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Service perception: A quantitative analysis of Norwegian service providers perception of international tourists

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## **Abstract**

Current research from a service management perspective has been set to analyze tourists' perceptions of quality and the importance of service received by service providers. However, service providers' perception of tourists has yet to receive the same amount of attention. On these grounds, one can imply the inadequate attention on service providers' perception of tourists. This research is primarily focused on the service providers' interactions with international tourists as these encounters are cultivating a variety of attitudes, aiming to see how service providers' perception of themselves correlate with their perception of international tourists. The results show that service providers whom perceive themselves as generally positive tourists also perceive international tourists in a positive manner. Furthermore, service providers with high self-efficacy see themselves as particular positive tourists in addition to holding a positive perception of international tourists. The primary challenge which followed this study was the shortage of previous scholarly work. Most studies that exist involves tourist's perception of their host country's service providers. Thus, a lack of scholarly work detailing the service providers analysis of the situation. This research contributes with a major step on enlightenment of the values in the Norwegian tourism industry. The research shown in this thesis portray an image of a previously non-represented minority that is influencing the values of Norwegian tourism. This research delivers a pure illustration of this group which is influential to the visitors in tourism destinations.

Key words: tourism industry; Host-guest interactions; service providers' perceptions; culture; tourist groups



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## 1 Introduction and problem statement

A substantial amount of research has been implemented to analyze foreign tourists' perception of local service providers, however, service providers' perception of foreign tourists has not received as much attention (Kozak & Tasci Asli, 2005). Research from a service management perspective has focused on service quality, its meaning to customers and their perception of service providers. For this reason, there has been insufficient attention on service providers' perception of foreign tourists, which makes this a good opportunity to conduct a study with service providers in focus. Understanding service providers' attitudes towards and familiarity to a certain group of tourists is as important as understanding tourists' particular expectations. Therefore, this research is focused on the service provider's encounters with international tourists visiting Norway. Service providers face tourists from all over the world. They experience all sorts of behaviors from tourists, either it is appreciated or not appreciated. However, the varieties of these encounters and their intercultural context, in general, are fostering certain attitudes towards these tourists. The key issue in this study is how these attitudes affect the service providers' perception of international tourists. In a search for an answer and a better understanding of these encounters, following research question has been developed.

***RQ:** How does service providers' perception of themselves correlate with their perception of international tourists?*



When reviewing research conducted in relation to planned behavior and behavioral intention, it becomes clear that the viewpoint from the employee's perspective has not been extensively researched, and especially, that there is a lack of proof for possible connection between the service provider's perception of themselves and their perception of tourists. This study aims to bridge the gap between the perception of oneself and the perception of international tourist and hope to provide service managers and business owners with some significant insights that could later on help them understand some of the internal processes and behaviors better and in the long term advance their businesses by facilitating their way towards increasing the uniformity of the tourism-related service quality.

All consumers' service employments share various traits evolved from two key features of the job: people who render services are situated at the firm's boundary together with the public and, therefore, carry out their job via interpersonal interactions. Bowen and Ford (2002) proposes that an intangible service entails all the aspects that unite to develop a memorable experience for the consumer at a certain point. These intangible services include service setting, service product, and service delivery system. Inevitably the success of service organization relies on the conduct of its service providers, as they act on behalf of the business in the consumers' eyes and are also responsible for ensuring service failure recovery.

Ajzen (1991) describes tourism as a special product composite with intangible and tangible services by visitor's experiences. In the 21st century tourism has evolved to become a fundamental component that has earned almost all countries substantial economic prosperity. According to Bandura and Schunk (1981), tourism and travel is second in generating income for the concerned countries. In fact, these industries contribute international incomes of around US\$2 billion on a daily bases and investments of twelve percent of the global GDP. This is the main reason that has made many countries to consider travelling and tourism as one of the most

growing and important industries. With the current development of the tourism sector, the majority of the countries are making it a priority agenda. According to Bright (2008), the tourism industry has become the largest sector that offers a substantial number of employment opportunities. According to recent research, it is evident that in 2017, countries such as Spain, Italy, U.S, China and Australia generated billions of money from the tourism sector. It is clear that most of these countries earned such huge amount because of the existing determination of the authorities to design their countries as welcoming and friendly sites to visit.

## **2 Literature review**

This literature review is geared to figure out factors impacting service providers' perceptions of tourists. Also, this literature review will attempt to recognize the most imperative attributes that meet and satisfies the needs of the tourists to ensure a repeated visit. The result of all the studies discussed in this literature review will demonstrate that positive attitude and perception, self-perception, and high self-efficacy plays a significant role to positively impact the perception held by tourists in the selection of visiting sites. This will further be interesting, by looking at the service provider's end of it later in this study. This literature review will also offer marketing investigators and planners some essential opinions into the choice of the right markets grounded on the special traits of the destination, which can distinguish it in the minds of the tourists and meet the tourists' expectations as well. Furthermore, this literature review discusses the perception of the visitors which can make business owners and managers comprehend their behavior.

### **2.1 Theory of Planned Behavior**

When researching the human intentions to behave in a certain way one finds the long-term ground tradition of the theory of planned behavior application. This theory is often used from the manager's or market researcher's point of view and directed towards likely change of behavior by the customer (Chen & Tsai, 2007; Dolnicar, Coltman, & Sharma, 2015; Koo, Byon, & Baker Iii, 2014; Lo & Qu, 2015; Petrick, 2004; Wahyuningsih, 2015).

On the other hand, the likeliness of service provider to act upon one's will and perform a certain intended behavior is an essential measure for management as well, as the quality of service is in question Ajzen (1991). This is especially when the management of organization presents

uniformity and predictability as key desirables, as it is often observed in hierarchical organizational culture (Williams & Buswell, 2003).

Theory of planned behavior has three variables that can influence the behavior. These variables include; a person's attitudes on the behavior as it indicate how the positive or negative performance of the behavior would be rated (Dolnicar et al., 2015). This creates a connection between behavioral intention and attitudinal beliefs as they can assist in the prediction of behavioral results. The other one is the subjective norms that describe the predicted amount of social pressure that motivates or demotivates participation in a particular behavior. Lastly, there is perceived behavioral control which is also used to assist and determine the behavioral intention. This strategy evaluates how hard or easy a person can perform in tourism industry while combining control belief about behavior. The theory of planned behavior has a direct connection when dealing with sustainable behavior as it helps a person to get an understanding of individual's intention to take part in tourism. This is because customer's satisfaction with tourism industry becomes more dependent on the competitiveness of the tourism industry.

### **2.1.1 Attitudes and Perceptions**

An attitude is established on the grounds of experience. This is achieved during the period of learning and earning knowledge. On the other hand, perception is developed without knowledge and experience of the person or object. Tourists and hosts or service provider may view one another without previous knowledge or experience of one another. However, the perception accumulated over time can form a more persistent attitude. There are three components of attitude which are affective, behavioral and cognitive. The cognitive attitude is beliefs held by individuals about an attitude-object. The affective component can be described as the emotions,

feelings, and moods that individuals experience regarding an attitude-object and consecutively relate to it. The behavioral component focuses on the actual behavior intention toward the attitude-object.

Managing the tourist perceptions of the service fairness is vital in creating good relationship characteristics and connected intentions. According to Dolnicar et al. (2015), the terms justice and fairness have generally been considered to have the same meaning in the service marketing literature. Conventional service studies perceive consumers loyalty as a component of consumers perceptions of justice during the encountering of the service. Service investigators such as Henningsen and Henningsen (2015) stated that fairness is always connected to the justice of the results (distributive justice), process (procedural fairness) or person (interactional fairness). According to Jafari and Cai (2016), distributive fairness majors on ensuring that consumers get an equitable exchange. In other terms, distributive fairness can be described as believed ratio of results to inputs compatible with those of a comparison. On the other hand, procedural fairness majors on the apparent fairness of procedures grounded on the chances to offer voice and input, level of precision and consistency (Kaplan & Miller, 1987). Therefore, in summation to a fair exchange, consumers need to be handled with fairness regarding regulations, timelines, and rules. Moreover, interactional fairness is a fundamental facet of the general fairness as consumers require interpersonal relation that shows honesty, courtesy, and empathy.

According to Koo et al. (2014), there are four aspects of justice which are interactive, procedural, distributive and informational. They also found that these aspects of justice are firmly connected to post-recovery satisfaction. According to Kozak and Tasci Asli (2005), informational justice has been inconsistent disregard in the literature of the market services. Informational justice focuses on description offered to people concerning why results were

shared in a specific manner or why specific steps were utilized in a certain way. According to research findings by Lin, Wu, and Ling (2017), procedural justice, interpersonal justice, and distributive justice and to a lesser degree, informational justice supports the development of fairness perceptions. In fact, as per Lo and Qu (2015), mutual justice perceptions are vital in enhancing relationship success and performance. Among all the four mutual justice perceptions explored, informational justice inserts the most impact on continuous commitment and also, it is said to be more connected to consumers satisfactions in a banking field compared to the rest three mutual justice perceptions.

In the present research, service fairness is conceptualized as an altogether perception, grounded on a visitor's experiences at a visiting site. Feeling of satisfaction is considered to be impacted by how a service delivery abides by consistent and fair behavior patterns. According to Moufakkir and Alnajem (2017), in cases of initial failure of service, the perceived fairness is seen to be applied in efforts of recovery influence consumers' satisfaction. Also, a significant number of other explorers found perceived service fairness as an imperative antecedent of consumer satisfaction (Patterson & Mattila, 2008). That being said, it can be concluded that perceived service fairness positively affects general goal fulfillment of consumers; destination satisfaction

Petrick (2004) stated that fairness is an essential condition for trust. He also suggested that this trust offsets vulnerability and hazard endemic to service exchanges. On the other side, perceived unfairness can negatively destroy trust, while the perception of a particular level of fairness can positively influence trust. According to Reisinger and Turner (2003), trust is a unique attribute that mediates the association amongst perception of fairness and loyalty. For example, visitors' perceptions of service fairness have been proved to have a great impact on the loyalty and trust in a lodging context. In fact, it is true that in most cases of service transactions where the

consumer entirely relies on the service provider, trust evolves from the assisting or fair behaviors on the side of the service provider. Therefore, perceived fairness in service transaction influences trusts positively toward destination service provider.

When it comes to attitude, research findings by Sharpley and Forster (2003) suggest that favorable attitudes toward destination satisfactions are related to pro-environmental behavior. For example, Van de Ven (2007), shows that environmental attitudes are firmly connected with intentions to stay or lodge in a green restaurant. Other areas that attitudes have been seen to have connections are sustainable consumption, travel mode choice or energy conservation. Regarding this study, it is evident that individuals with firm positive attitudes inclined to environmentally sustainable tourism are found to have an enhanced will to pay for environmental safeguarding compared to individuals with minimal positive attitudes geared toward environmentally sustainable tourism (Van de Ven, 2007). That being said, it can be concluded that positive attitudes can influence people's willingness to cater for environmentally sustainable tourism by all means.

### **2.1.2 Affective and Behavioral Attitude**

According to Doran, Hanss, and Larsen (2015), there are three components of attitudes which are affective, cognitive and behavioral. Recent studies by Basaran (2016), proposes that tourists develop both affective and behavioral relationships to destinations. An affective component consists of individual's feelings or emotions regarding the attitude object while cognitive or behavioral focuses on the way people's attitudes impacts how they behave or act. The task of emotions in dictating the place experiences is well explored in the tourist literature. According to Basaran (2016), emotions are vital determinants of tourist satisfaction. Also, in their study,

it is evident that a place attachment evolved as an integral concept in heritage experiences. Again, they found that tourist's attachment may result in distinct behavioral outcomes like word-of-mouth and repeat visitation.

Generally, recent studies have shown that the basic reasons that make visitors to visit tourism destinations are relaxation, socialization, escape novelty, learning, and self-development. Also, a study by Petrick (2004) has demonstrated a positive relationship amongst place attachment and motivation while Patterson and Mattila (2008) suggested a different dimensionality emphasizing two key motivations in heritage destinations; entertainment and educational. Lo and Qu (2015) describe behavioral attitude as a component that entails a person's tendencies to act or behave in a certain manner toward an object. In the tourism industry, behavioral attitude reflects the intention of a tourist in long run or short run. The findings of Kaplan and Miller (1987) in their study demonstrated that the alterations of attitude towards the heritage sites are both negative and positive.

### **2.1.3 Self-Perception and Subjective Norms**

For the theory of reasoned action, an individual's perception is a duty of two main determinants. The two determinants are one personal in nature and the other reflecting social determinant. The personal factor is the person's positive or negative determinant of undertaking the activity. It is important to note that, the theory of reasoned action focuses on the perception towards activities and not with the most traditional perception of people, objects as well as industry. The second determinant of intention is the individual's attitude of the social pressures that push people to undertake the tourism activities. This is because it focuses on perceived prescription which is known as the subjective norm. Therefore, it can be indicated that individuals like to



undertake activities like touring after they evaluate the action positively and the time when these individuals believe that it is significant for others to think that they should undertake the activities.

Within the theory of planned behavior, there are subjective norms that affect the behavior. It can also be called as a social influence or perceived social pressure. The social influence can either persuade or discourage a person from undertaking certain behavior like tourism. According to Ajzen (1991), the subjective norm can be described as the product of normative beliefs and motivation to follow. These beliefs show the pressure exerted on a person to be able to perform a given task in connection to those individuals who are these beliefs affect. Motivation to comply can be described as the willingness of people to work with others expectations when deciding on whether to do a given activity or not. Referent people who may have the capability to affect social norms include; relatives, close friends, colleagues at work and teachers among others. Particularly, within tourism study, social norms are known to influence the decision making of group leisure behaviors.

***H1:** The perception of international tourists is influenced by the service provider's perception of oneself as a tourist.*

## 2.2 Self-Efficacy

One of the alternative assumptions that I choose to test with the help of this research is whether self-efficacy proves right in other contexts. Is there a relationship between self-efficacy and the service provider's perception of international tourists? In general, self-efficacy describes one's perception towards possibility to organize and perform actions expected from one in a certain work, daily life or similar situations Bandura and Schunk (1981). Researchers claim that individuals with high self-efficacy invest more energy to master a problem, while the individuals who see that they are inefficacious will probably decrease effort to surrender (Lin et al., 2017). In this case, it would mean that the higher self-efficacy, the more positive perception of the tourists, which may result in providing services at a level that would exceed the usual standards.

According to Bright (2008), Self-efficacy is the main determinant of an intention of a person to select any behavior that is new or hard for a person to undertake. For example, in tourism, tourist's self-efficacy is a major determinant of whether a person will visit a certain place. In this regard, self-efficacy varies with the place a person is visiting and the previous experience that a person had when he or she toured that place. Bandura and Schunk (1981) indicate that self-efficacy is a type of belief that indicates how best a person can undertake a given situation by the use of his or her capability. Bandura and Schunk (1981) continues to indicate that self-efficacy can be said to be the inner resource that may include; talent, skills, capability, willpower, knowledge, and endurance. They go on to indicate that self-efficacy plays an important duty on influencing individual's motivation and capability to engage in activities like tourism. According to Bandura's theory, individuals with great self-efficacy; those who believe that they can succeed are likely to perceive hard tasks to be easy instead of something to avoid. He also says that if individuals think that environmental preservation is significant, but that

individual believes that their behavior has no or little impacts on the environment, then that person will act according to his or her self-efficacy attitude. Bandura and Schunk (1981) move on to state that unless individuals change the beliefs towards tourism where they think that the only individuals to tour are rich, people will always try to avoid touring the other countries. In this regard, every person should perceive tourism as a behavior that will be of importance to individual's lives. Furthermore, tourists can be passive and active participants in tourism activities that are either formal or informal, which is a good thing for an individual to travel away from home and job locations. Moreover, tourism has a cultural phenomenon that enable's the activity to promote the social and economic environment as it provides some revenue to the country that a person visits and interaction between the tourist.

According to the research conducted by Kozak and Tasci Asli (2005), self-efficacy beliefs can be important once a person decides whether they should or not tour. The researcher also discovered that self-efficacy reduces as the number of individuals involved in the dilemmas increases. For example, if the numbers of individuals in a dilemma to whether they should tour in a given nation their self-efficacy reduces. Another research to determine the psychological influences of the world environmental changes discovered that the variables connected with perceived individuals control are the only variables that indicated systematic connections with the environmental relevant behaviors. This study confirmed that there is the direct connection between self-efficacy beliefs and several pro-environmental behaviors. In the recent researches regarding environmentally sustainable tourism, self-efficacy has not received much attention. The only research that can be exempted is the research by Kozak and Tasci Asli (2005) that indicated that if self-efficacy is utilized together with the knowledge on environmental problems and positive attitude on environmental strategies, it will result to people being positively connected to staying in the hotels once they tour a certain region. Findings from other researches indicated that lack of information about tourism and lack of ability to tour could be

used as justifiable personal inaction to engage in tourism. Also, if a person is denied the responsibility of tourism then this individual develops an inability to make a difference in tourism. Based on the previous studies it can be assumed that self-efficacy regarding tourism and environmental heritages are positively connected with individual's willingness to spend some money on environmental protection when touring.

Reflecting on the above mentioned views, it is important to understand that environmental aspects are a collective effort that helps individual tourists to get efficacy expectations not only from their ability to make different judgments but also from the level to which they feel that tourists can as well impact the state. Similarly to the way self-efficacy can impact individuals' level of tourism, collective efficacy beliefs may also influence the effort that the group members may put on the tourism industry. Chen and Tsai (2007) also provided some evidence about self-efficacy and collective efficacy belief as they discovered that collective efficacy instead of self-efficacy could influence individuals involved in tourism and in activities to deal with environmental problems. Additionally, Dolnicar et al. (2015) discovered that collective efficacy influenced the level to which residents get involved in tourism and how they try to look for clean water in the society. The author also indicates that individuals with the higher degree of collective efficacy does more to be involved in tourism and other societal activities.

***H2:** The higher self-efficacy a service provider has, the more amicable international tourists are perceived by the service provider.*

### 3 Method

#### 3.1 Design

The research conducted in this thesis is built on quantitative methods. It is grounded on a survey in which collects data concerning socio-demographic, attitudes and perceptions of service providers working the front-line in service companies. The research is descriptive, as it intends to portray the phenomenon observed within the sample that is studied. The analysis of the survey which is conducted at a specific time span (four weeks), makes it a cross-sectional study, as the environment is not manipulated (Neuman, 2014).

#### 3.2 Research Model

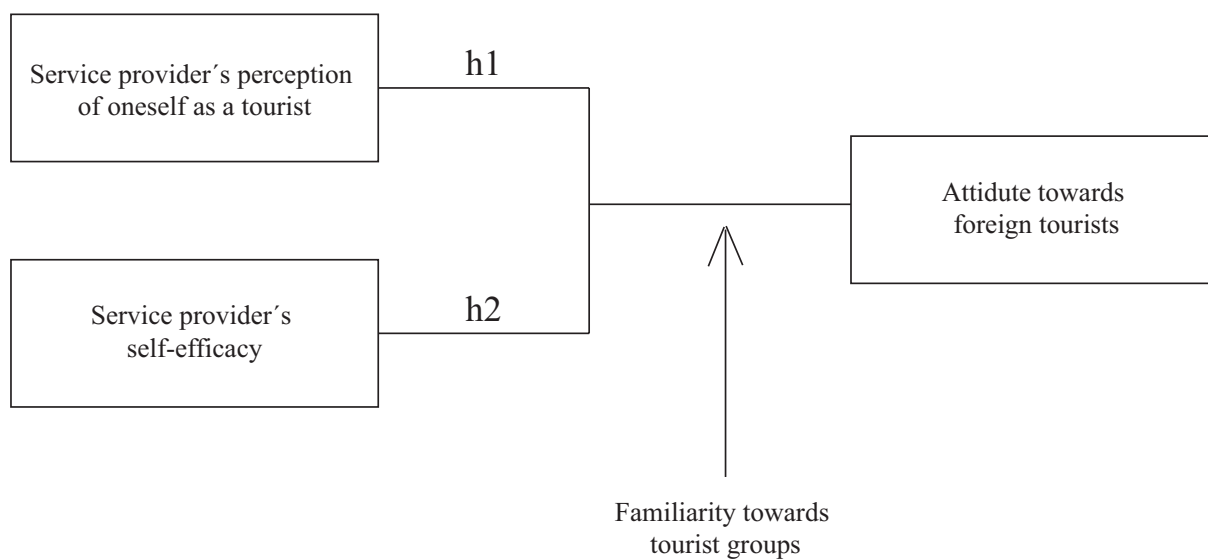


Figure 1 - Research Model

### 3.3 Data Collection

The population that is being investigated in this study is service workers whom are working in frontline encounters with international tourist. In the only previous study which is related to service workers perception of foreign tourists, conducted by Kozak and Tasci Asli (2005) in Fethiye, Turkey, the respondents were asked about their perception of British and German tourists. In this study we have extended the limitations to optionally choose which countries the service worker has extensive experience and familiarity with.

The unit of analysis is service providers in hotel receptions, bars, restaurants and other similar working environments in Norway, that demand the employee to engage with tourists in frontline service encounters. In order to reach an extensive number of respondents, the surveys were conducted in places where possible respondents were found in clusters. E.g. on campus of the Norwegian school of hotel management. Many of the students at the Norwegian school of hotel management are working in local service businesses and has previous experience before attending to the University.

In addition, through contacts within a restaurant franchise on the south-east coast of Norway there was a round trip conducting the surveys at these particular restaurants. In addition, there was also a trip to Oslo and Bergen, which is two cities in Norway that has an excessive stream of international tourists passing through. In this way respondents that were questioned covered a geographical area that represents a major share of where international tourist interactions are occurring with service providers in Norway.

A trip to Lofoten and Tromsø in north of Norway was also considered because of the international tourist stream that tend to travel there, but time and resources was an issue that prevented this. However, Lofoten has its high season rather close to the deadline of this master

thesis as well as most guides that are working there come from abroad. And the purpose of this study is primarily to investigate Norwegian service workers.

The data was gathered on a time span of three weeks from 22.03.18 till 12.04.18. It was Easter holiday when I visited Oslo, in which caused a challenge on collecting data. A lot of hotels, bars and restaurants were closed during this time and this resulted in a smaller sample of respondents from Oslo than anticipated. However, as it was rather quiet on the tourist flow in Oslo during these days most service workers was more than willing to participate in the study. Quite opposite of what challenge that was met in Bergen. During the days spent in Bergen there was a handball tournament for national teams, in which resulted in fully booked hotels and obviously service workers occupied with guests. This made It challenging to approach the service workers. However, it resulted in a handful more respondents than in Oslo.

The strategy for data collection in Bergen and Oslo was to approach the service workers face to face when they were at work. Furthermore, In Stavanger there was an attempt to contact managers in order to ask for permission and arrange meetings were employees could voluntarily answer the questionnaire. However, this was mostly met with ignorance and the few whom agreed to this wanted to get the questionnaire over email and then send It back. This was not an option when considering the anonymity of the respondents, but also that their supervisor would possibly affect the respondents' answers.

The topic in question is strongly related to their daily work responsibilities and excellence of their performance. So, It was of importance to keep the Hawthorne effect in mind, which is a bias that occurs when the subject knows he or she is being observed, and therefore acts in a different manner than normally (Adair, 1984). One could draw a comparison here and argue for the possibility of a bias if the respondents believes that their supervisor would get access to their answers. Therefore, respondents gathered from Stavanger was also performed through

face to face meetings at different hotels, bars and restaurants. Prior experience regarding data collection showed that there was some confusion with the meaning of particular questions in the questionnaire, and therefore it demanded that an interviewer was present to clarify any confusing formulations. This was an extremely time-consuming part of the work, but possibly spared time when plotting and analyzing the data.

### **3.4 Measurements**

The survey that was used in this study is translated from English to Norwegian and has previously been used for data collection within a research project under the Norwegian school of Hotel Management that were performed in Malaysia. The questionnaire was at that time designed with the repertory grid method, which is an expression used to define a procedure related to personal construct theory, which again are to be used within investigation of the constructs individuals use in order to understand the world (Gains, 1994). The aspects of this World are many, and there are no exceptions regarding service providers' impressions of international tourists. The result that were produced by the repertory grid method performed by 30 international hospitality students in 2011 are shown in table 1. Einar Marnburg, Torvald Øgaard and Svein Larsen which are the Professors behind the study, argue that these students were highly appropriate in the process of performing the repertory grid method. The students represented 16 nationalities were all continents was included and these students had many years of experience in the service industry.



Table 1 - Repertory grid method

1 Easy to talk to	7 Rude	13 Like to spend money
2 Polite	8 Loud	14 Stingy
3 Accept our ways of doing things	9 Dirty	15 Prefer travel individually
4 Funny to interact with	10 Messy	16 Prefer travel with their family
5 Demand special service	11 Enjoy all kinds of food	17 Prefer travel in groups
6 Funny to serve	12 Drink too much	18 Normally have travelled a lot internationally

These behavioral topics has been converted into statements were the Likert scale with a range from one to seven indicates the respondent's opinion. One indicates that the respondent completely disagrees with the statement and seven indicates that the respondent completely agrees with the statement. Additionally, three statements are added to each construct regarding tourists. Those items are, "Tourists from (country) are generally nice"; "I like tourists from (country)"; and "Tourists from (country) are the best tourists". The questionnaire is divided into four parts were the first task is to name three countries they are most familiar with. Furthermore, they will answer to what degree they agree to the 21 statements about each of these countries. Then there are 20 statements about how the respondents' would rate themselves as tourists'. In this construct the item "dirty" was eliminated due to its inappropriate character when answering about themselves. Moreover, the next construct is based on self-efficacy as mentioned in the literature review. Here there is statements the service worker's ability to perform in their job and diverse tasks. The questionnaire ends with a few questions regarding demographics with information such as age, sex, establishment and position.

### **3.5 Data Analysis**

There is an explorative approach to this thesis. Firstly, the validity of the independent variables was tested by looking at the correlation between the items in each independent variable. This was to investigate any disruption of the independent variables before considering a multiple regression analysis (Pallant, 2013). As the independent variables ended up with weak correlations I conducted a factor analysis instead. The factor analysis focuses on the variance common (shared) to several variables and it has an ability of testing hypotheses that can be stated in the form of intercorrelations between variables (Reisinger & Turner, 2003).

Furthermore, as the correlation within the independent variables was weak, I had to discard the analysis concerning a multiple regression analysis, which would have allowed me to conclude the overall fit of the model and also the contribution of each independent variable in the total variance explained. However, performing the factor analysis produced several new variables in which were measuring more narrowly cases. These are explained further in the result chapter. The dependent variable was measured on a 7-point Likert scale on the grounds of it to be treated as continuous it had to be 7-point or above. Furthermore, the main independent variables were also continuous with a 7-point Likert scale. These range from “disagree completely” to “agree completely”. Additionally, I performed Pearson product-moment correlation coefficient in order to check for a linear relationship amongst the dependent variable and every independent variable.

### **3.6 Data Collection and Sample**

The sample consists of 54 males (39,4 per cent) and 83 females (60,6 per cent) which adds up to 137 respondents. There is no specific number on the response rate as it was not taken into consideration during the time of data collection.

Table 2 - Sex

Sex					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	54	39.4	39.4	39.4
	Female	83	60.6	60.6	100.0
	Total	137	100.0	100.0	

However, a roughly estimate would indicate a number of 76% on the response rate. With approximately 180 people asked. However, this number is only an estimate and is not an exact number of the response rate. The minimum age of the respondents is 18 and the maximum is 64. The mean of the respondents is 28.71, were the histogram shows a positively skew. This indicates a rather young majority and it comes as no great surprise as many front-line workers tend to be students in a part-time job.

Table 3 - Age

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 25	52	38.0	38.0	38.0
	26-35	66	48.2	48.2	86.1
	36-45	13	9.5	9.5	95.6
	46-55	1	.7	.7	96.4
	56 and older	5	3.6	3.6	100.0
	Total	137	100.0	100.0	

112 of the respondents are Norwegian service workers which makes up for 81,8 per cent of the total sample. Furthermore, there are seven Swedish service workers in the sample, three Hungarian, two Polish, two Australian and one from each of the following countries: China, Spain, Italy, Greece, Croatia, Switzerland, Denmark, France, Estonia, Czech Republic and Romania. The non-Norwegian countries makes up for 18,2 per cent of the sample.

Table 4 - Respondent Ethnic Group

Respondent Ethnic Group					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese	1	.7	.7	.7
	Polish	2	1.5	1.5	2.2
	Norwegian	112	81.8	81.8	83.9
	Hungarian	3	2.2	2.2	86.1
	Swedish	7	5.1	5.1	91.2
	Spanish	1	.7	.7	92
	Italian	1	.7	.7	92.7
	Greek	1	.7	.7	93.4
	Croatian	1	.7	.7	94.2
	Swiss	1	.7	.7	94.9
	Australian	2	1.5	1.5	96.4
	Danish	1	.7	.7	97.1
	French	1	.7	.7	97.8
	Estonian	1	.7	.7	98.5
	Czech	1	.7	.7	99.3
	Romanian	1	.7	.7	100.0
Total		137	100.0	100.0	

61 (44,5 per cent) of the respondents works in hotel receptions, 37 (27 per cent) works in restaurants, 36 (26,3 per cent) in bars/nightclubs and three (2,2 per cent) works in museums.

Table 5 - Establishment

Establishment					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hotel	61	44.5	44.5	44.5
	Restaurant	37	27.0	27.0	71.5
	Bar/Nightclub	36	26.3	26.3	97.8
	Museum	3	2.2	2.2	100.0
	Total	137	100.0	100.0	

Table 6 - Main Job

Main Job					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bartender	37	27.0	27.0	27
	Receptionist	56	40.9	40.9	67.9
	Waiter	27	19.7	19.7	87.6
	Manager	16	11.7	11.7	99.3
	Concierge	1	.7	.7	100.0
	Total	137	100.0	100.0	

The respondents main occupation represents a majority of receptionists holding a number of 56 (40,9 per cent) respondents. Then there are bartenders which represents a number of 37 (27 per

cent). Furthermore, there are 27 (19.7 per cent) waiters, 16 (11,7 per cent) managers and one (0.7 per cent) concierge.

## **4 Results**

### **4.1 Construct Validity**

Items that were negatively worded in the constructs on tourist groups and the respondents' as a tourist had to be reversed for the testing of reliability within the construct. This was executed in order to prevent response bias (Pallant, 2013). Before reversing any items a reliability test was executed in order to see to what degree the reversing would impact the reliability. The unreversed construct of the tourist group the respondents know best showed a Cronbach's Alpha coefficient score of .612. This is below .7 and therefore not a fit before the negatively worded items were reversed.

Table 7 - Tourist Group Know Best (Unreversed)

Tourist Group Know Best (Unreversed)				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Easy to talk to	85.63	102.294	.522	.553
Are polite	85.61	111.371	.324	.586
Accept our ways	85.76	110.052	.368	.581
Funny to interact with	85.81	102.037	.562	.550
Demand special service	86.58	118.686	.040	.624
Are funny to serve	85.76	105.449	.504	.562
Are rude	88.18	133.121	-.344	.664
Are too loud	86.80	114.365	.138	.611
Are Dirty	88.77	122.029	-.018	.625
Are messy	88.15	126.837	-.166	.648
Enjoy all foods	86.61	113.636	.243	.596
Drink to much	87.74	109.280	.321	.584
Like to spend money	87.04	107.160	.414	.572
Are stingy	87.84	125.342	-.126	.640
Prefer travel individually	88.26	123.309	-.066	.632
Prefer travel with family	86.13	118.438	.084	.615
Prefer travel in groups	85.74	121.313	.000	.624
Travels alot internationally	86.13	112.130	.284	.591
Generally nice tourists	85.41	108.508	.465	.571
I like tourists from	85.64	105.187	.495	.562
The best tourists	86.68	104.896	.439	.566

Items that were negatively worded in the constructs on tourist groups and the respondents' as a tourist had to be reversed for the testing of reliability within the construct. This was executed

in order to prevent response bias (Pallant, 2013). Before reversing any items a reliability test was executed in order to see to what degree the reversing would impact the reliability. The unreversed construct of the tourist group the respondents know best showed a Cronbach's Alpha coefficient score of .612. This is below .7 and therefore not a fit before the negatively worded items were reversed. Taking a closer look at Corrected Item-Total Correlation for the unreversed construct, tourists the respondents know best (Table 7). One can see that there is a generally low value on all of the items in which indicates that the items do not fit the construct without the reversing. Furthermore, in total there was seven items that were reversed in each of the three constructs on international tourist groups. The items that were reversed was "Tourists from ... demand special service", "Tourists from ... are rude", "Tourists from ... are too loud", "Tourists from ... are dirty", "Tourists from ... are messy", "Tourists from ... drink too much", "Tourists from ... are stingy". The exact same items were reversed within the construct on respondents perception of themselves as a tourist except "I am dirty", as it is not included in this construct.



Table 8 - Tourist Group Know Best (Reversed)

Tourist Group Know Best (Reversed)				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Easy to talk to	95.58	208.995	.556	.808
Are polite	95.57	207.218	.725	.802
Accept our ways	95.72	207.617	.713	.802
Funny to interact with	95.77	208.666	.594	.807
Demand special service	97.40	224.992	.214	.827
Are funny to serve	95.72	206.337	.712	.802
Are rude	95.80	207.556	.678	.803
Are too loud	97.18	225.400	.189	.829
Are Dirty	95.21	220.948	.408	.816
Are messy	95.83	211.891	.515	.811
Enjoy all foods	96.57	229.806	.171	.827
Drink to much	96.24	239.993	-.063	.839
Like to spend money	97.00	228.103	.184	.827
Are stingy	96.15	215.758	.481	.813
Prefer travel individually	98.21	239.330	-.044	.836
Prefer travel with family	96.09	235.713	.035	.833
Prefer travel in groups	95.69	241.729	-.096	.838
Travels alot internationally	96.09	228.345	.198	.826
Generally nice tourists	95.36	207.895	.767	.801
I like tourists from	95.60	203.448	.760	.799
The best tourists	96.64	202.483	.694	.801

Cronbach's Alpha coefficient from most familiar tourist group after the reversing (Table 8) shows a value of .824. As the value is above .7, one can draw the conclusion that the scale is

reliable with the sample. However, when looking at Corrected Item-Total Correlation one can see that Items such as “Demand special service”, “Too loud”, “Enjoy all foods”, “Drink too much”, “Like to spend money”, “Prefer travel individually”, “Prefer travel with family”, “Prefer travel in groups” and “Travels a lot internationally” is less than .3. Thus, this indicates that these items are measuring something dissimilar from the totality of the scale (Pallant, 2013). Thus, performing a factor analysis on this construct will provide information on which items that are loaded.

Furthermore, the tourist group construct in which the respondents know second best after the reversing (Table 9) has a Cronbach’s Alpha coefficient of .849. The Corrected Item-Total Correlation items that are under .3 is “Demand special service”, “Too loud”, “Drink too much”, “Prefer travel individually”, “Prefer travel with family”, “Prefer travel in groups” and “Travels a lot internationally”.

For the tourist group the respondents know third best after the reversing (Table 10) there is a Cronbach’s Alpha coefficient of .833. Similar to the previous two scales this is also above .7 and are therefore seen as a reliable scale with the holding sample. Again, looking at the Corrected Item-Total Correlation below .3 is in this case, “Enjoy all foods”, “Drink too much”, “Like to spend money”, “Prefer travel individually”, “Prefer travel with family”, “Prefer travel in groups” and “Travels a lot internationally”.

Table 9 - Tourist Group Know Second Best (Reversed)

Tourist Group Know Second Best (Reversed)				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Easy to talk to	91.19	247.478	.603	.835
Are polite	90.58	249.318	.733	.831
Accept our ways	90.88	253.927	.665	.834
Funny to interact with	91.11	251.422	.631	.834
Demand special service	92.04	269.388	.289	.849
Are funny to serve	91.01	248.316	.721	.830
Are rude	90.81	259.023	.540	.838
Are too loud	91.25	267.673	.278	.850
Are Dirty	90.01	266.404	.428	.843
Are messy	90.66	258.801	.504	.840
Enjoy all foods	91.47	269.515	.342	.846
Drink to much	90.99	281.713	.058	.859
Like to spend money	91.84	267.062	.330	.847
Are stingy	90.99	264.331	.441	.842
Prefer travel individually	92.62	289.046	- .049	.859
Prefer travel with family	90.79	289.006	- .049	.860
Prefer travel in groups	90.48	291.796	- .104	.862
Travels alot internationally	90.51	275.796	.277	.848
Generally nice tourists	90.34	254.004	.751	.832
I like tourists from	90.55	244.234	.814	.827
The best tourists	91.71	242.458	.784	.827

Table 10 - Tourist Group Know Third Best (Reversed)

Tourist Group 3 (reversed)				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Easy to talk to	92.23	225.720	.515	.820
Are polite	91.46	227.338	.704	.813
Accept our ways	91.65	228.185	.656	.815
Funny to interact with	91.91	226.742	.660	.814
Demand special service	92.83	235.861	.389	.827
Are funny to serve	91.81	228.567	.686	.814
Are rude	91.66	226.783	.713	.813
Are too loud	92.49	236.340	.356	.829
Are Dirty	91.09	232.419	.534	.820
Are messy	91.77	228.666	.519	.820
Enjoy all foods	92.03	249.205	.196	.834
Drink to much	91.88	264.154	-.116	.849
Like to spend money	92.64	253.496	.089	.840
Are stingy	91.75	237.041	.440	.824
Prefer travel individually	93.61	260.415	-.041	.844
Prefer travel with family	91.40	263.433	-.106	.844
Prefer travel in groups	91.26	259.866	-.030	.843
Travels alot internationally	91.83	256.494	.048	.840
Generally nice tourists	91.38	225.870	.789	.810
I like tourists from	91.62	220.855	.784	.808
The best tourists	92.64	218.717	.716	.809

When it comes to the construct regarding the respondents' perception of themselves as a tourist (Table 11), the result shows a Cronbach's Alpha coefficient of .523. As the value is below .7 threshold one can conclude that the items within the construct does not fit together and is measuring something dissimilar from initially desired. Looking closer on the Corrected Item-Total Correlation column one can see that "I may demand special service", "I am funny to serve", "I may be rude sometimes", "I may be loud sometimes", "I enjoy all kinds of food", "I drink too much sometimes", "I like to spend money", "I prefer travel individually", "I prefer travel with family", "I Prefer travel in groups" and "I have travelled a lot internationally" is below .3. This would also indicate that the mentioned items are measuring something different from initially desired. Thus, I will perform a factor analysis on this construct in order to see which of the items that are loaded where.

Table 11 - Respondents' As Tourists (Reversed)

Respondents' As Tourists (Reversed)				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
I am easy to talk to	97.34	79.842	.335	.487
I am polite	96.80	79.512	.540	.477
I accept our ways	96.93	81.862	.357	.494
I am funny to interact with	97.88	78.095	.429	.475
I may demand special service	98.78	76.893	.269	.488
I am funny to serve	98.12	82.036	.226	.502
I may be rude sometimes	97.91	79.778	.212	.501
I may be too loud sometimes	98.82	76.077	.231	.496
I may be messy sometimes	98.04	75.866	.318	.479
I enjoy all kinds of food	97.71	86.046	-.028	.546
I drink too much sometimes	99.77	80.430	.105	.525
I like to spend money	97.86	86.326	-.014	.538
I may be stingy sometimes	97.54	77.662	.311	.484
I prefer to travel individually	100.27	86.449	-.072	.567
I prefer to travel with my family	98.61	86.915	-.061	.554
I prefer to travel in groups	98.89	89.363	-.152	.591
I have travelled alot internationally	97.37	83.382	.099	.520
I am generally nice	96.64	81.599	.462	.489
I am generally well liked	97.20	81.777	.355	.494
Generally i am the best tourist	97.85	76.729	.519	.463

The construct on Self-efficacy is a well-tested scale and it was adapted from the original English version of this questionnaire. Cronbach's Alpha coefficient shows a value of .824 on this construct, which again indicates that the scale is reliable with the sample. When looking at the Corrected Item-Total Correlation one can see that every item is above .3 which indicates the relevance of every item in the measurements.

Table 12 - Self-Efficacy

Self-Efficacy				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I can manage difficult problems	29.15	13.381	.653	.811
I am confident to deal with unexpected events	29.42	12.907	.641	.811
I can solve most problems	29.20	13.605	.586	.822
I can remain calm facing difficulties and rely on my coping abilities	29.36	12.820	.596	.821
I can find several solutions to problems i get confronted with	29.69	13.026	.582	.823
Im usually able to handle everything that comes my way	29.61	12.520	.670	.805

## 4.2 Factor Analysis

### 4.2.1 Tourist Group - Know Best

A principal components analysis was performed on the 21 items of the International Tourist Group One scale. The data was checked for its appropriateness prior to the factor analysis. When inspecting the correlation matrix, it revealed occurrences of several coefficients of .3 and above. The value of Kaiser-Meyer-Olkin was .822 which is above the suggested value of .6 (Kaiser, 1960).

Table 13 - KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.822
Bartlett's Test of Sphericity	Approx. Chi-Square	1353.683
	df	210
	Sig.	.000

The Bartlett's Test of Sphericity (Bartlett, 1950) showed statistical significance, by approving the factorability of the correlation matrix. The Principal components analysis uncovered the occurrence of six components with eigenvalues in which exceeded 1, describing 31.5 per cent, 10.4 per cent, 9.4 per cent, 7 per cent, 5.3 per cent and 4.8 per cent of the variance.



Table 14 - Total Variance Explained (Tourist Group Know Best)

Total Variance Explained (Tourist Group Know Best)						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative%
1	6.617	31.510	31.510	6.617	31.510	31.510
2	2.198	10.467	41.977	2.198	10.467	41.977
3	1.985	9.450	51.427	1.985	9.450	51.427
4	1.484	7.067	58.494	1.484	7.067	58.494
5	1.124	5.354	63.848	1.124	5.354	63.848
6	1.008	4.800	68.648	1.008	4.800	68.648
7	.925	4.404	73.051			
8	.691	3.292	76.343			
9	.685	3.260	79.604			
10	.606	2.888	82.492			
11	.585	2.784	85.276			
12	.521	2.483	87.759			
13	.480	2.286	90.045			
14	.402	1.914	91.959			
15	.335	1.593	93.552			
16	.312	1.484	95.037			
17	.286	1.364	96.401			
18	.248	1.182	97.583			
19	.194	.926	98.508			
20	.186	.885	99.393			
21	.127	.607	100.000			

Extraction Method: Principal Component Analysis

Inspecting the scree plot uncovered a distinctive break behind the second component. By performing the Cattell's (1966) scree test, the decision fell on retaining two of the six suggested components for additional investigation.

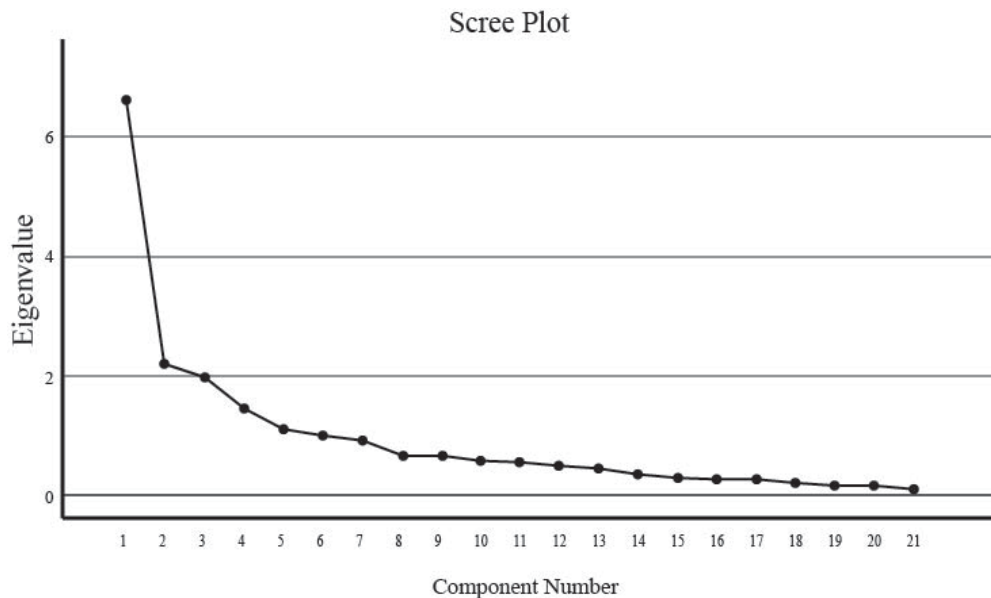


Figure 2 - Scree Plot (Tourist Group Know Best)

A Varimax rotation was conducted in order to interpret these components. This showed that there was a significantly stronger loading on the first component, which had a percentage of 31.4 and the second component had a percentage of 10.4. In total the two components explained 41.9 per cent of the variance. The first component indicates a strong loading of mostly positively affected items. However, the item «Rude» is loading on this component, which it is not supposed to. The item is negatively skewed, which indicates that the “Rude” item do not work on the respondents and therefore this item should be excluded from further analysis. The second component indicates the other side of the specter, which is the negatively affected items. Thus, this support a decision to use these items in separate scales (Watson, Clark, & Tellegen, 1988). However, before computing the items in to new variables, the item “Like to spend money” needs to be reversed to “Do not like to spend money” including the values.

Table 15 - Varimax Rotation (Tourist Group Know Best)

	Component	
	1	2
Nice Tourists	.850	
I like tourists from	.844	
Funny to serve	.816	
Are polite	.801	
The best tourists	.778	
Accept our ways	.763	
Rude	.736	
Funny to interact	.728	
Easy to talk to	.718	
Messy		
Are stingy		
Like to spend money		-.599
Special service		.548
Too loud		.468
Prefer travel individually		
Prefer travel in groups		
Prefer travel with family		
Drink too much		.493
Dirty		
Enjoy all foods		
Travels a lot internationally		

Extraction Method: Principlal Component Analysis.  
Rotation Method: Varimax with Kaizer Normalization.

Amicable tourists (AmicableTG1) explains the respondents' perception of international tourists in a positively mode. The eight items are formulated such as, "Nice tourists", "I like tourists from", "Funny to serve", "Are polite", "The best tourists", "Accept our ways", "Funny to interact with" and "Easy to talk to". The new construct has a Cronbach's Alpha of .921, which indicates that it is fit for further analyses. Unpleasant tourists (UnpleasantTG1) explains the respondents' perception of international tourists in a positively manner. The four items are formulated as "Do not like to spend money", "Demand special service", "Too loud" and "Drink too much". The new construct has a Cronbach's Alpha of .467, which indicates that it is not fit for further analysis.

#### 4.2.2 Respondents' as Tourists'

A second principal components analysis was performed on the 20 items of the respondents' evaluation of themselves as a tourist. The data was checked for its appropriateness prior to the factor analysis. When inspecting the correlation matrix, it revealed occurrences of several coefficients of .3 and above. The value of Kaiser-Meyer-Olkin was .692 which is above the suggested value of .6 (Kaiser, 1960).

Table 16 - KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.692
Bartlett's Test of Sphericity	Approx. Chi-Square	764.648
	df	190
	Sig.	.000

The Bartlett's Test of Sphericity (Bartlett, 1950) showed statistical significance, by approving the factorability of the correlation matrix.

Table 17 - Total Variance Explained (Respondents' as Tourists')

Total Variance Explained (Respondents' as tourists')						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative%
1	3.948	19.740	19.740	3.534	17.670	17.670
2	2.418	12.092	31.833	2.195	10.977	28.647
3	1.722	8.610	40.442	1.795	8.976	37.623
4	1.459	7.293	47.735	1.621	8.107	45.730
5	1.090	5.450	53.185	1.287	6.436	52.166
6	1.044	5.221	58.406	1.248	6.240	58.406
7	.983	4.917	63.323			
8	.941	4.707	68.030			
9	.885	4.424	72.453			
10	.790	3.952	76.405			
11	.728	3.640	80.045			
12	.689	3.443	83.488			
13	.593	2.964	86.453			
14	.544	2.721	89.174			
15	.490	2.451	91.625			
16	.430	2.151	93.776			
17	.399	1.993	95.768			
18	.323	1.615	97.383			
19	.291	1.453	98.836			
20	.233	1.164	100.000			

Extraction Method: Principal Component Analysis

The Principal components analysis uncovered the occurrence of six components with eigenvalues in which exceeded 1, describing 17.6 per cent, 10.9 per cent, 8.9 per cent, 8.1 per cent, 6.4 per cent and 6.2 per cent of the variance.

Inspecting the scree plot uncovered a distinctive break behind the fifth component. By performing the Cattell's (1966) scree test, the decision fell on retaining five of the six suggested components for additional investigation.

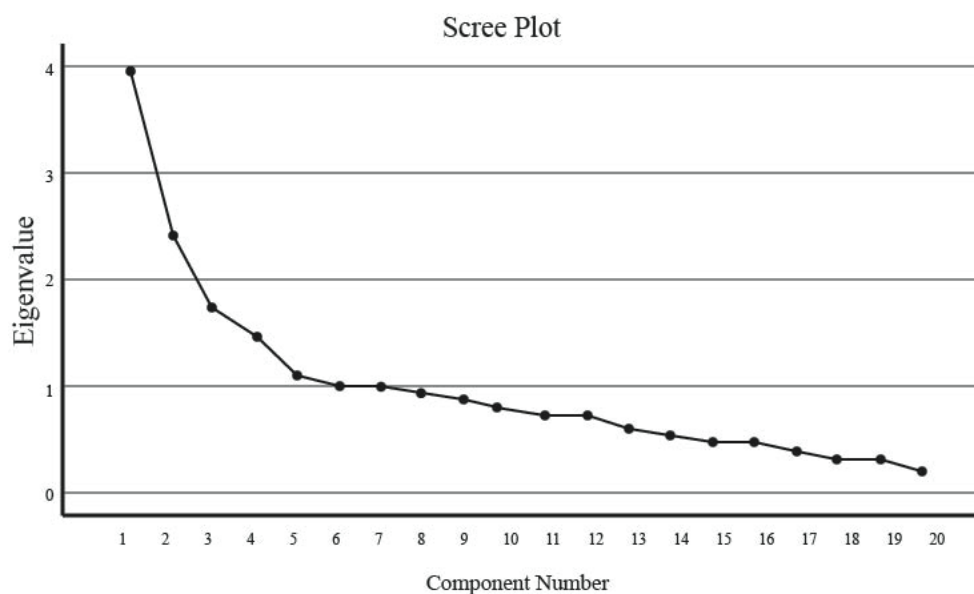


Figure 3 - Scree Plot (Respondents' as Tourists')

A Varimax rotation was conducted in order to interpret these components. This showed that there was a significantly loading on the first four components and gradually lower loadings from the first component till the fifth component.

Table 18 - Varimax Rotation (Respondents' as Tourists')

	Component				
	1	2	3	4	5
I am funny to interact with	.766				
I am generally well liked	.755				
I am easy to talk to	.730				
I am generally nice	.693				
I generally am the best tourist	.691				
I am polite	.652				
I accept local ways	.528				
I may demand special service		.759			
I may be rude sometimes		.684			
I may be stingy sometimes		.658			
I may be messy sometimes		.486			
I drink too much sometimes			.796		
I may be loud sometimes			.692		
I like to spend money			-.596		
I prefer travel in groups				.767	
I prefer travel individually				-.743	
I prefer travel with my family		-.321		.520	
I have travelled a lot internationally					.728
I am funny to serve	.352			.354	.485
I enjoy all kinds of food					.322

Extraction Method: Principlal Component Analysis.

Rotation Method: Varimax with Kaizer Normalization.

The six-component solution described a total of 58.4 per cent. The first component indicates a strong loading of positive affected items, the second component indicates negatively worded items as well as the third component. Furthermore, component four loads on items which has

the same characteristics and lastly component five loads weakly but holds an interesting item which is “I have travelled a lot internationally”. This item will be analyzed further separately from the other suggested items in component five, as it is interesting to look at how it will affect their impression of international tourists. Before these items are computed in to separate constructs, the item “I like to spend money” needs to be reversed to “I do not like to spend money” and values accordingly in the opposite direction.

Amicable (AmicableIam) explains how the respondents are interpreting themselves as a tourist in a positive manner. The seven items are formulated positively such as “I am funny to interact with”, “I am generally well liked”, “I am easy to talk to”, “I am generally nice”, “I generally am the best tourist”, “I am polite” and “I accept local ways”. This new construct has a Cronbach’s Alpha of .821, which indicates that It is fit for further analyses.

Demanding (DemandingIam) explains how the respondents are interpreting themselves as a tourist in a more demanding or negative manner. The four items are formulated negatively such as “I may demand special service”, “I may be rude sometimes”, “I may be stingy sometimes” and “I may be messy sometimes”. It is important to mention that there was a translation error in the process of converting the questionnaire from English to Norwegian. The error was a misinterpretation of the word “Stingy”, which was translated to a Norwegian word “Prikkete”. The error here is that “Stingy” concerns holding on to the money, but it got translated to “Prikkete”, a word that reflects more on how a person leaves unnecessary negative comments. This explains why the item “I may be stingy sometimes” loads together with the other negative worded items. This new construct has a Cronbach’s Alpha of .647, which indicates that it is on the verge of fittingness for further analyses. However, the construct has too many errors, such as the case with “Rude” from the prior analyses and also “Stingy”. This is reason to exclude this corrupted construct from further analyses.



Unpleasant (UnpleasantIam) explains how the respondents are interpreting themselves as a tourist in an unpleasant way. The three items are formulated negatively such as “I drink too much sometimes”, “I may be loud sometimes” and “I do not like to spend money”. The last item which is mentioned has been reversed from “I like to spend money” on the basis of a negative value discovered within the factor analysis of the total construct on the respondents’ interpretation of themselves as a tourist. Cronbach’s Alpha shows a value of .6 on this construct. Even as this is a Cronbach’s Alpha value on the very verge of acceptable, the choice lands on including it for further analysis.

### **4.3 Pearson Product-Moment Correlation Coefficient**

A Pearson product-moment correlation coefficient was conducted between service workers positive perception of themselves as tourists (as measured by the AmicableIam) and service workers positive perception of the international tourist group they know best (as measured by the AmicableTG1). There is a moderate positive correlation between “AmicableIam” and “AmicableTG1” [  $r=.299$ ,  $n=137$ ,  $p<.01$ ]. Coefficient of determination holds a value of 8.9 per cent, which indicates that the more amicable the service providers’ perceive themselves as tourists, the more amicable they perceive the international tourist group they know best. Coefficient of determination holds a value of 8.9 per cent.

Furthermore, the Pearson product-moment correlation coefficient was also conducted between service workers negative perception of themselves as tourists (as measured by the UnpleasantIam) and service workers positive perception of the international tourist group they know best (as measured by the AmicableTG1). There is clearly no correlation between “UnpleasantIam” and “AmicableTG1” [  $r=.009$ ,  $n=137$ ,  $p>.01$ ]. This means that there are no

relationship between how unpleasant service workers perceive themselves and how they perceive the group of international tourists they know best.

Also, Pearson product-moment correlation coefficient was performed between service workers self-efficacy (as measured by the Self-Efficacy) and service workers positive perception of the international tourist group they know best (as measured by the AmicableTG1). The analysis shows a small positive correlation between “Self-efficacy” and “AmicableTG1” [  $r=.188$ ,  $n=137$ ,  $p<.05$ ]. Coefficient of determination holds a value of 3,5 per cent, which barely indicates that the more service providers’ perceive themselves as able to organize and perform actions that are expected from them by their superiors, the more amicable they perceive the international tourist group they know best.

Lastly, Pearson product-moment correlation coefficient was conducted between service workers self-efficacy (as measured by the Self-Efficacy) and service workers positive perception of themselves as tourists (as measured by the AmicableIam) There is a medium positive correlation between “Self-Efficacy” and “AmicableIam” [  $r=.419$ ,  $n=137$ ,  $p<.01$ ]. Coefficient of determination holds a value of 17,9 per cent, which indicates that the more service providers’ perceive themselves as able to organize and perform actions that are expected from them by their superiors, the more amicable the service providers’ perceive themselves as tourists.

## **5 Discussion**

As mentioned, the main objective of the study was highlighting the perception of local service providers of themselves as well as international tourists. Due to their unique position, the local service providers could easily judge the tourists, in terms of levels of happiness and favor. Additionally, the service providers could also perceive their influence on the tourists, either positive or negative. These perceptions are an important element in the sustainable development of Norwegian tourism.

One of the elements arising from the study is that a majority of service providers in Norway may have the impression that they are isolated from tourism development. This view arises in regard to economic benefits reaped by a few elite, while local service providers are the first point of contact with tourists. Such perceptions create specific sociocultural effects, which may be a potential benefit or detriment to tourism in Norway.

There was limited empirical data on the relationship between local service providers and their perception of tourists; therefore, the data collected from the study was important in understanding the research queries. The data collected is crucial for the tourism sector to ensure that future interactions with tourists are beneficial. The data would also be crucial in the marketing aspect.

### **5.1 The relationship between perception and tourist behavior**

One of the major viable findings from the study is that service providers, notwithstanding the location, always profile a potential tourist. The profiling occurs in terms of their language, spending power, or overall outlook. It is natural for individuals to be more comfortable around

warmer and friendly people. As (Reisinger & Turner, 2003) stipulate, the levels of trust between the provider and the tourist influence the overall perception after completion of service. The totality of the respondents belonged to various occupations within the service industry, hence, ensuring that they had different opinions of their interactions with the tourists and each other. Although the mean age was 28, all front-line employees reported a certain value of the interaction. Furthermore, the age considered in the study also proves that both young and old service providers were prone to being perceptive of a tourist's behavior. The respondents who worked in an environment of constant interaction tended to generate a certain persistent attitude. This enabled them to answer questions regarding which tourists traveled in groups, or which tourists from a particular country they like.

Some of the responses from the service providers indicate that negative constructs did not reflect the perceptions of tourists. This is attributable to specific behavioral elements, which influenced the respondents' emotions towards the tourists (Kumar, Arora, & Gupta, 2014). They preferred constructs, which created a sense of fairness in their responses, as they focused on reversed statements rather than words such as rude or dirty. As studies by Kaplan and Miller (1987) reveal, such aspects influence the overall result. In this case, the perception of tourists by the respondents' was still influenced by their capacity to empathize.

The study was able to validate positively, a majority of hypotheses involving a tourist's behavior, thus, they exhibited a significant correlation with the objectives of the study. The tourists also impacted the results as their reaction to service delivery also impacted their overall behavior. A satisfied tourist is most likely to react positively to a service provider. On the other hand, failure of service prompts a tourist to react negatively. The result is that a service provider may perceive the reactions differently and may draw a wrong conclusion. Such perceptions

may cause a generalization about tourists in regard to country of origin, amounts they spend, and their overall behavior.

The study also analyzed the respondents' ability to view themselves as tourists based on their experiences. The service providers based their interactions to gauge their response if they were tourists. The element of empathy in service provision required them to utilize specific behavior such as courtesy, and humility. When the constructs were reversed to describe themselves, they were mostly positive about their behaviors, but there were also instances of negativity. The results of the study for the respondents may have been inconclusive due to a lack of a statistically significant connection between the service providers' behavior as tourists and perception of other tourists. Further analysis is required since service providers react differently in the two situations.

The issue of ethnicity may also influence a respondent's eventual behavior toward a tourist. The beliefs, morals, and habits in a respondent's environment may affect their perception of a tourist from another country. For instance, the tourists from other European countries have different beliefs to those of Norwegians. Respondents from other nationalities may also view such tourists differently. A particular behavior such as being accepting of other people's ways may be unique to a tourist from a country with a diverse population. Other countries may also value family or group activities, while another may come across as nice.

Such differences influence their behavior during service, and in turn, affecting how a service provider views them. A specific nationality may also spend money differently to others, thus influencing the overall perception of the service provider. In the study, various tourists depicted differing behavior, which inherently impacted the total correlation. Despite the differences in national cultures, a majority of tourists were a polite, funny to serve, easy to talk to, and they

accepted Norwegian culture. On the other hand, a few of them demanded special service, preferred individual treatment, or drank too much. This shows that most tourists assimilated quickly, which is attributable to the treatment they received. Based on such reactions, the respondents were able to choose the tourists they liked most and the best.

Expectations of behavior is also a vital element in the delivery of service. Service providers have specific behavior expectations of their tourists, which they may have learned during training, at a workplace or in school. A majority of the respondents attends training and learns from the host nation, Norway. Hence, they expect a certain behavior from their international customers, which may be different from their own. According to the study, international tourists and the local service providers have different expectations. In a hospitality setup, tourists may not be aware of the service providers watching them; hence, they do not perceive their actions consciously. The onlooking employees, scrutinize the tourists and make perceptions based on on-sight experiences (Kim, Elliot, Law, & Chon, 2014). Therefore, it is understandable if there are unfavorable experiences due to a difference in perception.

## **5.2 Perception of the service provider as a tourist**

As a frontline employee in the Norwegian tourism industry, the respondents already knew the basic requirements of being a tourist. The constructs for the study were similar to those of international tourists, but the results differed due to various reasons. As a result of being part of the local culture, the service provider may become more perceptive of the standards at a Norwegian tourism location. An analysis of the results for local tourists showed that there were equal amounts of negative and positive reactions to service. While the respondents may view themselves as majorly friendly, there are specific elements of their replies, which influence their overall behavior. For instance, traveling widely may cause a respondent to change

their behavior as a tourist. It may mean they are more willing to assimilate another culture, or they are open to spending more money (Reisinger & Turner, 2003). Such perceptions would naturally pass on to international tourists whom they serve while at work. For instance, if a service provider meets a tourist from a country where they have hands-on experience, they may feel more comfortable due to previous perceptions. Staff who conform to the requests of international clients may require the same treatment in case they became local tourists. The expectation for positive service encounters does not change whether as a local tourist or a service provider. The results of the study show that the respondents did not create a connection between their expectations as a local client and the behavioral expectations of an international tourist. Nevertheless, it is possible to enforce some particular attitudes as a resident customer based on accumulated experiences as a service provider. The validity of the data on local tourists may be questionable, but it is open to more analysis. This would provide an avenue for Norwegian nationals to promote their own industry, as well as provide a way to debunk various perceptions.

### **5.3 Limitations to the study**

One of the main challenges facing the research carried out is the lack of supporting previous scholarly work. A majority of studies exist involving tourist's perception of their host country's service providers. However, there are very few detailing the service providers analysis of the situation. Local tourism employees are an important aspect of the relationship between a country and its tourist with Norway no different. The service employees ranging from 18-64 according to the study influence a tourist's final reaction. Different perceptions and ethos shape how they interact with international tourists. They also influence how they react when they become local tourists. The study did not also highlight the unique cultural contexts arising from serving diverse ethnicities. Despite the respondents coming from different cultures, the analysis

did not capture the various cultures represented by the countries (Reisinger & Turner, 2003). The analysis only answered what tourist they liked most. However, there is data on which countries they chose. Due to the magnitude of the data collected, this was not included in the analysis. Furthermore, as there is a rise in international tourism, it would have been interesting to demonstrate how multicultural service impact tourism. The results might help reducing the gap between a tourist and a service provider.

## **6 Conclusion**

The study clearly illustrates that an individual's perception of another impact how they interact. There are distinct cultural values and norms, which influence how a service provider in Norway relates to international tourists. The relationship between the expectations arising from such values and their eventual perception of another culture influences how a provider deals with a tourist (Reisinger & Turner, 2003). The study denotes the understanding that service providers in Norway have of their various cross-cultural interactions. Such daily interactions with global tourists act as the daily experience of frontline service providers, but there are very few studies recounting their expectations as well as perceptions. They interact with guests who possess different behavior than the norm. The attitudes of service providers are crucial in Norwegian tourism development, as they are the definition to international tourist. The perceptions, whether negative or positive, influence the relationships between service providers and their guests (Liu, 2006). The wrong perceptions of one tourist may lead to stereotypical opinions internationally due to verbal communication including negative reactions.



## 6.1 Implications for future research

Due to a lack of adequate previous studies on service providers' perceptions, this research will be a major step in illuminating the standards in Norwegian tourism industry. The study conducted in the various cities around the country provides a detailed analysis of how perceptions of a previously non-represented minority influence the standards of Norwegian tourism. The research provides a clear illustration that this group is influential to the visitors in tourism destinations.

One direction that future studies may take is researching on how to improve the current standards to ensure that service providers receive additional training to reduce negative perceptions and improve attitudes. Additional studies involving such content should be conducted, incorporating a better-quality sample of respondents. Tourism industry experts should also participate in the study to provide a better evaluation of service provider perceptions and how they can improve standards (Liu, 2006). This would lead to further appreciation and better interaction between the guests and the hosts.

Another avenue for research is a larger sample than the current study utilized. The tourism industry is critical to Norway and therefore important studies should be on a larger scale, thus providing results that are more viable. Incorporating more consumers into the study as well as more people from the service provider industry ensures that more data exists for analysis.

The study could also provide an opportunity to use another mode of data collection. Interviews and questionnaires are prone to response bias; therefore, future researchers could use observation as an alternative. Observing service providers in their regular surroundings provides perceptions that are more realistic (Liu, 2006). Additionally, the study could also

provide an opportunity to compare more segments, for instance, the difference between perceptions for hoteliers and taxi drivers. The study incorporated people from diverse age groups and should additionally incorporate a comparison of perceptions for service providers with varying levels of expertise in Norwegian tourism sector. This could provide an additional approach to perceptions of tourists, from older service providers such as managers who have a clear-minded approach out of experience. The study could also ensure that future research focuses on individual responses, to avoid any type of bias while supporting shy services providers.

The role of emotions in labor-management is also an implication of the study. Managers in service provision establishments must increase their attention to how employees interact with the guests during service delivery (Kumar et al., 2014). Assessing interactions reduces the possibility of negative perceptions, while also improving the opportunity for tourists to return to Norway. Managers should in the future, place more emphasis on service values including respect, authenticity, and reliability from front-line employees in their interaction with tourists.

## **6.2 Implications for management/public policy**

Tourism is a crucial element of a country's development and therefore it needs undivided attention. The government through various agencies could ensure that the service delivery employees and anyone interacting with tourists presents themselves as professional while ensuring they represent the values of the country in their actions. Additionally, service delivery employees should also appreciate the different cultures they engage with, and provide a blended interaction to ensure uniformity (D. Bowen & Clarke, 2009). They should have constant knowledge of various travel motivations and learn how to analyze tourists' behavior. Additionally, the government should create proper market strategies to ensure a better-marketed

and designed Norwegian tourism industry. Furthermore, strategies should remain in line with foreign markets as well as to ensure a uniform service encounter for tourists from various regions. Alpine regions could implement additional international activities to attract more tourists, while service providers could introduce internationalized food and unique service delivery dimensions. Such policy rules could provide a uniform tourism and organizational culture, hence reducing faulty or disorganized service interactions.

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## **Appendices**

Appendix A – Questionnaire (Norwegian)

Appendix B – Questionnaire (English)

## Appendix A – Questionnaire (Norwegian)

# Hvordan er turister?

**Tusen takk for din deltakelse. I denne spørreundersøkelsen er vi interessert i dine personlige opplevelser med turister. Vennligst ta deg tid til å svare på spørsmålene med dine egne meninger. Svarene forblir konfidensielle og ingen skal få vite hva du har svart på de ulike spørsmålene. Spørsmålene må ikke bli diskutert med andre og det er viktig at det er dine meninger som blir reflektert.**

**Målet med denne studien er å lære mer om hvordan internasjonale turister oppfører seg og blir oppfattet i ulike land. Vennligst spør intervjueren dersom noe er uklart.**

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<p>Hvilke tre internasjonale turister kjenner du best til?</p> <p>(Fyll inn)</p>	<p>Jeg kjenner turister fra:</p> <p>L Jeg kjenner best: _____</p> <p>L2 Jeg kjenner nest best: _____</p> <p>L3 Jeg kjenner tredje best: _____</p>
<p>Videre vil vi spørre deg om å rangere hver av disse turistene</p>	

## Spørsmål om turistene du kjenner best på listen.

Hva tenker du om turister fra _____ (øverst på listen)								
Vennligst indiker hvilket nummer som best viser din mening ved å tegne en sirkel rundt tallet.								
(1 = Helt uenig, 7 = Helt enig)								
		<i>Helt uenig</i>				<i>Helt enig</i>		
A1	Turister fra ... er lett å prate med	1	2	3	4	5	6	7
A2	Turister fra ... er høflige	1	2	3	4	5	6	7
A3	Turister fra ... aksepterer vår måte å gjøre ting på	1	2	3	4	5	6	7
A4	Turister fra ... er morsomme å interagere med	1	2	3	4	5	6	7
A5	Turister fra ... krever ekstra service	1	2	3	4	5	6	7
A6	Turister fra ... er gøy å yte service til	1	2	3	4	5	6	7
A7	Turister fra ... er frekke	1	2	3	4	5	6	7
A8	Turister fra ... er høylytte	1	2	3	4	5	6	7
A9	Turister fra ... er uhygieniske	1	2	3	4	5	6	7
A10	Turister fra ... er rotete	1	2	3	4	5	6	7
A11	Turister fra ... liker alle typer mat	1	2	3	4	5	6	7
A12	Turister fra ... drikker for mye (alkohol)	1	2	3	4	5	6	7
A13	Turister fra ... liker å bruke penger	1	2	3	4	5	6	7
A14	Turister fra ... er prikkete (stikkende oppførsel)	1	2	3	4	5	6	7
A15	Turister fra ... foretrekker å reise alene	1	2	3	4	5	6	7
A16	Turister fra ... foretrekker å reise med familien	1	2	3	4	5	6	7
A17	Turister fra ... foretrekker å reise i grupper	1	2	3	4	5	6	7

A18	Turister fra ... reiser vanligvis mye til internasjonale land	1	2	3	4	5	6	7
A19	Turister fra ... er generelt hyggelige	1	2	3	4	5	6	7
A20	Jeg liker turister fra ...	1	2	3	4	5	6	7
A21	Turister fra ... er de beste turistene	1	2	3	4	5	6	7

### Spørsmål om turistene du kjenner nest best på listen.

Hva tenker du om turister fra _____ (nest på listen)								
Vennligst indiker hvilket nummer som best viser din mening ved å tegne en sirkel rundt tallet.								
(1 = Helt uenig, 7 = Helt enig)								
		<i>Helt uenig</i>				<i>Helt enig</i>		
B1	Turister fra ... er lett å prate med	1	2	3	4	5	6	7
B2	Turister fra ... er høflige	1	2	3	4	5	6	7
B3	Turister fra ... aksepterer vår måte å gjøre ting på	1	2	3	4	5	6	7
B4	Turister fra ... er morsomme å interagere med	1	2	3	4	5	6	7
B5	Turister fra ... krever ekstra service	1	2	3	4	5	6	7
B6	Turister fra ... er gøy å yte service til	1	2	3	4	5	6	7
B7	Turister fra ... er frekke	1	2	3	4	5	6	7
B8	Turister fra ... er høylytte	1	2	3	4	5	6	7
B9	Turister fra ... er uhygieniske	1	2	3	4	5	6	7
B10	Turister fra ... er rotete	1	2	3	4	5	6	7
B11	Turister fra ... liker alle typer mat	1	2	3	4	5	6	7

B12	Turister fra ... drikker for mye (alkohol)	1	2	3	4	5	6	7
B13	Turister fra ... liker å bruke penger	1	2	3	4	5	6	7
B14	Turister fra ... er prikkete (stikkende oppførsel)	1	2	3	4	5	6	7
B15	Turister fra ... foretrekker å reise alene	1	2	3	4	5	6	7
B16	Turister fra ... foretrekker å reise med familien	1	2	3	4	5	6	7
B17	Turister fra ... foretrekker å reise i grupper	1	2	3	4	5	6	7
B18	Turister fra ... reiser vanligvis mye til internasjonale land	1	2	3	4	5	6	7
B19	Turister fra ... er generelt hyggelige	1	2	3	4	5	6	7
B20	Jeg liker turister fra ...	1	2	3	4	5	6	7
B21	Turister fra ... er de beste turistene	1	2	3	4	5	6	7

### Spørsmål om turistene du kjenner tredje best på listen.

<b>Hva tenker du om turister fra _____ (tredje på listen)</b>								
<b>Vennligst indiker hvilket nummer som best viser din mening ved å tegne en sirkel rundt tallet.</b>								
<b>(1 = Helt uenig, 7 = Helt enig)</b>								
		<i>Helt uenig</i>				<i>Helt enig</i>		
C1	Turister fra ... er lett å prate med	1	2	3	4	5	6	7
C2	Turister fra ... er høflige	1	2	3	4	5	6	7
C3	Turister fra ... aksepterer vår måte å gjøre ting på	1	2	3	4	5	6	7
C4	Turister fra ... er morsomme å interagere med	1	2	3	4	5	6	7
C5	Turister fra ... krever ekstra service	1	2	3	4	5	6	7

C6	Turister fra ... er gøy å yte service til	1	2	3	4	5	6	7
C7	Turister fra ... er frekke	1	2	3	4	5	6	7
C8	Turister fra ... er høylytte	1	2	3	4	5	6	7
C9	Turister fra ... er uhygieniske	1	2	3	4	5	6	7
C10	Turister fra ... er rotete	1	2	3	4	5	6	7
C11	Turister fra ... liker alle typer mat	1	2	3	4	5	6	7
C12	Turister fra ... drikker for mye (alkohol)	1	2	3	4	5	6	7
C13	Turister fra ... liker å bruke penger	1	2	3	4	5	6	7
C14	Turister fra ... er prikkete (stikkende oppførsel)	1	2	3	4	5	6	7
C15	Turister fra ... foretrekker å reise alene	1	2	3	4	5	6	7
C16	Turister fra ... foretrekker å reise med familien	1	2	3	4	5	6	7
C17	Turister fra ... foretrekker å reise i grupper	1	2	3	4	5	6	7
C18	Turister fra ... reiser vanligvis mye til internasjonale land	1	2	3	4	5	6	7
C19	Turister fra ... er generelt hyggelige	1	2	3	4	5	6	7
C20	Jeg liker turister fra ...	1	2	3	4	5	6	7
C21	Turister fra ... er de beste turistene	1	2	3	4	5	6	7

## Spørsmål om deg selv.

<b>Hvordan vil du vurdere deg selv som turist?</b>								
<b>Vennligst indiker hvilket nummer som best viser din mening ved å tegne en sirkel rundt tallet.</b>								
<b>(1 = Helt uenig, 7 = Helt enig)</b>								
		<i>Helt uenig</i>			<i>Helt enig</i>			
D1	Jeg er lett å prate med	1	2	3	4	5	6	7
D2	Jeg er høflig	1	2	3	4	5	6	7
D3	Jeg aksepterer den lokale måten å gjøre ting på	1	2	3	4	5	6	7
D4	Jeg er morsom å interagere med	1	2	3	4	5	6	7
D5	Noen ganger krever jeg ekstra service	1	2	3	4	5	6	7
D6	Det er gøy å yte service til meg	1	2	3	4	5	6	7
D7	Noen ganger kan jeg være litt uhøflig	1	2	3	4	5	6	7
D8	Noen ganger kan jeg være høylytt	1	2	3	4	5	6	7
D10	Noen ganger kan jeg være rotete	1	2	3	4	5	6	7
D11	Jeg liker alle slags typer mat	1	2	3	4	5	6	7
D12	Noen ganger drikker jeg for mye (alkohol)	1	2	3	4	5	6	7
D13	Jeg liker å bruke penger	1	2	3	4	5	6	7
D14	Noen ganger kan jeg være prikkete (stikkende oppførsel)	1	2	3	4	5	6	7
D15	Jeg foretrekker å reise alene	1	2	3	4	5	6	7
D16	Jeg foretrekker å reise med familien	1	2	3	4	5	6	7
D17	Jeg foretrekker å reise i en gruppe	1	2	3	4	5	6	7

D18	Jeg har reist mye utenlands	1	2	3	4	5	6	7
D19	Generelt sett så er jeg snill	1	2	3	4	5	6	7
D20	Jeg er godt likt	1	2	3	4	5	6	7
D21	Generelt så er jeg en eksemplarisk turist	1	2	3	4	5	6	7

### Litt flere tanker om deg selv:

Vennligst indiker hvilket nummer som best viser din mening ved å tegne en sirkel rundt tallet.

(1 = Helt uenig, 7 = Helt enig)

		<i>Helt Uenig</i>							<i>Helt enig</i>
E1	Jeg klarer alltid å håndtere utfordrende problemer dersom jeg prøver hardt nok	1	2	3	4	5	6	7	
E2	Jeg er sikker på at jeg effektivt kan håndtere uventede problemer som oppstår	1	2	3	4	5	6	7	
E3	Jeg kan løse de fleste problemer dersom jeg investerer den nødvendige innsatsen	1	2	3	4	5	6	7	

E4	Jeg kan beholde roen når det oppstår vanskeligheter fordi jeg kan stole på mestringsvevnen min	1 2 3 4 5 6 7
E5	Når jeg blir konfrontert med et problem så kan jeg vanligvis komme med flere løsninger	1 2 3 4 5 6 7
E6	Uansett hva som dukker opp så klarer jeg vanligvis å løse det	1 2 3 4 5 6 7

### Til slutt, noen få spørsmål om jobben din og deg selv

F1	I hvilken type servicebedrift jobber du mest?  (Tegn sirkel rundt én av dem)	1 Hotell 2 Restaurant 3 Bar / Nattklubb  4 Annet _____
F2	Hva er din alder?	_____ År



F3	Hvilken gruppe tilhører du?	1 Norge 2 Sverige 3 Danmark 4 Finland  5 Annet _____
F4	Hva jobber du hovedsakelig med?	1 Bartender 2 Resepsjonist 3 Servitør 4 Mellomleder  5 Annet _____
F5	Kjønn	1 Mann 2 Kvinne

## Appendix B – Questionnaire (English)

# How are tourists?

**Thank you for participation in this study. We are interested in *your* personal experience with tourists.**

**Please take care to answer questions based on your own opinion.**

**Your answers will be treated confidentially and nobody will know what you answered.**

**The aim of the study is to learn more about how international tourists behave and are perceived in different countries.**

**If you find things unclear, please ask the interviewer.**

**We ask you to answer the questions as truthfully as you can. Please answer all questions.**

**Please do not discuss your answers with anyone else. It is very important that you answer all questions alone and that it is your opinion that is reflected with your answers.**

**Thank you very much for your kind participation**

**Professors**

**Dr. Svein Larsen, Dr. Einar Marnburg & Dr. Torvald Ogaard**

**Norwegian School of Hotel Management**

**University of Stavanger**

**Norway**

<p>Which three <i>international</i> tourists do you know best?</p> <p>(Please write)</p>	<p>I know tourists from:</p> <p>L1 Know best: _____</p> <p>L2 Know second best: _____</p> <p>L3 Know third best: _____</p>
<p><b>In the following we will ask you to rate each of these tourists</b></p>	

## Questions about the tourists you know best on the list

What do you think of tourists from _____ (first on your list)								
Please indicate by circling the number that best reflects your opinion.								
(1 = Completely disagree, 7 = Agree completely)								
		<i>Completely disagree</i>				<i>Completely agree</i>		
A1	Tourists from ... are easy to talk to	1	2	3	4	5	6	7
A2	Tourists from ... are polite	1	2	3	4	5	6	7
A3	Tourists from ... accept our ways of doing things	1	2	3	4	5	6	7
A4	Tourists from ...are funny to interact with	1	2	3	4	5	6	7
A5	Tourists from ...demand special service	1	2	3	4	5	6	7
A6	Tourists from ...are funny to serve	1	2	3	4	5	6	7
A7	Tourists from ...are rude	1	2	3	4	5	6	7
A8	Tourists from ...are too loud	1	2	3	4	5	6	7
A9	Tourists from ...are dirty	1	2	3	4	5	6	7
A10	Tourists from ...are messy	1	2	3	4	5	6	7
A11	Tourists from ... enjoy all kinds of food	1	2	3	4	5	6	7
A12	Tourists from ...drink too much	1	2	3	4	5	6	7
A13	Tourists from ...like to spend money	1	2	3	4	5	6	7
A14	Tourists from ...are stingy	1	2	3	4	5	6	7
A15	Tourists from ...prefer to travel individually	1	2	3	4	5	6	7
A16	Tourists from ...prefer to travel with their families	1	2	3	4	5	6	7
A17	Tourists from ... prefer to travel in groups	1	2	3	4	5	6	7

A18	Tourists from ...normally have travelled a lot internationally	1	2	3	4	5	6	7
A19	Tourists from ...generally are nice	1	2	3	4	5	6	7
A20	I generally like tourists from ...	1	2	3	4	5	6	7
A21	Tourists from ...are the best tourists	1	2	3	4	5	6	7

### Questions about the tourists you know second best on the list

What do you think of tourists from _____ (second on your list)								
Please indicate by circling the number that best reflects your opinion.								
(1 = Completely disagree, 7 = Agree completely)								
		<i>Completely disagree</i>				<i>Completely agree</i>		
B1	Tourists from ... are easy to talk to	1	2	3	4	5	6	7
B2	Tourists from ... are polite	1	2	3	4	5	6	7
B3	Tourists from ... accept our ways of doing things	1	2	3	4	5	6	7
B4	Tourists from ...are funny to interact with	1	2	3	4	5	6	7
B5	Tourists from ...demand special service	1	2	3	4	5	6	7
B6	Tourists from ...are funny to serve	1	2	3	4	5	6	7
B7	Tourists from ...are rude	1	2	3	4	5	6	7
B8	Tourists from ...are too loud	1	2	3	4	5	6	7
B9	Tourists from ...are dirty	1	2	3	4	5	6	7
B10	Tourists from ...are messy	1	2	3	4	5	6	7
B11	Tourists from ... enjoy all kinds of food	1	2	3	4	5	6	7
B12	Tourists from ...drink too much	1	2	3	4	5	6	7
B13	Tourists from ...like to spend money	1	2	3	4	5	6	7

B14	Tourists from ...are stingy	1	2	3	4	5	6	7
B15	Tourists from ...prefer to travel individually	1	2	3	4	5	6	7
B16	Tourists from ...prefer to travel with their families	1	2	3	4	5	6	7
B17	Tourists from ... prefer to travel in groups	1	2	3	4	5	6	7
B18	Tourists from ...normally have travelled a lot internationally	1	2	3	4	5	6	7
B19	Tourists from ...generally are nice	1	2	3	4	5	6	7
B20	I generally like tourists from ...	1	2	3	4	5	6	7
B21	Tourists from ...are the best tourists	1	2	3	4	5	6	7

### Questions about the tourists you know third best on the list

<b>What do you think of tourists from _____ (third on your list)</b>									
<b>Please indicate by circling the number that best reflects your opinion.</b>									
<b>(1 = Completely disagree, 7 = Agree completely)</b>									
		<i>Completely disagree</i>				<i>Completely agree</i>			
C1	Tourists from ... are easy to talk to	1	2	3	4	5	6	7	
C2	Tourists from ... are polite	1	2	3	4	5	6	7	
C3	Tourists from ... accept our ways of doing things	1	2	3	4	5	6	7	
C4	Tourists from ...are funny to interact with	1	2	3	4	5	6	7	
C5	Tourists from ...demand special service	1	2	3	4	5	6	7	
C6	Tourists from ...are funny to serve	1	2	3	4	5	6	7	
C7	Tourists from ...are rude	1	2	3	4	5	6	7	
C8	Tourists from ...are too loud	1	2	3	4	5	6	7	

C9	Tourists from ...are dirty	1	2	3	4	5	6	7
C10	Tourists from ...are messy	1	2	3	4	5	6	7
C11	Tourists from ... enjoy all kinds of food	1	2	3	4	5	6	7
C12	Tourists from ...drink too much	1	2	3	4	5	6	7
C13	Tourists from ...like to spend money	1	2	3	4	5	6	7
C14	Tourists from ...are stingy	1	2	3	4	5	6	7
C15	Tourists from ...prefer to travel individually	1	2	3	4	5	6	7
C16	Tourists from ...prefer to travel with their families	1	2	3	4	5	6	7
C17	Tourists from ... prefer to travel in groups	1	2	3	4	5	6	7
C18	Tourists from ...normally have travelled a lot internationally	1	2	3	4	5	6	7
C19	Tourists from ...generally are nice	1	2	3	4	5	6	7
C20	I generally like tourists from ...	1	2	3	4	5	6	7
C21	Tourists from ...are the best tourists	1	2	3	4	5	6	7

## Questions about *Yourself*

<b>How would you rate yourself?</b>								
<b>Please indicate by circling the number that best reflects your opinion.</b>								
<b>(1 = Completely disagree, 7 = Agree completely)</b>								
		<i>Completely disagree</i>				<i>Completely agree</i>		
D1	I am easy to talk to	1	2	3	4	5	6	7
D2	I am polite	1	2	3	4	5	6	7
D3	I accept local ways of doing things	1	2	3	4	5	6	7

D4	I am funny to interact with	1	2	3	4	5	6	7
D5	Sometimes I demand special service	1	2	3	4	5	6	7
D6	I am funny to serve	1	2	3	4	5	6	7
D7	Sometimes I may be a little rude	1	2	3	4	5	6	7
D8	Sometimes I may be too loud	1	2	3	4	5	6	7
D10	Sometimes I may be a little messy	1	2	3	4	5	6	7
D11	I enjoy all kinds of food	1	2	3	4	5	6	7
D12	Sometimes I drink too much	1	2	3	4	5	6	7
D13	I like to spend money	1	2	3	4	5	6	7
D14	Sometimes I may be stingy	1	2	3	4	5	6	7
D15	I prefer to travel individually	1	2	3	4	5	6	7
D16	I prefer to travel with my family	1	2	3	4	5	6	7
D17	I prefer to travel in a group	1	2	3	4	5	6	7
D18	I have travelled a lot internationally	1	2	3	4	5	6	7
D19	I am generally nice	1	2	3	4	5	6	7
D20	I am generally well liked.	1	2	3	4	5	6	7
D21	I generally am the best tourist	1	2	3	4	5	6	7



**Some more thoughts about yourself:**

**Please indicate, by circling the number that best reflects your opinion. (1 = Completely disagree, 7 = Agree completely)**

		<i>Completely disagree</i>						<i>Completely agree</i>
E1	I can always manage to solve difficult problems if I try hard enough.	1	2	3	4	5	6	7
E2	I am confident that I could deal efficiently with unexpected events.	1	2	3	4	5	6	7
E3	I can solve most problems if I invest the necessary effort.	1	2	3	4	5	6	7
E4	I can remain calm when facing difficulties because I can rely on my coping abilities.	1	2	3	4	5	6	7
E5	When I am confronted with a problem, I can usually find several solutions.	1	2	3	4	5	6	7
E6	No matter what comes my way I'm usually able to handle it.	1	2	3	4	5	6	7

## Finally, a few questions about your job and yourself

F1	In which type of establishment do you work most of the time? (Please circle.)	1 Hotel 2 Restaurant 3 Bar / Nightclub 4 Other _____
F2	How old are you?	_____ Years
F3	Which ethnic group do you belong to? (Please circle.)	_____
F4	What is your main job (Please circle.)	1 Bartender 2 Receptionist 3 Waiter 4 Manager 5 Other _____
F5	Sex (Please circle.)	1 Male 2 Female