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PROBLEMS FACED BY A NEW
DESTINATION WHEN TRYING TO
ESTABLISH POSITION WITHIN
TOURISM MARKETS

Case: Destination Uganda

Tourism

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Tourism (Matkailun englanninkielinen koulutusohjelma)

TIIVISTELMÄ

Tekijä	Barbra Bukenya ja Sini Luostari
Opinnäytetyön nimi	Mitä ongelmia uusi matkakohde kohtaa matkailumarkkinoille yrittäessään?
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Tämän tutkimuksen lähtökohtana on selvittää kuinka uusi matkakohde otetaan vastaan markkinoilla ja mitä ongelmia nousee esiin markkinoille pyrkimisen seurauksena. Tutkimuksen testimaan virkaa toimitti Uganda ja kohderyhmänä olivat suomalaiset matkaajat. Opinnäytetyössä pyrittiin erottamaan kahden psykologisesti erilaisen turistityypin reaktiot. Plogin teoriaa allocentrisestä ja psykocentrisestä matkaajasta käytettiin tutkimuksen perustana.

Teoreettinen osuus käsittelee psykocentristä, allocentristä ja midcentristä matkaajaa Plogin teorian pohjalta. Lisäksi tukena käsiteltiin kuluttajakäyttäytymistä, matkustamisen motivaatiota sekä asioita joihin matkustajat keskittyvät uusissa matkakohteissa ja matkakohde valinnan teossa. Tutkimus suoritettiin haastattelemalla sekä analysoimalla haastateltavien reaktioita ja eleitä. Haastattelu tilanteessa haastateltaville esitettiin kaksi erilaista julistetta, joista toinen oli kohdennettu miellyttämään allocentrisiä matkaajia ja toinen psykocentrisiä.

Tutkimuksessa selvisi että allocentrikot ovat herkempiä ottamaan riskin ja matkustamaan uusiin matkakohteisiin. Suurin osa haastateltavista oli kokeneita matkaajia ja matkustivat vähintään kaksi kertaa vuodessa joko vapaa-ajan, työn tai opintojen merkeissä. Uudet matkakohteen kohtaavat ongelmia kuten: valuutta ja hintaeroja, turvallisuuteen ja politiikkaan liittyviä ongelmia, kielimuuri ongelmia sekä työllistämiseen liittyviä ongelmia.

Avainsanat	Allocenttrinen, psykocenttrinen, Plogin teoria, uuden matkakohteen ongelmat
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ABSTRACT

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The aim of this thesis is to study how a new destination will be received in the market and the problems it may face when trying to establish tourism market within a destination. The case country used was Uganda and the target group where the Finnish travelers. This work aimed to distinguish between two psychologically different types of tourist reactions towards new destination.

Plog's theory of allocentric and psychocentric traveler types was the basis in this study which deals with psychological side of tourism behaviour and travel motivation factors when traveler chooses the destination. The theory parts also focus on the things that passengers focus on in a new destination and decision making in travel destination of choices. The study was conducted through interviews and analysis of the interviewees' responses and gestures.

The interview situation, interviewees were shown two different types of posters, one of which was targeted towards allocentric travellers and the other one towards the psychocentric travellers. The study revealed that the allocentrics are more sensitive on risk taking and prefer travelling to new destinations. Most of the interviewees had experience in travelling and traveled at least twice a year, either on leisure, work or study purposes. The new destinations encounter problems such as foreign currency and price differences, security and policy problems, the language barrier problems, as well as employment-related problems.

Keywords Allocentric, Psychocentric, Plog's theory, Problems new destination faces

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1. INTRODUCTION

The Original plan was to research about Uganda that has a very diverse culture, landscape, flora, and fauna. The tourist industry in Uganda ended in the early 1970s because of political instability. Uganda's tourism has been buried in the shadows of political instabilities and epidemic catastrophes for decades and now many Ugandans believe that their country's warm climate and exceptional species, such as the mountain gorilla, should attract as many tourists as neighbouring country Kenya. The plan of thesis was later on modified by our thesis instructor to be:

Introducing a new destination to western European segment: what reaction it causes in allocentric and psychocentric travellers

Our plan regarding working with the thesis was to be firstly working half of it together, as in exchanging ideas and so on. The other half of the thesis was to be divided into two parts and by using messengers, mails and meeting each other for some few days to discuss about thesis and findings. After this the focus point of the thesis was chosen the plan to complete it by collecting information from the internet, articles, books and interviews. Restrictions within the research, we had the number of the persons to be interviewed since we found interviewing difficult due to Finnish people's shyness. In this study we used Uganda as an example of being the new destination and gathered some sampled opinions by interviewing people in Finland. All the interviews were recorded by using an mp3 player as a recorder and to back up we wrote notes of each interview made. In general level the importance of the thesis can be viewed to be analysing of different tourist types and how to attract them to a certain new destination. The key issues in this thesis was to identify if a new destination, when introduced to the tourism markets attracts certain tourist groups more than others and if there are ways to change this focus to another. This study tries to identify if by changing the image given to the markets can have an effect on tourists travelling to the destination being allocentric or psychocentric tourists. A new destination can be changing the

image they give out attract various types or specific type of travellers and this way have also some control over their destination lifecycle.

Finally we give our thanks to our supervisors and families since with their support we were able to complete this thesis.

2. INTRODUCTION OF UGANDA

Uganda is located in the eastern part of Africa and the country lies astride the equator which is giving the country one of the most admirable tropical temperate climate in Africa. The country has a diverse culture and such beautiful sceneries the civil war that rocked the country since the 70s and diseases have defied the tourism industry, The Kenya Tourist Board's 2, 5 million dollars and the Tanzania Tourist Board's 1, 5 million dollars (My Uganda).

The Uganda Tourism Association's president, Amos Wekesa, told IPS that "Uganda's tourism has big potential, being one of the top 10 countries in the world in terms of biodiversity. It means that we should be one of the top 10 tourist destinations. But this can only happen when the government of Uganda has made sure that the world knows about Uganda. "The world doesn't know the real Uganda. Those that know Uganda know it because of Idi Amin, HIV and AIDS and war. But they don't know, for example, that the source of the Nile is in Uganda. Uganda lies on the Northern Shores of L. Victoria, Kampala is the capital city of Uganda and Uganda was colonization in 1962 by the British, the English is the official, Luganda, Swahili and the Bantu languages.(Tumwine F. Tourism: A changing Industry in Uganda.1998)

Uganda presents a unique charm in its beautiful landscape, unique wildlife like tree climbing lions, Elands, Topiz, Elephants, Rhinos, Zebras, mountain Gorillas, Chimpanzees, Colobus monkeys among others. Gorilla and chimpanzee tracking safaris can be combined with the savannah game of Queen Elizabeth National Park and the tree climbing lions of Ishasha to provide a fantastic wildlife holiday.

Gorilla tracking tours and wildlife safaris, cultural tours, mountaineering, honeymoon packages, birding safari, and Uganda safari. Bwindi National Park is the largest population of Mountain Gorilla: and about 300 gorillas are living in 50 troops. About three troops live in the Mgahinga Gorilla National Park on the borders of Rwanda and Zaire. Uganda's impressive Ruwenzori range which is of most interest to adventure travelers and Uganda boundaries are Tall Mountain, great lakes, and savannahs. Uganda has the greatest biodiversity of any African nation, including East African savannah and mid- and high-altitude rainforest. Uganda and the Uganda people offer a traditional, warm reception and hospitality welcoming (Gorilla Tourism in Bwindi NP. Uganda Travels Guide).

3. TOURISM INTRODUCTION

Tourism has long roots in the history. People travelled originally for the purposes of finding food and clothing that were necessary for surviving and living. Later on people travelled for the purposes of trading, religion, economic gain, war and migration. One of the most famous routes of trading in history is "the Yellow silk Road" that is spanned from China to Central Asia, Northern India and the Parthian all the way to the Roman Empires. Defining tourism differs from the point of view it is defined from, as it for common people means traveling for leisure. The official way of defining tourism as it is stated in the dictionary of Travel, Tourism and Hospitality by S.Medlik is the following: "Tourism means travel for most purposes" (Medlik S., 3rd edition, page vii).

The World Tourism Organization (WTO) defines tourism to be "activities of persons travelling and staying in places outside their usual environment... for leisure, business and other purposes". It has been said that defining "tourism" or "travelling" with only one definition that would cover the whole tourism is difficult since it has so many different aspects. According to the Global Tourism book: "It is extremely difficult to define precisely the words *tourist* and *tourism* since these terms have different meaning to different people, and no universal definition has yet been adopted" this basically means that there doesn't exist one

definition that could be used in clarifying the meaning of tourism or tourist but the definition to be used depends on the subject in question that the word tourism or tourist is linked to.

Tourism means the temporary short-term movement of people to destinations outside the places whereby they usually/normally work and live, as well as their activities during their stay at these destinations. Tourism is a cultural process that involves people. This is a process because the activity involves modification and the maintenance of the environment. Tourism involves domestic and international visitors whose visit may be short or long-term for many different reasons for example holiday, business, relatives, friends, leisure and visiting.

Tourism, leisure and recreation are related to one another but there are conceptual differences. Tourism can include leisure and recreation but not all tourism is leisure driven. Leisure is described as a free time when other obligations are at a minimum and one can spend leisure time at home. Recreation consists of the activities carried out during leisure time. (Bowen & Clarke 2009, 6.)

Scandinavian people have set importance for their holidays and taking a holiday is often taken for granted. People who have wealth and time prefer to spend their money on travelling and gaining more unique experiences than spending it on material goods like fast cars, houses, designer clothes and expensive perfumes. Also the changes in technology and more efficient ways of travelling have changed people's way of thinking and they carefully plan vacations to a further and further away located destinations. Nowadays booking a vacation via Internet is easy and convenient. Globalization has also affected people in a way to make them more informed about events and happenings. The easy accessibility has caused people to be more easily influenced to choose their travelling destination according to the events or for example if the destination has recently been affected by a natural catastrophe it will cause a decrease in the amount of tourists arriving. In today's world a person is distinguished by the things he/she has done and where he/she has been rather than what he/she owns. Culture and cities with rich

cultural histories are more valued than mass tourism destinations like Canary Islands.

According to the United Nations World Tourism Organization (UNWTO) the definition of tourism has been divided into two categories: domestic and international tourism.

3.1 Domestic tourism

Domestic tourism involves trips made by local residents within their own destination. Domestic tourism covers around 80 percent of tourism trips made in the world.

3.2 International tourism

International tourism involves trips between two countries. To a certain country, visits by residents of that country to another country are outbound tourism; visits to that country by residents of another country are inbound tourism.

Definition of a good leisure tourism trip differentiates from the reasons of a person travelling to the destination e.g. is it for leisure, work, family or some other reasons. Thus defining what is good and successful leisure trip is difficult due to each person having their own reason of travelling. All in all a good and successful holiday trip is defined to exceed customer satisfaction which in real life means that tourist returns from her/his holiday, when they have been relaxing, sunbathing and forgotten their worries. The problem of a new destination exceeding the customer's expectations and giving them the feeling of satisfaction might be difficult since tourists have either too high expectations or no expectations at all when they travel to a new destination. This is the fault of them not being in the market for too long and that not many tourists have visited the destination to give travel agencies enough information about destination and its activities. When a demanding customer comes to a travel agency requesting information about a new destination, they might not have that much to give and

thus the customer might end up choosing instead of a new destination some other more familiar destination.

3.3 Global code of ethics

Global code of Ethics is mostly about nationwide principles how people should behave in general as well as in tourism industry whenever they are a tourist, tour operator, company or any other party related to tourism. These principles apply for example in promoting and developing tourism as well as understanding and respecting each other, peace, and prosperity of countries, human rights and equity. Global code of ethics functions as a frame of reference for the responsible and sustainable development of world tourism and is not only a way to help minimize the negative impacts of tourism on the environment and on cultural heritage but also away to maximizing the benefits for residents of tourism destinations. (Code of Ethics, 2009)

All cultures and societies are committed to specific ethical values within which common areas of concern have been accepted. These values draw upon traditions and regulations which guide the interaction of individuals, communities and societies as well as to the different beliefs of the religions of the world. These principles embody the inviolable dignity of every human being as the very first fundamental ethical principle, which means that every person has a responsibility to treat all people everywhere and at all times in a humane way. These principles imply broad guidelines for human behaviour, such as the commitment to a culture of non-violence and respect for all life, solidarity and a just economic order, sustainability of consumption with respect for fragile environments and scarce resources, tolerance and a life of truthfulness, equal rights and partnership between men and women and protection of the rights of children.

This study tries to identify different types of travellers and their needs, wants and reactions towards new destination. This helps in future the new destinations to find and focus their marketing to specific types of travellers and also helps them

in forming their image within the tourism market. In practice this means that when a new destination wishes to reach, for example mass tourists, they have to give certain image when marketing in order to intrigue their interest towards the given destination.

3.4 Basic Things that Tourists Focus on in a Destination

3.4.1 Attractions

Tourists focus a lot on the tourists/visitors attractions and may provide the initial motivation for the visitors/tourists to visit the destination. These attractions are such as cultural, historical sites, nature park, lifestyle, the community attractions and heritage. Others could be the uniqueness, emotional or experiential triggers which are attracting tourists to destinations.

3.4.2 Accessibility

Tourists/visitors want to be able to travel freely with their families/relatives within the destination. The destination should be accessible for a large population base via air, road, rail and cruise and the visa requirements and some other specific entry conditions should be considered as part of the accessibility of the destination.

3.4.3 Amenities

Such things as accommodation, shopping services, guide, operators, and tourist/visitors information and recreation facilities are very important. Such services do support the tourists and they include infrastructure such as in utilities, roads services, and public transportation.

3.4.4 Image

The image of a destination matters a lot which includes its uniqueness, environmental quality, and safety, as well as the friendliness of people, scenes and the sights. It doesn't really matter how attractive the tourist attractions are and the amenities if the potential visitors are not aware of promoting the destination image e.g. remarketing, travel media, branding and marketing.

3.4.5 Price

In most cases the tourist's decision is based on the other economic features as in currency exchange. Pricing is an important aspect of a destinations competition with other destination. (Tourism Excellence, growing destinations)

4. CONSUMER BEHAVIOUR

This is the study of which products people buy, why they buy these products and how they make their purchasing decision. Consumer behaviour comprises at least all activities related to purchasing, consuming and exchanging information about brands, products and services. This is a structure that provides an in detail discussion of the factors that influence the acquisition, consumption, and use of goods, services, and ideas by the consumers. Understanding the consumers; decision makers (i.e., managers, public policy makers, and researchers) can make knowledgeable decisions and develop strategies that together maximize consumer welfare and firm profitability is what consumer behaviour deals with. It gives broader view and deeper understanding of the customer's behavioural patterns and decision making processes.

The Plog's model of tourist groups concentrates more on the psychological side of selecting, consuming and experiencing the tourism products, in this case it being

travel package. The tourism psychology concentrates on how consumers think, feel, the way they reason, and the way they select between different alternatives for example: brands and products. The tourism psychology of how the consumer is influenced by his or her environment for example: about culture, family, signs and media. The behaviour, on the other hand, concentrates on consumers while they make shopping or other marketing related decisions.

Boundaries in consumer knowledge or information processing abilities influence decisions and marketing outcome; consumer behaviour is whereby you have to know when, why, how, and where people buy or do not buy products. How consumers' motivation and decision strategies differ between products that differ in their level of importance or interest that they entail for the consumer; and how the marketers can adapt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer.

Tourism must be made part and partial of local populations in all tourism activities, and should be associated in a way of sharing equitably the economic, social and cultural benefits with the local communities. Tourism activities must be used to create direct and indirect jobs within the destination. Special attention should be paid to the specific problems of coastal areas and island territories and to vulnerable rural or mountain regions, for which tourism often represents a rare opportunity for development in the face of the decline of traditional economic activities.

In many cases tourism has been derogated not only in the media today but also by many governments. They take this unique industry to be a source of foreign exchange to the state leaving out the poor local communities. It is important to understand that tourism policies should be applied in such a way that it helps to raise the standard of living in the populations of the regions visited by these tourists. This could be a vital way of meeting their needs, the planning and architectural approach in developing these marginalized beautiful areas in tourism's greatest hand in enriching a particular attraction. The operation of tourism resorts and accommodation should aim to integrate them, to the extent

possible, in the local economic and social fabric, where skills are equal; priority should be given to local manpower. (Swarbrooke and Horner, 2007, 83-91, 95-97, 140)

4.1 Facial Expressions and Customer Behaviour:

Facial expressions and customer behaviour are related to each other to a certain extent, although no literature directly relates them. The facial expressions of customers implicate some information, or intent and a smiling face may indicate satisfaction and an angry face may mean dissatisfaction with the product/service. Customers indicate their feelings or thoughts through facial expressions and some of them contain certain meanings. Stanley Plog had developed a model, called psychographic analysis, organizing tourists into personality types and what destinations they are most likely to travel to and he broke these kinds of tourists into two broad groups, which are the allocentrics and psychocentrics tourists. Plog's theory suggests that the tourist segments can be divided into different psychographic traits (Cooper, Fletcher, Fyall, Gilbert and Wanhill, 2008, 190).

This study tries to identify if from these two tourist personality types one or the other is more attracted to a destination when it is new in the markets and if there is some way to change or have effect on the process of customer choosing their destination by changing its image. Knowing how these two types differentiate from each other and if there are some specific traits in order to distinguish them from each other is important in this study. Having enough information regarding the identifying meaning behind customers' facial expression as well as behavioural traits gives firm theoretical frame to this study. In practice this means that if one does not know whether the customer is satisfied or dissatisfied one is not able to make as accurate observations as when they know what to look for from the face and behaviour of their customer.

5. ALLOCENTRIC, MID-CENTRIC AND PSYCHOCENTRIC TOURISTS

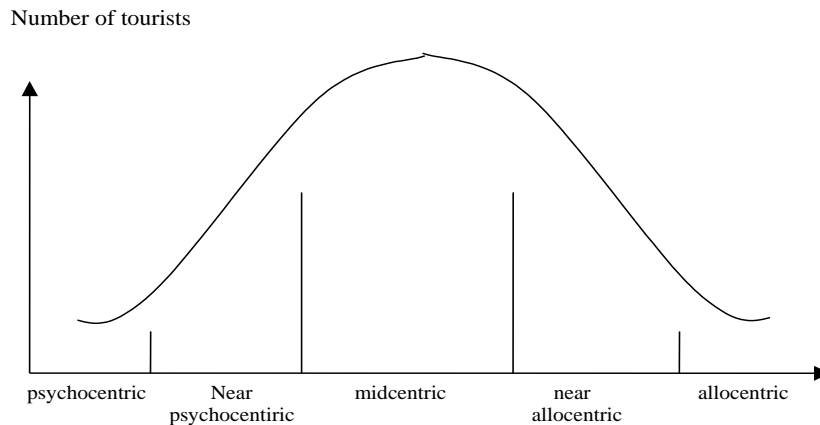


Fig: 1 Tourist Behaviour and Destinations (Plog 1974 & 2001)

The figure above gives a clearer picture how a new destination starts its way in the tourism markets. In the following chapter we go deeper in to explaining it.

5.1 Allocentric tourists

Allocentric tourists are the kind of tourists who are looking for places that are new and provide the novelty and escape from the confusion and boredom of life. They are more likely to stay off the beaten path of other tourists and prefer the exotic destination as well as are open to others. These tourists are the ones who are moderate risk takers, want to try new products, feel in control, intellectually curious, use disposable income, enjoy the sense of discovery, prefer non-tourist areas and delight in new experience before others visit the area. Allocentric tourists are willing to accept different kind of accommodation as well as foods, preference for novel destination with high level of activities and they like being “first”. (Cooper, etc, 4th edition, 47)

5.1.1 The Affect of allocentrics on new destinations

Image is one of the advantages of a new destination and it must be unique for the creation of a stable and a strong impact on consumers when it comes on the decision making when buying. The attractive elements are the objects and space parts that have usefulness value since they do satisfy the need of the tourists. The natural and the anthropogenic are the motives. Experiencing different cultural practices enriches experiences, broadens horizons, and increases insight and appreciation for different approaches to living. Tourism can improve the quality of life in an area by increasing the number of attractions, recreational opportunities, and services. Tourism offers resident's opportunities to meet interesting people, make friendships, learn about the world, and expose themselves to new perspectives. People congregate in attractive place.

5.2 Mid-centric tourists

Midcentric tourists are these kind of tourists who go to places that have been already popularized by the allocentric tourists, they are not so adventurous, neither are they afraid. Psychocentric tourists are the kind of tourists prefer unadventurous mass package holiday whereas allocentric tourists prefer adventurous, different and at times to risky destination. Whereby, in between these were midcentric tourists who make up the greatest percentage of the population and prefer a mixture of both. (Cooper etc., 47)

5.2.1 The Affect of Mid-centric on new destinations

The things that motive midcentric people to travel to a new and unknown destination are mainly based on these basic elements as in the attractions, service quality, rumours, price, and accessibility, the image of the destination, news, public and private amenities. The mentioned elements affect a lot to the midcentric tourists/visitors decision making for their planned trip within a destination. The prospective tourist's relatives, friends, information and

disseminations will strongly affect his/her decision making before choosing a destination and the effect on the new destination are on foreign tourists mainly put off by how a destination may be too expensive, language barrier causes a big problem as well as some traditional inns might not be welcoming foreign tourists and reason for that could be the foreign tourists not respecting some of the rules which are to be followed within the inn. The Traditional inns might also have some things they wish to keep as a secret.

5.3 Psychocentric Tourists

Psychocentric tourists have the personality type which is conservative and they travel to safe destinations, prefer a structured destination whit package holidays as well as itinerary. They are anticipating no surprises and they become nervous if there are any. These tourists are the ones who are low risk taking, feel the sense of powerlessness, are non-adventurous and very intellectually restricted as well as have low tolerance of nerves. Psychocentric tourists prefer to travel to familiar destination and like the common place activities in travel destinations.

Psychocentric tourists have a tendency to be anxious, self-inhibited, non-adventurous as well as they concern for small details. Relaxation and more passive activities are preferred, family type of restaurants and tourist shops are being preferred. Whereby on the other had they are more likely to go on a cruise and go to areas that are heavy tourist attractions for example, Disney World. (Cooper etc., 47)

The concepts of psychocentrism, midcentrism and allocentrism were introduced to the tourism community with the publication of Stanley Plog's paper. "Why destination areas rise and fall in popularity" (Bob, McKercher, 2005). McKerner writes in his research note that psychocentrics are dependable, intellectually restricted, cautious, conservative and inward looking and that an individual's psychological characteristics influencing the type of vacation experience sought.

Psychocentrics are regarded to travel less frequently; they prefer driving over flying and seek familiar, well developed destinations.

A Psychocentric tourist seeks cultural attractions that are easy to consume, on the other hand allocentric tourist wants to explore the destination's cultural heritage more deeply. McKerner states that "Distance is closely correlated to the psychological profile of visitors, with the more adventuresome willing to travel the longest distances". Allocentrics travel more frequently to unfamiliar and further away destinations than psychocentrics. McKerner states that "cultural distance exerts equal or greater impact on demand than physical distance", this meant that a person's psychological profile is seen when a person is taken out from his/her comfortable and familiar environment and thrown into unfamiliar culture and remote destination in the ways of reaction and behavior.

By understanding the diversity of tourists that exist and understanding their psychological behavior, motives, needs and wants, it is easier to define more clear destination images that appeal to certain tourist group, for example allocentrics. "According to Plog's findings, Dependables or psychocentrics prefer a life that is more structured, stable and predictable. These individuals would rather follow a set pattern or routine in order to be able to plan their lives. Venturers or allocentrics tend to travel more frequently and take changes of trying out new and unfamiliar destination just out of curiosity. Leisure travel occupies a central place in their lives, and they eagerly seek out new, exotic and/or unknown places."(Charles, Goeldner, J.R. 2009, 554-559).

Plog discovered that people at the lower end of income spectrum were psychocentrics and people at the upper end of income levels were allocentrics. Plog also noticed that people with low income like college students may be allocentrics by nature but cannot afford an allocentric-type vacation because such vacations are generally very expensive and they travel, instead, to nearby destinations, spend less money, and participate in familiar activities(Charles etc. 2009, 554-559).

5.3.1 The Affect of Psychocentrics on new destinations

The Image and perceptions of a destination are external variables that affect tourists' choice in selecting a destination. Perceptions of a tourism destination have a strong influence on the choice of a vacation destination. In the destination choice process tourists create images of different destinations already at the beginning of this process. One of the problems it may face is the marketing a new destination in the European countries/ Finland as a new tourist destination. Pricing of the flights affects a lot the new destination as well as distance towards psychocentric tourists/visitors. The destination has to be unique enough to attract the psychocentric tourists as well as other tourists. Discrimination affects new destination and marketing time. Psychocentric tend to be more demanding and require specified booklets and lot of information regarding the destination's accommodation, travel, activity and dining options in order to ensure themselves that the chosen destination is safe enough for them to travel. Psychocentrics take much note of news of political instability and the list of "not recommended to travel", which for example in Finland can be found from site of the ministry of foreign affairs, and tend to avoid destinations listed in it.(Han, 2005)

5.4 Characteristics in both Allocentric Tourists and Psychocentric Tourists

- Both are placed on the bell curve with psychocentrics on one end as well as the allocentrics on other end.
- In the middle of the bell curve mid-centric people possessing both the allocentric and psychocentric traits

In tourism consumer behaviour there are factors influencing demand for tourism that are closely linked to models of consumer behaviour.

- Attitudes (These depend on the individual's perception of the world)

- Perceptions (These are mental impressions of say a destination or travel company)
- Travel motivators (These explain why people want to travel and they are the inner urges that initiate travel demand)
- Images (These are sets beliefs, ideas and impressions relating to products and destinations)

Assisting tourism managers to understand the way consumers make decisions and act in relation to consumption of tourism products and as a key area of tourism research, the factors that shape tourism consumer behavior are critical. The Reason for studying consumer behavior is being aware of the needs, purchase motives and decision process associated with consumption of tourism and many other influencing factors.

- I. The tourism consumer decision process as a system is formed of four basic elements:
- II. Energisers of demand.
- III. Effectors of demand.
- IV. Roles and the decision-making process.
- V. Determinants of demand.(Gössling, Scott, Hall, Ceron, Dubois, 2012)

5.5 Meaning of food, culture and travelling to allocentric and psychocentric

Allocentric and psychocentric tourists have different preferences and attitudes when it comes to food, culture, nature or travelling. The following chapter digs deeper into these preferences and differences in them and how they could be used in tourism destinations. In this chapter we also consider the preferences from the point of view of these two traveler types.

5.5.1 Food culture and its meaning to allocentric and Psychocentrics tourist

When dealing with food and food culture of a destination a psychocentrics tourist probably does not even want to try new things, instead he/she prefers to eat those products he/she is familiar with. They might also be more aware about the way food is preserved, cooled down and showed to customers and thus carefully choose what they put into their mouths. This causes problems for Psychocentrics tourists in a new destination if there is not many worldly known food products available they probably consider carefully “should they travel to this destination?” and make a list of good and bad things in the destination.

Allocentric tourists on the other hand are more than willing to try new food products they have never tasted before. They also prefer to get food from local stores and even take risks when tasting products offered by the locals. For them it brings enjoyment to try new things and experience different tastes. One could say that they might be more likely to get food poisoning than Psychocentrics tourists. They might create new food “trends” but also be an obstacle for this food trend to rise if the food is poorly preserved and causes them to have food poisoning, think about it yourself “ would you recommend something to a friend if you had gotten sick after eating it?”.

5.5.2 Meaning of culture to allocentric and Psychocentrics tourists

Allocentric tourists are most likely the tourists that find new destinations and start the new “trends” in the destination. They like to try out new things and get involved with locals to find exotic places and experience the everyday life of the locals. They avoid a mass tourism destination and prefer untouched places. Same goes with the culture they are always trying to find unique things to do within the destination and avoid mass culture things in the destination. The advantage of an

allocentric tourist visiting a new destination is that they can give new ideas for the locals what cultural things to market for new tourists.

Psychocentric tourists prolong the destination lifecycle by being the “mass tourists”. They travel to destinations that have same commodities that they have at their home. They might be considered to be difficult customers when complaining, demanding and expecting too much. It is easier to disappoint a customer with great expectations than a customer who has come to experience something that no one has experienced before. Depending on the economic status of the destination psychocentric tourists can be considered an advantage or a disadvantage. Psychocentric tourists tend to visit places that already are mass tourist destinations and thus many of them have become more universal in their culture. Those destinations might have few places reminding of the old history and legacy for tourists to visit but have little to offer to “new experiences” seeking allocentrics.

5.5.4 Meaning of travelling and nature to allocentric and Psychocentrics tourists

Psychocentrics tourists are probably picky when choosing the travelling method to a destination. They analyze and compare options in order to choose the “safest option” for travelling. They avoid local ways of travelling and prefer to use most recommended transports within the destination such as taxis and tourist busses with a tourist guide. These tourists are not too considerate of nature or if they cause pollution or harm to local environment. They tend to avoid “risky” choices of travelling methods. Allocentric tourist prefer to use more local transportation option and they are also more considerate of nature pollution. They ask the locals for advice, use bicycles and prefer walking from one place to another since it gives the options to observe their surrounding more effectively. They do not wish to harm the local environment and hope to preserve it as untouched as possible so that many more could enjoy it as well. Allocentric persons could be compared to

pack bag travelers and young tourists that use train to travel all over Europe which is referred to as “interrailing”.

6. INTRODUCING A NEW DESTINATION TO WESTERN EUROPEAN SEGMENT:WHAT REACTION IT CAUSES IN ALLOCENTRIC AND PSYCHOCENTRIC TRAVELLERS

Introducing a new destination in to the market is never easy. The destination to gain its potential customer segment takes time and after potential customers, the rest will follow as time passes. Allocentric travelers are more likely to try out this new destination just out of curiosity and because they have never been to this destination. They are experienced in travelling to a new and exotic destination and commonly referred as pack bag tourists. They are the first to discover new places within the destination and recommend them to others as well as local tour operators. They also involve themselves with locals and their culture as well as everyday habits. For them it is important to experience the destination from a local’s point of view. Psychocentric travelers are the ones with most prejudice towards new things and it takes time before they are ready to take the step and try this new destination. They expect that within the destination they can have the same amenities that they have at home. A new destination might have difficulties in exceeding their high expectations and the word about bad experience goes around more quickly than that of a good one.

6.1 Challenges caused by allocentric and psychocentric travelers in developing countries

Tourism in developing countries brings the destination economical gain as well as affects the employment situation in the country. Tourists need accommodation, activities, food, culture and such when staying within the destination and providing these creates workplaces. “In developing countries the service sector is

responsible for around 40% of GDP (Gross Domestic Product)” and tourism is a major part of this sector. When deciding if tourism is profitable or not, one only needs to take a look at figures during the time of recession. Though major industries have been affected during this period of time, tourism has suffered the least damage from it. Enhancing tourism should be done sustainably in order to maintain the country’s environment and nature sustaining too much damage from the tourism. Nature and environment together with activities and culture are the main attractions within the destination and thus should be regarded and treated as important. Economic impacts tourism causes within the destination are such as the money flowing out of the destination and thus creating differences within earnings of the locals. Giving the tourists accommodation, entertainment, activities and such requires labour and this might cause the effect of locals moving from rural areas to urban areas in order to work. This places great strain on infrastructure of the health, education and other public services in urban areas also taking workforce from the rural areas. Environmental issues related to tourism are highlighted to four main categories: 1. permanent environmental restructuring which is caused by such things as building airports and highways. 2. Waste product generation which is caused by biological and non-biological waste which can damage fish production and create health hazards. 3. Direct environmental stress caused by the tourist activities which causes damage to coral reefs, dunes and vegetation. 4. Effects on the population dynamics that are related to such issues as migration, increased urban densities and decrease in the rural area population.

Alloentric tourists are closely related to explorer tourists and when a destination starts to show signs of becoming a more mass tourism destination they start searching for new destinations to travel to. When developing tourism in a developed country one should target first those that are more likely to try out new destinations such as alloentric and near alloentric travelers. Targeting psychocentric travelers is difficult due to them being more narrow minded and demanding. Psychocentric travelers know what they want and expect that they also get it. A new destination that is in the beginning of its development cycle hardly has the means to provide these demanding travelers something that would exceed their expectations.

6.2 Impacts of Tourism

Mega resorts pose a threat to environmental sustainability and in developing countries they are causing inequity of the finance issues between the local community and international stakeholders. This is claimed by the environmental activist lobby group Tourism Concern which has caused disturbance in the issue concerning mega resorts. Based on the report made, it is stated that poor communities in developing countries which depend heavily upon their countries' natural resources for their livelihoods, are suffering the most.

Some of the problems the Tourism Concern addresses are the distribution of funds, high living cost for the local people living in the area and the working positions acquired by the local people which are often limited in high standard resorts to only for the most menial and poorly paid ones. Environmental related problems arisen because of mega resorts are such as destroying the local environment and using the minimal water supplies of these local communities which people have to travel long distances only to find barely drinkable water from the area.

In brief Tourism professionals, journalists, particularly investors, governed by the regulations laid down by the public authorities or Governments, should carry out studies of the impact of their development projects on the environment and natural surroundings; they should also deliver, with the greatest transparency and objectivity, information on their future programmes and their foreseeable repercussions in form of foster dialogue on their contents with the populations concerned.

With a project theme formulated with special attention to specific problems indigenous minorities, not to be tourist attractions themselves but support attractions in understating the great deal of civilization. Last but not least it is very important to note that with support from UNESCO and other NGS Governments, together with tourism professionals should document historical factors worth knowing, through documentary films about the most attractive

places and most important of all regulations as regards environmental conservations, most especially coastal areas, island territories and to vulnerable rural or mountain regions, for which tourism often represents a rare opportunity for development.

A new destination should consider carefully whether it wants to target both traveler types or concentrate to only one type of travelers. A new destination with low economical capability and little possibility to build proper hotels and vacations resorts, should concentrate targeting allocentric travelers that are more adventurous and tend to try out new destinations more easily even though there are not global hotel chains present. After gaining more travelers and increase in tourism the destination can evaluate the situation once again. (States of The World's Indigenous Peoples, Chapter 2.)

7. TRAVEL MOTIVATION

A traveller's motivation could be defined as the global integrating network of the biological and the cultural forces which gives value and the direction to the travel choices, behaviour as well as the experience. (Pearce, Morrison & Rutledge, 1998) The general motives underlined by the research of why nature tourism is the fastest growing segment internationally in tourism are: widespread changing environmental attitude, development of the environmental education, development of environmental mass media. It is very important to understand the way in which tourism consumers make decisions and act in relation to the consumption of tourism product. (Chris Cooper, Stephen Wanhill, John Fletcher, David Gilbert, Alan Fyall. 2006, 54)

Motivating factors within tourism are divided into two groups (Swarbooke, Horner) which are:

- Those which motivate a person to take a holiday

- Those which motivate a person to take a particular holiday to a specific destination at a particular time.

There is also another variation regarding travel motivation factors and the elements of motivation to travel are been divided into seven. (Dann, 1981)

- I. Travel is a response to what is lacking yet desired.
- II. Destinations pull in response to motivational push.
- III. Motivation as a fantasy.
- IV. Motivation as classified purpose.
- V. Motivational typologies
- VI. Motivation and tourist experiences
- VII. Motivation as auto-definition and meaning.

(Cooper, etc. 2008, 46-47)

The six main factors that determine an individual tourist's motivation which have been pointed out by Swarbrooke and Horner are:

- I. Personality
- II. Lifestyle, which provides the context for their purchase decision
- III. Past experience as tourist as tourist and particular types of holiday
- IV. Motivation such as most notably nostalgia
- V. Perceptions of their own
- VI. How they wish to be viewed by other people.

(Swarbooke, Horner, 2007, 55)

8. CUSTOMER EXPECTATIONS

When people travel into a destination they usually have special expectations hoping that action will lead to a satisfaction. People, when they travel, do have certain motives for different destinations. When the tourists land to the destination, they have different expectations which are influenced by several factors. These kinds of expectations can be the past expectations which could be through television programs and this is usually for the first time visitors who have no idea or have no previous experience. On the other hand the information from friends and relatives is one of the most important source which is normally considered as reliable as well as truthful and this is called the Word-of-mouth. A travel agency is as well very important because it gives indirect and direct messages to the customer. Tourists who base their expectations to this way of given information often have higher expectations than those who have more information sources available when choosing their travel destination. An image formed only through word of mouth can differentiate very much from the reality they face when arriving to the destination they have chosen only based on “rumors”. The level of expectations a new destination must face and fulfill is quite high in these cases and giving a successful leisure holiday to these tourists that come there only based on word-of-mouth information is never easy. In case they are able to exceed or even meet these expectations that those tourists have they have an upper hand in the tourism market sector and it might be very useful to make the best of this way of marketing a new destination.

8.1 Customer Behaviour

8.1.1 Facial Expressions and Customer Behaviour

Facial expressions and customer behaviour can be related to each other to a certain extent, although no literature directly relates them. The facial expressions of customers implicate some information, or intent and a smiling face may indicate satisfaction and an angry face may mean dissatisfaction with the

product/service. Customers indicate their feelings or thoughts through facial expressions and some of them contain certain meanings. (Shergill, Fouire, 2010)

1. Psychocentrics can be defined as follows: “seek familiar surroundings, belong to the lower income groups, are unadventurous and demand high level of tourism plant.”

- were less adventurous
- inward-looking people
- Prefer the familiar
- popular resorts

2. Allocentrics can be defined as follows: “seek cultural and environmental differences from their norm, belong to the higher income groups, are adventurous and require very little in the way of tourism plant.”

- outward-looking
- like to take risks
- seek more adventurous trips (Honkanen, 1st year Study material)

Allocentric travelers are thought to prefer exotic destinations, unstructured vacations rather than packaged tours, and have more involvement with the local cultures. Psychocentric travelers, on the other hand, are thought to prefer familiar destinations, packaged tours and touristy areas. (Glenn, Ross, 1998, 32, 35-36, 46, 19-20, 123-129). Attitudes have an effect on the destination choices people make. The argument is derived from point made by Um and Crompton.” The model of Um and Crompton identifies and integrates five sets of processes which are presented as follows:

- (a) The formation of subjective beliefs about destination attributes in the awareness set, through passive information catching or incidental learning
- (b) A decision to undertake a pleasure trip which includes consideration of situation constraints
- (c) Evolution of an evoked set from the awareness certain amount of destinations;
- (d) The formation of subjective beliefs about the destination attributes of each alternative in the evoked set of destinations, through active solicitation of information
- (e) Selection of a specific destination. (Cooper, Fletcher, Fyall, Gilbert, Wanhill, 2008, 43-55)

Consumer behaviour is linked to purchasing behaviour and from this viewpoint the reason for this linkage is to demonstrate the interrelationships of the key factors influencing. Three phases that characterise the development of consumer behaviour theory can be identified as following:

- I. The early empiricist phase
- II. The motivational research phase

- III. The formative phase. (Cooper, Fletcher, Fyall, Gilbert, Wanhill, 2008, 43-55)

9. THE AIM OF THE ENPIRICAL STUDY

The aim of this study is to focus on new destinations and the problems they may face when they try to establish on a new market in European countries. In this study we processed questions like: How do people perceive new destinations? Is there a difference between how allocentric and psychocentric people react? What motivates midcentric people to go to a new and unknown destination? What is the balance between things to be afraid of at the new destination and advantages of a new destination. This empirical study shows how people form their attitudes towards Uganda.

10. QUALITATIVE RESEARCH VS QUANTITATIVE RESEARCH

The methods of Researching are used when researching and collecting information in order to confirm and make one's study reliable. Quantitative research aims to determine how one thing (a variable) affects another in a population, by quantifying the relationships between variables (the things one measures) (Altinay, Paraskevas, 2010,75). Data collection can be done for example through questionnaires and statistical information gotten from them. Quantitative research has two main categories descriptive and experimental. The quantitative research is usually objective, uses deduction and numbers, therefore results gotten can be generalized.

Qualitative research on the other hand aims to develop an understanding of the context in which phenomena and behaviour take place. Focus on this method of data collection is on experiences and emotions which allow informants to introduce concepts from their point of view rather than settings pre-determined by

the researcher. As an example this means that people who are interviewed are able to speak their mind rather than choosing pre-determined option which is closest to their opinion from a questionnaire. Qualitative research allows the researcher to offer more in-depth representation of people's experiences, beliefs and attitudes in their studies. Due to the personal involvement and contextual dimension of these data, conclusions drawn from such research designs cannot be generalized.

Many researchers favour the use of just one of the two methodologies, and a number of their arguments, such as time constraints and the need to limit the scope of a study, are valid. (Altinay, Paraskevas, 2010,75) However, the use of both of the two methodologies offers one the best of both worlds.

11. METHODS

When we chose the method to perform our research, we needed to consider the reliability of our study and due to the reason; we chose the method of interviewing face to face. Interviewing took place in Tampere downtown and in Helsinki Kamppi area. According to the research method chosen the needed amount of respondents was 20 people but we managed to get over 20 respondents. The interviewing was performed from the 18th of June 2011 until the 30th of July 2011.

11.1 The Research Method

The methods of making research there were two options; qualitative and quantitative methods. In our study, both methods were suitable for the research but a qualitative method was chosen because it was more reliable and fitting for gathering the required information.

11.1.1 Qualitative research method

Our conclusion on our research method was to use qualitative method in order to obtain the needed information in which we had to see the respondent's reactions and for that reason it was easier to do face to face interviewing which allowed us to observe the reactions and it had a great impact on the results of our study. The amount of respondents required was 20 people but as our study proceeded, we managed to get 22 respondent's if time was not limited, we would have acquired more than 30 responds.

The process was started by first deciding the questions to be asked and writing them down, as well as putting together on the posters to be shown. After collecting and organising the information needed for conducting interviews a pilot test was performed to see how it works in reality. Conducting the actual research was carried out by observing people in specific locations and targeting the suitable candidates.

12. THE RESULTS OF THE RESEARCH

	FEAR	COSTS	CULTURE	SAFETY	DISTANCE/ LOCATION
Allocentric	This means for allocentric person for he/she getting and adrenaline rush while doing something exciting and fun.	This means for allocentric person that they are ready to pay if it fulfils their expectations.	This means for allocentric person that they want to obtain unique experience of new cultures.	This means for allocentric person that they don't put too much value in this if they obtain the unique experience.	This means for allocentric person that distance doesn't count.
Midcentric I	This means for midcentric person that he/she is afraid but still willing to try out new things.	This means for midcentric person that they are willing to pay if it fulfils their expectations.	This means for midcentric person that they are willing to obtain unique experience of new cultures.	This means for midcentric person that they might take the risk to obtain the unique experience.	This means for midcentric person that distance might not be a problem.
Midcentric II	This means for midcentric person that he/she is unsure of what to do.	This means for midcentric person that he/she is considering paying in order to get fulfilment of her/his expectations.	This means for midcentric person that he/she is considering that she/he gets unique experience of new cultures.	This means for midcentric person he/she is unsure of risking obtaining the unique experience.	This means for midcentric person that they are unsure about the distance.
Psychocentric	This means for psychocentric person that he/she fears too much to even consider trying out.	This means for psychocentric person that he/she is unsure of paying to get expectations fulfilled.	This means for psychocentric person that he/she is unsure if he/she should obtain the unique experience of new cultures.	This means for psychocentric person that he/she is not ready to risk in order to obtain the unique experience.	This means for psychocentric person that distance might be a problem.

Table: 1

13. VALIDITY AND RELIABILITY

In research, validity and reliability are both very important concepts for analyzing the quality of measure. A creditability of a good research validity and reliability are very important to be established. Validity is been defined as the “...best available approximation to the truth of a proposition, inference or conclusion” (Trohmin, 1999) and reliability addresses the issue whether the study’s results can be repeated if the study is replicated under the same assumptions and conditions (Trohmin, 1999), (Smith, 2003).

When we chose the method to perform our research, we needed to consider the reliability of our study and due to that reason the questionnaire we chose for data collection was interviewing face to face. Interviewing took place in Tampere down town and in Helsinki Kamppi area. We guaranteed to the interviewees that the data collected during the interview was only for our study purpose and without their permissions their information will be kept as a secret. The layout was not difficult in anyway and it was very easy for the respondents to follow and we did not have any personal questions just to avoid unanswered questions. According to the research method chosen the needed amount of respondent’s was only 20 people but we managed to get a bit over 20 respondents. The interviewing was performed from the 18th of June 2011 until the 30th of July 2011. At the end of each interview all the respondent’s gave us permission to use their information for our study purpose so all of our research findings are reliable. During the interview, all the respondents’ information was recorded and noted down as well as confirmed with the interviewees.

14. ANALYSIS AND DISCUSSION

This research taught us that in every research making you come across problems and this was interesting but a very important thing to learn. A description of the respondent's who took part in the study is given and the data from the responder's questionnaire is presented. We had to look for 20 respondent's but still the researchers managed to get over 20 respondent's and all the questionnaires were filled/answered.

15. RESULTS AFTER THE INTERVIEW

The majority of the respondent's were Finnish people and very few foreigners. The first question was about their sex and 64% were male and women were only 36%. The respondent's age was grouped into three groups which are 20-25 years of age with a 32% then 25-30 of age with the highest score 41% and 30-40 of age with the lowest score 27%. However, we did not have any retired responders zero % and the biggest percentage was working class which was 69% then the student with a 22% and 9% unemployed.

When we asked how often they do travel during a year, 10 said that they travel twice a year, 5 respondent's travelled more often, 4 said that not that often and 3 said just once a year. The majority gave reasons that they do not have enough money for travelling and that it was quite expensive. After that we asked the purpose for travelling 11 respondents said it was for fun, 9 respondents said just for holiday, 8 respondents said for leisure, 4 respondents said for business purposes and the rest gave reasons such as visiting friends, family, good weather, pleasure, relaxation and studies. People travel for so many different reasons they are looking for a chance to experience, they want learn about the culture and they are egoistic, they rather just experience instead of contribute.

The respondents were asked what kind of information they would like to know before travelling. About 10 said that they would just want to know the basics, 6

said sights are important, 5 said local cultural plus safety, 4 price was such a big deal, 3 said language as well as weather, 2 respondents said pointed out that transportation and beaches then the rest gave reasons like activities, location, education, interests, foods. This clearly shows that respondents are interested to learn new things, they are aware of the world and that they are up-to-date.

The respondents were asked where they travel and the majority travel in Europe, then Africa, Asia and USA. According to the research data the respondents find it very easy to travel in Europe, because the locations are very near and a bit cheaper for them. They do not travel so much in Africa because it is too expensive and cultural differences. Asia is very famous place for Europeans and cheap but USA the main problem was the distance yet they usually have short holidays. Other reasons were about the good hot climate, families' relations, friends, businesses and looking for new experiences.

The respondents were asked if money was not an issue would they choose these destinations Italy, Miami, Korea, Kenya and Australia. The majority of the respondents were more interested to travel to Miami and Kenya. The respondents had less interest in these destinations Italy, Korea and Australia. Then they were asked to if they would travel to these destinations that are not recommended to travel to like Iran, Saudi-Arabia, Columbia, Burundi, and Israel. The results show that 12.5 respondents are willing to travel to Columbia, to Saudi-Arabia was 8.5 and Israel as well 8.5, and then followed by Burundi and Iran 6.5 lastly, 4 not willing to travel to any of the destinations mentioned above.

The respondents were asked what they think of travelling to Africa, almost all of them were quite interested but the majority said that they would like to try visiting Africa, others gave reasons as in it is their homeland flora and fauna. The rest said they are interested in the local cultural, curiosity and exoticism.

The last question that was asked was if they would like to visit Uganda Jinja if money was not an issue, 55% of the respondent's said that maybe and 45% were very interested in visiting Uganda Jinja. After we presented two different posters

about the wildlife in Uganda Jinja, the respondents were even more interested if money was not an issue.

The questionnaire content was written in English and not in Finnish language just in order to prevent any misunderstanding and that the respondents clearly understood the content. One of us was a Finnish native speaker and could help to translate when they had problems understanding the questions. The respondents had just enough time to answer all the questions and all questions were answered.

16. SUGGESTIONS FOR FURTHER STUDIES

Our suggestions regarding further studies would be to start by firstly concentrating on the theory part and after writing theory proceeding to the empirical part. This gives to the researchers' better knowledge of the topic they are researching about and allows them to make more precise observations. The thing we would have changed in our study was to try instead of interviews, using the questionnaires in order to get more answers. When researching the topic more precise limitation should be formed as well as for a researcher to find a company to do this research for. Having personal experience of travelling to a new destination could give to the researcher a broader view of things.

17. SUMMARY AND CONCLUSIONS

In this chapter, the study was conducted to find the problems new destination face when entering western-European markets, using Uganda as a case example. The finding of this research seems to suggest that the majority of the respondents are quite well experienced in travelling. The survey was about how psychocentric /allocentric travelers react on the information regarding Uganda/Jinja If researchers can change the impression travelers get by giving more information about a specific destination and learn travelling habits in general as well as the knowledge, options and expectations. Most of the respondents were employed and were travelling twice a year but more often they were travelling to European

destinations. Therefore, the researchers conclude that the respondent's judgments are sensible enough and reliable.

When the researchers started interviewing people, it was a bit harder than they had expected. The people were somehow shy about their level of English but still all in all it went just fine. The results from the questionnaire show that the majority of the respondents were from age of 25-30 and most of them were Finns. The respondents had quite good experience in travelling and they were travelling in European destinations the most and a bit in Africa then Asia and last USA. The majority of the respondents were travelling at least twice a year for holidays, fun and others were travelling for business and education reasons. According to the research, the trend of incoming tourists to Uganda has been increasing each year and the majority of the tourists are from European destinations.

As a matter of fact, the respondents did not seem to have much knowledge about Africa especially Uganda Jinja. Half of the respondents had no idea where Uganda was located and had no idea that the destination had any tourist attraction, especially the Finns. After the researchers presented the two posters showing a bit about wildlife in Uganda Jinja and briefly about the tourist attractions, the reaction of the responders was positive. Tourism can be supported by marketing and training. The public good aspect of promoting Ugandan's image internationally is strong, in principle this activity could be carried out by a strong producers' association, but in the short run some public support would be justifiable. Researchers were not surprised when they heard five respondents mention about Idi Amin who was once Ugandan president. By 1978 Field Marshal Idi Amin Dada had chased all Asian foreigners and British out of the country by early 1980s; Uganda was one of the most insecure places for tourists and investors in Africa. Uganda's image can be improved by the release of levy funds to Uganda Tourism Board (UTB) whose role is to market the destination/country. Success in marketing Uganda will depend on the willingness of the private sector to pay taxes and indicators of increased private sector competitiveness would be reflected by increased export earnings and investment

levels as well as improvement in the international image of Uganda's business environment.

The economic crisis in European countries and the United States has a negative impact on new tourist destinations in entering the tourism markets. People are unnecessarily experienced and many tourists find it boring to travel to destinations that are crowded with mass tourists. Its popularity has increased, especially in domestic travel and tours directed close. Safety is generally regarded as a matter of great importance, and hinders the new country in entering the tourism markets. Whether it is safe to drive, for example in the evening time, it is important to many people. Also indirectly back the purity of food is a major concern. Rape, violence and property crimes are the greatest fears when considering the safety issues within new destinations.

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Dear respondents,

We are doing a survey about how do psychometric / allocentric travellers react on the information regarding Uganda/Jinja? In our study we are trying to see if we can change the impression travellers get by giving more information about specific destination. We would like to learn about travelling habits in general, as well as the knowledge, opinion and expectations from you the target group about Uganda Jinja. This information will help us greatly in recognising the different traveller types.

QUESTIONS

1. Gender

- Female
- Male

2. Age segment

- 20-25
- 25-30
- 30-40

3. Nationality?

4. Occupation?

- Student
- Working
- Unemployment
- (Early) Retired

5. How often do you travel abroad?

- Once a year
- Twice a year
- More often
- Not that often

6. Purpose of travel?

7. What kind of information would you like to know before visiting the destination?

8. Where do you travel?

- Europe
- Asia
- USA
- Africa

9. Why did you choose this destination?

10. If money wasn't the issue, would you like to travel to the listed destination?

- Austria
- Miami
- Kenya
- Korea
- Italy

11. Could you give argumentations or reasons for those destinations?

12. Do you think you would travel to those destinations which are not recommended to travel to?

- Iran
- Saudi Arabia
- Colombia

- Burundi
- Israel

13. What do you think of travelling to Africa?

14. Would you see yourself visiting Jinja Uganda?

(After showing the pictures to the person)

15. Are you willing to visit Jinja Uganda?

- Yes
- No

UGANDA: JINJA POSTER

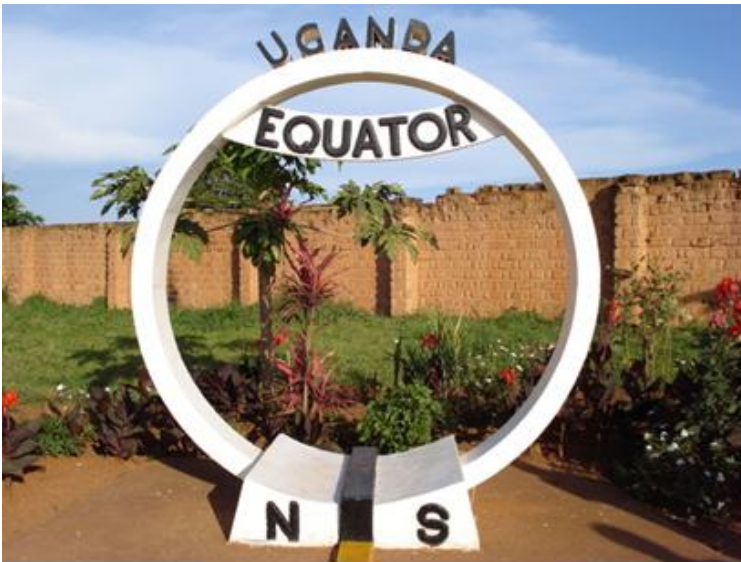
Poster for Allocentric people was created by using the following criteria's when choosing pictures/photographs.

Allocentric people tend to be outward-looking, risk-taking and seek adventurous trips. These types of travelers are thought to prefer exotic destinations, unstructured vacations rather than packaged tours, and have more involvement with the local cultures.

Pictures in the first page were chosen in the reason of them hopefully giving the person an impression of Uganda being adventurous, somewhat dangerous and locally involved destination.

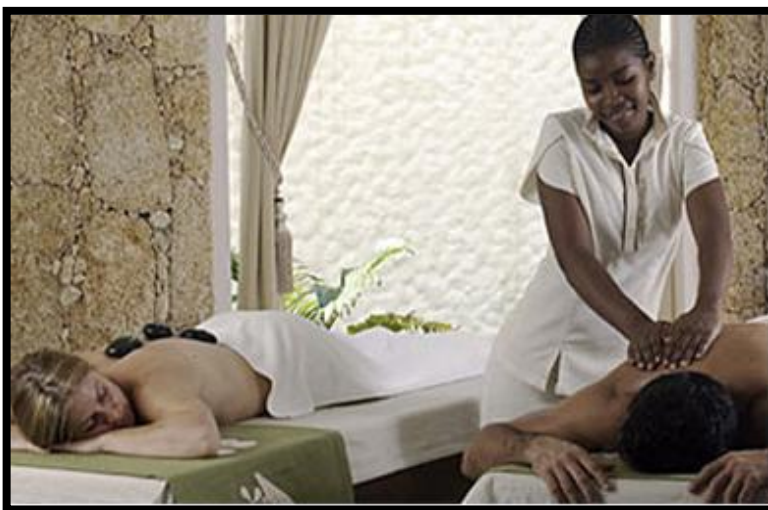
Pictures in the second part were chosen due to them giving an image of Uganda having variety of activities and exotic places to visit.

THE PEARL OF AFRICA



WILDLIFE





- *Vehicle safaris*
- *Wild Nile Jet*
- *Bungee jumping in Uganda*



RWENZORI MOUNTAINS
 Spend 8 days climbing - hiking in the Mountains Of The Moon



- *White Water Rafting*
- *Local culture*
- *Tented Camp Safaris*