is commonly agreed that social network plays an important role as online source for travel information search (Xing & Gretzel, 2010). Travelers are also showing a great engagement in using social media as a sharing and communication source. People use Facebook, Twitter, Blogger or other hundreds of social networks to share their experience, emotions, impressions or just photos of that places they visited. And at the same time, this material serves as information source for other users of social networks. Thus, official travel representatives and travel companies are no longer the main supplier of information about destinations.

Social media users constitute a significant potential for urban tourism. As compared with the overall population (persons of the same age group) social media users are of over average: education, income, professional standing (Ignite Social Media, 2010). The study by Xing and Gretzel (2010) underline the great popularity of social media as a source for travel information. Their analysis on one of the most popular search engines, Google, revealed that links to the social media appear quite frequently and have good positions within first pages of search results. This can be explained by constant updating of information on the social networks by its users, high relevance of the information, and many connections to other websites.

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Beyond their social profile, it is the attitude and behavioral patterns of social media users, which turns them into a promising target group for urban tourism. Being well connected to people all over the world, social media users follow and exchange information on current topics, which transcend national borders. Social media users are trendsetters in their communities and multipliers on a regional, national as well as global level. Social media networks are a cost-efficient and powerful, yet demanding, communication channel (Beresford Research, 2009).

Social media can serve as a modern marketing platform, to help in optimizing the process of achieving traditional marketing objectives by: increasing reach and frequency; understanding customers; engaging audience. Moreover, social media has such advantages as good point of sale (POS), easy to access the target groups, easy to access the audience from other country (Constantinides & Fountain, 2008).

Bearing in mind the recent popularity of social media worldwide and its advantages for travel representatives as a marketing tool, the current research aims to check social media as a research sample for capturing destination image of Berlin among social media users in Russia by using one of the most popular social media, Facebook, as a place for sampling. The results of the research enable to see whether this approach is appropriate for destination image measurement.

Facebook was chosen among other social media sources as a field for conducting the research because of the following reasons. Comparing Facebook with other social networks in Russia, it must be mentioned that some domestic forums are more widely visited. According to information provided on the official web pages of the further mentioned social networks, Facebook has 4.7 million Russian users against 70 million Russian users from Vkontakte (a Russian analogue of Facebook). Yet, for the purpose of Berlin travel representatives and

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companies, Facebook could be more appropriate tool for marketing destination on Russian market. Firstly, according to the Russian News and Information Agency RIA Novosti (2008) Facebook is used in Russia as a source of information and news exchange while Russian analogues are used more as media sources (music, movies etc.). Secondly, Facebook has a certain prestige image in Russia, which can lead to high interest among upper class audience. And finally, Facebook grew by more than one million Russian members just in the period of November 2010 to February 2011 (Facebook statistics portal, 2011; European Travel Commission, 2010).

Data collection

Many studies on destination image are based on quantitative methodology (Echtner & Ritchie (1993; 2003). Such studies use on structured methods and aim to measure destination image by predetermined attributes. The participants are given a list of destination attributes, such as historical attractions, infrastructure, dinning etc., where they need to rate those attributes according to their opinions. Participants who have not visited that destination before could get a confusion with rating attributes which they could have a small or not at all knowledge about. For instance, if a person has been to Amsterdam and knows about the country only from some informative sources, he could not provide a reliable answer if there is a good dining, friendly people or developed transport infrastructure. However, this person may have other notions about Amsterdam, which are not mentioned in the list of attributes.

Jenkins (1999) states that destination image measurement is more about “holistic” representations than the searching on attributes of this place. Unstructured methods allow getting more various aspects of people’s image of place and creating more real picture what people think and how they imagine that place. Further, this information could help for

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conducting quantitative analysis based on attributes rating by avoiding less relevant attributes for that destination.

Prebensen (2007, referring to Ryan & Cave, 2005; Cave, Ryan & Panakera, 2003; Ryan, 2000; McDougall & Fry, 1974-1975) notes that it is quite important to capture unique notions of destination especially in early stage of image research. Besides, unstructured methodologies reveal more real images and allow making an analysis of information, which is more relevant to respondent (McDougall & Fry, 1974-1975, referred in Prebensen, 2007).

As one of the aims of the current study is to collect data both from participants who have already had a travel experience with Berlin and who have never been to Berlin, and further compare these two groups, the researcher made a main focus on unstructured methods of collecting, in this case open-ended questions. Thus, the current research provides sufficient data on notions and images of Berlin both from non-visitors and visitors.

Survey tool and time frame.

The survey was conducted with an online self-administrated questionnaire. The questionnaire was developed according to the previous study on image of Berlin by Wassim El Kadhi (2009) and partly complemented by the researcher.

The survey was conducted in spring 2011. The questionnaire was based on Web portal hosted by the University of Stavanger. Data collection was done through automatic transfer of the filled out questionnaires into a data bank. The period of data collection, from the first randomly chosen Facebook users and further till responses from users by snowball sampling, took one month. The system provided by University of Stavanger noting date of questionnaire submission and further elaborate data received from questionnaires by using required tools whether it is just simple analyzing or working with statistical programs.

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The questionnaire was created in English and further translated by the researcher into Russian. The translation was made carefully in order to avoid reduced accuracy. To increase validity of the questionnaire, the questions were formulated in a way so that the respondents understand the questions without confusion. There were applied the main rules for wording questions: “simply, clearly and in a direct manner” (Lapan & Quartaroli, 2009, p.84). English and Russian versions of the questionnaire are attached in Appendix B and C.

The data collection for the current research is limited to one survey tool. The application of additional survey tools, such as face-to-face interviews and telephone surveys, could not be used due the time and cost limitations of the research. As the research was conducted from Berlin it was not possible to reach the required target sample by any other survey instruments except web-based survey.

Survey questions.

The questionnaire consists of 4 parts with several types of question. Firstly, participants were asked to answer eight open-ended questions to provide the research with qualitative data. Two of these questions, concerning comparison with other European cities, were added by the researcher in order to reveal attitude of participants towards Berlin.

People evaluate destinations according to their knowledge which is based both on cognitive and affective components, i.e. on common and unique knowledge, and feelings towards this knowledge (Beerli & Martin, 2004). The first set of questions aims to capture these components by getting evaluative responses from the participants. The first two questions (What comes first into your mind when you think of Berlin? Imagine you would be in Berlin right now, what kind of atmosphere or mood would you expect to find in Berlin?) are directed to establish knowledge on what kind of associative picture of Berlin participants

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have. It is well known that a person can have an image of destination even without visiting it (Echtner & Ritchie, 2003). Moreover, image of the place as a travel destination derives from the general image of that place. That is why the first two questions show images of Berlin not only from travel perspectives, however, the general images and notions of the cities.

The following two questions (Could you further think about unique tourist attractions in Berlin? How would you expect people in Berlin?) indicate what participants specifically image as Berlin's attractions and local people. These two questions were asked as it is assumed that people do not need a personal experience to have an idea about these destination attributes, and collect more data on cognitive and affective components.

The fifth question (If you think about Berlin do you rather think about Germany on the whole or about Berlin in particular?) shows if participants distinguish their view on Germany and Berlin.

The questions number 6 and 7 (What European cities are attractive to you? What makes Berlin different from those cities? What do you like more/less?) provide information about participants' favorite cities in Europe and ask to compare those cities with Berlin. Such comparison approach assists the researcher to get in indirect way information about what people like or dislike about Berlin. Besides, these questions were aimed to collect information for affective and conative components of destination image as these components could not be covered with those open-ended questions adopted by El Kadhi (2009).

The last question (What do you think is the main source of your knowledge about Berlin?) demonstrates which sources influence the image formation of the destination. This question is also open-ended and the answers are grouped by categories. The information provided by this question is especially needed to understand which information sources are more influential. This information can be supportive particularly for travel representatives.

IMAGE OF BERLIN

The second and the fourth parts of questionnaire are developed by the researcher and involve a combination of multiple and categorical questions aiming to collect descriptive information about travel experience of participants and their demographics.

The second questions set consists of five questions concerning travel experience. The first two questions (How many times have you been on a trip/holiday to a European city during the past 2 years? Name the last visited cities in Europe) show information about how actively participants travel in Europe and their familiarity with European cities. It is important to know whether participant has experience in traveling to Europe to understand how objective his opinion is about Berlin and other European cities. Secondly, this data is used for the further correlation with the results from the question concerning attractive cities in Europe to see whether the attractiveness of the cities and actual behavior of the participants are correlated.

The next two questions (Have you been to Berlin before? What were the reasons of your travel to Berlin?) aim to collect data concerning travel experience with respect to Berlin. This information is needed for the further comparison of the results between visitors and non-visitors.

The last question from this set (What comes first to your mind when you think about Berlin?) is basically aimed to demonstrate the main association with Berlin and test whether the associations used in two first questions correlate with the main notions of Berlin.

Additionally, there is one more question (How would you rate your overall image of Berlin as a tourist destination?), which is placed according to its logical meaning at the end of the third set of questions (Likert scale part), but it still belongs to the second set of questions. This question, the same as a previous one, gives a supportive data for analysing the overall image of Berlin.

IMAGE OF BERLIN

The third part was developed with Likert scale in order to rate the attributes of the destination image, but lastly the results, as it was mentioned before, was not included into the analysis. This part was totally adopted from the research by El Kadhi (2009). It asks the participants to rate functional and psychological attributes as well as functional and psychological holistic images of Berlin.

The fourth part contains questions about sociodemographics of the participants such as age, gender, marital status, education and language proficiency. It is stated by the previous researches (Stabler, 1995; Woodside & Lysonsky, 1989; referred in Beerli & Martin, 2004) that social and demographic characteristics of the person influence on the image formation. However, it was not a goal of the current research to indicate this difference. Due to the qualitative approach it is not possible to demonstrate the correlation between these variables. But social and demographic information give general characteristics of the participants that can be used for the qualitative analysis to understand the answers better.

At the end of the questionnaire participants were invited to leave their comments. This information is additionally used for qualitative analysis.

Pilot test

As the questionnaire was mostly adopted mainly by the previous research and included also several new questions, the researcher intended first to test how the target audience reacts and answers the questions. The pilot test was conducted among users of Russian social network, Vkontakte, who is living in Moscow. The researcher got 11 responds from 30 users who were invited to participant in the survey. The results of the analyzing pilot test demonstrate that questions are set in a correct way as there was not detected any confusion among participants and they gave the similar responds to the questions. The

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respondents were offered one additional question concerning the time that they used for filling in the questionnaire. The average time amounted to 12 minutes. In order to shortage the time for answering the questions and reduce the chance of break up, three questions concerning the travel experience was deleted as they are less relevant for the main purpose of the study (Have you been to Germany before? What were the reasons of your travel to Germany? What kind of travel do you prefer?).

Data analysis

Data analysis was undertaken in several steps. First, there were applied a descriptive content analysis of overall findings from each question. The answers on each question are discussed and findings are presented. This approach allows testing whether the questions provide enough information for further analysis. Descriptive context analysis assists also the researcher to capture first notions and relations between the data and categories used for the further analysis (Huberman & Miles, 2002).

On this step the data is checked on its importance, reliability and context (Huberman & Miles, 2002). The researcher scans the data on repeated answers or such answers, which are missing the understanding. Besides, the explanation were given to some answers as understanding of the meaning and its connection to Berlin can be comprehensible to only those people who know Russian history. For example, there were given an association with Berlin “Yegorov and Kantaria”, what means that this association derives from the Second World War history, as it is names of two soldiers, who raised the soviet Banner of Victory on Reichstag in Berlin in 1945. There were mentioned also some specific explanations which can be familiar not to everybody. For example, one respondent used an association with music video by U2 to explain a unique tourist attraction in Berlin: “a high column from which Bono

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jumped in the music video 'So Far, So Close' ". The researcher had to find this video in order to be able to explain what this association exactly means.

The second step in analysis is a coding the answers. The research applies top-down coding approach by using the ready list with codes while analyzing the data (Lapan & Quartaroli, 2009). The codes are assigned accordingly the model "interactive system of image components" developed by Tasci et al. (2007). The following codes were applied: cognitive common components, cognitive unique components, affective components, conative components, and holistic image. In the process of grouping the findings the common attributes was completed by additional two categories due to a big amount of mentions: cognitive common knowledge of people and atmosphere. Further, all the data is presented in tables according the codes. The applied codes represent different components of destination image, which include distinctive meaning and characteristics. Thus, the codes cannot be confused while analyzing and are operational as each of them has observable boundaries (Lapan & Quartaroli, 2009).

Under the cognitive common components there are grouped words, which the participants used for expressing some general knowledge about Berlin, their image of atmosphere and people. Additionally, under this code are grouped the mentions concerning the history that were used by participants quite often.

Cognitive unique components contain the mentions of unique tourists attractions that the participants named mainly after the relevant question and partly in other responses.

The researcher groups under the affective components the expressions that the participants used to explain their attitude to Berlin and its attributes by answering the question about comparison of Berlin with other European cities or some expressions are derived from the comments.

IMAGE OF BERLIN

Conative components express the opinions of participants about their travel experience with Berlin or plan to go to Berlin.

Under holistic image the researcher put the general expression about Berlin and some more specific explanations, that were not included in other groups but still express the attitude and image of Berlin.

Additionally, the results are divided into two groups: visitors and non-visitors. The research provides a separate model of destination image for each of these groups. The comparison of the two models enables to indicate whether there is any phenomenon with respect to image of Berlin among visitors and non-visitors.

Level of participation.

This part of methodology introduces a level of participation in the survey among the respondents. One of the goals of the current research is to indicate whether qualitative and quantitative methods can be successfully applied in the research on destination image among social media users. According to the Table 4, it seems that participants were more involved in giving answers on open-ended questions than on questions based on Likert scale.

Additionally, the participants had difficulties in rating the attributes. While by answering on open-ended questions they could express their knowledge and feelings about Berlin. These results confirm the statement by Jenkins (1999) that in research on destination image the results from qualitative research can supplement a lot in designing quantitative research.

Based on the findings from qualitative research the researcher can include those attributes in Likert scale, which are more relative to the target group. Thus, the conclusion for the quantitative results of current research is that attributes included in a Likert scale were not associated with Berlin or not known for the participants.

IMAGE OF BERLIN

Table 4
Level of participation

| | | Response | | Nonresponse | | 1 Mention | >2 mention |
|-----------------|-------------------------------|----------|-----|-------------|----|-----------|------------|
| | | total | % | total | % | | |
| Open-ended | | | | | | | |
| 1 | Associations | 39 | 100 | 0 | 0 | 14 | 15 |
| 2 | Atmosphere | 38 | 97 | 1 | 3 | 10 | 28 |
| 3 | Attractions | 37 | 95 | 2 | 5 | 9 | 28 |
| 4 | People | 39 | 100 | 0 | 0 | 18 | 21 |
| 5 | Berlin/Germany | 39 | 100 | 0 | 0 | 29 | 10 |
| 6 | European cities | 38 | 97 | 1 | 3 | 3 | 35 |
| 7 | Berlin/European cities | 32 | 82 | 7 | 18 | 7 | 25 |
| 8 | Information source | 37 | 95 | 2 | 5 | 13 | 24 |
| Multiple | | | | | | | |
| 9 | Visitation of European cities | 39 | 100 | 0 | 0 | | |
| Open End | | | | | | | |
| 10 | Last visited cities | 38 | 97 | 1 | 3 | 4 | 34 |
| Multiple | | | | | | | |
| 11 | Visitation of Berlin | 39 | 100 | 0 | 0 | | |
| 12 | Reason | 16/23 | 100 | 0 | 0 | | |
| 13 | Association | 39 | 100 | 0 | 0 | | |
| Structured | | | | | | Decided | Undecided |
| 14 | | | | | | | |
| a) | Fair prices | 33 | 85 | 6 | 15 | 24 | 15 |
| b) | Good infrastructure | 34 | 87 | 5 | 13 | 32 | 7 |
| c) | Easy accessibility | 34 | 87 | 5 | 13 | 28 | 11 |
| d) | Rich gastronomy | 34 | 87 | 5 | 13 | 23 | 16 |
| Good quality of | | | | | | | |
| e) | accommodation | 34 | 87 | 5 | 13 | 23 | 16 |
| f) | Good shopping | 34 | 87 | 5 | 13 | 31 | 8 |
| g) | Rich cultural offer | 34 | 87 | 5 | 13 | 26 | 13 |
| h) | Brilliant nightlife | 34 | 87 | 5 | 13 | 21 | 18 |
| i) | Interesting historical sights | 34 | 87 | 5 | 13 | 31 | 8 |
| k) | Various parks | 34 | 87 | 5 | 13 | 16 | 23 |
| 15 | | | | | | | |
| a) | Friendly people | 37 | 95 | 2 | 5 | 27 | 12 |
| b) | Generally safe | 37 | 95 | 2 | 5 | 26 | 13 |
| c) | Clean | 37 | 95 | 2 | 5 | 26 | 13 |
| d) | Young | 37 | 95 | 2 | 5 | 25 | 14 |
| e) | Fun/enjoyable | 37 | 95 | 2 | 5 | 22 | 17 |
| 16 | | | | | | | |
| a) | Vivid cityscape | 38 | 97 | 1 | 3 | 27 | 12 |
| b) | Green | 38 | 97 | 1 | 3 | 24 | 15 |
| c) | Multicultural | 38 | 97 | 1 | 3 | 33 | 6 |
| d) | Well-groomed | 38 | 97 | 1 | 3 | 30 | 9 |
| e) | Noble | 38 | 97 | 1 | 3 | 24 | 15 |
| f) | Beautiful | 38 | 97 | 1 | 3 | 27 | 12 |

IMAGE OF BERLIN

| | | | | | | | |
|----------|------------------------------|----|-----|----|----|----|----|
| g) | Tolerant | 38 | 97 | 1 | 3 | 26 | 13 |
| h) | Modern | 38 | 97 | 1 | 3 | 32 | 7 |
| <hr/> | | | | | | | |
| 17 | | | | | | | |
| a) | Pleasant | 35 | 90 | 4 | 10 | 31 | 8 |
| b) | Lively | 35 | 90 | 4 | 10 | 30 | 9 |
| c) | Exciting | 35 | 90 | 4 | 10 | 22 | 17 |
| d) | Entertaining | 36 | 92 | 3 | 8 | 27 | 12 |
| e) | Attractive | 36 | 92 | 3 | 8 | 30 | 9 |
| f) | Charming | 36 | 92 | 3 | 8 | 23 | 16 |
| g) | Trendy | 36 | 92 | 3 | 8 | 26 | 13 |
| h) | Creative | 36 | 92 | 3 | 8 | 25 | 14 |
| i) | Good atmosphere for tourists | 36 | 92 | 3 | 8 | 29 | 10 |
| <hr/> | | | | | | | |
| Multiple | | | | | | | |
| 18 | | | | | | | |
| | Overall image | 39 | 100 | 0 | 0 | | |
| <hr/> | | | | | | | |
| Personal | | | | | | | |
| 19 | Age | 38 | 97 | 1 | 3 | | |
| 20 | Gender | 39 | 100 | 0 | 0 | | |
| 21 | Marital status | 39 | 100 | 0 | 0 | | |
| 22 | Education | 39 | 100 | 0 | 0 | | |
| 23 | Languages | 39 | 100 | 0 | 0 | | |
| <hr/> | | | | | | | |
| | Comments | 18 | 46 | 21 | 54 | | |
| <hr/> | | | | | | | |

The above demonstrate the level of participation in answering the questions from the survey. The part with description of open-ended questions includes also information whether participant used single or multiple answer, i.e. one expression or two and more expressions. Most of the open-ended questions were answered by multiple responses. Totally, there are recorded 14 nonresponses on open-ended questions.

Quantitative part shows weaker results. The table demonstrates whether participants while rating the attributes used one on four 'decided' choices (strongly disagree, disagree, agree or strongly agree) or they used as an answer 'undecided'. Besides a high level of 'undecided' answers, there are recorded also many nonresponses. The impact of the low outcomes from quantitative part on the whole project is discussed in the part about limitations.

IMAGE OF BERLIN

The presented description of the results for quantitative part can be used for further researches combining with the qualitative results of the current research. The further research among the similar sample can apply quantitative methodology for collecting data and include those attributes that are mentioned by the respondents in the qualitative part of the current research. Thus, the Likert scale part of the survey will be more adapted to the target group and can at the end represent sufficient outcomes.

Validity and reliability

Validity, reliability and limitations are discussed together as they are mutually connected in the current research. As distinct to quantitative research where validity and reliability are tested separately, in qualitative research these terms are considered together. Moreover, in qualitative research these terms are regarded more as credibility and trustworthiness (Golafshani, 2003). Qualitative data is exposed both by quality of answers provided by respondents, and characteristics of researcher such as personal interests, perceptions and talents (Andersen, Borum, Kristensen, & Karn e, 1995). As there are many variables that can influence on validity and reliability, it is quite important to apply the strategy to improve these factors in order to reduce a chance of errors in data analysis and make the findings believable.

In contrast with quality study, where testing reliability and validity has more statistical approach, in qualitative study researchers use such methods as member checking or triangulation (Lapan & Quartaroli, 2009). Member checking technique means sharing with the participants of the research primarily findings in order to test if those findings fit with their understanding of the topic. This technique can be applied only when all the responses are received and during the process of evaluation of findings. The other techniques, triangulation,

IMAGE OF BERLIN

involves using of different types of data and methods of collecting this data “for improving the validity and reliability of research or evaluation of findings” (Golafshani, 2003, p.603). Such strategy can also use different research approaches, both qualitative and quantitative methods. The applying of these techniques makes the findings of research more trustful and credible for readers.

Limitations.

The current research has a limitation in applying different types of data collected by different methods for analysis. The main focus on providing validity and reliability was on comparison of the results from qualitative and quantitative parts of the questionnaire. Due to a high level of undecided answers and nonresponse on the quantitative questions, this part was excluded from the analysis, and, thus, the reliability and validity of the research had a risk to decrease. The quantitative part was not analysed as the high percentage of undecided answers and nonresponse could lead to bias as the opinions of those who did not provide the answers may be different from those who provided (Lapan & Quartaroli, 2009).

Ensuring validity and reliability.

As it is stated before, the analysis of data collected by different methods increases validity and reliability of research, especially qualitative. Due to an exclusion of quantitative results that could test the validity and reliability of the research, the researcher focused on the correlation of the qualitative data with the secondary sources, that were partly described in the literature review. Such approach can be regarded as triangulation of data as the qualitative results received from the survey are tested on its correspondence with the actual situation provided by secondary sources. Besides a detailed content description of the answers is

IMAGE OF BERLIN

presented as the first part of data analysis in order to support the author's neutrality in further data analysis.

Ethical issues

There is a great attention paid to ethical issues in qualitative researches (Huberman & Miles, 2002; Lapan & Quartaroli, 2009). In order to ensure the ethical consideration, the researcher applied several methods. First of all, all participants were informed in Russian, their mother tongue, about the aim of the survey, the reason of conducting it and that all the answers are anonymous and are used only for the current research. Besides, the participants were invited to contact the researcher if they have any questions. After the invitations were sent out, there were two persons who sent the replies to the researcher with informing that they had filled in the questionnaire and wishing good luck. Thus, the participants were informed about "the purpose of the study and potential risk that could be result from participating" (Lapan & Quartaroli, 2009, p. 196).

Secondly, there were a potential risk of influence on the structure and context of the survey from Berlin Tourism Board (Berlin Tourismus Marketing) who were involved in the primary planning of the current research and who were also interested in the result of it. However, the survey is based only on the established previous studies on the relevant issue and supplements from the researcher. Any reference or information promoting Berlin or Berlin Tourism Board is not included in the survey.

IMAGE OF BERLIN

Conclusion

To conclude this chapter, the researcher provides a list of research questions that were stated in chapters Introduction and Literature review. These questions assist the researcher in capturing phenomena within the context of image of Berlin (Lapan & Quartaroli, 2009).

The research questions are the following:

Q1 – How does the image of Berlin influence on its selection as an attractive city?

Q2 – How does familiarity with Berlin affect on the attractiveness of the city as a potential travel destination?

Q3 – How do cognitive common and unique components influence on affective components of Berlin image?

Q4 – How does a combination of cognitive and affective components influence on overall image of Berlin?

Q5 – How does overall image of Berlin influence on actions of the participants toward the city?

Q6 – How the previous visitations to Berlin affect the overall image of the city?

The researcher presents a short summary of the methodology that is used for the current research in order to show its matching with criteria for answering the research questions Figure 6.

IMAGE OF BERLIN

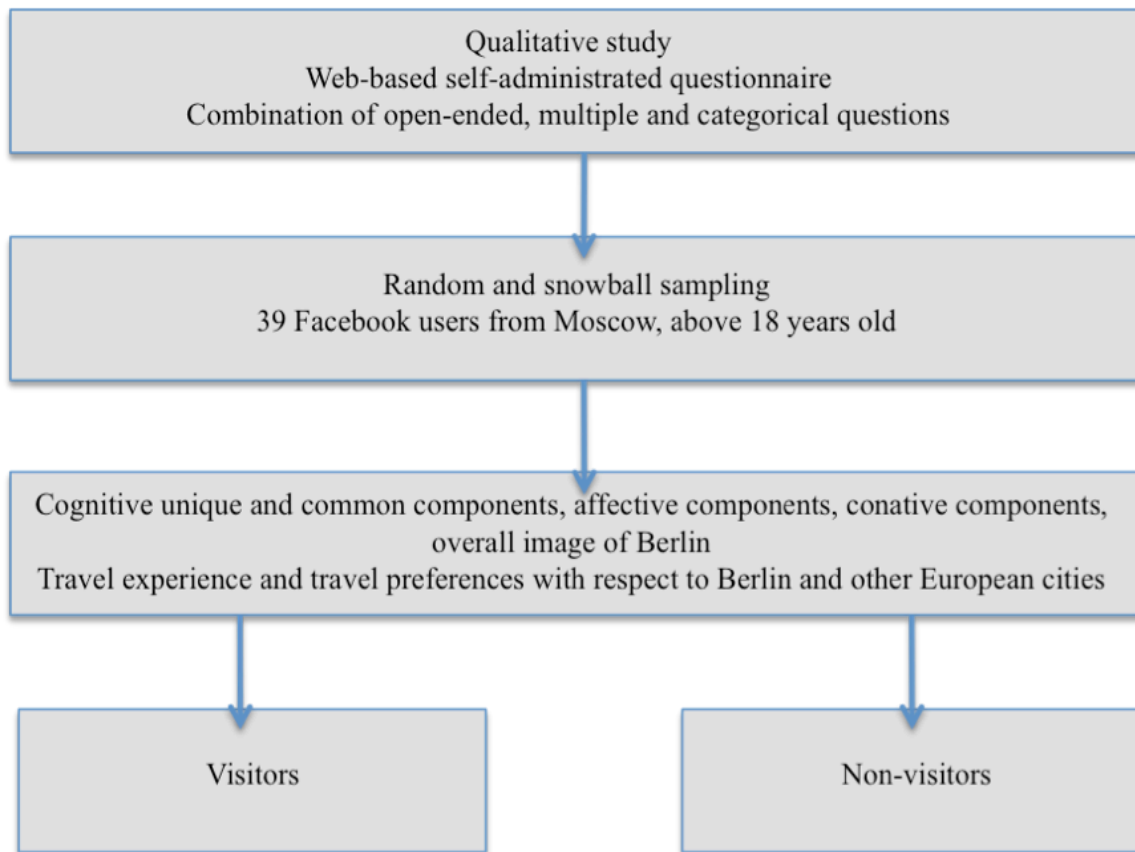


Figure 6. Research model.

Data analysis and discussion

The researcher finds it is important to analyze first the findings concretely by each question and then make a further analysis on each of the categories from the measuring system applied in this research. Then by using this data the research aims to establish an understanding on overall image of Berlin and answer the stated questions.

In qualitative research it is quite crucial to find a right connection with respondent by using appropriate tools (Lapan & Quartaroli, 2009). In this case the applied research tool is online questionnaire with the main focus on open-ended questions. It is essential to analyze how participants react and answer these questions before summing up all results and make a grouping of data. Thus, the presented chapter consists of several parts: descriptive content analysis and analysis of destination components using coding method.

The descriptive analysis presented below demonstrates whether the following analysis using coding methods is based on sufficient informative data, and generally gives an idea about the respondents. Further, the analysis of destination components presents results according to the image formation model by Tasci et al. (2007). The results from each coding word (cognitive, affective, conative and holistic) are demonstrated first separately, and later divided in order to compare between different groups of participants.

Descriptive analysis

Associations.

The first question concerning the associations with Berlin revealed that there are more common attributes that come into minds of participants when they hear about Berlin. Totally, there were mentioned 37 common and 17 unique attributes.

IMAGE OF BERLIN

Among common attributes participants named as associations: Germany, Germans, burghers, colors of flag, festivals and parties, numerous interesting museum, Munich etc.

There were 5 participants who associate Berlin with beer and 3 participants who named sausages: “First of all, beer and sausages, and, secondly, discipline of the people”. There was also a mention about Berlin cookies, which are actually just have a name of Berlin and are very popular in Russia, especially in Moscow where they were first created.

There were named many associations representing atmosphere and people such as self-discipline of people, stylish young people, strictness, restraint, clearness and order, rain, night and many lights.

The importance of the history as a part of Berlin’s image is demonstrated by the number of mentions concerning the war and GDR period. Totally, there were 13 participants who mentioned some expression connected with those periods. One participant gave the following answer:

“Hitler, the Bunker, Reichstag, street fights, the victory over fascism, the Berlin Wall, the fall of the Wall and unification of Germany”.

Participants named 5 times The Great Patriotic War or The Second World War, 2 times Hitler, 2 times fascism. One of the respondents highlighted first the association with the war: “First of all, the war, the conquest of Reichstag and Brandenburg Gate. Then, Berlin Film Festival, and shopping and Berlin cookies”. There were also some people who associate Berlin only with the war. Two persons named just the Second World War and one named only Hitler. Also there were mentioned Stasi (The Ministry of State Security of GDR), Yegorov and Kantaria (two of three soldiers who raised the soviet Banner of Victory on Reichstag building in Berlin on April 30, 1945), Eastern and Western, unification of Germany. There were named two interesting associations with a

IMAGE OF BERLIN

song of Elton John “Nikita” (it was released in 1985 and is about the period of the Cold War, where Elton John sings that he is in love with a woman who is a GDR bodyguard but he cannot reach her, as he is not allowed into the country), and a movie “Goodbye, Lenin” (a German movie telling a story about one family during the unification of Germany).

Unique attributes that are mentioned as associations cover the popular tourist places in Berlin. The Berlin Wall is the most mentioned association. It was named 15 times including the history of the Berlin Wall, the fall of the Berlin Wall. The next most mentioned unique attribute is Reichstag that was named 11 times as Reichstag, conquest of Reichstag, red flag over Reichstag (soviet Banner of Victory), Reichstag dome. One participant noted: “a terrible queue to Reichstag, where I spent two hours and even did not get inside”.

Among other most frequent unique attributes that were associated with Berlin the Brandenburg Gate were mentioned 7 times, Berlin Film Festival or Berlinale was mentioned 3 times. Besides, there were named airport Schönefeld, train to Hildesheim, Berlin metro, television tower, Checkpoint Charlie, Potsdamer platz, Unter den Linden, Zoo, shopping center KaDeWe, gay parade etc.

Generally, these questions gave a lot of useful information about what participants think about Berlin at the first moment they hear about it.

All the respondents gave the answers. More than a half of the answers contain several associations, whereas 14 of 39 participants gave only one expression as association (twice Germany, modern architecture, twice the Second World War or the Great Patriotic War [as it is commonly named in Russia], Hitler, twice the Berlin Wall, Potsdamer platz, rain, Reichstag, sausages, Munich, and the Brandenburg Gate).

IMAGE OF BERLIN

Atmosphere.

Most of the respondents gave positive associations about imaging atmosphere in Berlin. Here are the most interesting answers revealing a positive attitude to Berlin.

“Kindly, as in a cozy house, where you are always welcomed”; “Not the same pompous as in Paris or Wien, but more cozy and calm”; “The same as in Moscow, but everybody more friendly and smiling”; “Positive, people are kind, everybody is doing their business, nobody is in a hurry”; “Happiness of a tourist, atmosphere of a life full of actions”.

Among other positive answers there were mentioned such expressions as cozy, nice architecture, clean, interesting, friendly, cultural, lively holiday atmosphere, safety, modern inspiration, cheery, sunny, pleasant, party mood.

Three of the respondents expressed their interest in Berlin by describing expected mood there as: “Curiosity, interested in a new unknown place”; “Event, adventure, mystical waiting for a miracle”; “Interesting”.

Five of the respondents perceive Berlin also in terms of the people. There were using the following words describing local people: friendly, smiling, happy, young people, Turks, punks.

There were also named some city attributes as an expression for describing atmosphere: green parks, big spaces, festivals, private clubs, art galleries, workshops, beer, and many German cars.

Participants mentioned also some typical stereotypes about Berlin and generally about Germany: “ordnung” or order, punctuality, discipline, following traditions. One participant described the atmosphere in Berlin as following:

“Atmosphere of strictness and order, a full integration in everything, a calm mood”.

IMAGE OF BERLIN

Among negative expressions there were recorded several times boredom and strictness, also depressingly, busy city. Three participants imagine the atmosphere in Berlin as in a normal European city. One respondent answered as:

“Of Central Europe, identical houses in living districts and old city center”.

Three respondents described the atmosphere as semi-socialistic, GDR and as a reminder of the war. There were also two participants who connected the atmosphere in Berlin with history.

One respondent did not give an answer on this question and 10 respondents named only one word by describing the atmosphere (semi-socialistic, many punks, party mood, friendly, strictness, boredom, cheery mood, homey, calmness, GDR)

Unique tourist attractions.

Most of the participants mentioned the Brandenburg Gate, Berlin Wall and Reichstag. The Brandenburg Gate was mentioned 21 times. The Berlin Wall was mentioned 19 times also as the Wall near the Eastern railway station, museum of the Wall, the old pieces of the Wall on Bernauer strasse. The next follows Reichstag with 19 mentions including Reichstag dome and ruins of Reichstag. Among other most frequent places there were mentioned Television tower, Museums Island, Potsdamer Platz, Alexanderplatz, Checkpoint Charlie, Berliner Dom and Zoo. Among the attractions that were mentioned just once are the Ethnological Museum, Erotic Museum, gothic churches in Prenzlauer berg, Aquarium, bunkers and underground Berlin, Olympic stadium, Sony center, U- и S-Bahn, bear figures, Treptower park, shopping center KaDeWe.

Five people mentioned about places connected with the Second World War: Soviet Soldier Memorial (The Soviet War Memorial in Tiergarten), Soldier with sword and child

IMAGE OF BERLIN

(The Soviet War Memorial in Treptower), museum of the Second World War (The German-Russian Museum Berlin-Karlshorst), and the Holocaust Memorial.

Besides Potsdamer platz and Alexanderplatz there were mentioned other city districts such as Unter den Linden, Oranienburger strasse, Kurfürstendamm, Gendarmenmarkt, Ambassadorial district. One of the answers was: “Easter Berlin with art studios, small galleries, street exhibitions”.

There were also two people who gave general expressions such as street fairs, flea markets, and festival districts.

Two participants could not give an answer on this question. One of them explained it as he has never been to Berlin that is why he does not know. The second just write: “I do not know”. Nine participants named just one place as a unique tourist attraction in Berlin (four times the Berlin Wall, twice Reichstag, twice the Brandenburg Gate, and festivals). Generally, the revealed number of mentioned attractions indicates that most of the participants have no problems in identifying unique attractions of Berlin.

Among the remarkable answers there were:

“I do not feel myself as a tourist in Berlin. This is my city as Moscow”; “A high column from which Bono jumped in the music video “Far away, So close” (The Victory column in Tiergarten).

People in Berlin.

Most of the participants perceive people living in Berlin positively. There are 17 participants from 39, who gave some positive expression by answering on this question. Eight participants described Berlin citizens as friendly. The other answers contained the following expressions: active, positive, modern, young, pleasant, smiling, not stressed,

IMAGE OF BERLIN

kind, artistic, eccentric, opened, cheerful, organized, clearly thinking, accurate, ready to help. There were also answers like: “Service people are kind and responsive”; and “As all Germans – friendly pedants”. Ten people added or just answered by neutral expressions such as: as normal people, as everywhere, ordinary Germans, Germans mainly, ordinary Europeans. Two people answered as: “Many Germans, Turks, Albanian and Yugoslavs. Ordinary European multicultural capital”; and “Aryan appearance”. Five participants gave also a common expression such as different.

Among negative expressions there were mentioned such expressions as closed, not much communicative, boring, depressed, cold, several times greedy. For instance: “Greedy, because there is no place with free Internet...”

Two participants commented negatively on women in Berlin: “...sometimes badly dressed, especially young girls”; “not beautiful German women”.

Generally, all the participants answered this question. However, 18 participants gave just one expression as an answer (three times friendly, three times normal Germans, three times normal people, twice different, punks, organized, normal Europeans, Germans mainly, closed, cheery, Aryan appearance).

Comparison with other European cities.

The answers on this question revealed mostly negative attitudes towards Berlin in comparison with other cities named by participants. In most cases Berlin is missing something that other cities have.

All the participants, except one, answered on the question that asked to name attractive cities in Europe, while 7 participants did not give an answer on the following question where they needed to explain what makes Berlin different from those cities. There

IMAGE OF BERLIN

was one participant who wrote that she is not interested in Europe, and the other participant mentioned that all cities in Europe are attractive to her.

As there were many answers and named many cities, the researcher chose the most frequently mentioned and demonstrated what participants like more and less about them comparing to Berlin.

The most popular cities among the participants are Paris, London, Amsterdam, Barcelona and Rome that were mentioned 19, 16, 14, 13 and 11 times respectively. The other frequently (10 – 4 times) named cities are Stockholm, Wien, Prague, Venice, Oslo, Copenhagen, Madrid and Budapest. Less mentioned cities (3 – 2 times) are Brussels, Hildesheim, Florence, Munich, Edinburg, Zurich, Bern, Cologne, Hamburg and Athens. Among cities, which are named just once, there are Helsinki, Geneva, Lisbon, Istanbul, Milan, Dublin, Reykjavik, Lozano, and Warsaw etc. Only four people mentioned Berlin as an attractive city for them.

Analyzing the answers about most popular cities there appears the following conclusion. Most of the participants state that Berlin is more “cold”, less bright and not cozy. Respondents noted also that Berlin as a city is missing something unique and does not have its authenticity. There were the following answers describing the attitude to most frequently named cities by participants, Paris, London, Amsterdam, Barcelona and Rome, in comparison with Berlin (Table 5).

Table 5
Comparison of Berlin with other European cities

-
1. More free and unfettered
 2. These cities are seemed to be more lightsome, full of sun
 3. They have kept the atmosphere of old Europe, something different from Moscow. Berlin is like Moscow and it did not keep its authenticity because of the obvious reasons
 4. They are warmer, architecture, people's behavior, manner of intercommunication
 5. They have unique atmosphere, small details creating an image of city in a way so that it is difficult to confuse them with other cities. Berlin does not have it, city as many other cities, not worse and not better
 6. These cities are more cozy and interesting from architectural point of view
 7. There is no sea in Berlin, beach and few sightseeing places
 8. Berlin is simple, less bright and less emotional
 9. Berlin seems to be a cold city
 10. There is no romanticism
 11. Berlin appeared for me as Soviet (in a negative way), it seemed to me that special aura of the city disappears away from sightseeing attractions. Other cities have more special aura
 12. They are more colorful, bright and lively, but more noisy and less organized
 13. Berlin is less conservative than London and Amsterdam
 14. Berlin is more over-strict, but still attractive, and it is quite clear with architecture – the most part of the city was destroyed during the war
 15. I like when city is near sea, seaport cities have some special charm, and Berlin does not have it
-

There were not mentioned specific positive expressions about Berlin. One participant named Berlin as a good old friend. For another participants the cities that she named as attractive ones (Paris, Wien, Rome, Belgrade, Budapest) reminds of Berlin. There were twice highlighted the multicultural atmosphere and big spaces of Berlin.

Eight participants gave neutral answers, as “I don't know as I have never been to Berlin”, “These cities are all different” or “I like Europe generally”.

IMAGE OF BERLIN

Overall image.

There were asked three questions to make a general understanding about the image of Berlin among the participants. First, participants were asked when they think about Berlin whether they think generally about Germany or particularly about Berlin (Figure 7).

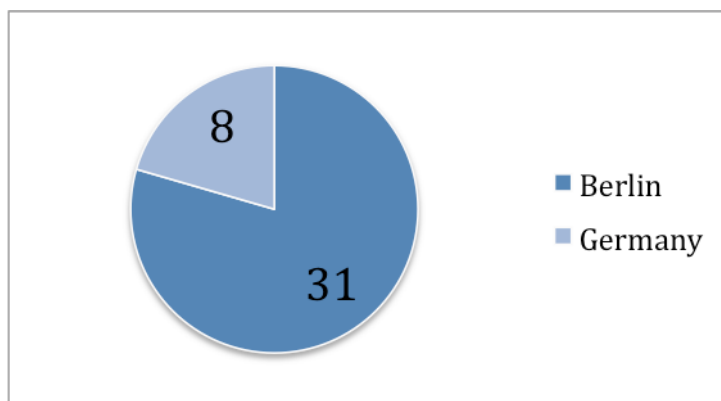


Figure 7. Perception of Berlin.

The results indicate that 31 participants perceive Berlin independently of Germany. One of the answers was: “Germany as a country where my friends live, Berlin is a city where The Second World War ended and a former capital of GDR”.

Among those, who perceive Berlin separately from Germany, there are five participants who state that Germany is very different and Berlin does not represent it all:

“Berlin is more ‘Soviet’ in comparison with other parts in Germany”,

“There are many regions in Germany with unique traditions and history, and which have no connection with Berlin”.

However, eight participants state that they think about Berlin generally as about Germany. One of the participants mentions: “Rather about Germany, but if we take Munich, then I rather think about Bavaria”.

The other question was about what the participants generally associate first with Berlin (Figure 8).

IMAGE OF BERLIN

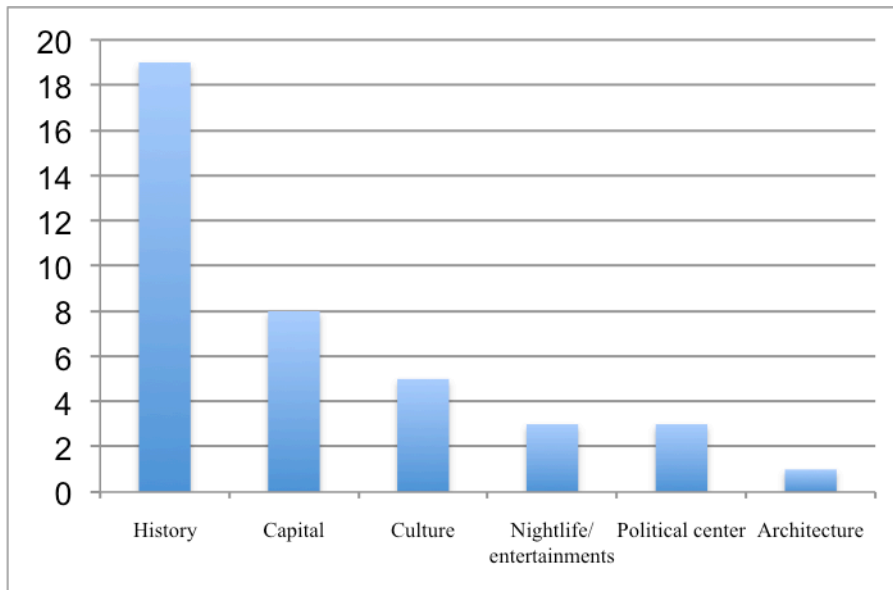


Figure 8. Associations with Berlin.

There are 19 participants who associate Berlin with history. Eight participants chose 'capital' as an association with Berlin. Five participants chose 'cultural attractions'. There are three participants who identify Berlin with 'night life and entertainments', and the other three, who associate Berlin with political center. One participant connects Berlin with architectural attractions. None of the respondents chose 'shopping' as an association with Berlin.

The participants were asked to rate their overall image of Berlin as a travel destination (Figure 8).

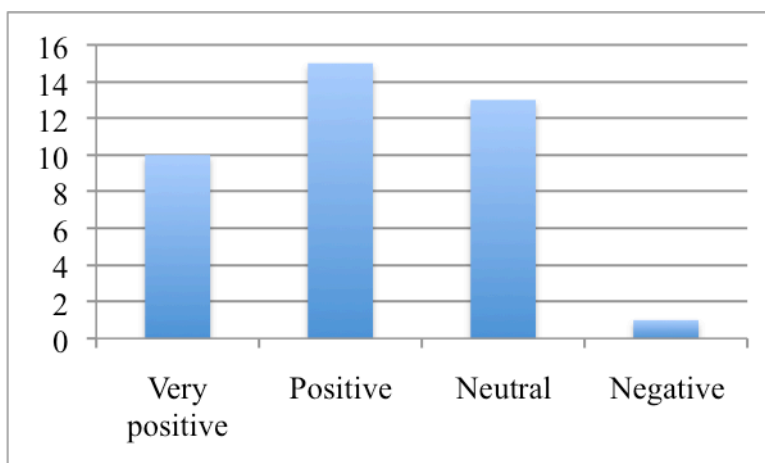


Figure 8. Overall image of Berlin as a tourist destination

IMAGE OF BERLIN

The results show that 10 participants indicate their overall image of Berlin as 'very positive'. There are 15 participants who answered as 'positive'. Another 13 participants image Berlin 'neutral'. And only one participant has a negative image of Berlin. None of participants feels 'very negative' towards Berlin.

Participants.

According to Lapan and Quartaroli (2009), it is quite important to look at answers of respondents from the context. As the qualitative research contains mainly from analyzing words and actions of people, and the basic descriptive information about the respondents could assist in understanding their answers better. Beerli and Martin (2004) state that there are several social and demographic factors that affect perceiving of destination, such as age, gender, level of education. Moreover, there were asked questions concerning previous visitations to Berlin, generally about travel experience and language proficiency as addition to education information. The questions about travel experience was asked in order to get information about participants' familiarity with European cities and check if the question concerning comparison of Berlin with other cities is appropriate and the data is valid. Otherwise, the researcher would not know if participants are familiar with other cities in Europe and are able to compare them with Berlin. This way, information about participants' visitation to other European cities proves that answers are adequate and reliable. Besides, the research also analyzes how the participants are getting informed about Berlin. As it is important to know which sources of information is more valuable for them. The analysis is divided into following categories: demographics, travel experience and information sources.

IMAGE OF BERLIN

Demographics.

There are totally 39 respondents who took a participation in the research. The majority of the respondents are women. There are 30 women and 9 men among participants. The age frame of participants is from 20 till 50 years.

The question about age was open-ended, and the researcher group all those answers into seven categories: 20 – 25, 26 – 30, 31 – 35, 36 – 40, 41 – 45, 46 – 50, and 51 – 55. The most frequent age is between 20-25 years old, 15 participants. There are 9 participants who are between 26 and 30 years old, 7 participants are between 31 and 35 years old, 4 participants are between 36 and 40 years old, and 3 participants are between 41 and 45, 46 and 50, and 51 and 55 years old respectively. There was one participant who did not indicate the age.

There are 18 participants who chose ‘single’ as a marital status. Fourteen participants are married, and six participants live with a long-standing partner. There is one participant who chose as an answer ‘other’.

Most of the respondents, 35 participants, have a further education. There are three of participants who have yet not completed a further education, and one participant who has a higher education. All the participants can speak a foreign language. Almost all of them, 37 respondents, can speak English. Besides, 10 participants can speak German, and also 10 participants mention that they can speak French. Five participants speak Spanish. There are 16 participants who chose also ‘other language’. Generally, there are 10 participants who can speak three languages, 18 participants who can speak two foreign languages, and 11 participants who can speak one foreign language, mainly English. Table 6 demonstrates an overview on the demographics and education information.

IMAGE OF BERLIN

Table 6
Demographics and education

| Age | Gender | Marital status | Education | Foreign languages |
|----------------------------|-----------------------------|---|---|------------------------------|
| 20-25 – 15 participants | Female – 30 participants | Single – 18 participants | Not completed further education – 3 participants | English – 37 participants |
| 26-30 – 9 participants | Male – 9 participants | Married – 14 participants | Further education – 35 participants | German – 10 participants |
| 31-35 – 7 participants | | With a long standing partner – 6 participants | Higher education – 1 participants | French – 10 participants |
| 36-40 – 4 participants | | Other – 1 participant | | Spanish – 5 participants |
| 41-45 – 1 participant | | | | Other – 16 participants |
| 46-50 – 1 participant | | | | |
| 51-55 – 1 participant | | | | |

Travel experience.

All participants, except one, have visited a European city during the last two years. The majority of the respondents, 27 participants, have been 3 times and more in European cities during the same period. Four participants traveled two times to European cities, and seven participants visited just one European city. The most visited city among participants is Paris. It was noted by 11 participants. The next follows Barcelona and Amsterdam. Each of them was mentioned by 8 participants. Among other popular cities, which were named between 6 and 4 times, there are Prague, London, Wien, Cologne, Milan, Rome, Munich, Geneva, Helsinki and Stockholm. Less visited cities (3-2 times) are Copenhagen, Tallinn, Salzburg, Nurnberg, Riga, Dresden, Dusseldorf, Zurich, Oslo, Bruges, Brussels, Istanbul, Lisbon, Vilnius, Bern and Venice. The following cities were visited only once: Stuttgart,

IMAGE OF BERLIN

Warsaw, Belgrade, Budapest, Madrid, Bamberg, Hamburg, Bremen, Monaco, Nice, Trondheim and Aachen etc.

Generally, participants have named many cities. There are 9 participants who named 7 and more cities, also 9 participants who mentioned between 5 and 6 cities, 13 participants who mentioned 3 or 4 cities, and 7 participants who named 1 or 2 cities. Two participants highlight that the cities they mentioned were visited just in 2011. One mentioned 6 cities, and the other – 9 cities.

Most of the participants have not visited Berlin before. There are 23 participants, who have not been to Berlin before, and consequently, 16 participants, who have visited Berlin. Eight participants visited Berlin this year or last year. Five participants went to Berlin between 2 and 4 years ago. And, finally, three participants traveled to Berlin many years ago. Among those who visited Berlin the most popular reason for going there was 'travel'. Such answer was chosen by 13 participants. Seven participants went to Berlin to visit friends or relatives. Three participants went to Berlin for studying purpose. One participant named as a reason of visiting Berlin 'health and spa'. There are also three participants who chose 'other' reason as an answer.

Ten participants of those 16, who have visited Berlin before, chose at once several reasons. Four people mentioned as reason 'travel' and 'relatives/friends'. Two persons chose 'travel' and 'study'. The following each combination was chosen once each: 'business' and 'relatives/friends'; 'relatives/friends' and 'other'; and 'travel' and 'business'. There is one respondent who mentioned at once three reasons as 'travel', 'study' and 'health/spa'.

Table 7 presents an overview on discussed above travel experience of the participants and their previous visitations to Berlin.

IMAGE OF BERLIN

Table 7
Travel experience and previous visitation to Berlin

| Visits to European cities during last 2 years | Cities in Europe recently visited (most popular answers) | Visits to Berlin | Reasons |
|--|---|-------------------------------------|---|
| 1 time – 7 participants | Paris, Barcelona, Amsterdam, Prague, | This/ last year – 8 participants | Travel – 13 visits |
| 2 times – 4 participants | London, Wien, Cologne, Milan, Rome, Munich, | 2-4 years ago – 5 participants | Business – 2 visits |
| 3 and more – 27 participants | Geneva, Helsinki, Stockholm, | Many years ago – 3 participants | Relatives/friends – 7 visits |
| Not visited – 1 participant | Copenhagen, Tallinn, Salzburg, Nurnberg, Riga, Dresden, Dusseldorf, Zurich, Oslo, Bruges, Brussels, Istanbul, Lisbon, Vilnius, Bern, Venice | Not visited – 23 participants | Study – 3 visits Health/spa – 1 visit Other reasons – 3 visits |

Information sources.

All the participants, except two, answered the question. Thirteen participants gave a short answer using one word or expression.

The results revealed that 11 participants from those 16, who have visited Berlin before, highlight this visit as a main source of information about the city. One participant states that before he visited Berlin he had never been interested in this city. The other participant gave the following answer: “ I have been to Berlin many times, as a transit or visiting somebody, as a business or vacation. Every time I learn a new piece of the city. Besides, here live many of my friends who tell me a lot about the city”.

Ten participants think that their one of main sources of information about Berlin is stories by friends or relatives. Two of them specifies that they heard a lot about Berlin from their mothers, where in one case the answer is: “First of all my mother, who visited Berlin

IMAGE OF BERLIN

many times, and as it is well known, the impressions that a person gets as a child very strong, and when I went to Berlin, it did not disappoint me". The second person mentions that the mother was studying German.

Totally, there were 17 participants, who mentioned some kind of mass media as a source of information about Berlin. Nine of them noted Internet, five participants noted TV, two participants noted journals, where one of them specified travel and women's journals, and, finally, one participant gave a general expression such as mass media.

There are seven participants who assume that movies are the main source of information for them about Berlin. One of the participants underlines the historical movies, while another person says that after watching historical movies he did not get any image of Berlin, whereas the movie "Cabaret" (the story takes place in the Weimar Republic in 1931, shortly before Hitler's coming to power) influenced more on the notion of Berlin.

Besides, it is also important to notice that the participants used several times by answering other questions mentions about some of multimedia sources that they connect with Berlin. There were mentioned song by Elton John "Nikita" and movie "Goodbye Lenin" as an answer on the question concerning associations, and a song by U2 "Far Away, So Close" as an explanation of the unique tourist attraction by meaning the Victory Column in Tiegarten. It can be explained by a high popularity among musicians and moviemakers of that time to draw attention to the Cold War period.

There are eight respondents who mention some sort of books as an information source about Berlin. Two of them wrote generally 'books', two respondents mention historical literature where the actions take place in Berlin, the other two respondents mention schoolbooks of history and German language. There are also two participants who wrote about guidebooks. Besides mentions of historical books and schoolbooks of history

IMAGE OF BERLIN

there are three participants who note generally about history including a comment about The Great Patriotic War. Additionally, there are six mentions concerning some kind of educational process. Three people noted that for them one of the sources of information about Berlin is school lessons of history. One respondent wrote about school lessons of language. Besides, there are two participants who wrote about ‘university’ and ‘language learning’. Table 8 presents an overview on information sources mentioned by the participants.

Table 8
Information sources

| Information sources |
|--|
| • Mass media (including Internet, TV, journals) – 17 mentions |
| • Personal experience – 11 mentions |
| • Stories from friends and relatives – 10 mentions |
| • Movies – 7 mentions |
| • Books (including school book of history and German language, historical literature, guidebooks) – 8 mentions |
| • History – 3 mentions, including The Great Patriotic War |
| • School lessons (history and language) – 4 mentions |
| • University – 1 mention |
| • Learning language – 1 mention |

Final comments.

The comments that were given at the end of the questionnaire provide also a lot of information for the following analysis of destination components and give general ideas about overall image of Berlin.

There were 18 participants who left the comments. The majority of them explain their viewing on Berlin. There are presented both positive and negative statements. Five

IMAGE OF BERLIN

people expressed a total positive viewing on Berlin. Four of them have visited Berlin. They write:

“... I love Berlin, and this is my subjective opinion. I think this is a modern Babylon...Berlin is a carnival, which is always with me...”.

“Berlin is very diverse. I came there for the first time to visit my friends and immediately understood that I like this city. This is the character of the city – to be liked from the first sight. For those who were growing up with the war history of USSR and Germany this city has many historical meaning. There are many places that everybody should visit”.

“I think that everybody should see and feel his own Berlin, that is why it one should come to that wonderful city”.

“Berlin is different, strange, lively, GOOD”.

The participant who left a positive comment and have not visited Berlin before, imagine the city as very warm and homey city.

There are also three comments that express a neutral position. All these respondents have visited Berlin before. One participant explains apathetically that there was everything as expected in Berlin. The other person says that for her Berlin is a friendly city, but has few places to visit and to see. Besides, the respondent notes that there are no cozy street in Berlin and many fast food restaurants. The third person explains as following:

“I have an image between neutral and positive that means it is attractive (prices, shopping, new experience, convenient flight, cheap accommodation), but for me personally Berlin does not have something for what I want to go there. If only as one night as transit. But I would hardly go just to Berlin”.

IMAGE OF BERLIN

Four participants expressed their wish to go to Berlin or the actual plan about coming trip. One person writes that she wants to visit shopping center KaDeWe, and especially its oyster bar and gastronomic department. One participant mentions that he would like to look at Berlin closer. Two participants share the information about their coming trips to Berlin, where one of them notes:

“...I have not so many images, many big expectations. But thoughts are only positive. Berlin and Munich ... have been attractive for me for a long time”.

Four participants showed a negative attitude to Berlin. Two of them have never been to Berlin. The first person writes that Berlin has never been attractive to her. The other person thinks that Berlin is a “dry” city, not friendly and boring. The third person, which has been to Berlin before, has the same opinion as the previous participants and adds that Berlin is missing some uniqueness. The fourth person has quite a complicated attitude towards Berlin. He explains his position by being Jewish and assumes that his opinion cannot be not representative:

“Despite the fact that I was learning German and visited Germany twice, I never like this country and Germans. The reason – I cannot distinguish the people from their history, especially that atrocity during The Second World War. I have never been to Berlin, and it does not attract me at all. I image it as a copy of Moscow, but instead of Russians there are Germans...”

Two participants commented that they had nothing to add, as they have not been to Berlin.

Conclusion.

Generally, the participants indicated much cognition about Berlin and expressed their attitude towards the city. All the open-ended questions were answered by the majority

IMAGE OF BERLIN

of the respondents. Totally, there were recorded 14 nonresponses. The biggest number of no answers got a question regarding the comparison with other European cities. There are 7 participants who did not give an answer on this question. Two people did not answer the question concerning the source of information about Berlin, and tourist attractions. The questions asking about atmosphere, attractive cities in Europe and cities that they have already visited got each 1 nonresponse.

The open-ended questions about associations with Berlin, its tourist attractions, atmosphere and people there, gave a main idea about perceptions of the city among the participants. The general image of Berlin is positive. Most of the people used positive words and expressions in answering questions. The same result demonstrates the multiple question about the general attitude of Berlin, which revealed that 25 participants have a very positive or positive attitude towards the city. Whereas, 13 participants are neutral and only 1 participant has a negative attitude.

However, the comparison with other European cities shows that despite a positive image, participants are interested more in other cities in Europe and explains it as Berlin is missing some uniqueness and special atmosphere.

Cognitive and affective components are the core of overall image. Tasci et al. (2007) states that image is less predisposed to be stereotyped when these two components are expressed detailed. The majority of the participants used several expressions to answer the open-ended questions. Thus, it can be assumed that Berlin is well familiar to the participants.

Concerning the open-ended questions as a survey tool for the further analysis of destination components, each of the questions revealed many notions relevant to the necessary categories. Significant information was provided by the open-ended question

IMAGE OF BERLIN

comparing with other European cities, where the participants gave more personal and explicit answers concerning their perceptions of Berlin. The results from the question where the participants needed to rate the overall image of Berlin and the main association with the city confirm also that open-ended question was answered consciously and objectively. Both open-ended questions and the question based on multiple-choice concerning the main association with Berlin reveal that history has a great influence on constructing the image of Berlin. Besides, most of the participants do not highlight something special in Berlin, and rather think about it as a capital of Germany.

Thus, the open-ended questions used in this research are tested for its validity and can be further serve as a perfect tool for online research for academic purpose and for marketers especially. As it produces many useful information that can help marketers to understand their target groups and have the individual understanding of the image of Berlin.

Analysis of destination components

The questionnaire collected enough sufficient information for the further analysis, which shows the overall image of Berlin by summing up all the expressions and words that were used by participants in all answers and grouping them into a system. The system that is adopted from Tasci et al. (2007) divided into several categories:

- cognitive components (what the participants know about common and unique attributes of Berlin),
- affective component (what they feel about their knowledge of Berlin),
- conative (what their reaction is on their knowledge and feelings about Berlin),
- and , finally, overall image of Berlin.

IMAGE OF BERLIN

The expressions and words are grouped in relevance to the components and discussed separately by each component. Such an approach allows having a functional and systematic presentation of findings. Besides, the results are divided into two groups in order to indicate whether there is any difference between those who have already been to Berlin (visitors) and those who have not visited it (non-visitors).

Cognitive knowledge on common attributes.

There are recorded various mentions concerning Berlin that can be taken as cognitive common components of destination image. The participants expressed mainly general or positive expressions, but few people used such words as greedy, cold, boredom, semi-socialistic. The results expressing common cognitive components are presented in four tables. The first table (Table 9) demonstrates the general notions of Berlin. The second table (Table 10) includes the mentions about people in Berlin, and the third table (Table 11) shows the mentions about atmosphere there. The fourth table (Table 12) contains from the notions about the war and GDR period.

IMAGE OF BERLIN

Table 9
Cognitive common components

| Cognitive Common | |
|--|----------------------------------|
| Non-visitors | Visitors |
| Beer – 4 times * | Festivals – 2 times * |
| Germans – 3 times * | Bicycles – 2 times |
| Strictness – 2 times * | Beer – 2 times * |
| Sausages – 2 times * | European city – 2 times |
| Germany – 2 times * | Art galleries – 2 times * |
| Order – 2 times * | Discipline – 2 times * |
| Street fairs – 2 times | Strictness * |
| Capital, capital of Germany | Sausages * |
| Clearness * | Germans * |
| Festivals * | Germany * |
| Munich | Order * |
| Colors of the flag | Clearness * |
| Burghers | Flea markets |
| Old city center | City excursions |
| Big spaces/ Big wide streets | Street exhibitions |
| Private clubs | Historical walks |
| Parades/ parties | Night and many lights |
| Art-galleries* | Rain |
| Workshops | Many interesting museums |
| Nice architecture | Green parks |
| Modern Architecture | Turks * |
| Attractive prices | A full interaction in everything |
| Attractive shopping | Punctuality |
| Convenient flight | Presence of all languages |
| Cheap accommodation | |
| Restraint | |
| Street fights | |
| Berlin cookies (popular cookies in Russia that has a name of Berlin) | |
| Turks *, Albanians, Yugoslavs | |
| Shopping | |
| Identical houses in living districts | |
| Many German cars | |
| Safety | |
| Following traditions | |
| Discipline* | |
| Beer – 4 times * | Festivals – 2 times * |
| Germans – 3 times * | Bicycles – 2 times |
| Strictness – 2 times * | Beer – 2 times * |
| Sausages – 2 times * | European city – 2 times |
| Germany – 2 times * | Art galleries – 2 times * |

IMAGE OF BERLIN

Table 10
Cognitive common components (people)

| Cognitive Common / People | |
|---|--|
| Non-visitors | Visitors |
| Friendly – 6 times * | Friendly – 4 times/ friendly pedants * |
| Closed– 3 times/ not much communicative | Different – 4 times * |
| Cheerful/ smiling – 3 times | Ordinary Germans – 2 times * |
| Organized – 3 times | Active – 2 times * |
| Many punks, punks – 2 times | Many young people – 2 times * |
| Ordinary Germans – 2 times * | Kind – 2 times |
| Normal people – 2 times * | Ordinary Europeans |
| Accurate – 2 times/ punctual | Normal people * |
| Opened – 2 times | Clearly thinking |
| Different * | Formal |
| Active * | Positive * |
| Positive * | Greedy * |
| Greedy * | Modern * |
| Modern * | Stylish young people |
| Cold | Service people – kind and responsive |
| Pleasant | Bit unkempt/ not organized |
| Calm/ not stressed | Polite |
| Boring/depressed | Badly dressed, especially young girls |
| Not beautiful German women | Ready to help |
| Artistic/ eccentric | Concerned |
| Aryan appearance | |
| Young * | |

IMAGE OF BERLIN

Table 11

Cognitive common components (atmosphere)

| Cognitive Common / Atmosphere | |
|---|------------------------------------|
| Non-visitors | Visitors |
| Atmosphere of European city – 4 times | Holiday atmosphere – 3 times * |
| Cozy/homey – 3 times | A life full of actions – 3 times * |
| Calmness – 3 times/ peace of mind | Friendly * |
| Cheery – 2 times | Boredom * |
| Different – 2 times | Positive |
| Action * | Cultural |
| Gentle noise | Adventure |
| Sunny | Everybody is doing their business |
| Friendly * | Nobody is in a hurry |
| Boredom * | Modern city |
| Interesting | Easy |
| Party mood | Silence |
| Semi-socialistic | Beautiful |
| Pleasant | |
| Busy city | |
| Depressingly | |
| Ordinary European multicultural capital | |
| Holiday atmosphere * | |

IMAGE OF BERLIN

Table 12
Cognitive common components (history)

| Cognitive Common | |
|---|---|
| Non-visitors | Visitors |
| The Great Patriotic War/ The Second World War – 2 times * | The Great Patriotic War/ The Second World War – 3 times * |
| Hitler – 2 times | GDR |
| Fascism/ victory over the fascism | Red flag over Reichstag (soviet Banner of Victory) |
| Stasi (The Ministry of State Security of GDR) | |
| Unification of Germany | |
| Yegorov and Kantaria (two of three soldiers, who raised the Soviet Banner of Victory on Reichstag building in Berlin, on April 30, 1945) | |
| “Goodbye Lenin” (German movie about one family life during the unification of Germany) | |
| A song by Elton John "Nikita" (A song was released in 1985 and is about the period of the Cold War. Elton John sings that he is in love with a woman who is GDR bodyguard but he is not allowed into the country) | |
| Eastern and Western | |
| Conquest of Reichstag | |
| The fall of the Wall | |

Generally, the participants, who have not been to Berlin, expressed more common mentions of Berlin than those who have been there. Many of the common attributes are mentioned by both visitors and non-visitors. Such mentions are marked with a sign *.

Except the number of mentions, there is no significant difference in common knowledge about Berlin between visitors and non-visitors. Many expressions used by non-visitors are repeated by visitors or have the similar meaning. However, some participants who have visited Berlin mentioned more specific expressions such as “service people are kind and responsive”, “badly dressed, especially young girls”, “everybody is doing their business”, “a full interaction in everything”, and “presence of all languages”. Besides, non-

IMAGE OF BERLIN

visitors revealed more associations of Berlin with the War and GDR period. They expressed more specific names and events such as “unification of Germany”, “victory over the fascism”, “Hitler”, “Stasi” etc. Moreover, two non-visitors answered the question concerning associations with Berlin with mention of the movie “Goodbye Lenin” and music video “Nikita” by Elton John. Whereas, the participants who have visited Berlin mentioned generally the Second World War, GDR and red flag over Reichstag.

Such similarity in results of cognitive common components between visitors and non-visitors shows that Berlin is generally quite familiar in Russia. It can be explained by recent historical events, the Second World War and the GDR period, which still reflect in the minds of many Russians, and the current close partnership that lead to frequent appearance of Berlin in mass media. This year Berlin and Moscow celebrate 20th anniversary of the agreement of partnership and cooperation between these two cities. During this time both state and business representatives develop actively partnership between Berlin and Moscow in different spheres such as culture, education, health, environment and urban development (Sitnikova & Oster, 2011). Such close partnership involves many projects, events and workshops, which also gives people general image of Berlin.

As it is revealed by the results concerning information sources, for many participants the lessons of history and historical books are one of the main sources of information about Berlin. Berlin is an important chapter in Russian history. The day of victory (the 9th of May) is a national day in Russia and the second important celebration after the New Year. The young generations are still hearing the stories of their grandfathers who conquered Berlin. There is a common pride among Russians for the red flag over Reichstag. The history between Russia and Germany makes a great imprints in the minds of

IMAGE OF BERLIN

people. Thus, it is quite understandable that even now when Berlin is not a capital of Nazi Germany for a long time, but a modern capital of democratic Federal Republic of Germany, people in Russia still associate Berlin with the Second World War and post-war period.

It is also important to mention that learning German language is well spread in Russia. According to Deutsche Welle (Vinogradov, 2011) there is the biggest number of people learning German in Russia comparing with other countries. There were recorded just 4.5 million pupils in 2007 and 2008, who were learning German at schools.

Among the participants there are 10 people who can speak German, and 4 of them have been to Berlin. The learning of language gives eventually a general knowledge of country and its main cities.

As a conclusion of this part, there can be summarized that the participants, visitors as well as non-visitors, have a wide general knowledge of Berlin, have primary notions of its people and atmosphere.

Cognitive knowledge on unique attributes.

The participants demonstrate a good knowledge about unique attributes in Berlin. Both non-visitors and visitors mentioned the main tourist attractions (Table 13). The participants, who have already visited Berlin eventually mentioned more unique attributes than those who have never been there. However, among non-visitors there were also some participants who mentioned several specific unique attributes such as Museum of the Second World War, The Soviet War Memorial in Tiergarten, shopping center KaDeWe and the old pieces of the wall on Bernauer strasse. It signifies also the same as the results from the previous component, that the participants are familiar with Berlin despite visitation of the city.

IMAGE OF BERLIN

Table 13

Cognitive unique components

| Cognitive unique | |
|--|---|
| Non-visitors | Visitors |
| The Berlin Wall – 23 times (including the old pieces of the wall on Bernauer strasse; the fall of the Berlin Wall) * | The Berlin Wall – 11 times (including history of the Berlin Wall, old pieces of the Wall, The Wall near the East rail way station; old pieces of the wall on Bernauer strasse; museum of the Berlin Wall) * |
| Reichstag – 19 times (including ruins of Reichstag; conquest of Reichstag) * | The Brandenburg gate – 13 times * |
| The Brandenburg gate – 15 times * | Reichstag – 11 times (including red flag over the Reichstag, terrible queue to Reichstag, where I spent 2 hours and even did not get inside; Reichstag dome) * |
| Berlin bear – 6 times | Television tower – 4 times * |
| Television tower – 3 times * | Checkpoint Charlie – 4 times (including Checkpoint Charlie museum) |
| Zoo – 3 times * | Museum Island – 3 times * |
| Postamer Platz – 3 times * | Unter den Linden – 3 times (including districts near Unter den Linden) |
| Berlin Film Festival – 3 times | Berlin bears - 3 times (including colorful bears, Bear figures with size as humans) |
| Museum Island – 2 times * | Soviet Soldier Memorial – 2 times (The Soviet War Memorial was constructed in Tiergarten in honor of the soldiers who participated in the Battle of Berlin in 1945) |
| Alexanderplatz * | Potzdamer Platz – 2 times * |
| KaDeWe shopping center * | Alexanderplatz – 2 times * |
| Berliner Dom * | Berlin Zoo/ wonderful Zoo * |
| The Bunker * | Bunkers/ underground Berlin * |
| Museum of The Second World War (The German-Russian Museum Berlin-Karlshorst) | KaDeWe shopping center * |
| Soldier with a sward and child (The Soviet War Memorial was constructed in Treptower park in honor of the soldiers who participated in the Battle of Berlin in 1945) | Berliner Dom * |
| Berlin metro | Aquarium |
| Olympic stadium | Gothic churches in Prenzlauer berg |
| A high column from which Bono jumped in the music video “Far Away, So Close” (The Victory Column in Tiergarten) | Gay parade |
| Treptower park | Airport Schonefeld, |
| The Berlin Wall – 23 times (including the old pieces of the wall on Bernauer strasse; the fall of the Berlin Wall) * | Train to Haldesheim |
| Reichstag – 19 times (including ruins of Reichstag; conquest of Reichstag) * | The Ethnological Museum |
| The Brandenburg gate – 15 times * | Erotic Museum |
| Berlin bear – 6 times | The Holocaust Memorial |
| Television tower – 3 times * | U- и S-Bahn |
| Zoo – 3 times * | Oranienburger Strasse |
| Postamer Platz – 3 times * | Kurfürstendamm |
| Berlin Film Festival – 3 times | Gendarmenmarkt |
| Museum Island – 2 times * | Sony Center |
| Alexanderplatz * | Ambassadorial district |
| KaDeWe shopping center * | No free Internet |
| Berliner Dom * | The Berlin Wall – 11 times (including history of the Berlin Wall, old pieces of the Wall, The Wall near the East rail way station; old pieces of the wall on Bernauer strasse; museum of the Berlin Wall) * |
| The Bunker * | The Brandenburg gate – 13 times * |
| Museum of The Second World War (The German-Russian Museum Berlin-Karlshorst) | Reichstag – 11 times (including red flag over the Reichstag, terrible queue to Reichstag, where I spent 2 hours and even did not get inside; Reichstag dome) * |
| Soldier with a sward and child (The Soviet War Memorial was constructed in Treptower park in honor of the soldiers who participated in the Battle of Berlin in 1945) | |
| Berlin metro | |
| Olympic stadium | |
| A high column from which Bono jumped in the music video “Far Away, So Close” (The Victory Column in Tiergarten) | |
| Treptower park | |

Affective components.

The feelings towards Berlin or its attributes were predominantly expressed by those participants who have already been there (Table 14). Mainly there were positive expressions, however, several people wrote that “there is no cozy streets and everything is closed early” and “there are few places at first sight to look at”. The other person admitted that Berlin had not been interesting for him before he visited it. One participant distinguished between Eastern and Western parts of Berlin and stated that “feelings and impressions of the city depends on which part you live”.

The participants who have never been in Berlin did not express special feelings towards Berlin or especially to its attributes. Among eight expressions used by non-visitors, three are positive (“new experience”; “Berlin and Munich have been always attractive to me”; “happiness of a tourist”). Two people expressed quite neutral position (“ordinary European multicultural capital”; “I generally feel comfortable in Germany”). The other two participants had negative feelings (“Somehow Berlin was never interesting for me”; “not attractive architecture”. And one person connected Berlin with “a reminder of war”.

It is quite difficult to compare affective components of visitors and non-visitors, as there are few feedbacks from non-visitors concerning their feelings about Berlin.

IMAGE OF BERLIN

Table 14
Affective components

| Affective | |
|--|--|
| Non-visitors | Visitors |
| New experience | I love Berlin – 3 times |
| Berlin and Munich (somehow they always come together in my mind) have been attractive for me for a long time | I like this city |
| Somehow Berlin was never interesting for me | I do not feel myself as a tourist. This is my city as Moscow |
| Ordinary European multicultural capital | When I went for the first time to Berlin, my images that I got as a child by stories of my mother did not change. Berlin did not disappoint me |
| Happiness of a tourist | Before visiting the city Berlin was not interesting for me, I was more into Switzerland |
| Reminder about the war | I like its atmosphere. When I come here I keep one evening for walking alone on its streets |
| I generally feel comfortable in Germany | Berlin is still different between Eastern and Western parts. That is why feelings and impressions from the city are depended on which part you live. |
| Not attractive architecture | Mystical waiting for a miracle |
| | Modern inspiration |
| | There are no cozy streets and everything is closed early |
| | There are few places at first sight to look at |

IMAGE OF BERLIN

Conative components.

Both visitors and non-visitors shared with their experience from the trips to Berlin or the plans or wish to go there (Table 15). Among those who left such comments, most of the participants are positively disposed toward Berlin. The visitors expressed a positive affection from Berlin. One person declared that he needed to look closer at the city. The other participant stated that there are many places in Berlin to be visited especially by those who grew up with the history of USSR and Germany.

There are three people among non-visitors who wrote about their coming trips to Berlin. The other three people expressed a negative feeling to visiting Berlin. And one non-visitor stated that she wanted to visit KaDeWe and its gastronomical department and oyster bar.

IMAGE OF BERLIN

Table 15
Conative components

| Conative | |
|--|--|
| Non-visitors | Visitors |
| I have never been to Berlin, going there from 2-8.06.2011. | I want to come again to Berlin. |
| I am going soon to Berlin, to feel the city in reality | I was in Berlin many times, as a transit, visiting, and business trip and for vacation. Every time I learn a small piece of this city. Besides, there live my friends. |
| I will be there in a month | I think that everybody should see and feel his own Berlin, that is why it one should come to that wonderful city |
| I want to KaDeWe – gastronomical department and oyster bar | It is needed to look at all closer |
| For me personally Berlin does not have something for what I want to go there. If only as one night as transit. But I would hardly go just to Berlin. | Several years ago I went for the fist time to Berlin and there I understood that I want to change my life. Came back... and I made it. I am grateful to Berlin. |
| Somehow Berlin was never interesting for me | Wish to walk alone |
| I have never been to Berlin, and it does not attract me at all. | I came there for the first time to visit my friends and immediately understood that I like this city. |
| | For those who were growing up with the war history of USSR and Germany this city has many historical meaning. There are many places that everybody should visit. |
| | Berlin is a carnival, which is always with me. Going there soon. |

IMAGE OF BERLIN

Holistic image.

The expressions for holistic image of Berlin were taken mainly from the comments of the participants or the comparison with other European cities. Here participants wrote more negative or neutral expressions towards Berlin. Among visitors eight participants left some kind of negative comment about their image of Berlin. Five people are of neutral position and seven people feel positively about Berlin.

Among non-visitors there were not recorded any strong positive mention. Two participants expressed strongly negative feelings to Berlin. The other four people, who expressed their overall image of Berlin, left neutral comments.

IMAGE OF BERLIN

Table 16
Holistic images

| Holistic | |
|--|---|
| Non-visitors | Visitors |
| <p>Homey city, warm, as “big village”</p> <p>I image it as a copy of Moscow, but instead of Russians there are Germans</p> <p>Berlin seems to be a cold city</p> <p>Berlin is a calm and well-organized city, but less bright and colorful</p> <p>Berlin is dry, cold and uptight city. It is too much following the rules, and that is why it is boring.</p> <p>Between neutral and positive – there is nothing special for what I would go there</p> | <p>In Germany I have been only in Berlin. Everything was as expected. But I am sure that Berlin differs from other cities</p> <p>Berlin is different – 2 times</p> <p>This is the character of the city – to be liked from the first sight.</p> <p>Many fast food restaurants</p> <p>It has few places at first sight to look at</p> <p>Berlin is a good old friend</p> <p>There is no romanticism</p> <p>Berlin appeared for me as Soviet (*in a negative way), it seemed to me that special aura of the city disappears away from sightseeing attractions.</p> <p>Berlin is like Moscow and it did not keep its authenticity because of the obvious reasons</p> <p>Strange, lively, good</p> <p>A feeling that Berlin is not vivid, not quite friendly, and missing its zest</p> <p>Berlin does not have unique atmosphere, small details creating a special image of city, it is one of many other cities, not worse and not better</p> <p>Berlin is more over-strict, but still attractive, and it is quite clear with architecture – the most part of the city was destroyed during the war</p> <p>Berlin is spacious, multi-national</p> <p>Berlin is simple, less bright and emotional</p> <p>Berlin is a very special city. It is half and half city. Everything is mixed there</p> <p>I love Berlin, the city is different and I like the atmosphere there</p> <p>Berlin is different, but still beautiful</p> <p>It is a modern Babylon</p> |

IMAGE OF BERLIN

Answering the research questions

Q1 – How does the image of Berlin influence on its selection as an attractive city?

According to Crompton and Ankomah (1993), destination choice is directly influenced on the attractiveness of the place and considering it as attractive destination to travel. The results from the survey demonstrate that the majority of the participants do not consider Berlin as the paramount attractive city in Europe. Besides, the correlation between actual travel behavior of the participants and their preferences in European cities are totally corresponded. Thus, the holding image of Berlin cannot excel the competitor cities, such as London, Paris, Barcelona and Amsterdam.

Q2 – How does familiarity with Berlin affect on the attractiveness of the city as a potential travel destination?

Echtner and Ritchie (2003) state that familiarity with destination creates more holistic, psychological and unique images of that destination. The revealed images of Berlin among the participants show that they are quite familiar with the destination. However, that familiarity does not influence on the attractiveness of the city.

Q3 – How do cognitive common and unique components influence on affective components of Berlin image?

Tasci et al. (2007) state that cognitive common and unique components influence on the affective components of destination image. Despite the fact that both visitors and non-visitors left many comments revealing their cognitive common and unique notions of Berlin, the current study could receive the feedbacks on affective components mostly from the participants who have visited Berlin before. Thus, it can be assumed, that affective component of destination image is more developed and expressed by those, who have visited the destination.

IMAGE OF BERLIN

Q4 – How does a combination of cognitive and affective components influence on overall image of Berlin?

As it is stated before, the current study could capture mostly affective components of participants visited Berlin before. By analyzing this group, there can be mentioned that affective image on the attributes of destination have more powerful influence. The majority of the participants showed much notion on both unique and common attributes, however, the feelings that they had towards those attributes reflected on the overall image of Berlin.

Q5 – How does overall image of Berlin influence on actions of the participants toward the city?

The results on conative components demonstrate that there are both tendencies, positive and negative or rather neutral, in acting toward the city. However, more detailed research with quantitative data is needed to answer fully this question.

Q6 – How the previous visitations to Berlin affect the overall image of the city?

The qualitative nature of the research does not allow statistically demonstrate the difference between those participants who have visited Berlin and those who have never been there. However, a personal observation on qualitative results can indicate that there is no much difference in imaging Berlin. Both groups showed similar answers on cognitive components, multiple questions regarding overall image of Berlin and main association with the city.

Conclusion and discussion.

The current research attempted to analyze the destination image of Berlin as a travel destination among social media users in Russia. This implied an analysis of measurement tools used in the discipline of destination research for capturing destination images and moreover, formulating suggestions for destination research on travel markets that were not explored yet.

That destination images have a multidimensional nature (Echtner & Ritchie, 1993) and that approaches of their measurement should be suited to cover these dimensions, was the starting point of the author of this thesis. From theoretical perspectives, the research on destination image among Russian social media users tested two different types of destination image measurement (qualitative and quantitative).

Furthermore, the author of this thesis tested the notion (Jenkins, 1999) that qualitative approaches serve perfectly in the first phase of destination image research where the structure of cognition among the target group is not known yet, whereas, quantitative approaches should be based on the findings from the first phase and include attributes, which were identified by qualitative research as common to the target group.

The results of the current research support the aforementioned scientific notions. The comparison of structured and unstructured questions revealed that structured questioning fails to generate meaningful data and results, especially with respect to non-visitors. Non-visitors are able to express associations, name attributes, but are not in the position to rate specific attributes of an urban destination.

Besides, many of the attributes included in the Likert scale were not perceived both by visitors and non-visitors. The high level of indecisiveness with respect to scaling can also be an indication that Russians do not have a clear-cut stance toward Berlin when it comes to

IMAGE OF BERLIN

specifics. Thus, it can be concluded, that qualitative approach is a sufficient type of questioning and productive method of data collection, especially on travel markets that were not examined before. The list of the open-ended questions used by the current study can be applied independent of quantitative approaches in the primary phase of destination image research and still be able to grasp most dimensions of destination image.

Besides, the author of this research introduced an innovative channel of data gathering. The high level of participation and cooperation of social media users in the study at hand shows that online questioning based on communication via social media is a valuable instrument of empirical research concerning destination images.

Surveys on the basis of social media forums can benefit researchers as well as destination marketers and serve as a cost-efficient and time-efficient way for data collection. Besides the methodological advantages of research based on social media, social media users are, as presented in previous chapters, a highly relevant target group for destinations and thus deserve more attention by scholars as well as practitioners of tourism.

The current thesis research aimed to identify unique notions and attributes that Russians associate with Berlin. Indeed, the qualitative approach applied allowed to feature some characteristic perceptions.

The overall depiction of Berlin by the participants is not negative but also not particularly positive. There is a lack of enthusiasm and involvement with Berlin. Indeed, the majority of both visitors as well as non-visitors do not identify Berlin with something special or unique. To the contrary, compared to other European cities and competitors such as Paris, London, Amsterdam or Barcelona, Berlin is less popular with Russians.

A further phenomenon detected by the current study is, that both non-visitors and visitors have some familiarity with Berlin. The participants revealed much notion about

IMAGE OF BERLIN

Berlin common and could name unique attributes regardless of previous visitation of the city. However, there were not recorded a positive connection between familiarity with the city and its attractiveness. Despite a good knowledge about Berlin, the majority of the participants do not mention it as an attractive European city. Thus, familiarity with a city is not necessarily a factor for creating motivation to visit that destination. However, the character of this familiarity and person's feelings toward it can serve as an indicator for possible choice of destination as an attractive one.

Remarkably enough, even though the participants of the survey displayed some familiarity with and knowledge of Berlin, they did not name any of the positive features of Berlin which distinguish the German capital from most of its competitors in the urban travel market, especially with respect to the larger cities in Europe.

Features of Berlin such as outstanding value for money or price for performance ratio, excellent connectivity, journey convenience, Russian-language services, accessibility of high-end services and cultural events, variety and affordability of accommodation, etc. did not figure prominently among the responses of the participants.

Last but not least, there is a clear difference in the nature of historical associations and contemporary associations regarding Berlin. Historical attributes or associations were rather pronounced whereas contemporary notions of Berlin can be described to be pale.

Suggestion for future research

In this chapter, the author of this thesis would like to make suggestions concerning future studies by students and scholars:

1) As pointed out above, Russians / Russian users of social media do not identify comparative advantages and particularly positive features of Berlin. Future research should

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examine whether these features are simply not perceived by Russians or are not of relevance to Russians when it comes to images and choices concerning urban destinations.

2) Another issue worth to be examined in the Russian context is, to which degree the overall prestige of an urban destination is a factor in travel choices. In other words, is destination regarded as a matter of social status among Russians.

3) As stated above many of the respondents perceive Berlin in historical terms. And moreover, different than their associations with contemporary Berlin, their associations regarding history are quite pronounced. It cannot be proved by this survey, but future studies should test the hypothesis whether negative associations deriving from history feed the destination choice of Russians with respect to Berlin more than they are aware of.

4) The researcher suggests the conducting of quantitative research based on the qualitative finding of the current findings. Future research should also provide a comparison of Berlin's images along different regions in Russia. Such research would test the theory that destination images can be different not only among different countries but also within one country. This is of relevance especially in the Russia context, since Russia is a multicultural and multinational country and extends over the largest territory in the world.

5) Future research projects should also compare people who actively participate in social media forums with those who prefer more conventional channels of communications and information gathering. Are social media users more informed about destinations? Do they have particular preferences concerning urban destinations?

6) Last but not least, it is valuable to examine whether social media participants may share similar perceptions of destinations and have common affinities and images with respect to particular urban destinations and to which degree those notions and images are influenced by transnational communications among social media users. In other words, can social media

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users be looked at as more relevant for the future of destinations image and marketing than depicting target groups along national categories.

Social media allow for a personal approach to potential interview partners.

Communication with members of the target group through social media can have a self-dynamizing effect that may increase quality and quantity of participation.

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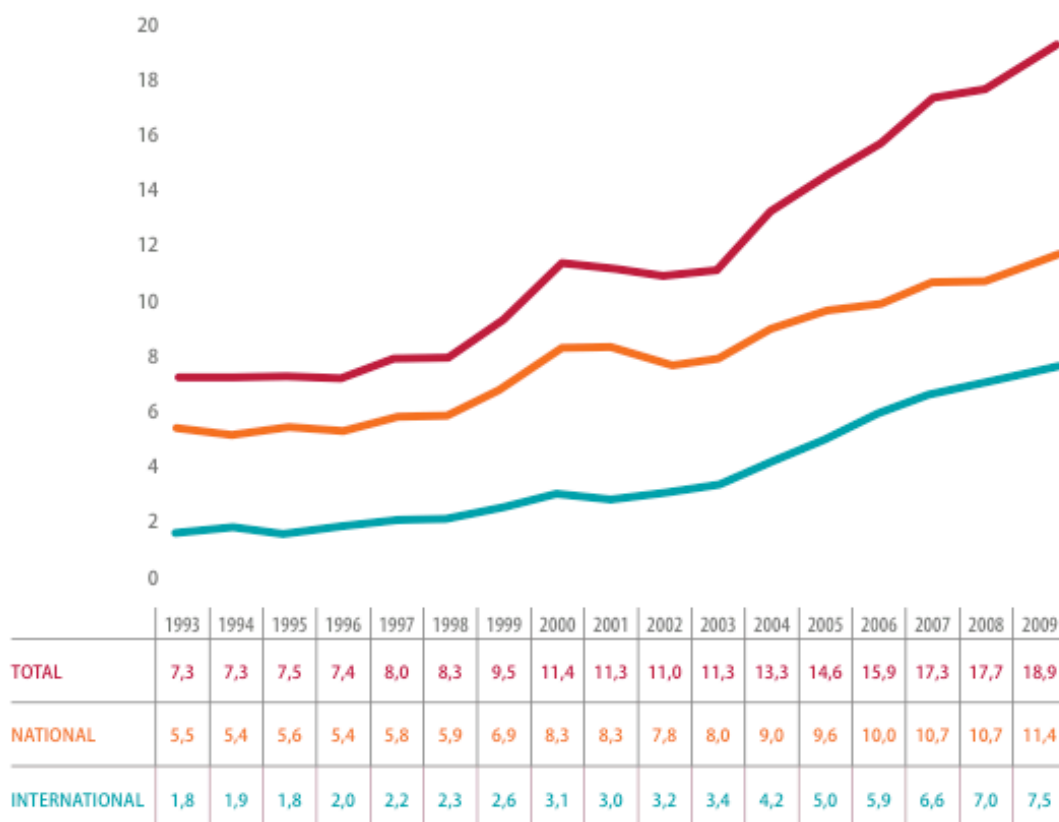
Appendix A

Overnight stays in Berlin from 1993 till 2009

BERLIN STATISTIKEN



ÜBERNACHTUNGEN IN BERLIN 1993 BIS 2009 IN MILLIONEN



Quelle: Amt für Statistik Berlin-Brandenburg (Berlin, 2009)

Source: Visit Berlin (2009).

Appendix B

Survey instrument: Questionnaire in English

Good afternoon! I am a master student at the University of Stavanger, Norway, inviting you to participate in the survey. Your answers will help my research in identifying the image of Berlin as a travel destination. All responses are anonymous and are used only for this research.

I will appreciate a lot your help in disturbing this link to your Facebook friends, who are also from Moscow and above 18 years old.

Feel free to contact me if you have any questions. Thank you in advance!

Karina Fekhretidnova

1. What comes first into your mind when you think of Berlin?

2. Imagine you would be in Berlin right now, what kind of atmosphere or mood would you expect to find in Berlin?

3. Could you further think about unique tourist attractions in Berlin?

4. How would you expect people in Berlin?

5. If you think about Berlin do you rather think about Germany on the whole or about Berlin in particular?

6. What European cities are attractive to you?

7. What makes Berlin different from those cities? What do you like more/less?

8. What do you think is the main source of your knowledge about Berlin?

9. How many times have you been on a trip/holiday to a European city during the past 2 years?
Once () Twice () 3 times and more () Not visited ()
10. Name the last visited cities in Europe

IMAGE OF BERLIN

11. Have you been to Berlin before?

No () – skip the next question

Yes - () this/last year

() 2-4 years ago

() many years ago

12. What were the reasons of your travel to Berlin?

Travel () Business () Relatives/ friends () Study () Health/ spa ()

Other ()

13. What comes first to your mind when you think about Berlin? Please tick only one.

History () Nightlife & Entertainment () Political Centre ()

Cultural Attractions () Shopping facilities () Architectural Attractions () Capital ()

14. Functional Attributes: Do you agree with the following statements on what Berlin has to offer?

| | Strongly disagree | Disagree | Undecided | Agree | Strongly agree |
|--|-------------------|----------|-----------|-------|----------------|
| Fair prices | | | | | |
| Good Infrastructure | | | | | |
| Easy accessibility | | | | | |
| Rich gastronomy | | | | | |
| Good quality of accommodation | | | | | |
| Good shopping facilities | | | | | |
| Rich cultural offer | | | | | |
| Brilliant nightlife | | | | | |
| Interesting historical sights/ Museums | | | | | |
| Various parks/ Nature | | | | | |

15. Psychological Attributes: Do the following attributes match your own image of Berlin?

| | Strongly disagree | Disagree | Undecided | Agree | Strongly agree |
|-----------------|-------------------|----------|-----------|-------|----------------|
| Friendly people | | | | | |
| Generally safe | | | | | |

IMAGE OF BERLIN

| | | | | | |
|----------------|--|--|--|--|--|
| Clean | | | | | |
| Young | | | | | |
| Fun/ enjoyable | | | | | |

16. Functional Holistic: Do you view Berlin as...

| | Strongly disagree | Disagree | Undecided | Agree | Strongly agree |
|-----------------|-------------------|----------|-----------|-------|----------------|
| Vivid cityscape | | | | | |
| Green | | | | | |
| Multicultural | | | | | |
| Well-groomed | | | | | |
| Noble/classy | | | | | |
| Beautiful | | | | | |
| Tolerant | | | | | |
| Modern | | | | | |

17. Psychological Holistic: Imagine you are visiting Berlin. How do you think, would you experience the city of Berlin?

| | Strongly disagree | Disagree | Undecided | Agree | Strongly agree |
|------------------------------|-------------------|----------|-----------|-------|----------------|
| Pleasant | | | | | |
| Lively/dynamic | | | | | |
| Exciting | | | | | |
| Entertaining | | | | | |
| Attractive | | | | | |
| Charming | | | | | |
| Trendy/Cool | | | | | |
| Creative. Innovative | | | | | |
| Good atmosphere for tourists | | | | | |

18. How would you rate your overall image of Berlin as a tourist destination?

Very positive () Positive () Neutral () Negative () Very negative ()

IMAGE OF BERLIN

19. Your age: _____

20. Your gender:

Male () Female ()

21. Your marital status:

Single () Married () A long standing partner () Other ()

22. What is your level of education?

High school () Technical school () Not completed further education ()

Further education () Higher education () Other () _____

23. Which following languages can you speak?

English () German () French () Spanish () None () Other ()

24. If you have something to add to your image of Berlin, I would be very glad to read your comments.

THANK YOU!

Appendix C

Survey instrument: Questionnaire in English

Добрый день! Приглашаю Вас принять участие в исследовании для моего диплома по мастер-программе в Университете Ставангера, Норвегия: Образ Берлина как туристическое направление. Буду очень признательна, если Вы сможете помочь моему исследованию и ответить на несколько вопросов. Все ответы анонимны и будут использованы только для данного исследования.

Буду очень признательна, если Вы сможете послать ссылку на вопросы своим друзьям в Facebook, кто также из Москвы и старше 18 лет.

Вы можете связаться со мной, если у Вас возникли вопросы. Заранее спасибо!

Карина Фехретдинова

1. Что приходит Вам в голову, когда Вы слышите - Берлине?

2. Представьте, что Вы в Берлине, какую атмосферу или настроение Вы ожидаете ощутить в Берлине?

3. Назовите особенные туристические достопримечательности в Берлине?

4. Люди в Берлине – какие они?

5. Когда Вы думаете о Берлине, Вы думаете о Германии в целом или конкретно о Берлине?

6. Какие города в Европе для Вас привлекательны?

7. Что отличает эти города от Берлина? Что Вам в них нравится больше/меньше?

8. Как Вы думаете, какой основной источник Ваших знаний о Берлине?

9. Сколько раз Вы посещали города Европы за последние 2 года?

1 раз () 2 раза () 3 раза и больше () Не посещал(а) ()

10. Назовите города в Европе, которые Вы посетили за последнее время:

IMAGE OF BERLIN

11. Бывали ли Вы в Берлине?

Нет () – пропустите следующий вопрос

Да - в этом/прошлом году ()

2-4 года назад ()

много лет назад ()

12. Выберите причину/причины Вашего путешествия в Берлин?

Туризм () Бизнес () Родственники/Друзья () Учеба () Здоровье/ спа услуги () Другое ()

13. С чем ассоциируется у Вас Берлин? Выберите только один вариант.

История () Ночная жизнь и развлечения () Политический центр ()

Культура () Шоппинг () Архитектура () Столица ()

14. Согласны ли Вы со следующими высказываниями о Берлине?

| | Очень не согласен | Не согласен | Трудно сказать | Согласен | Очень согласен |
|--|-------------------|-------------|----------------|----------|----------------|
| Разумные цены | | | | | |
| Развитая инфраструктура города | | | | | |
| Легко добраться до города | | | | | |
| Большой выбор гастрономии | | | | | |
| Хорошее качество отелей и др. видов размещения | | | | | |
| Привлекательный шоппинг | | | | | |
| Большой выбор культурных мероприятий | | | | | |
| Велеколепная ночная жизнь | | | | | |
| Интересные исторические достопримечательности/ Музеи | | | | | |
| Разнообразные природные парки | | | | | |

15. Совпадают ли следующие характеристики с вашим личным образом Берлина?

| | Очень не согласен | Не согласен | Трудно сказать | Согласен | Очень согласен |
|--|-------------------|-------------|----------------|----------|----------------|
| | | | | | |

IMAGE OF BERLIN

| | | | | | |
|--------------------|--|--|--|--|--|
| Дружелюбные люди | | | | | |
| В целом безопасный | | | | | |
| Чистый | | | | | |
| Молодежный | | | | | |
| Веселый | | | | | |

16. Вы представляете Берлин как...

| | Очень не согласен | Не согласен | Трудно сказать | Согласен | Очень согласен |
|----------------------------|-------------------|-------------|----------------|----------|----------------|
| Красочный городской пейзаж | | | | | |
| Зеленый | | | | | |
| Мультикультурный | | | | | |
| Ухоженный | | | | | |
| Светский/ стильный | | | | | |
| Красивый | | | | | |
| Толерантный | | | | | |
| Современный | | | | | |

17. Представьте, что Вы в Берлине. Какие, по Вашему мнению, у Вас впечатления о Берлине?

| | Очень не согласен | Не согласен | Трудно сказать | Согласен | Очень согласен |
|--------------------------------|-------------------|-------------|----------------|----------|----------------|
| Приятный | | | | | |
| Оживленный/ динамичный | | | | | |
| Вдохновляющий | | | | | |
| Развлекательный | | | | | |
| Притягательный | | | | | |
| Чарующий | | | | | |
| Стильный/ /классный | | | | | |
| Креативный/ Инновационный | | | | | |
| Хорошая атмосфера для туристов | | | | | |

IMAGE OF BERLIN

18. Как бы Вы оценили Ваше общий образ Берлина как туристическое направление?

Очень позитивно () Позитивно () Нейтрально ()

Негативно () Очень негативно ()

19. Ваш возраст: _____

20. Ваш пол:

Мужской () Женский ()

21. Ваше семейное положение:

Не замужем/не женат () В браке () Постоянный партнер () Другое ()

22. Какое у Вас образование?

Среднее () Среднее специальное () Незаконченное высшее ()

Высшее () Кандидат наук/Доктор наук () Другое () _____

23. Какими иностранными языками Вы владеете?

Английский () Немецкий () Французский () Испанский () Никакими ()

Другое ()

24. Если Вам есть, что дополнить к Вашему образу Берлина, буду рада прочесть

Ваши комментарии.

СПАСИБО!