



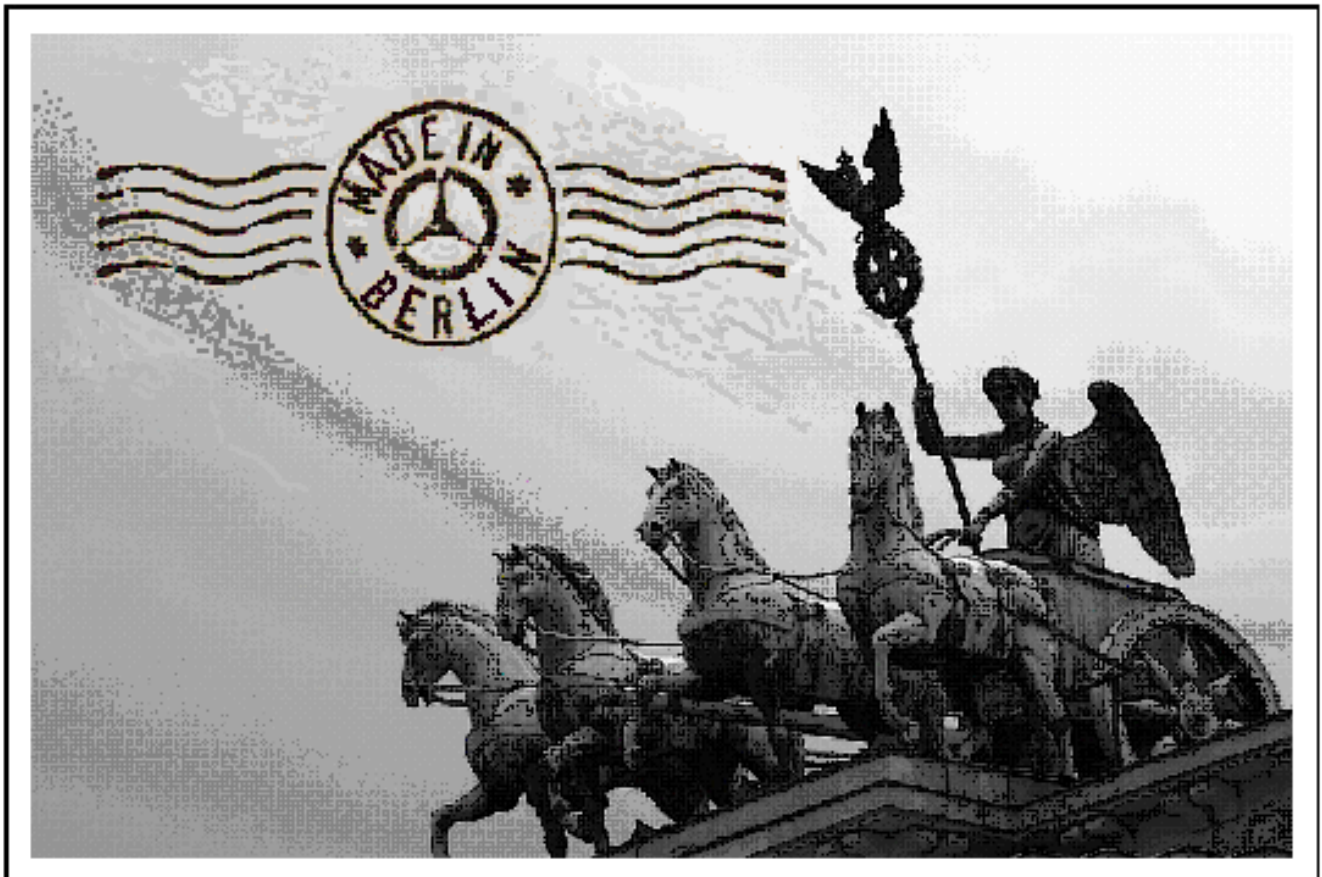
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'MADE IN BERLIN - CONTEMPORARY HOLIDAY

**IMAGES OF THE DUTCH NATION & THE POTENTIAL
OF DESTINATION BRANDING FOR BERLIN'**



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ABSTRACT

The field of study that this thesis will investigate is the holiday image of Germany, and Berlin specifically, that is held by young contemporary Dutch tourists.

This dissertation will strive to theoretically enlarge the field of knowledge of intercultural relations between Germany and the Netherlands. It aims to highlight any positive social image change among the Dutch target group. It will explore if any economically beneficial tourism demand can be created from the young Dutch target group.

While addressing the hypothesis through the used research and analysis, the dissertation primarily aims to answer whether or not it is possible to project a more positive holiday image of Berlin to potential tourists in the Netherlands that conveys a more authentic image of Germany.

This thesis applies pre-existing knowledge in the form of theories and concepts to the subject of the image that Dutch tourists have of Berlin. It investigates the potential origins of these perceptions, and the latitude there is to change them, and what would be the best method to employ to accomplish this.

Furthermore this research practically investigated these factors using questionnaire-based surveys. These were conducted among Dutch tourists aged between 18 and 32 that have been to Berlin within the last two years. This design embodies a good method for obtaining a total picture of the target groups' patterns of behaviour, attitudes and perceptions of Berlin as a tourist destination.

This paper argues that firstly the image that 18 to 32 year old Dutch tourists held about Germany changed positively during their visit to Berlin, secondly this image can be utilised to convey a more positive image of Germany to potential tourists in the Netherlands for Berlin as a tourist destination.

The final conclusion of this dissertation is that the more positive image, based on the authentic experience the target group received during their stay in Berlin, can be employed to attract more visitors from the target market to Berlin.

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Signed in great appreciation,

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1. INTRODUCTION

1.1 Subject of Investigation

The field of study that will be investigated in this thesis is the holiday image of Berlin and Germany that is held by contemporary young Dutch tourists.

The results of surveys from NIPO and UNESCO since 1945 have shown that the World War 2 has left its mark on the image forming process about Germany.

Friso Wielenga, professor at the 'Niederlande Institut' in Münster, states that diplomats, journalists and politicians at that time had an image of Germany that was negative and undifferentiated (2000). Until the late 1950's the Netherlands could be seen as anti-German. Opinion surveys showed though that the Dutch were willing to differentiate from that image of Germany. In the 1960's, 1970's and 1980's, different studies showed that Germany's image slowly enhanced (for prior research see chapter 3.4). Conversely, the Clingendael studies, published by the Dutch Institute for International Relations 'Clingendael' in 1993 on the other hand, revealed a shockingly negative image that still existed among Dutch school children. Since then more research that both contradicted and reinforced the Clingendael research has been carried out. (All outlined in chapter 3.4).

1.2 Personal Motives

As an expatriate studying in a foreign country in general and as a German in the Netherlands in particular, some confrontation with clichés, stereotypes and the shared history was anticipated. Confrontation with the own nationality and culture became obvious while not being settled in the home country. Thus the topic of the investigation was above all a subject close to the heart.

1.3 Problem Statements

The following main and sub problem statements form the starting point of this dissertation; structured into pre-exposure, direct exposure, post-exposure and intentions:

Where does the holiday image of the 18 - 32 year old Dutch tourists visiting Berlin originate from? What is the actual image the Dutch have about Germany in general, and Berlin in particular? How far is the target groups' image during

their stay in Berlin modified and in what way, if at all, does this influence their future travel intentions and the image they pass on to third parties?

In practice the dissertation aims to answer the main problem statement: In how far can the holiday image of Berlin be positively enforced in order to convey a more authentic image of Germany among potential tourists in the Netherlands?

The concept of pre-exposure, direct exposure, post-exposure and intentions is also be used in the practical research questionnaires taken by the young Dutch Berlin tourists in order to find an answer to the problem statement.

1.4 Hypotheses

The main hypothesis of the dissertation is the following: the image held by 18 to 32 year old Dutch tourists about Germany changes positively during their visit to Berlin. The image those tourists achieve during their visit will be conveyed positive in their future intentions and attitude they communicate to third parties. This image of Berlin as a tourist destination can be utilised in order to convey a more authentic image of Germany among potential tourists in the Netherlands (and possibly attract more tourists).

1.5 Communication Goals

The main communication goal of this dissertation is to inventory and investigate the holiday image of Berlin among the Dutch target group.

Furthermore, the outcomes of the holiday image research of the Dutch target group in Berlin will be compared with the holiday image research of the German target group of Almut Wetjen's dissertation research in Amsterdam. This is to detect whether there are any interesting or exceptional differences or similarities that can be concluded. In addition, this dissertation aims at evaluating – comparing the two research studies, can any judgements be made about the self-image of the Dutch and the self-image of the Germans compared to the holiday image of the Dutch about Germany and the holiday image of the Germans about the Netherlands? Last but not least it might be possible to make statements about the predicted behaviour of the target group concerning the image of Germany they will pass on to third parties. And finally the main communication goal will be answered - will the image be of positive nature and

can it be used with the purpose of enforcing a more authentic image of Germany to attract more Dutch tourists to Berlin?

1.6 Research Sources

All theoretical sources used in the dissertation are based on the documented literature that has been collected by the professional institutions in the Netherlands concerning Germany; tourism to and from Germany and intercultural Dutch-German relations. Amongst the most important, the documentation centre of the 'Duitsland Instituut' (Germany Institute, also called DIA) of the UvA has to be mentioned, furthermore the German Tourism Office of the Netherlands, but also the Berlin Tourism Board in Germany. Foremost the literature of Wielenga, Linthout, Hofstede and other authors and cultural scientists has been applied. Primary research studies have also helped to build the basis for the literature review. The field research will build on this literature.

1.7 Theoretical Validation

The main concepts that will be used in order to respond to the problem statement are the 'Calimero-Effect', 'Image' in general and 'Holiday Image' in particular, 'Motivation' and 'Tourism Motivation', and 'Collective Mental Programming'. More theories, models and concepts in the literature review will later add to this goal of illustrating the Berlin holiday image of the Dutch target group. The following paragraphs already introduce the main concepts used (for detailed investigation see chapter 3.1).

Dik Linthout states in his book 'Frau Antje und Herr Mustermann' (2004) that as the inhabitants of a small country, the Dutch are victim to the '**Calimero-Effect**' ('little man syndrome'/'little neighbour complex'). He explains this as due to the fact that the Netherlands are today still militarily and economically dependent on Germany; they suffer from a residual World War II-trauma and have the need to detach themselves from any similarities to Germany they see in themselves. 'Sie stärken Ihre Identität durch Schaffung einer Gegenidentität' ('They enforce their identity by creating an anti-identity'; Linthout, 2004, p.34). This thesis will explore how far this supposition can be used in order to explain

the origin of the image that the Dutch target group has about Germany and Germans.

Image is the second concept that will be used to investigate this. An **'image'** is defined as the cognitive evaluation of experiences, learning, emotions and perceptions. According to Cooper et al this form of awareness can be described as knowledge producing a specific image of the world (2005). For tourism, this image is significantly important to the preference, motivation and behaviour towards products and destinations. The critical importance lies in the fact that the image has the capacity to produce a pull effect. This theory suggests that built upon the image a person has developed, attitudes and behaviour are established, which are hardly changed unless new experiences or new information modifies the image. Dutch tourists who have been to Berlin have had the opportunity to have this transforming experience and thus the questionnaires will show whether or not their image of Germany has transformed positively.

According to Gunn (1972, as referred to in Cooper et al, 2005) two levels of **'holiday image'** can be recognized, the organic image and the induced image. The organic image is built upon all information that has not been guided by advertising or promotion of the destination. The induced image on the other hand is intentionally produced by tourism organisations. It is vitally important to distinguish these two forms of images for the following reasons. To find out where the image that the Dutch target group has about Germany originates from the organic image will form the key to success. In the end, when the hypothesis is validated or invalidated, it will become clear whether or not the induced image can be changed with the intention of creating a more authentic image of Germany among potential Dutch tourists.

In order to answer the question of what actually influences consumers to choose Berlin as a holiday destination, the dissertation deals with the basic question of what in fact motivates tourists to travel at all, and what determines their individual choices? According to Youell, the author of the book 'Tourism, an introduction', what influences the demand on tourism can be explained by the

individual '**motivation**' of the consumer and the determinants that actually make them decide to travel (1998).

When the required determinants of demand are fulfilled there are still variable influences of mental nature on the demand of the consumer. Maslow's 'Theory of Human Motivation' aims at explaining the 5 levels of needs that individuals seek to satisfy (1954). Youell states in his book that Maslow's model can be applied to tourism and satisfy all levels of need - a tourist will choose accommodation, hospitality and modes of travel that will comply with his/her physiological and safety needs (1998). Social contacts at the destination can contribute to the need of belonging and love. The entire travel can add to the individual's esteem and finally end in some form of self-actualisation, such as learning a new language or finding a new way of living or religion.

The image of a destination that the consumer has developed, so Cooper et al argue, belongs to the effectors of demand and is inspired by a process of learning; attitudes and associations form promotional messages and information (1998). The pre-exposure to information and promotion thus also play an important role influencing the Dutch target group in the Netherlands before travelling to Berlin.

The dimensions of '**collective mental programming**' of social psychologist Professor Geert Hofstede, will be used in this dissertation to explain the way people of different cultures think, feel and potentially behave as a collective. After extensive research, Hofstede concluded the existence of five dimensions of national culture: power distance, individualism/collectivism, masculinity/femininity, uncertainty avoidance and long term versus short term orientation. To understand how the two countries react to each other (especially the Dutch to Germany), it is essential to be acquainted with the differences and similarities between the nations. The Hofstede dimensions expose these distinctions usefully in order to see how images of other communities are being developed. The major distinction between the Dutch and the German society, according to Hofstede, is that the Netherlands is a 'feminine' society and Germany is a 'masculine' one. The Dutch are accordingly oriented by the quality of life, which makes them a caring society, whereas Germans are oriented by career success, which makes them a self-centred and tough society.

1.8 Practice-based Research

The research methodology (chapter 4) that will provide answers to the problem statement will take place in form of a literature review. Secondly, a practice-based research conducted among a target group of Dutch tourists in Berlin and those who have been to Berlin within the last two years, aged between 18 and 32 will be conducted. The target group age limit is set at 32, this is due to the fact that theoretically the image change of the Clingendael research respondents can be captured because the maximum age of that study was 19, and those young people are now aged 32 in the year of this research, 2006.

This thesis applies existing knowledge in the form of theories and concepts to the subject of the image that Dutch tourists have of Berlin, where it can originate from and in how far it could be changed? Furthermore this research practically investigates these factors with the help of questionnaire-based surveys conducted among Dutch young tourists that have been to Berlin within the last two years. The research is of a deductive nature, which means that it is based on existing literature and then explains the development of the Dutch holiday image of Germany. Empirical research is done in form of the questionnaire-based surveys. Moreover the research approach is of a qualitative nature. This means that an intense amount of information will be collected from a small group of respondents rather than a larger amount of respondents where each participant offers less, and therefore a more restrictive amount of information. Questionnaires embody a good method of obtaining a total picture of the target groups' patterns of behaviour, especially in the field of tourism activities (Finn et al, 2000). The combination of a qualitative means of research with a questionnaire makes it possible to record and investigate the Dutch target groups' attitudes, meanings and perceptions of Berlin as a destination.

1.9 German Image Problems

Whether or not the supposed negative image of Germany among the Dutch is existent is greatly discussed by professionals, the media and scientific researchers. Prof. dr. Ton Nijhuis, scientific director of the DIA says that the anti-German reflex that has been so prominent in the first half of the nineties has vanished to nearly non-existence (2004). For him this is partly due to the Dutch realising that they indeed reacted and acted in an irrational and negative

manner when it came to the Germans, their culture and their country. A different kind of 'expert', a member of the German-Dutch Union and German teacher of German nationality in the Netherlands adopts the alternate argument and says that 'the life of a teacher is tough; it is undoable when you teach German and as a German it is impossible' (as referred to in an article by Syp Wynia in Elsevier, 22.04.2000). Friso Wielenga also claims that the bilateral relationship between Germany and the Netherlands is still one of high inner volatility (2000). He adopts the line of the 'little neighbour' theory mentioned in 1.6 and states that tensions will keep existing on the Dutch side, as a consequence of the asymmetry between the two countries. On the other hand Wielenga sees this as the status quo and states that the significance of World War II remains as fundamental, for the Dutch as for the Germans. But he suggests that the tensions between the two countries have less to do with the Second World War than people think. The 'Calimero-Effect' is one of the possible grounds of the tensed state of affairs (Wielenga, 2000).

1.10 Background of the Germany Image

For the dissertation research to be successful it is essential to understand the historical development of the German image that exists in the Netherlands. The image of Germany that subsists among the Dutch nowadays lies foremost in the historical developments between 1940 and 1945. The Second World War left a mental sear in the memory of the Dutch nation, the scar tissue from which is still eminent. Especially for the first post-war generation, the Second World War provided the foundations for all beliefs about Germany (Linthout, 2004). That this negative image is still prevalent in the 1990's is demonstrated by research carried out by the Clingendael Institute among 1800 Dutch respondents aged between 15 and 19 years. It concluded that 56% of all adolescents have a negative perception of Germany (Jansen, 1993) and nearly half of the respondents attributed to Germany the characteristics of being 'war-mongering' and 'having imperial desires'. Wielenga says that the Clingendael studies have had the function of a healing shock, the Dutch policy-makers realised that if the youth has such a negative image of Germany then journalists, teachers and parents should ask themselves in how far they are responsible for such image forming (2000). Nevertheless Wielenga insists that the tensions between

Germany and the Netherlands will endure and belong to the status quo between the two neighbouring countries.

1.11 Research Implementation Limitations

The limitations concerning the implementation of this research are primarily constrained by geography; the field research will be conducted in Berlin and in the Netherlands amongst a random sample of at least 100 target group respondents, who have visited Berlin within the last two years. The parallel dissertation research of Almut Wetjen will diminish the geographical constraints and allows a comparison between the research outcome with that of the results of the study relating to the image that German tourists in Amsterdam have about the Netherlands. Nevertheless, the fact that the field research of this dissertation will be conducted in and about Berlin requires having to take into account that the image the target group has of this city cannot be seen as the image they have of Germany as a whole. Peter van Walsum, Dutch ambassador to the United Nations and a former ambassador in Berlin also enforces this and says that there is a prevalent reluctance towards Germany in the Netherlands. It is only Berlin that seems to exercise a pull effect (1998). The next limiting factor of the research is the industry – only incoming Dutch tourists to Berlin will be questioned. Thirdly, the target group itself is restricted to those of Dutch nationality between the age of 18 and 32. Moreover the investigation could be constrained by the limited access to the target group, which will be conducted within a field research time span of approximately seven days in Berlin and within six weeks in the Netherlands. This can moderate and devalue the number of respondents of the research. The motivation or unwillingness of the target group itself to take part in the research shapes the next possible limitation. Finally the time allowance to write the dissertation between February and June 2006, the money to invest in the dissertation process, the limited access to research sources and the limited access to equipment (i.e. SPSS is only available at Inholland) form the last restrictions to the research.

1.12 Study Programme Motives

The study programme that defines the framework for this bachelor dissertation 'Tourism and Recreation Management' aims at identifying and creating

opportunities, understanding tourists and developing feasible tourism and leisure products. The programme primarily focuses on the commercial side and entrepreneurship in the tourism sector. It aims to understand the basis of both and create ideas, research is the root to the solution.

By this means, the study skill and content motives of this dissertation are the construction and implementation of research to be awarded a Bachelor of Economics in the field of Tourism and Leisure Management.

This dissertation strives at theoretically enlarging the sphere of knowledge regarding the field of intercultural relations between Germany and the Netherlands. Socially it wants to add comprehension by capturing the contemporary image that the Netherlands have about the destination country Germany. Practically it could be implemented in order to change or enforce the image that exists among a potential Dutch target group and in the end could attract more Dutch tourists to Berlin and Germany.

1.13 Structure of the Dissertation

The introduction establishes the stated problems and hypotheses of this thesis and its background. On the basis of the problem statements, the research questions are set up, together with the aims and objectives of this dissertation. In the literature review, the research questions will narrow the scope of the paper progressively and will end with the area of investigation. The other part of the research questions will be answered by the results of the qualitative practice-based research in the Results and Analysis chapters. At the end, the hypothesis will be verified or nullified in the Conclusions/Recommendations chapter and will complete the circle by providing an answer to the problem statement. Finally the paper suggests recommendations in order to maximise the means which the research outcomes can have in the future, as for example the modification of the existing German image in the Netherlands by promotion.

This paper will argue that firstly the image that 18-32 year old Dutch tourists have about Germany changes positively during their visit to Berlin and secondly that this image can be utilised in order to convey an authentic image of Germany among potential tourists in the Netherlands and can in turn attract more tourists.

2. AIMS AND OBJECTIVES

2.1 Aims of the Dissertation

This dissertation strives theoretically to enlarge the knowledge field regarding intercultural relations between Germany and the Netherlands and socially at capturing a positive image change among the Dutch target group. Economically it wants to expose whether more tourism demand can be created among the young Dutch target group.

Answering the hypothesis of this research, the dissertation primarily aims at expressing whether or not it is functional to enforce the holiday image of Berlin in order to convey a more authentic image of Germany among potential tourists in the Netherlands.

Concerning study skill motives, this dissertation aims to develop the skills of constructing and implementing research on the level of a bachelor dissertation and putting the research process into practice with the goal of being awarded the Bachelor of Economics in the field of Tourism and Recreation Management.

Study content motives are to structure, execute and evaluate research in the field of tourism and leisure management. The study programme Tourism and Leisure Management seeks to identify and create opportunities, to understand tourists and to develop feasible tourism and leisure products. Research is a crucial component of these objectives and provides the starting point of every qualitative tourism product.

According to Hendrick and Jones (1972, as referred to in Neulinger, 1974), a formal deductive theory of leisure behaviour has a series of basic concepts, which at least partly have to be made operational. Propositions then relate the concepts to each other and hypotheses can be drawn up. The hypotheses can subsequently be tested by an investigative method. So to form a resolute network of basic concepts that underlie the theory, it is a personal and study programme objective to use as many sources of the highest potential value as possible.

This research is of a qualitative nature and therefore a representative sample of respondents is not the main goal but rather high quality answers to well structured questionnaires. The research sample that this dissertation aimed at was 100 respondents, which it exceeded finally achieving 120 respondents.

2.1 Research Question Objectives

Developed out of the problem statement, the following research questions will have to be answered in order to be able to verify or falsify the hypothesis:

Desk research:

1. What is 'image' and how can it be defined?
2. What is 'holiday image' and how can it be defined?
3. How are holiday images formed?
4. Do images help creating national identity?
5. What is the 'Calimero-Effect' and how can it be defined?
6. What is 'motivation' and how can it be defined?
7. How do the Netherlands and Germany score according to the dimension of Hofstede?
8. What relations did Germany and the Netherlands have after 1945?
9. What is the image of the Dutch about Germany since 1945?
10. What are the tourism figures of Dutch incoming tourists into Berlin currently?
11. How did Dutch incoming tourism to the German Republic and Berlin develop after the Second World War, especially in the last 10 years?
12. How is Berlin as a city marketed in the Netherlands?
13. What has been researched concerning the Dutch-German image since 1945 and what have been the outcomes?

Field research:

14. Which factors influenced the target group to travel to Berlin?
15. Where did the image of the Dutch target group derive from in the past (family/friends, education, media etc.)?
16. Which key words does the target group connect with Berlin?

17. What are the main tourist attractions in Berlin for the Dutch target group?
18. Which sources did the target group use in order to prepare themselves for travel to Berlin?
19. Which activities does the target group undertake at the travel destination Berlin?
20. How much personal contact has the target group to Germans while visiting Berlin?
21. How do the Dutch characterise the Germans in general?
22. How far do German words that spontaneously come to the mind of the target group mirror their image of Germany?
23. How does the Dutch target group value the importance of Dutch-German relations?
24. What image does the target group intend to bring across in Berlin?
25. Does the target group feel welcome at their tourist destination?
26. What does the target group think about German tourists?
27. Does the target group want to receive the most authentic image of the destination they can get?
28. Does growing knowledge about Germany increase their like of it?
29. In how far did the target groups' image change during their travel to Berlin/Germany?
30. Did the target groups' expectations fulfil themselves on their visit to Berlin?
31. What does the target group see as the biggest similarities and differences between the Netherlands and Germany?
32. What characteristics and achievements can the Dutch and the Germans be proud of in the view of the Dutch?

These research questions will maintain this order throughout the dissertation. The desk research questions 1-14 will be answered in the Literature Review and the field research questions 15-32 will mainly be answered in the chapters Results, Analysis and Conclusions/Recommendations. The literature research will be used to back up the field research.

3. LITERATURE REVIEW

3.1 Theories, Theoretical Models and Hypotheses

3.1.1 Image

3.1.1.1 What is 'Image'?

This dissertation is based on the definition of 'image' and 'holiday image' defined by Cooper et al (2005). In this study these terms are outlined as the cognitive evaluation of experiences, learning, emotions and perceptions.

According to Cooper et al this form of awareness can be described as the knowledge that produces a specific image of the world; for tourism, this image is important in the preference, motivation and behaviour shown towards products and destinations by travellers. This is critically important to tourism because the image has the ability to exhibit a pull effect.

This dissertation will attempt to either verify or nullify if the specific image the Dutch target group forms about the destination of Berlin is positive. To reiterate, could a positive image change of Berlin as a tourist destination demonstrate a pull effect?

The WTO (World Trade Organisation) puts forward that the tourist image is only one aspect of a destination's general image (Gunn, 1972, as referred to in Cooper et al, 2005). It is being suggested though that the tourist and the general image have a close correlation. In addition to this, it is stated that creating an image is always based on transforming a perception that already exists.

Morgan et al support this assumption and state that destination brand managers deal with an already existing brand relationship and try to work on and transform existing perceptions (2004). This suggests that Germany has an image in the Netherlands, which cannot be created newly but which can be modified. The theory suggests that on top of the image a person has developed, attitudes and behaviour are being set up, which are hard to be changed unless new experience or new information modifies the image. This new experience and information is given in case of the researched respondents and therefore can theoretically change their image, attitude and behaviour.

3.1.1.2 What is 'Holiday image'?

According to Gunn (1972, as referred to in Cooper et al, 2005) two levels of a holiday image can be identified.

'The organic image is the sum of all information that has not been deliberately directed by advertising or promotion of a country or destination' and 'the induced image is formed by deliberate portrayal and promotion by various organisations involved with tourism.'
(Cooper et al, 2005, p.63)

The foremost important difference between the organic and the induced image is that the latter is easily influenced whereas the organic image is hardly controllable at all. Mayo suggests that several images can be connected to travel by different consumers (1973, as referred to in Cooper et al, 2005). People, who have had a similar education or lifestyle, coming from the same segment of society, are likely to form similar images of their holiday experiences.

Morgan et al state that in most models of place images, there often is an essential feedback loop (2004). This loop indicates that it is important to include the consumers experience and learning process on a visit to a travel destination. First hand experience especially has an influence on the holiday image of a person. This influential first hand experience is what the target group has undergone and the image resulting from it will be investigated in this dissertation.

The holiday image is a picture that has been created in the mind of the consumer, whether it is a real and representative picture or not (Cooper et al, 2005). It will be evaluated whether or not the created mind picture of Germany is being authenticated at their visit to Berlin. If the research outcomes suggest that the target group wants to take in an authentic image of Berlin, this does not imply that this image is the 'real' one. The only implication is that the holiday image contains aspects of authenticity and is near to reality. In case of a positive image modification, this newly developed, authentic image could be used to be conveyed to a potential target group.

3.1.1.3 How is the Holiday Image Formed?

According to Cooper et al (2005) a holiday image goes through four stages of development to establish itself. The first stage is an indistinct, unfocused image formed by advertising, education and word of mouth before the decision of going on holidays has been made.

Secondly the image becomes adjusted, broadens up and becomes clear after the decision of holiday making has been taken and the consumer deals with the questions when, where and what type of holiday the individual aims at. This second stage results in the image that the holiday maker anticipates by finalising the vacation plans.

The third stage is formed by the holiday experience itself. This encounter changes the image by adjusting it again and correcting it according to the experiences the holiday maker is subjected to. Components of the pre-formed image can here proven to be untrue or accurate.

Lastly, the establishment of image forming ends in the fourth stage, the 'after-image'. The holiday experience is being recalled, introducing feelings like nostalgia, regret or fantasy. This stage will finally shape the holiday conception and the attitude of the consumer and will have an impact on holiday decisions in the future.

All four stages of holiday image development will be examined in the questionnaires and its evaluation. The stages play an important part as in clarifying the influence of the pre-exposure, direct exposure, post-exposure and intentions on the Dutch target group. These four stages will primarily be examined in the field research.

3.1.1.4 Does the 'Germanness' Image Help Creating Dutch Identity?

The images that groups of people form about each other have as an objective to outline the identity of a group. According to Jan Visser and Gebhard Moldenhauer et al (2000) image forming also strives at outlining their own identity. It is moreover being suggested that national identities are a product of history. This makes the historical meeting spectrum of the Dutch and the Germans a matter of the image that the Dutch have about Germans and

Germany ('Germanness') and the image that the Germans have about the Dutch and the Netherlands ('Dutchness').

This theory imparts that the image a group has of its own identity is most probably an expression of mainly positive features, which implies that the self image of the Dutch is mainly affirmative. It seems the obvious behaviour to point at the others, in this case Germany, to hold the negative characteristics. This is being described as being the major factor developing the image of another group. The way the 'other group', in this case the Germans, the people and the country are being described is influenced by this image. Using this theory the correlation between the forming of the own identity and the forming of the image of other identities becomes evident.

According to this theory, the Netherlands use their image of Germany to further develop their own identity. The Dutch build up their identity by creating an anti-identity. The feeling a group has about what and who they are is as well defined by what and who they are not; the Dutch do not want to be 'what' and 'who' the Germans are. The process of identity is a process of defining and re-defining oneself in relation to the in-group - the Dutch, and the out-group - the Germans (Van Ginneken, 1996, as referred to in Peereboom, 2000). This procedure makes people develop their own national identities and the image of others' identities.

3.1.2 The Branding of Nations

Place brands, just like company brands, call a number of values, characteristics and emotional triggers to the mind of the consumer (Morgan et al, 2004). Traditionally these are connected to certain products that are manufactured in that specific country. Germany is renowned as a world manufacturer and exporter, therefore products that are 'Made in Germany', are generally regarded as products of high quality. Selling branded exports around the world though is not all there is to a country's brand image. A strong nations' brand can enhance the country's position on a political, cultural and economic level.

As explained in its operational definition (3.1.1.1 'Image'), once an image has embedded itself into the consumers' mind, it is hard to change it. This is also applicable for the worlds' perception of a place, which has often developed over many centuries and been influenced by wars, religion, international relations, sports, exports and celebrities. Changing the direction of such organic image (see 3.1.1.2) is a hard and long way. Place brand managers can best work out and isolate the positive perceptions that are existing and find out how to communicate them to the public/target group.

This proposition is exactly what the hypothesis of the dissertation suggests: to make use of the positive, authentic perceptions of the Dutch target group in Berlin. This is in case the outcomes of the field research form a positive picture and the target group indeed states to want authenticity. Morgan et al also claim that the way a destination is marketed in a different country should be based on a few, simple and continuous truths (2004). If this does not happen, the potential target group will never form a homogeneous image of the destination in their mind. This harmonised image is needed to catch the attention of the consumer along hundreds of other brand images people are induced by marketing and advertising.

Morgan et al moreover argue that working out how to brand a country most effectively happens in the target market and the consumers themselves. Morgan et al also emphasize though, that the promotion of tourism is strongly based on nation-branding but that it is not the same. The image presented by the tourism industry can often even work against the country's further international relationships. The branding of places and destinations, so Morgan et al, will develop into a key focus of marketing activities for international relations, especially the tourist industry (2004).

'Strategic Image Marketing' (SIM) is the process that investigates a place's image among its target group (Kotler et al, as referred to in Morgan et al, 2004). It segments and targets that image and positions the destinations' benefits to support the existing or create a new image. As mentioned earlier in

this chapter, this image should be close to reality and should be based on a few simple truths that are attractive and unique.

When a country has a negative image already, this is hard to challenge (Morgan et al, 2004). It is often easier to focus on creating new positive associations than trying to prove the existing negative ones as false. This basically means that instead of working against a possible negative image that the Netherlands have of Germany, it will be more successful to induce new appealing features. The authentic features of Berlin, experienced by the Dutch target group, could be used in order to create a positive image among a potential young Dutch target market. To successfully promote that new image to the market, the country must be very precise about which features to endorse and to whom. 'Image is all important and how a place is represented can inspire people to visit and revisit it' (Coshall, 2000; Tapachai and Waryszak, 2000, as referred to in Morgan et al, page 65).

3.1.2 What is the 'Calimero-Effect' ('Little Man Syndrome' / 'Little Neighbour Complex')?

Calimero itself is a little trick film chick, first illustrated by the Italian artist Toni Pagot. The name 'Calimero' is taken from the church where Pagot was married, 'San Calimero'. In the Netherlands the TV series of Calimero were first aired in 1972. The little chick 'Calimero' is famous for his statement 'They are big and I am small, and that is not fair'.

In a broader sense it can be stated that when one person, country or other feels not to be taken seriously by the other party because of its small size, then this is referred to as the 'Calimero-Effect' or 'Calimero Complex'.

Freud already attempted to describe the phenomenon of why neighbouring and in other ways similar countries fight and mock each other in his book 'Das Unbehagen in der Kultur' in 1941. According to him, it is always possible to bind a greater amount of people together in love when there is another group of people that aggressions can be addressed to. The 'Narcism of the Small Differences' ('Narzismus der kleinen Differenzen') allows the smaller community

to stick together more easily because aggressions can fairly easily and rather harmlessly be focused on the bigger neighbouring community.

Dik Linthout enforces this opinion in his book 'Frau Antje und Herr Mustermann' (2004) and states that the Dutch as the inhabitants of a small country are victims of the 'Calimero-Effect' (also called 'little man syndrome' or 'little neighbour complex'). Linthout explains this as being due to the fact that the Netherlands are still militarily and economically dependent on Germany today; they suffer from a World War II trauma and have the urge for detachment from the similarity to Germany they see in themselves. 'Sie stärken Ihre Identität durch Schaffung einer Gegenidentität' ('They enforce their identity by creating an anti-identity'; Linthout, 2004, p.34).

The former Dutch ambassador of Berlin and current Dutch ambassador to the United Nations Peter van Walsum, also says that the anti-German complex that is detected among the Dutch youth (in studies like Clingendael) has decreasingly to do with the Second World War and increasingly with the 'little neighbour complex' (Volkskrant, 1998). He explains 'we are the only country that knows to wrap this complex in moral superiority on the foundation of what happened half a century ago' (Volkskrant, 10.11.1998, line 54).

The Netherlands keep mentioning the egotistical and humourless characteristics of the Germans; Linthout states that this is an arrogance that tries to compensate the weakness of a small country (2004).

This phenomenon cannot only be found between the Netherlands and Germany, 'selfish and sombre' is also what the Belgium folk calls the Dutch, the Scottish, Irish and Welsh call the English and the Norwegians, Danes and Finns call the Swedish.

The Dutch sociologist Johan Goudsblom (as referred to in Linthout, 2004) says that the Dutch as a small country look through a mirror that is only permeable one way and study their larger neighbour. Germany has more than 80 million inhabitants and is surrounded by nine neighbouring countries, which the smaller ones are paid little attention to. As one of them, the Netherlands are only of

minor importance to them. Respectively, this thesis will explore in how far the supposition of the little neighbour complex can be used in order to explain the origin of the image that the Dutch target group has about Germany and Germans.

3.1.4 Tourism Motivation

3.1.4.1 Tourism Demand

What actually influences the consumers to decide on Berlin as a holiday destination? In order to answer this question, this section deals with the basic question what motivates tourists to travel at all and what determines their individual choices. Figure 3.1 describes the demand and supply of tourism in a simplified way.

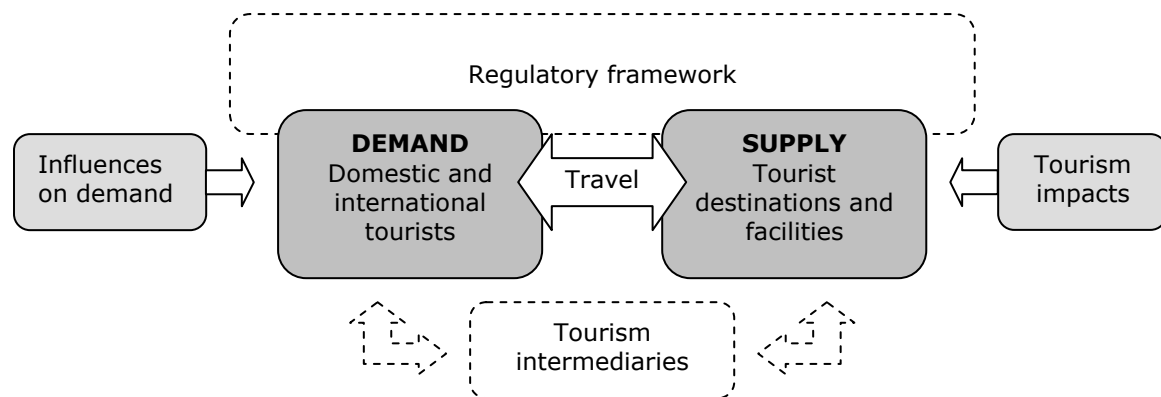


Figure 3.1 A simplified model of tourist activity

These impact and stimuli on tourism demand itself can be of determining power for the demand to travel.

At this model we can see that travel and tourism intermediaries have an influence on demand, but also there is an extra fragment for influences on demand itself (Youell, 1998). The influences on the demand of tourism can be explained by the individual motivation of the consumer and the determinants that actually make them decide to travel.

Youell explains that the range of influences on an individual's demand for tourism and travel is enormous when the starting point is that each person is set up with an individual set of characteristics. Influences can be described as

motivators and determinants. Motivators to travel are the influences that individuals have control over and that form their personal choice. Determinants to travel on the other hand are influences that are not within the control of the individual; rather conditions for travel to occur that are predisposed. The second can also be seen as the core conditions of a travel to take place for the traveller, such as having the time to travel, the money to travel, the freedom to travel (determined by political regimes) and the proper health state to travel.

According to Cooper et al, the decision making process of consumers consists of four elements – the 'energisers of demand', the 'effectors of demand', 'roles and the decision making process', and the 'determinants of demand' (1998).

The image of a destination that the consumer has developed, so Cooper et al, belongs to the effectors of demand and is inspired by a process of learning attitudes and associations from promotional messages and information.

Apart from the other determinants, information and promotion is thus also an important factor influencing the Dutch target group in the Netherlands before travelling to Berlin by pre-exposure.

The motivators and determinants of a person's choice to travel will be further explored in the following subchapters. In the end it distills down to the fact that it can be used in order to find out what motivates the Dutch target group to travel in general, and why the target group travels to Berlin in particular will be discussed in later chapters.

3.1.4.2 Determinants

According to John Swarbrooke and Susan Horner, there are two types of determinants (1999). These are first of all the set of aspects that control whether or not a person is able to take a holiday and secondly the aspects that determine the type of the trip (in case the first set allows a holiday).

In order to find out what makes tourists decide to go on a trip to Berlin, the latter set of determinants is the important one that will be investigated in this chapter.

The determinants can be divided into personal determinants and external determinants. Figure 3.2 shows the personal determinants of a tourist, it is important to mention that not all factors weigh the same to all people but that this is a generalised figure. Based on a persons attitude, personality, principles, fears and experiences their determinants will have differing amount of weights. Also the persons set of determinants will change over time, often influenced by their age, family situation and new experience. Those determinants though that are shared by a large percentage of the population can create a market opportunity for the tourism sector.

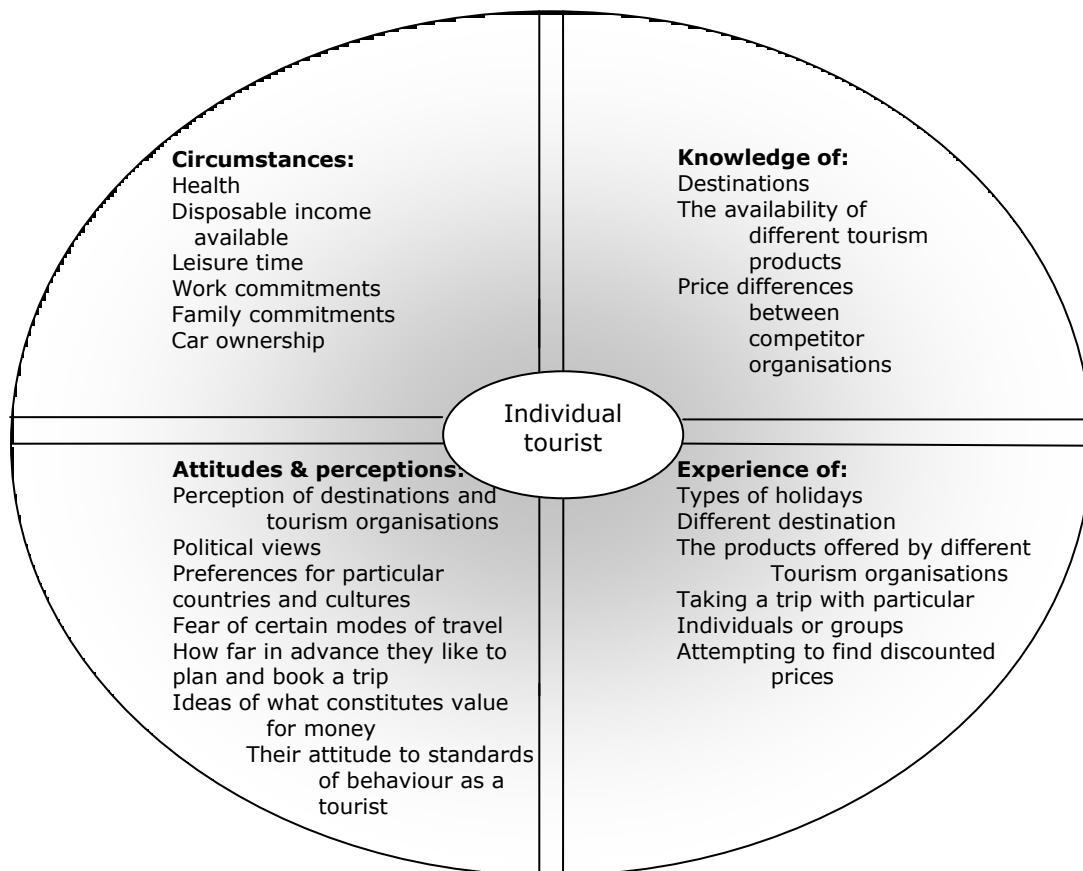


Figure 3.2 Personal determinants of tourist behaviour

This dissertation explores whether the perception or image of a destination, as seen in figure 3.2 under 'attitude and perceptions', is of such importance to the tourist choice to travel that it could effectively be utilised in order to create a more genuine image of Berlin to attract more Dutch tourists.

According to Swarbrooke and Horner, the image of a destination is an important factor and accordingly the tourist image the questioned Dutch target group in

Berlin obtains can be used for the construction or modification of a more authentic image. Youell confirms this assumption:

'The techniques used to create a favourable image of a destination and to promote its attributes for tourism, and the methods used to communicate this promotional message to prospective tourists, will influence tourism demand.' (Youell, 1998, p. 20)

In how far the tourists are influenced by personal and external stimulus differs between individuals and relates to aspects such as lifestyle and personality.

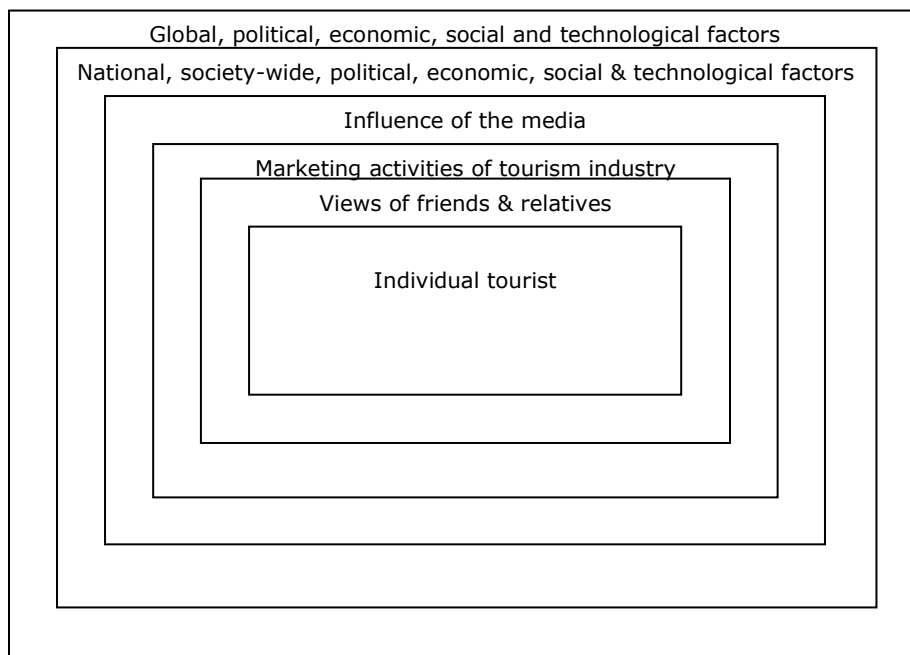


Figure 3.3 External determinants of tourist behaviour

3.1.4.3 Motivators

When the required determinants of demand are fulfilled there are still versatile influences of mental nature on the consumer. Maslow's 'Theory of Human Motivation' aims at explaining the five levels of needs that individuals seek to satisfy (1954). Maslow's theory is primarily developed through clinical experience and in the work he describes the five basic needs of human beings as follows.

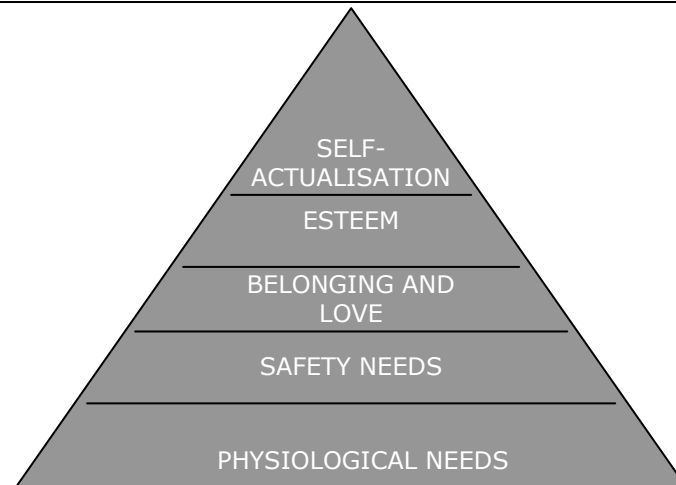


Figure 3.4 Maslow's hierarchy of needs

Maslow's argument for building this theory is that human beings need to fulfil certain physiological needs, such as a housing, warmth, water, food and activity, and safety needs, such as security, freedom from fear and anxiety, before it can move ahead to the next levels of giving and receiving love, self-esteem and esteem for others and self-fulfilment. When applying this model to the tourism industry it can be seen that tourism is able to satisfy all levels of needs.

Youell states in his book that a tourist will chose accommodation, hospitality and travel modes that will comply with his/her physiological and safety needs. This existence of social contacts at the travel destination can contribute to the need of belonging and love. The entire travel experience can add to the individuals esteem and finally end in some form of self-actualisation, such as learning a new language or finding a new way of living or religion (1998).

Beach and Ragheb developed a Leisure Motivation Scale in 1983, which based on Maslow's theory, separates the motivators of leisure into four types of needs:

1. The intellectual component - motivation to learn, explore, discover etc.
2. The social component - motivation to socialise, with inter-personal relationships and esteem of others as two underlying needs
3. The competence-mastery component - motivation to achieve, master, challenge and compete
4. The stimulus-avoidance component - motivation to escape, avoid social contact, seek solitude, rest and unwind

The motivation to escape is seen as a factor that is underlying most tourism products and is explored in more detail in the next chapter.

Consequently Maslow's theory and also that of Beach and Ragheb explain that travel is primarily need-related and Cooper et al add to this concept that this shows in terms of 'energisers of action', mainly the motivational push and the want to travel (1998). Furthermore Cooper et al state that sociological and psychological facets of culture, norms, perceptions and attitudes personalise the tourists' motivation.

This section results in the important note that motivational needs cannot be created but motivational wants can be. Diverse channels of communication are able to influence motivation by creating an image of a destination and affecting the travel decision of the consumer. An authentic image of Berlin as viewed by the interviewed target group could thus be communicated in such way that would attract a larger Dutch target group to travel there. This argument is also supported by the theory of Schmoll, who put motivators, desires, needs and expectations in four fields in order to explain personal and social travel behaviour:

1. Travel stimuli
2. Personal and social determinants of travel behaviour
3. External variables
4. Characteristics and feature of service destination

The Schmoll-model (see figure next page) basically explains that the image of a destination such as Berlin as an external variable (field 3) can be used to form external stimuli in the form of promotional communication, personal and trade recommendations (field 1). This underlines the theory of this dissertation. Schmoll underlines the importance of image in the demand process once more (1977, as referred to in Cooper et al, 1998).

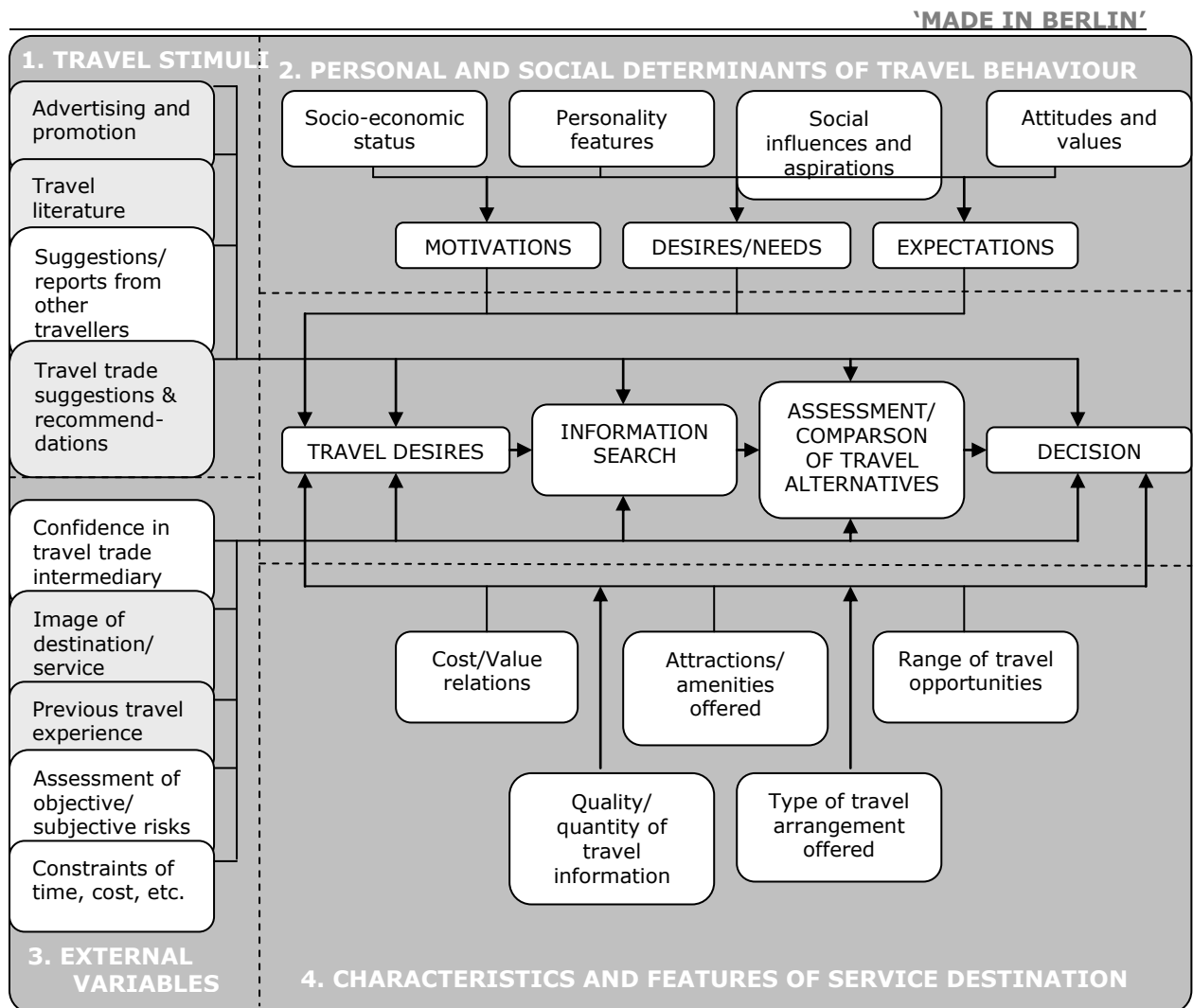


Figure 3.5 The Schmol model

In field number 3 'External variables', the travel experience as well as the image of the destination play an important role. The travel experience of the Dutch target group that has been questioned for this research can be used to create a more genuine image of Berlin as a tourist destination, both of them external variables. The authentic image of the tourist destination Berlin can subsequently be used with the purpose of promotion in the 'Travel stimuli' field number 1, in the travel trade, travel literature and advertising and promotion.

3.1.4.4 Escapism

To understand which forms of experience can create an image of Germany that will be positively evaluated for the future intentions of the Dutch tourists this dissertation refers to figure 3.6, the Experience Domains model. According to Diane Nijs and Frank Peters, memorable experiences are of personal nature and

presume a high degree of participation (2005). An experience is an activity in which the consumer is highly involved and sets off more or less a flow feeling (Pine and Gilmore, as referred to in Nijs and Peters, 2005). Dimensions that can actually involve the consumer are being described as the degree of the consumer involvement on one side and the relation of the consumer with its environment of the other hand as to be seen in figure 3.6.

The first dimension describes the involvement from passive to active (horizontal axis); the second dimension ranges from immersion to absorption (vertical axis). According to Nijs and Peters, most of the products in the tourism-recreational sector anticipate on the need to escape (escapism). This escape can either manifest itself in the avoidance of the own, everyday life or in entering into a new world and new cultures. In the latter case, the travel itself already belongs to the escaping experience.

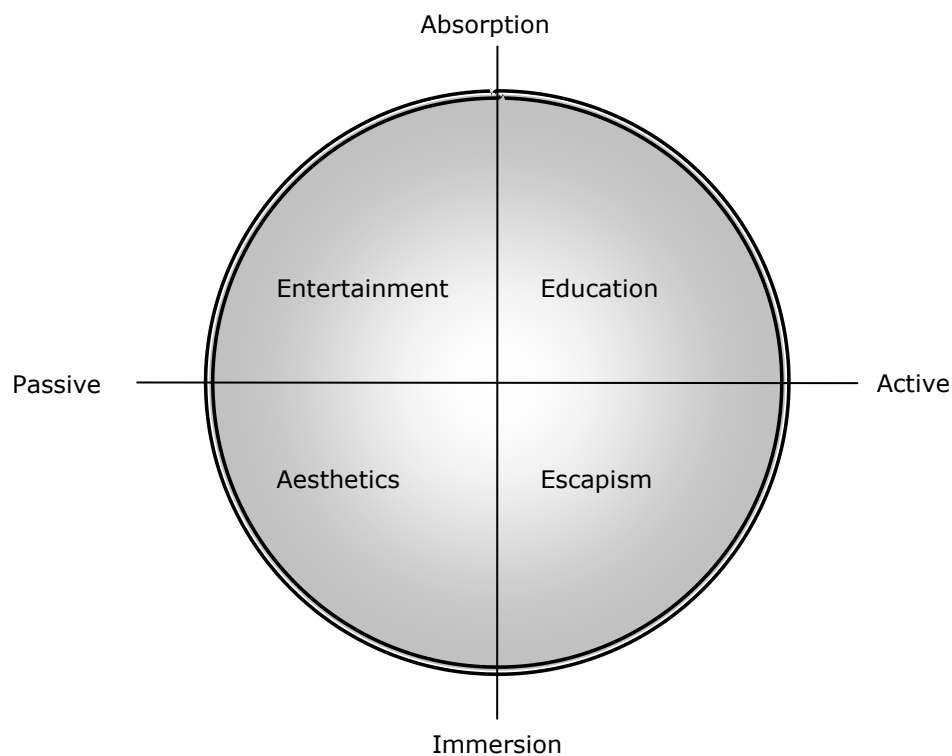


Figure 3.6 Experience domains

The Dutch tourists in Berlin are physically becoming part of the experience (immersion) and they are highly involved in the holiday experience to a maximum level (active). This escapism experience can severely change the

image of the target group and as we learned from Cooper et al, only new experience can modify an image and intentions of the future and towards third parties. The Experience model proves that an image change can take place among the Dutch target group visiting Berlin. It needs to be proved further in the field research if this modification is of positive nature. In this case the newly perceived, more genuine image of Berlin could be applied to develop new tourism products.

3.1.4.5 Authenticity

Authentic experiences are what people in Europe in general strive for. Staged experiences do not work amongst Europeans because they do not help them to memorise, whereas 'real' ones do (Nijs and Peters, 2005). For cultural-historical experiences, so Ex and Lengkeek (as referred to in Nijs and Peters, 2005), authenticity is essential. This suggests that the Dutch target group on a cultural-historical holiday in Berlin is searching for genuine attributes. This knowledge helps to provide an answer to the question whether it is possible to use the 'authentic' holiday image that the Dutch target group attains in Berlin in order to induce a more genuine image about Germany in the Netherlands. As explained in the 'holiday image' concept of Gunn earlier, part of the holiday image is induced and can be controlled and changed by promotion.

3.1.5 Levels of Culture after G. Hofstede

3.1.5.1 Human Nature, Culture and Personality

The dimensions of Hofstede will be used in this dissertation in order to explain the way people of different cultures are able to think, feel and potentially act in their collective behaviour. Later chapter will evaluate how Germany and the Netherlands scored and how Hofstede himself evaluated these results.

Hofstede says that culture is always learned and does not lie in the genes. It is a collective phenomenon, partly shared with people from the same social environment from which it is a product (2005). As figure 3.7 shows, underlying culture is part of human nature, which is inherited and cannot be transformed, it is universal for all human beings and parts of it are even shared with animals. As the top of the pyramid, above culture, the personality is situated, which is

both inherited and learned (by individual and collective experiences) and a very individual set of characteristics, referred to as 'mental programming'.

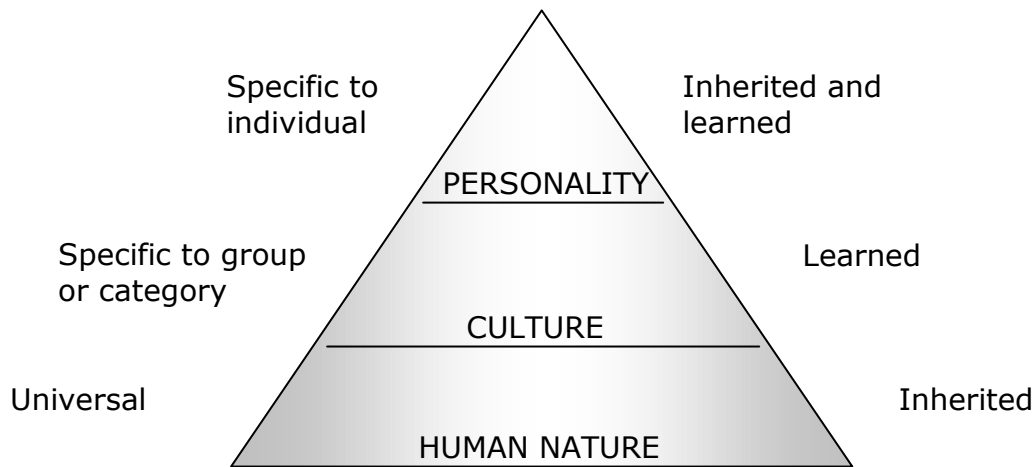


Figure 3.7 Three levels of uniqueness in human mental programming

These personalised blueprints of thinking, feeling and possibly acting are learned throughout the entire life of an individual, the basics though are mainly learned in early childhood. By the age of ten, the foundation of an individual's personality is built and it is hard to be changed afterwards. An important part of the individuals' mental programming therefore lies within the family, and both their early environment and early education. A person's behaviour though is only to a certain extent fixed by their mental programming. People are capable of diverging and moving away from the core of their original mental programming. For the image that Dutch tourists have about Germany, this means that the image they learn from their family and at school is essential and strongly present in their later life, but that a person has the ability to move away from it and to react in new, creative or unexpected ways.

3.1.5.2 The Five Dimensions of Collective Mental Programming

The Dutch cultural scientist Geert Hofstede researched the way people think, feel and act in many different situations. The Hofstedes observed that it is in some way they are affected by the country they come from. Besides that the profession, social class, education, generation, gender, working place and other collective characteristics have an impact on their thinking, feeling and acting. Hofstede calls these influences 'collective mental programming' (1993, p. 8), by

sociologists it is referred to as 'habitus' (Pierre Bourdieu, as referred to in Hofstede, 1993). Social anthropology, so Hofstede, can open a door to finding out what kind of influence the country has on the people's habitus. The scientific study of the functioning of human societies shows that the same basic problems occur in all modern and traditional societies but that they find different answers as the to solve these problems. Hofstede was successful in finding 5 universal problems in his research to which people from different countries give divergent answers and which attempt to explain collective behaviour in all areas of life.

Hofstede used 117.000 questionnaires to research the cultural differences at IBM offices around the world in the years around 1970. From the results of these questionnaires, Hofstede concluded the existence of five dimensions of national culture: power distance, individualism / collectivism, masculinity / femininity, uncertainty avoidance and long term versus short term orientation. The first dimension that Hofstede names 'Power Distance' describes the inequality between people in any society. The power distance can range from large, which means that people find inequality normal or desirable to small, which means that it should be prevented where it is possible.

The second dimension of Hofstede is Individualism / Collectivism. This explains the relationship of individuals in society. Individualism is meant when people answer that 'everybody for him or herself' (Hofstede, 1993) is the best way through life, Collectivism is expressed by people who want to be connected to a close group throughout life.

The third Hofstede dimension is called Masculinity / Femininity and expresses the social roles in a society and their relation to gender roles. Countries who think that those roles should be as different as possible are very 'masculine' countries ('tough' societies). Countries that believe gender roles should not be separated are very 'feminine' ('tender' societies).

The fourth dimension deals with how anxious societies get when it comes to the unknown, it is communicated as 'Uncertainty Avoidance'. To be afraid and anxious about the unknown is expressed in a strong Uncertainty Avoidance, curiosity stands for weak uncertainty avoidance.

'Long Term Versus Short Term Orientation' is the fifth dimension which explores how long it takes to fulfil people's needs. Short Term Orientation focuses on finding the truth; Long Term Orientation entails a virtuous, frugal life with determination.

Hofstede has developed a measurement technique, which allowed him to position different countries expressing their positions in numbers, relative to other countries. The quantitative components that apply to Germany and the Netherlands and their relation to each other will be addressed in the following chapters.

3.1.5.3 Distinctions between the Dutch and the German society

The most observable difference between the Netherlands and Germany is that the former is a 'tender' (=feminine) and the later is a 'tough' (=masculine) society (Hofstede, 1998). The characteristics of collective mental programming Hofstede identified for Germany and the Netherlands can be seen in table 3.1 'Cultural distinctions between Germany and the Netherlands'.

CULTURAL DISTINCTIONS	
NL – feminine society	G – masculine society
1. Dominant values in the society are the care for others and the care for the environment	1. Dominant values in the society are material success and progress
2. People and personal relationships are important	2. Money and material items are important
3. Emphasis on equality, solidarity and quality of life	3. Emphasis on income, competition between colleagues and performance
4. Conflicts are being solved by negotiations and compromising	4. Conflicts are being solved by fighting for the own goals

Table 3.1 'Cultural distinctions between Germany and the Netherlands'

To understand how the two countries react to each other and here especially how the Dutch react to Germany, it is essential to be acquainted with the differences and similarities between the two nations. The dimensions of Hofstede expose these distinctions usefully, so as to be able to see how images of other communities are being developed.

Furthermore the Dutch scores of Hofstede's dimensions will be examined in order to understand the target groups' background of culture. The highest score of the Netherlands is that of Individuality (IDV), this is also the highest score for Germany (see figure 3.8 and 3.9). The Netherlands score 80, which places them on a shared fourth position with Canada in the world ranking. Only the United States (91), Australia (90) and the United Kingdom (89) have a higher Individuality score.

A high individuality score is a sign for individual attitudes and relatively loose bonds between an individual and others. Individuality is part of the daily lives of the Dutch and therefore must be taken into account when travelling there. For the individuals in the Netherlands, pride, respect and privacy are very important values.

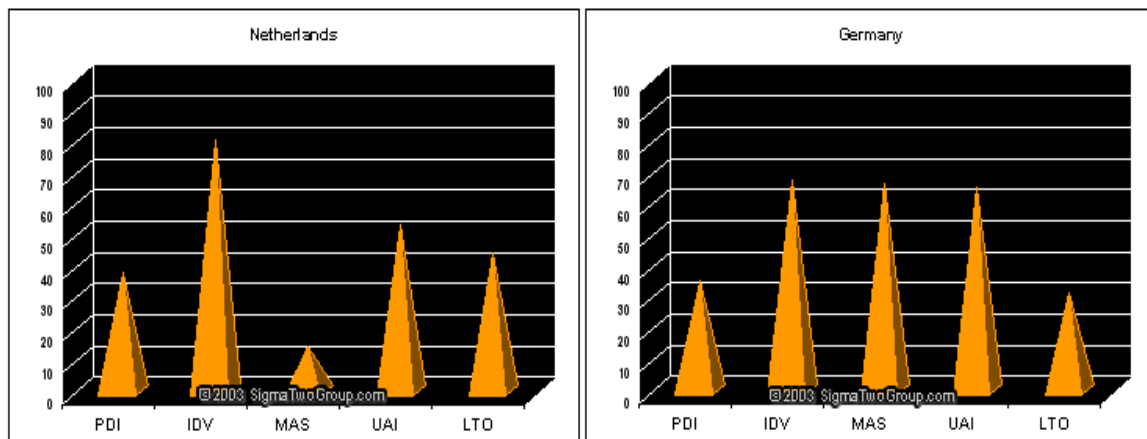


Figure 3.8 The Netherlands' index scores **Figure 3.9 Germany's index scores**

The second highest score of the Netherlands is Uncertainty Avoidance (UAI), with 53. High uncertainty avoidance countries often manifest themselves in many laws and regulations in order to be prepared for any circumstances.

Masculinity, as mentioned earlier, is the lowest score of the Netherlands (14). Low masculinity scores indicate that the society is relatively equal gender-wise, and can also indicate an open nurturing society (Hofstede, 2003).

3.1.5.4 Avoidance of Unintended Cultural Conflicts

Geert Hofstede and Gert Jan Hofstede support the opinion that it is not only cultures in which countries and regions distinguish themselves from each other

(2005). In figure 3.10 the three dimensions are described that the Hofstede's see as the categories of differences.

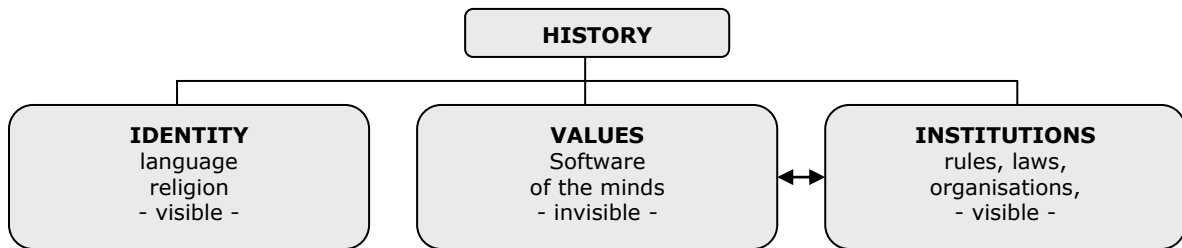


Figure 3.10 Sources of differences between countries and groups

According to figure 3.10 and the onion model below (figure 3.11), values and institutions form the essence of a culture, whereas identity does not necessarily. As the onion model shows, not necessarily values but identity differences can be practices like shared rituals, heroes and symbols. Identity however provides people belonging to a group. The core of a culture is outlined by values and these can have an influence on the effects of differences in identity. Values can influence the performance of a countries institution. All three differences in cultures are developed out of history.

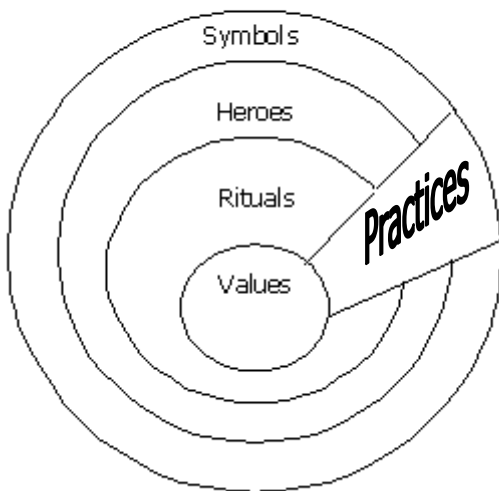


Figure 3.11 The onion model

Germany and the Netherlands have a relatively high level of uncertainty avoidance; this means that groups can often regard each other with suspicion. The historical background that the two countries share with each other (partly described in later chapters) and the fact that they consider each other cautiously might impact the image they have about each other.

As Linthout states, the Netherlands is the most insignificant country out of Germany's nine satellites. This can mean that the Netherlands see Germany as much more hazardous than the other way around. This also points back to the 'Calimero-Effect' theory described earlier which expresses that small countries often build up an anti-identity against their larger neighbours in order to distinguish their own independent identity. The identity question is of crucial importance in order to find out what reasons the Dutch might have not to adapt a positive image of Germany as a tourist destination.

3.1.5.5 Ethnocentrism

In how far is the Dutch's image of Germany influenced by exposure to German tourists in the Netherlands? To clarify this question, the theory of Hofstede and his son about ethnocentrism can be used. According to the Hofstedes, there is a cycle of standard psychological reactions when a host environment, like the Netherlands, comes into contact with foreign visitors.

A very first development when a new group of foreign visitors explores a country is that the visitors themselves are euphoric and that the hosts are curious. Subsequently, when the visitors attempt to perform in their host community in an efficient manner, the host community develops what is being referred to as ethnocentrism (2005). The definition of ethnocentrism is that the host community sees its own country as central to the world and reject what is unfamiliar (Morgan et al, 2004)

Consequently the Dutch will assess the Germans by the standards of their own domestic culture. This assessment is inclined to be negative because their own norms and values tend to be seen as the most appropriate ones.

The Hofstedes mention a third possible stage that can follow ethnocentrism when the host community comes into contact with a group of foreigners frequently and on a regular basis. Polycentrism occurs when the hosts come to understand that the foreign group has to be measured by their own standards.

To find out whether the Dutch are polycentric and do understand that the Germans have to be measured by German standards; the uncertainty avoidance dimension can be consulted correspondingly. Only a polycentric view will be able

to initiate a bi-cultural relationship between two countries. In Hofstede's research, interestingly both the Netherlands and Germany have a fairly high measure of Uncertainty Avoidance.

A strong uncertainty avoidance means that the Dutch will resist accepting that Germans have to be measured by German standards. According to this concept, it can be concluded that the Dutch are not totally refusing a polycentric view on Germany but that they will try to avoid it where possible. This means that the intercultural relations between the Netherlands and Germany are not based on the most solid basis of understanding and respecting each others norms and values.

3.1.5.6 Autostereotypes and Heterostereotypes

The Dutch and the Germans meeting as visitors and hosts will produce group feelings. The Hofstedes defend the position that intercultural contact will not necessarily create joint understanding but rather strengthen a group's belief in its own identity (2005). This theory is strongly correlated to the theory of the 'Calimero-Effect' that suggests that small countries will create anti-identities of their larger neighbouring countries in order to reinforce their own national identity (see chapter 3.1.2). The other group will be valued by heterostereotypes, which means that the group is being evaluated by grouping stereotypes, rather than as individuals.

However, of even more influence is the fact that autostereotypes are being developed in order to cultivate and encourage Dutch values. These kinds of stereotypes can confuse the way in which real events are observed. People more easily take information as the truth that verifies their own expectations (Morgan et al, 2004). The belief in the own group can be stronger than the perception of what has actually happened (Hofstedes, 2005). The group can be convinced that a happening took place exactly opposed to what occurred because of the existence of autostereotypes.

3.1.5.7 Bi-lingual Encounters

Hofstede argues that not speaking the same language can be an origin of the lack of awareness of different cultures (2005). To develop a deep and

intercultural understanding of another culture, one must be able to speak this culture's language. Hofstede doubts that people can be bi-cultural without being bi-lingual. According to Hofstede learning to express oneself in another language also means to understand their position. So does this mean that the Dutch are only able to pick up an authentic image of Germany when visiting Berlin if they speak the German language?

This query is essential to find out whether or not a truly genuine image of Germany can be accepted by the Dutch and be used to attract them. The second possibility could be that the Dutch are only able to pick up an image that is being perceived by Dutch minds as to be genuine but that does not necessarily represent an authentic image of Germany.

As monitored in the onion model, figure 3.11, symbols are the layer of culture that words assimilate. This shows that words are a means of cultural transport. Hofstede also supports the opinion that words are 'obstinate vehicles: our thinking is affected by the categories for which words are available in our language' (Hofstede, 2005, p.328). The Dutch gain from the fact that they are a small prosperous country with a good educational system, with strong contact to foreign cultures and as a result are likely to be 'polyglot'.

Humour is a subtle conveyor of culture that will mainly be missed if the foreign language is not understood. What is considered amusing is extremely revealing about a culture. The German sense of humour is considered to be no laughing matter by the European community. According to Hofstede this is only because the Germans have a radically different sense of humour compared to the rest of Europe, not because they are simply less funny.

Language is not such a powerful factor though that speaking the same language means that the same culture is shared and vice versa. It can thus be concluded that the way the Dutch perceive the Germans is certainly influenced by language but that speaking different languages does not automatically mean that they cannot share the same cultural values. Consequently, it could be possible that the Dutch share enough cultural values with the Germans so that they are able to erect an authentic image of Germany as a tourist destination. The language

and cultural understanding issue will be continued in the analysis chapter of this research.

3.1.5.8 Communication technologies

Does modern communication technology influence the image the Netherlands have about Germany and could it be used in order to transfer an authentic image of Germany among potential Dutch tourists?

The impact of modern communication technologies is widely over-estimated, according to Hofstede (2005). Electronic communication equipment does increase the amount of information accessible to the Dutch about Germany. But according to Hofstede it does not enlarge the Dutch's ability to take in that information, nor does it have the capability to change the values that underlie culture.

Additionally, consumers of communication technologies select information that corresponds with their already existing values. This exposure to information, such as TV, reinforces existing values. View and understanding of the world and the current picture will be maintained rather than be modified.

Here it can be concluded that modern communication technologies do provide a huge amount of information about Germany, which is accessible to the Dutch target group. However, their selective consumption of this media makes it unlikely to change their pre-conceived images.

In what ways though would it be possible to adapt the Dutch image of Germany? The outcomes of the field research will attempt to give a solution to this problem, for example are the Dutch willing to develop a new picture that they are being transferred from their own friends and family or by education? If so a possible answer to the problem statement could be to use these channels in order to transfer the authentic Germany image.

3.1.5.9 Tourism as a Starting Point for Intercultural Engagement

Is travelling to Germany for the Dutch a starting point to understanding the German culture? And if so, does this mean that their visit is able to give these tourists a truly authentic image of Berlin?

The way tourists perceive a different culture is mainly learned from the symbols of that culture. In terms of the onion model (figure 3.11), symbols are being represented by words, fashion, music and so on. This makes tourism a highly superficial encounter of intercultural values. According to Hofstede, tourism as trivial as it may seem in regards to understanding cultures can though be the initiation process to further mutual understanding.

Tourism introduces a new culture superficially, which interrupts the isolation of cultural groupings and widens any horizons by showing that there is existence beyond their own cultural values. Superficial values learned while visiting Germany can influence Dutch people in a way that will trigger their interest in learning the true values of that country, i.e. by learning German or studying Dutch-German history or politics. The importance of tourism as a base for intercultural understanding, and the ability to provide a foundation for a bona fide image of Germany is thus of essential significance.

3.2 The Netherlands and Germany

3.2.1 German-Dutch Relations after 1945

The Second World War fundamentally changed the attitude of the Netherlands towards Germany. 'Na vijf jaar bezetting, vernedering en terreur, ongeveer 250.000 doden en een geschatte schade van 25,75 miljard gulden was Nederland in 1945 vrijwel eenstemmig anti-Duits' ('After five years of occupation, humiliation and terror, approximately 250.000 deaths and an estimated damage of 25,75 billion guilder, the Netherlands were virtually undivided anti-German in 1945'; Wielenga, 1999, p.20).

In 1949 the formation of the German Republic made Germany a decentralised, federal state. Despite the disastrous happenings in the first half of the century, Germany was able to develop a functioning republic with modern post-materialistic values that nearly matched those of the neighbouring countries, i.e. self fulfilment, reflection, relaxation, shared decision-making and useful work (Linthout, 2004).

According to Wielenga, the relations between the Netherlands and Germany after 1945 have been characterised by asymmetry. Germany took in a key

position for the Netherlands when it came to foreign affairs. This was due to the geographical setting of Germany, its size, the political and economic significance it was carrying. For Germany on the other hand the Netherlands was only one of nine neighbouring countries. This is still the status quo nowadays, for Germany the Netherlands are of economic but hardly of political importance (Linthout, 2004).

Shortly after the Second World War, the Netherlands were practically forced to make Germany an economic partner in order to stand against the Soviet Union (Wielenga, 1999). Wielenga stresses in his book several times that the relations in these times were driven by the economic dependence on Germany.

Different than in the Republic Weimar or with the Treaty of Versailles, Germany was given a the opportunity to build up an economical base with the help of the American Marshall plan, officially called the European Recovery Program (short: ERP).

The Netherlands did not want to accept the German division in 1961 by the wall because it would have meant for them this justifies the Soviet power and the increasing alienation of Western Germany and the Western federation alliance. In the seventies, many Dutch were critically about West-Germany, especially because of the 'Berufsverbot' (occupation ban for certain inhabitants because of their political conviction). Those who were critical believed the GDR (German Democratic Republic) to be the better country (Linthout, 2004). Linthout explains that as the Netherlands perceive themselves as an 'underdog' that thus identified with another underdog, the GDR. Both were the neighbours of the military strong and economic powerful West Germany. Here the 'Calimero-Effect' comes into play again.

The stereotypes that the Dutch apply to the Germans in general (East and West Germans) are almost identical to how the East Germans viewed the West Germans. Linthout states that the fall of the Wall in 1989 was generally seen as positive in the world (2004). And although there were some persistent doubts of a united 'big' Germany, the Netherlands realised that Germany was a Western oriented and democratic ally (Peereboom, 2000).

Following the racist incidents of Hoyerswerda, Rostock and Mölln, five asylum seekers in Solingen died after a fire bomb and many more were severely injured. This dreadful incident peaked with an outburst of hatred in the Netherlands, accompanied by the 'Ik ben woedend!' (I am angry!) postcard action.

This protest movement was initiated by the Dutch radio programme Breakfast-club and in total more than one million cards were sent to the German chancellor Helmut Kohl. Kohl did not understand this protest, as the Germans were as angry as everyone else about the incident, and asked himself whether there were still doubts about democracy in Germany (Linthout, 2004). The Europeanisation of Germany is seen as *the* achievement of Germany and especially former chancellor Helmut Kohl (Linthout, 2004).

In the political arena another incident maintained up the tension after Ruud Lubbers, former prime minister of the Netherlands, stated his doubts about the German reunion (Peereboom, 2000). Kohl later on withheld Ruud Lubbers from becoming chairman of the European Commission.

Last but not least, the Clingendael studies (see chapter 3.4) reveal a tremendously negative image the Dutch youth had of Germany in the early 1990's. This resulted in awareness on a political level for the need to work on good bi-lateral relations. Wielenga says that the Clingendael studies have had the functioned as a wake up (2000). Several projects have been set up in the Netherlands in order to keep up and promote good relations with Germany, as for example the DIA. Nevertheless Wielenga thinks that some tensions between Germany and the Netherlands will endure and belong to the status quo between the 2 neighbouring countries (2000).

3.2.2 The Image of the Dutch about Germany since 1945

In the former chapter post-war German-Dutch relations since 1945 have been explored. This is essential to understand the historical development of the German image that exists in the Netherlands. The background of the image of Germany that subsists among the Dutch nowadays can be traced back to the past but foremost are the historical developments between 1940 and 1945. The Second World War has left a deep wound in the memory of the Dutch nation.

Especially for the first post war generation, the Second World War was the resource of judgement regarding all Germans (Linthout, 2004).

The NIPO ('Nederlands Instituut voor de Publieke Opinie en het Marktonderzoek' – 'Dutch institute for public opinions and market research') investigates, held several times for 25 years (see also chapter 3.4), revealed that between 1947 and 1953, the Dutch gradually started to moderate thinking that the Germans were unfriendly (53% in 1947) to a state where the majority thought that the Germans were actually friendly (54% in 1953).

By the end of the 1960's, according to Linthout, the grown up Babyboom-Generation developed their own view of the war, differing to what they had learnt from their parents generation. They criticised the myth of resistance that their parents had held up and even claimed that the war generation had failed. Even more significant they claimed that they would have acted differently themselves. Because their parents did not, they took up the resistance against fascism. Resistance against fascism was for the Dutch inevitably connected to anti-German attitudes because fascism was a factor still connected to Nazi-Germany, the occupation, and the Holocaust. Political correctness in that time was not relevant when it came to Germans, and unflattering stereotypes were used in every level of society.

In 1989 the 'Allensbacher Institut für Demoskopie' exposes in its research that that 56% of the Dutch think of the Germans as being friendly. According to Linthout, the Dutch pretend to be more anti-German than they actually are (2004). The Clingendael Institute in The Hague researched among 1800 respondents between 15 and 19 years and found out that a negative image is still prevalent though in the 1990's. Its outcomes show that 56% of all adolescents have a negative perception of Germany (2003) and nearly half of the respondents attributed the characteristics of being war-mongering and having imperial desires to Germany. According to Van der Dunk, the anti-German attitude is the result of these anti-German attitudes being passed on by parents and grandparents (1994).

Understanding the development of the German image in the Netherlands is crucial for practically researching the image that Dutch tourists have of Germany

nowadays. It is important to notice that there is never only one uniform image of Germany. The holiday image is part of the total image, which again has various facets.

3.3 Dutch Incoming Tourism into Germany

3.3.1 Tourism since 1945

Hospitality towards Germans was not customary immediately after the Second World War but already in the late 1940's inbound and outbound tourism between Germany and the Netherlands had started again (Hilbert, 2000). The economic thrive enabled more and more Dutch to travel to Germany. In 1950, 200,000 Dutch tourists travelled to Germany, and quickly these numbers rose and by 1955 the number of Dutch tourists travelling to their Eastern neighbour country went beyond the one million mark.

The first years after 1945, tourism encounters were still overshadowed by the cruel events of the Second World War. German insensitivity coupled with Dutch sensitivity often marked this time. One example of this is when German tourists travelled to visit the Keukenhof during their 1st of May bank holidays, 'disturbing' the Dutch memorial days on the 4th and 5th of May. This turned into a conflict, which made the Dutch produce posters with sayings like 'Deutsche nicht erwünscht' ('Germans not wanted'), referring to the Nazi-German parole 'Juden nicht erwünscht' ('Jews not wanted') and car stickers to stick on German cars saying 'Heim ins Reich' ('Back to the Reich/empire; Hilbert, 2000, p.79).

The Dutch press reacted by saying that the Germans had been insensitive as tourists in the Netherlands, by making a tactless, noisy appearance and by speaking German aloud. In Germany the media quickly reacted by requesting the people to be more considerate because everything else would damage the reputation of Germany. It is worth remembering that the Dutch tourism industry for its part still advertised the Netherlands in Germany, fearing a loss of German tourists. The beach resorts in the Netherlands especially attracted German tourists, but also the tulips, islands, cities like Amsterdam and the legal consumption of soft drugs were and still are an attraction (Hilbert, 2000). Germany on its part does have a great attraction for Dutch tourists as well.

Short holidays are in because of the geographical position and short distance between the countries.

Clichés and stereotypes have influenced Dutch-German tourism encounters and still do. The Dutch think of the Germans as the ones who build sand castles, lie in sand holes they dug themselves to shelter from the wind and fighting against rain in their yellow Waterproof jackets. The Germans too have their very specific image of Dutch tourists, mostly connected to Dutch caravans and the Dutch frugality. Both countries like using these stereotypes for advertisements over and over again (Hilbert, 2000).

3.3.2 Tourism facts Berlin

A total of more than 6 million tourists came to Berlin in 2005 and stayed more than 14 million nights there.

With 455.292 Dutch overnight stays last year (see figure next page), the Netherlands are the second largest European and third largest world-wide source of tourism for Berlin (Statistisches Landesamt Berlin, as referred to on www.berlin-tourist-information.de, 2006). A total of 173.835 Dutch tourists came to Berlin and spend an average of 2,6 days there.

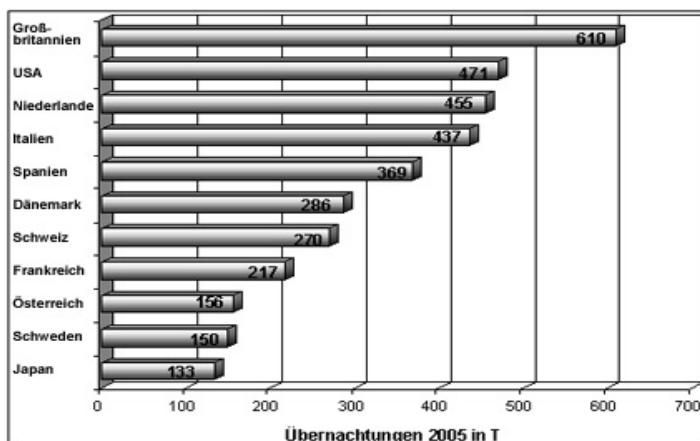


Figure 3.12 Overnight stays Berlin in 2005

3.3.3 Tourism Developments of the last 10 Years

Between 2003 and 2005, Berlin has been the top asked destination among the 'magic cities' of Germany (Berlin, München, Hamburg, Frankfurt/Main, Köln, Düsseldorf, Dresden, Stuttgart and Hannover) with more than 14 million

overnight stays a year. Ten years ago in 1995, only half of the number of overnight stays were registered in Berlin (7,5 million).

In 1995 there were 122.161 overnight stays attributed to the Dutch in Berlin (Statistisches Landesamt Berlin, as referred to on www.berlin-tourist-information.de, 2006). Gradually the Dutch travelled more to Berlin every year. In 2000, 204.740 overnight stays have been registered. With the 455.292 overnights in Berlin last year, the Dutch travel more to Berlin than never before.

According to the 'Duits Verkeersbureau' in Amsterdam, part of the DZT (Deutsche Zentrale für Tourismus) Germany had a market share of 15% in the Netherlands in 2001, second after France and before Spain. According to the Duits Verkeersbureau, the Dutch travel market to Germany is characterised by a more frequent than average repetition rate. In 2001, 93% of all Germany travellers were satisfied with their holiday, 60% wanted to come back for sure and 36% probably. Germany is a permanent travel destination for the Dutch, with a peak in July and August and a low season in April and November.

In 2001, 48% of the Germany tourists came from Amsterdam, Rotterdam, The Hague or Utrecht and surroundings (Duits Verkeersbureau). 73% of travels in 2001 were holiday vacations, 12% business travel and 15% percent visiting friends and relatives. The development of city trips to Germany in the recent years indicates an increase in short trips and second vacations.

44% of the Dutch used the internet in 2001 to gather information about Germany and 2% actually booked it on the internet. 41% of the Dutch went to Germany without a reservation and 26% booked in a travel agency. Almost 75% in 2001 travelled to Germany by car.

The Dutch target group of 15 – 34 years old travelling to Germany decreased between 1997 and 2001 immensely (35% of all tourists in 1997, less than 25% of all tourists in 2001). This indicates that there once was more interest from the young target group and that there is a potential to trigger their interest in Germany. These facts are important in order to put the outcomes of the field

research in picture and to build the recommendations for new tourism products in this dissertation on a solid foundation.

3.3.4 City Marketing of Berlin in the Netherlands

The Duits Verkeersbureau of Amsterdam is a daughter office of the Deutsche Zentrale für Tourismus of Germany. Therefore, this office and its activities represent how Germany wants to market itself for the Dutch. It represents the manner that Germany offers itself to the Netherlands as a tourist destination and is therefore of essential importance for the analysis and recommendation of this dissertation. For this reason the website of the Duits Verkeersbureau is being scrutinised here, because the internet is the main information dissemination tool about Germany (as stated in chapter 3.3.2).

The Duits Verkeersbureau of Amsterdam promotes Berlin in the Netherlands as the mostly visited European cities ever. On its website the Duits Verkeersbureau campaigns for Berlin as a shopping city and a city of communication where internet connection is easily accessible. Furthermore Berlin is presented as the greenest city of Germany. Additionally, the website links to the website of the Tourist Information of Berlin, the Berlin Tourism Marketing GmbH.

Berlin is being pictured as one of the most vivid, lively, constantly changing, exciting and diverse city of Europe that shows its past and continues to make history. The Berlin lifestyle and its atmosphere are the main pull factors stated on the website of the Duits Verkeersbureau.

Concerning the tourist image of Germany, the statistics of the 'Duits Verkeersbureau' convey a decent picture. The positive image that Germany has among the Dutch has been researched and in the market analysis of 2003/2004, the 'Duits Verkeersbureau' has come to the conclusion that the image of Germany as a holiday destination is predominantly positive.

The market analysis of the 'Duits Verkeersbureau' as well indicates that the high level of satisfaction of the Dutch Germany visitors (93%) influences their future travel behaviour. 60% of all Germany visitors further articulated to be very sure to return to Germany for another vacation and 36% declare to probably do so.

The literature review will be closed by outlining the field of relevant researches that has been conducted so far (see next chapter). These former researches help to capture the research situation as it is formed by investigations until now. Later this can also help to interpret the results of the practical research.

3.4 Former Researches

The literature review ends with this chapter outlining the field of relevant researches that has been conducted so far. The researches that investigated the image the Dutch have of Germany so far are highly significant for both the literature review and the practical research of this dissertation. The results of opinion surveys, according to Wielenga, demonstrate that already shortly after 1945, differing images of Germany were existent in Europe (2000).

The NIPO researches of 1947 show that more than 50% of the Dutch thought of the Germans as being 'unfriendly', in that research only the French disliked the Germans more with 56% (NIPO, 1947 as referred to in Wielenga, 2000). The percentage of seeing the Germans being 'unfriendly' was in all other investigated countries below 40%.

A similar picture can be drawn from the UNESCO studies from 1948. The research explored which people were the least liked and the outcome was that the Dutch only disliked the Russians more than the Germans (UNESCO research 1948, as referred to in Wielenga, 2000).

The results of such surveys quickly showed that the cold war had left its marks in the image forming process about Germany. Further research in subsequent years was supposed to keep an eye on the further development of this image. The outcomes of the NIPO research between 1947 and 1953, as stated in chapter 3.2.2, revealed that the Dutch steadily started to change their view until a majority actually thought that the Germans were friendly (54% in 1953).

The Dutch fear of a too powerful Germany was again mirrored in the NIPO research of 1949 that asked whether the Dutch thought that Germany should become a strong nation, become stronger but not too strong, or stay a weak nation. 32% of the respondents stated to want Germany weak and only 12% chose wanting them to be a strong nation. Another NIPO research in 1951

revealed though that only a third of the respondents had associations with Germany that were connected to the war, many thought of the industry and the destroyed environment.

Diplomats, journalists and politicians, according to Wielenga, had an image of Germany that was negative and undifferentiated (2000). Until the late 1950's the Netherlands could be seen as anti-German, the process of political-psychological relations was a slow one for the Dutch. The opinion surveys did not give any room to conclude any correlation about political-psychological relations but they showed that the Dutch were willing to differentiate their image of Germany.

Another research, the 'Holland Studie' ('Holland studies') was conducted by the German press office in order to build up a development plan for good relations with the Netherlands (as referred to in Wielenga, 2000). To tackle this issue, the researchers wanted to know in which countries anti-German feelings were established most deeply. Nearly one third of the Dutch thought of the Germans as being unfriendly. According to Wielenga, the problem for the Germans was 'too many enemies' and not 'too little friends' because the Dutch in the same survey claim to like the Belgian, French, American and English as much as the Germans (Wielenga, 2000, p.330). This studies outlined the anti-German feelings in the Netherlands were existent in one third of the respondents, mainly those coming from the West of the Netherlands and were seen as 'opinion leaders'.

Later NIPO researches show that the Dutch thought of the Germans as being increasingly friendly, in 1968, 68% of the respondents shared this view.

In 1971, 1986 and 1993, this increase in affection manifested itself further but the Dutch do not like the Germans as much as the French, the English or the Americans. The NIPO research of 1971 also revealed that the older generations disliked the Germans more than the younger ones. In 1983, 23% claimed to admire Germany and only 4% stated they still rejected the country. In 1989, the percentage of the Dutch who liked the Germans is no different to that of the

French and the Swedish. And only 20% see Germany's National Socialist history as an important factor influencing their image of Germany.

NIPO researches have been widely investigated in many different facets. But it was only after the Clingendael studies that the political and intellectual elite realised that something needs to be done about the image Germany has among young Dutch people.

The Clingendael studies, published by the Dutch Institute for International Relations 'Clingendael', revealed a shockingly negative image that is existent among the Dutch youth in the Netherlands. 56% percent of the respondents said to have a negative image of Germany (Jansen, 1993). In 1995 two further research studies were published by Tanja Olde Dubbelink and H. Dekker, following up with the target group of the Clingendael studies. All three studies came to the conclusion that Germany was seen as the least friendly European country and the young people had a extremely negative image about Germany (Linthout, 2004). But what was merely forgotten was that Germany, next to these negative outcomes, was also seen as the most democratic country. In the survey two years later, Germany popularity increased not enough to beat any other countries into last place.

Two more studies held in 1995 are interesting and worth being mentioned according to Linthout. The survey 'Spiegelbild einer Grenzregion' (Mirror image of a boarder region'), investigating the population of a boarder-crossing working community around Enschede and Gronau, also revealed that the Dutch thought more negatively about the Germans than the other way around. But it also brought to light that the Dutch aged 18 and older had an image of the Germans that was nearly identical to the Germans self-image in many points. This has been explained by the Germans having a fairly negative self-image, the Germans are very critical about their own nation due to the happenings during the Nazi-regime and therefore have a disturbed relation to themselves (Linthout, 2004).

In the 'Burengerucht' survey of 1995, conducted among over 18 year-olds, the Germans even scored highest when asked to what country the Netherlands had

the best relations with. Germans were scored very positively, even scored better than the French. An interesting outcome of this research was that the Dutch women had a far more negative image about the Germans than Dutch men, who in turn disliked the French the most.

The first Clingendael studies had been widely criticised. The historian Horst Lademacher for example stated in a 1998 newspaper article that the Clingendael studies were of tremendously low quality and that asking 13 to 16 year olds whether or not Germany wants to rule the world is not an appropriate style of research.

In 1997, a new Clingendael survey as well as a NIPO research showed that the criticism was right. This time the French that had imperial desires and France and Germany scored the same percentages in being war mongering. The researchers of Clingendael did confess that the daily news had an essential impact on the image of the countries but also stated that the German image was a deeper negative, one that was therefore harder to change. The Second World War was supposed to be the origin, reinforced by family, educational institutions and negative comments of grown ups about Germany.

The survey 'Burenvreugd' from 1997, undertaken by the 'Europees Platform voor het Nederlandse Onderwijs' ('European Platform for the Dutch education') further enforced the criticism of the Clingendael studies. A questionnaire has been completed by 845 pupils and the outcome was that 80% thought positive about Germany and only 15% held a negative opinion(1997).

Nevertheless, on a political level one became very aware of the existing problems among young Dutch people concerning the German image (Linthout, 2004). Three Germany institutes in Amsterdam (DIA), Nijmegen and Utrecht have been established as a result and money was spent on a programme to improve the knowledge about Germany.

According to Linthout, the results of such efforts are already visible – for the younger generations living in a borderless Europe, the Second World War becomes a concern for former generations. Germany is being seen as a watershed year according to Linthout. This was due to the events in Srebrenica,

part of the former Yugoslavia where thousands of Muslims were murdered while Dutch UN soldiers deployed under a UN mandate stood impotently by. Incidents like this made the Dutch mistrust their own innocence and dogmatic morals (2004).

The literature review has defined the field of study from the broad concept of 'image' and has been narrowed down to the specific Germany holiday satisfaction that influences Dutch tourist behaviour and former researches. The dissertation will now proceed with its own practical field research to find an answer to the hypothesis.

4. METHODOLOGY

4.1 An Introduction to Tourism Research

Tourism and leisure researches usually take place in five dimensions (Veal, 1997). The social world in which tourism and leisure exist is described in figure 4.1 A leisure/tourism studies framework.

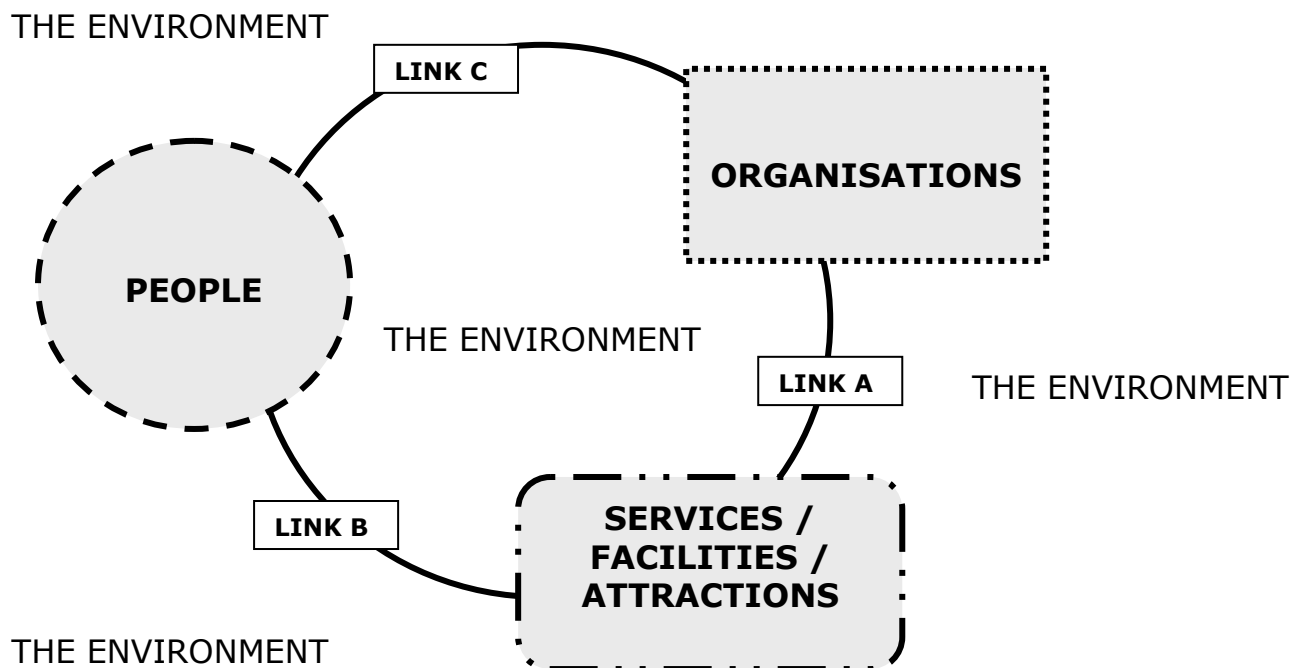


Figure 4.1 A leisure/tourism studies framework

In the above model, link B represents among others 'visiting', such as happens when Dutch tourists go to Berlin and experience the services, facilities and attractions at first hand. Psychological, social psychological, historical, economical, sociological and geographical aspects play a role when researching the correlation between people and services/facilities/attractions. The aspects of psychology and social psychology are most important to this research for they deal with the motivators of tourism, as well as in how far the perception (image) of a tourist destination influences the tourists' decision to travel.

Dann and Cohen are of the opinion that tourism has no one sociology but that various research efforts have been made in order to get a grasp on the number of aspects that sociologically influence tourism, based on a few existing theories

(1991, as referred to in Veal, 1997). Tourism research is primarily being conducted by private organisations, which narrows the scope of existing tourism research to being mainly of economic but not of sociological value.

The development into a post-modern society has had an influence on the research of tourism in general (Veal, 1997). Above all, tourism research in recent years has been focused on the social relations between tourists and host communities.

The research of this dissertation tries to establish a sociological investigating in the field of Dutch tourism into Berlin. It attempts to explain the motivation of Dutch tourists travelling to Berlin and the behavioural pattern they exhibit as tourists. Furthermore, it aims at outlining the image that Dutch tourists have about Berlin, which are divided into sections; pre-exposure, direct exposure, post-exposure and intentions (after Cooper et al, 2005, see chapter 3.1.1.3).

According to Ingham (1986, as referred to in Veal, 1997) research on the psychology of leisure and therefore also tourism in the past can be divided into four categories: motivation and needs, differential levels of satisfaction, leisure flow as a state of mind and individual differences. The work of Maslow, Iso-Ahola and Neulinger plays a crucial role in the method of leisure and tourism researches. This thesis too picks up the some of those theories and tries to correlate them to the tourism behaviour of Dutch tourists visiting Berlin.

4.2 Research Approach

This thesis applies existing knowledge in the form of theories and concepts to the matter of the image that Dutch tourists have of Berlin, where it can originate from and in how far it can be changed.

Furthermore this research practically investigates these factors with the help of questionnaire-based surveys conducted among Dutch tourists that have been to Berlin within the last two years. Thus the collection and interpretation of secondary data about concepts like image, motivation and levels of culture form the foundation for this dissertation. In addition to this, the compilation of primary field research, by the target group itself reported data in the form of

questionnaires attempts to answer the specific problem statements of the dissertation.

The research is of deductive nature, which means that it is based on existing literature and then tries to explain the development of the Dutch holiday image of Germany. Likewise this research is non-experimental, which means that it studies differences between human beings as they exist, they are in no way influenced by experiments that change their natural environment.

The descriptive research part aims at finding out what the Dutch holiday image of Germany is, where it derives from and whether or not it changes during their visit to Berlin. The explanatory research section seeks to detect what the cause of it was. The non-empirical element of this research is represented in the literature review whereas the empirical research is done in form of the questionnaire-based surveys.

Moreover the research approach is of qualitative nature, which means that an intense amount of information is collected from a small group of respondents rather than a representative large amount of respondents that only bring a restricted amount of information. The full understanding of the Dutch tourist behaviour is needed to fulfil the aims of this research. Thus the usage of a qualitative research method is needed in order to really understand what motivates the tourists and their image of Germany in general, and of Berlin in particular.

4.3 Methodological Justification

Questionnaire surveys are the most commonly used research method in the field of tourism and leisure. Traditionally these questionnaires are most frequently used in order to collect a relatively small amount of information from a large number of respondents. Veal though points out that this is just a tendency (1997). Questionnaire-based surveys can thus also be used to gather qualitative data. It is therefore justified that this research seeks to assemble at least 100 questionnaires on a qualitative and in-depth basis.

Qualitative techniques are being used in order to study groups and their attitudes. The results of the research will not provide general statements about the Dutch at large but a detailed analysis of the Dutch target group behaviour. Because of the usage of questionnaires it is essential that the data requirements are formulated very precisely.

The questionnaires used to accomplish this research have been set up over several weeks, with expert oversight upon its value. The survey is structured and formulated in a way that aims at directly answering the research questions as articulated in chapter 2.1. A questionnaire relies upon the information the respondents give, consequently their honesty, their power of recall are vital but primarily the good structure of the questionnaire is essential. The questionnaire as a resource of this research recognises that the individuals report their own behaviour and attitudes, and is adequate as a source of information.

Questionnaires embody a good method of obtaining a total picture of the target groups' patterns of behaviour, especially in the field of tourism activities (Finn et al, 2000). The combination of a qualitative means of research with a questionnaire makes it possible to record and investigate the Dutch target groups' attitudes, meanings and perceptions of Berlin as a tourist destination.

The questionnaires will be carried out on street, online and captive surveys replied to by respondent completion (for an example paper or online questionnaires see the appendices). Respondent completion is a quick and cheap method of survey but can also be prove to statistical weakness because people who decide not to respond might represent differing results.

The street survey has been held in tourist areas of Berlin, mainly in shopping streets throughout the city, the Tegel airport and the central train station Bahnhof Zoo over a period of 5 days (also see table 4.1).

The captive survey has been held on the 26th of April among a class of Inholland students that have travelled to Berlin. The greatest number of respondents though has been achieved by the use of an online questionnaire, distributed by email among universities, friends, colleagues and so forth.

Type	Place	Time	Response rate
Street	Berlin	03/04 – 07/04	10
Online	The Netherlands	10/04 – 30/05	95
Captive	Haarlem	26/05/2006	15

Table 4.1 Type, place and time slot of questionnaire surveys used

The data collected by the field research has been analysed with Excel and SPSS to produce results (see chapter 5), to be able to carry out an analysis (see chapter 6), which forms the foundation for the conclusions and recommendations made (see chapter 7).

4.4 Sample Size

For this study, a substantial numbers of 'subjects' will be used, at least 100 respondents are aimed for. According to Veal a significant number of subjects starts at 50 and can lead up to many thousands (1997). The population of the sample is referred to in chapter 4.7. As mentioned before, the research is of a qualitative nature and the general impressions that can be correlated and concluded from the in-depth questionnaires are of higher importance than a representative sample size.

The sample is of non-probability, which means that not all members of the population had the same chance of being selected in the sample. The sample is not representative but throughout the whole survey process, minimising any bias was aimed at as much as possible. That the sample was biased and therefore not truly representative is explained hereafter. Respondents of the street survey for example took place only at certain sites in Berlin, such as the airport, the central train station, sightseeing attractions and shopping streets – not all members of the target group had a chance of being picked. Those that did not populate these areas and were for example visiting attractions to do with nature or sport were unable to complete the questionnaire.

The sample of the online survey distributed by email was not representative because there was no emailing list available of the entire target population, so a

random sample of all its members was not possible. The email-respondents were self-selected from a range of circles at Inholland University, the Germany Institute and among personal relations, which makes it non-random and introduces causes of bias.

However, the sample size, according to Veal, does not necessarily have to be a representative sample of the population, what is more important is the absolute size of the sample, regardless of the population size (1997). The absolute size of the sample is just as valid and Veal stresses that there are other criteria such as the required level of precision of the results, the level of detail in the analysis and available budget that determine a sample size. This chapter closes with putting emphasis on the qualitative means of this research that intends to present a general impression of the image the Dutch target group has of Berlin.

4.5 Questionnaire-based Limitations

Limitations of the method of using qualitative-based questionnaires are that the respondents are influenced by their desire to be agreeable and useful to the researcher. Researchers and the users of questionnaire-based surveys have thus always to keep in mind the source of the data. Research results in numerical form of larger numbers do not necessarily represent the reality.

The limitation of street interviews is that they should not be too long, any questionnaires taking the respondent more than five minutes will generally lead to a lower number of people willing to co-operate (Veal, 1997). The questionnaire used for this dissertation was often filled in within five minutes but sometimes took longer. Nevertheless no street respondents were encountered who were unwilling to co-operate because of the length of the questionnaire. This is most probably due to the fact that they were tourists in Berlin, not under everyday stress, and have the time allowance for a few more minutes than in their own everyday life.

The captive group survey completed from a class of Tourism & Recreation Management students provides quick response levels and ensured good completion criteria because the questions can be explained in detail if necessary.

The most common dilemma of online questionnaires distributed by email is the low response rate, as stated by Veal (1997). A low response rate though only forms a problem for quantitative-based researches. The following factors can affect mail survey responses (Veal, 1997):

1. The interest of the respondent in the survey topic
2. The length of the questionnaire
3. Questionnaire design/presentation/complexity
4. The style, content and authorship of the accompanying letter
5. The provision of postage-paid reply envelope
6. Rewards for responding
7. The number and timing of reminders/follow-ups

All of the factors have in certain ways an influence on email surveys as well. The interest of the respondent in the topic, the length of the questionnaire, the questionnaire design and the accompanying letter definitely are of utmost importance. Filling in the online questionnaire is not connected to any cost apart from the internet access costs. The fact that there were no incentives for responding or reminders may have limited the response level of the email distributed questionnaire.

4.6 Problems Encountered

Some problems were encountered while implementing the practice-based research. First of all, the goal to find the Dutch target group in Berlin and to survey them there was a mission that was impossible to be accomplished within a time slot of approximately one week. This seemed to be a major obstacle at first but then the use of online questionnaires to be distributed by email proved to be a beneficial solution.

An online questionnaire was set up with the help of www.studenten-onderzoek.com, an online institution that provides students with the opportunity of creating cost-free online surveys. The questionnaire was then emailed to the target group with the help of several networks. The networks of the DIA, Inholland, the Haagse Hogeschool and a private network distributed the emails.

This turned out to be an optimal solution to the quest of searching for target group respondents.

Another limitation that the online questionnaire brought along was the fact that most emails were distributed by 'hogeschool' networks. This meant that 68% of the respondents have an HBO diploma as their highest achieved level of education. This diminishes the range of the target group education-wise but at the same time it offered the possibility to focus on a target group that has been questioned in its educational environment as for example the Clingendael studies did as well. The target group of the 'Clingendael' studies played an important part in outlining the target group for this research (see 4.8 'Target group').

Concerning the questions and scales used in the questionnaire, there were certainly a few results that could not be used or simply did not fulfil the objectives of the problem statement. Nevertheless, some of the questions were important for the 'flow' of the questionnaire. This flow of structure and questions enabled the respondents to answer most naturally and without thinking about their correct answer too much, they were basically guided from one answer to the next.

4.7 Questionnaire Design

In terms of design, questionnaires that are completed by the respondents themselves should mainly be constructed of closed questions (Veal, 1997). Furthermore, the advantages of closed questions are its quick answers and easy analysis in a later stage (Finn et al, 2000). Additionally, closed questions receive a much higher response rate than open questions.

For this dissertation though some open questions are of key importance for the qualitative foundation of this research. Open questions are very valuable when wanting to determine the respondents' point of view or feelings. In the stage of analysis, open questions pose the problem of how to deal with the verbatim answers (Finn et al, 2000). In this research the answers will be post-coded,

which means that the answers will be divided into suitable categories when handling the data in a result-oriented phase.

Many of the closed questions of the questionnaire have been inserted in scaled answers. The scale for simple and direct questions are fit into a YES/NO and AGREE/DISAGREE scale. For the measurement of the attitude in order to investigate the image of the tourists though, the five point Likert scale has been put into practice. Every statement given to answer the research questions then requires an answer between strong agreement and strong disagreement.

Furthermore one scale of semantic differentials is being used for the questionnaire. Opposing adjectives were put in at the beginning and end of the 5 pointed scale. Likert scales and semantic differentials are commonly used in tourism research, they are adequate to differentiate between the responses and yet easy for the respondent to understand and fill in.

This chapter will highlight which problem statements have been used in order to build up which questions in the questionnaire. As a result, the variables to be researched are being connected to their operational method and how this is worked into the instrument - the questionnaire.

First of all, the questionnaire has survey instructions, provided directly below the title:



Het Berlijn-Beeld van Nederlandse Toeristen

ENQUÊTE

Deze enquête wordt uitgevoerd door Anna Lena Mehr, student Tourism & Recreation Management aan de Hogeschool Inholland te Haarlem. Het is een onderdeel van de afstudeerscriptie. Het onderwerp van de scriptie is het beeld dat Nederlandse toeristen van Berlijn hebben. Het doel is in eerste instantie jouw beeld van Berlijn te weten te komen vóórdat je er heen gaat. Daarnaast gaat het om je ervaringen tijdens het bezoek en je waardering ná het bezoek.

Deze enquête is anoniem en heeft geen commerciële doeleinden, de uitkomsten worden vertrouwelijk behandeld. Heb je interesse in de resultaten laat dan jouw e-mail adres onderaan de enquête achter. Het gaat in deze enquête om jouw mening, je kennis wordt niet getest en er zijn geen verkeerde antwoorden. Ik verzoek je het door jou gewenste antwoord aan te kruisen en zo nodig op de aangegeven plekken de open vragen te beantwoorden.

The instructions explain the subject and purpose of the research as a dissertation project are that the results will be used in a non-commercial way. The high degree of anonymity and confidentiality of the research are also stressed, as well as that individual responses cannot be wrong and are important. Lastly it instructs on how to answer the open and closed questions briefly.

The first questions of the questionnaire ask for demographic facts in order to classify the respondents by age, gender and highest accomplished level of education. Furthermore the rest of the questionnaire is mostly designed according to the four stages of holiday image of Cooper et al (2000); pre-exposure, direct exposure, post-exposure and intentions. The boxes on the following pages explain which research questions belong to which element of the holiday image.

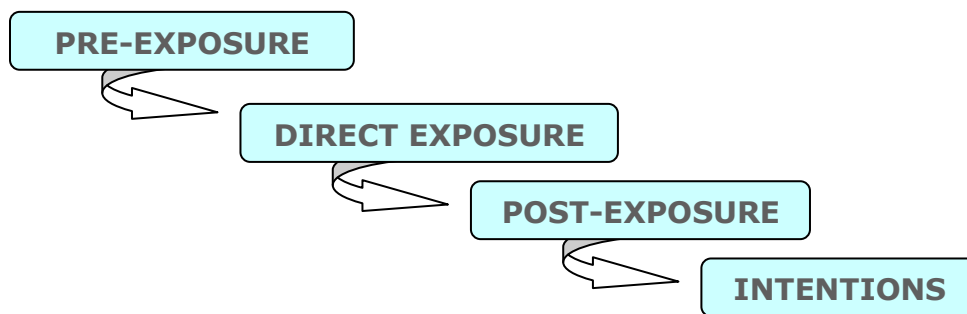


Figure 4.2 Stages of holiday image

PRE-EXPOSURE

- Which factors influenced the target group to travel to Berlin?**
- Where did the image of the Dutch target group derive from in the past?**
- Which key words does the target group connect with Berlin?**
- What are the main tourist pullers in Berlin for the Dutch target group created by pre-exposure?**
- Which sources did the target group use in order to prepare themselves for the travel to Berlin?**

DIRECT EXPOSURE

- Which activities does the target group undertake at the travel destination Berlin (what are the unique selling points)?**
- Is the image the Dutch tourists have about Germany influenced by the extent of contact they have with Germans during their visit?**
- How do the Dutch characterise the Germans in general?**
- In how far do German words that spontaneously come to the mind of the target group enforce their image of Germany?**
- How does the Dutch target group value the importance of Dutch-German relationships?**
- What image does the target group intend to bring across in Berlin?**
- Does the target group feel welcome at their tourist destination?**
- What does the target group think about German tourists?**
- Does the target group want to receive the most authentic image of the destination they can get?**
- Does growing knowledge about Germany increase their liking?**

POST-EXPOSURE

- In how far did the target groups' image change during their travel to Berlin/Germany?**
- Did the target groups' expectations fulfil themselves on their visit to Berlin?**
- What does the target group see as the biggest similarities and differences between the Netherlands and Germany?**
- What characteristics and achievements can the Dutch and the Germans be proud of in the view of the Dutch?**

INTENTIONS

- Does the target group consider visiting Berlin again?**
- Will the target group recommend Berlin as a tourist destination?**

Table 4.2 The four stages of holiday image I

Subsequently the table below indicates which research questions led to which type of question in the questionnaire survey. The questionnaire consists of 22 questions in total, mixed of open questions, closed questions, Likert scales and semantic differential scales.

Questionnaire question no.	Research question based on	Type of question used	Justification
1	Age demographics	Open question	Important to keep the target group in age outline and to distinct different ages and their image from each other
2	Gender demographics	Closed question	Important to be able to separate gender distinct images
3	Education demographics	Closed question	Essential for correlation of image and education level
4	Which factors influenced the target group to travel to Berlin?	Likert scale (5 pointed, from not important to very important)	Important as to evaluate the influences on the target groups pre-travel environment
5	Where did the image of the Dutch target group derive from in the past (family/friends, education, media etc.)?	Likert scale (5 pointed, from not important to very important)	By whom has the image been influenced most as pre-exposure is of utmost importance in order to work on the problem statement and in order to give recommendations
6	Which key words does the target group connect with Berlin?	Open question	Key words that might indicate an authentic image that could later be utilised in marketing
7	What are the main tourist pullers in Berlin for the Dutch target group?	Open question	What unique attributes make the target group decide for Berlin as a tourist destination, what pulls the young Dutch to Berlin
8	Which sources did the target group use in order to prepare themselves for the travel to Berlin?	Likert scale (5 pointed, from not important to very important)	How did the target group prepare itself is essential to know in order to position and implement future marketing of Berlin

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9	Which activities does the target group undertake at the travel destination Berlin?	Likert scale (5 pointed, from not important to very important)	Important to detect the importance of several tourist activities in order to position the product Berlin
10	How much personal contact has the target group to Germans while visiting Berlin?	Likert scale (5 pointed, from no contact to intensive contact)	Important to evaluate in how far getting in touch with Germans influences the image of the Dutch tourists
11	How do the Dutch characterise the Germans in general?	Semantic differentials scale	Important to categorise the image the Dutch have about Germany
12	In how far do German words that spontaneously come to the mind of the target group mirror their image of Germany?	Open question	The words does the Dutch associates with Germany can give an insight into their image and where it derives from
13	How does the Dutch target group value the importance of Dutch-German relations?	Likert scale (YES/NO answers)	Points of views that can identify how the Dutch target group views German-Dutch relationships and national characteristics they detect in themselves
14	What image does the target group intend to bring across in Berlin, do they feel welcome at their tourist destination, what do they think about German tourists, do they want to receive the most authentic image of the destination they can get and does knowledge increase liking?	Likert scale (5 pointed, from not important to very important)	Interesting as to find out how the Dutch see themselves behave as tourists and Germans on the other hand, and what image does the target group want to bring across, if they feel welcome in Berlin and most importantly for the problem statement: do they want to get the most authentic image of Berlin as possible?

DIRECT EXPOSURE

15	In how far did the target groups' image change during their travel to Berlin/Germany?	Likert scale (5 pointed, from not important to very important)	Essential question of the dissertation is whether or not their image changes positively, to be found out by this question
16	What does the target group see as the biggest differences between the Netherlands and Germany?	Open question	Interesting in order to find out in how far the target group thinks that Germany and the Netherlands are different
17	What does the target group see as the biggest similarities between the Netherlands and Germany?	Open question	Similarities seen by the Dutch might be used in order to create a homogenous image of Germany among the Dutch target group
18	What characteristics and achievements can the Germans be proud of in the view of the Dutch?	Open question	Another interesting factor as to find out which attributes should be marketed in order to attract the young Dutch to Berlin
19	What characteristics and achievements can the Dutch be proud of in the view of the Dutch?	Open question	Interesting in order to compare with the previous question in order to find out more about self image of the Dutch
20	Did the target groups' expectations fulfil themselves on their visit to Berlin?	Closed question (YES/NO)	Level of expectation fulfilment interesting to be correlated to several variables in order to predict future travel behaviour
21	Will the target group recommend Berlin as a tourist destination?	Closed question (YES/NO)	Significant for pre-exposure to third as a circle of holiday image
22	Does the target group consider visiting Berlin again?	Closed question (YES/NO)	Does the target group intend to visit Berlin again and in how far is their image connected to this

POST EXPOSURE

INTENTIONS

Table 4.3 The four stages of holiday image II

Furthermore, questions like 'Is the image the target group have about Germany connected to their level of education?' exist and will be evaluated by correlating different answers of the questionnaire.

A proof trial with the questionnaires has been made with proof respondents before the questionnaires were actually used for the field research. The results of the questionnaires will be worked on in SPSS in order to achieve a statistical product.

4.8 Target Group

The target group outline is set as follows: the target group is Dutch between 18 and 32 years old. The outline for the target group has been chosen for the following reasons. The target group age begins with 18-year olds to receive an image of grown-ups that are finished with their basic education, but are still involved in higher education as well as those who have left school already. The target group age limit is set at 32, this is due to the fact that theoretically the image change of the Clingendael research respondents can be captured because the maximum age of that study was 19, and those young people are now aged 32 in the year of this research, 2006.

The target group being Dutch means that only people of Dutch nationality who are also residents of the Netherlands can take part in the questionnaire. Anyone who has either lived in the Netherlands but does not have Dutch nationality or has the Dutch nationality but has hardly ever lived there does not belong to the target group outlines and can therefore not participate.

Furthermore the target group has to be between 18 and 32 years old - this means they must have been born between 1974 and 1988. No exceptions can be made to this target group age construction.

Last but not least, the target group must be visitors to Berlin or must have been visitors to Berlin in the last two years. According to the Cooper et al, a short term visit is defined as when a traveller has stayed one or more nights at a destination (2000). The Dutch target group must be inbound tourists, which means they are non-residents and have travelled to Germany (Youell, 1998).

5. RESULTS

5.1 Introduction and Structure

The results of the questionnaires have been analysed with the help of the data analysis software SPSS in order to achieve statistical products. This chapter will now display and describe all results that are relevant to answering the problem statement: where does the target groups' image originate from, how can their image be defined and in how far does it modify during their stay in Berlin? Last but not least, does that new image influence the target groups' future intentions? The total amount of respondents was 120. The outcomes that have been analysed in SPSS and Excel always show the total number of respondents (N) including the missing values.

First of all, the demographics of the respondents will be outlined (5.2). Secondly, significant results of the questionnaires concerning the research questions will be given (5.3). Then correlations will be illustrated and described that provide deeper insight into the problem statement (5.4). Last, relevant findings of comparing the field research results with the investigation of German tourists and their image of the Netherlands of Almut Wetjen will be given (5.5).

5.2 Target Group Demographics

The minimum age of the target group allowed was 18, the maximum set at 32. The average age of the respondents was 22 years.

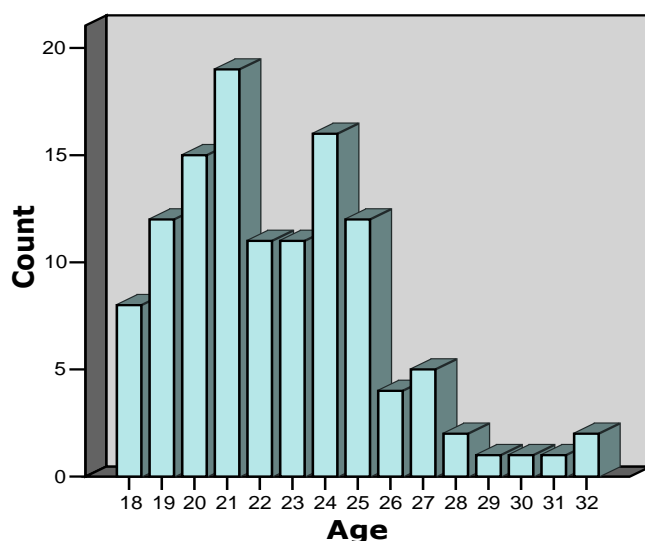


Figure 5.1 Target group age

The largest age group that took part in the questionnaires was between 19 and 25 years old. The least represented age group was 28 until 32 years old.

Gender-wise the target group was constructed of 66% female and 34% male respondents (see figure 5.2 below). The female proportion of participants was therefore nearly two thirds of all respondents.

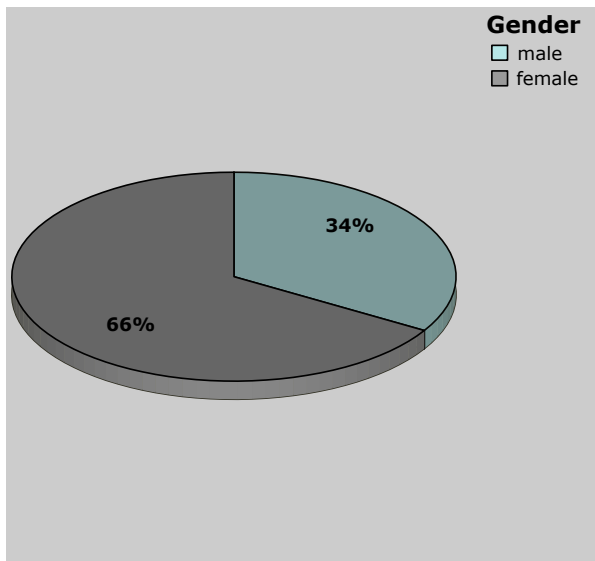


Figure 5.2 Gender of target group

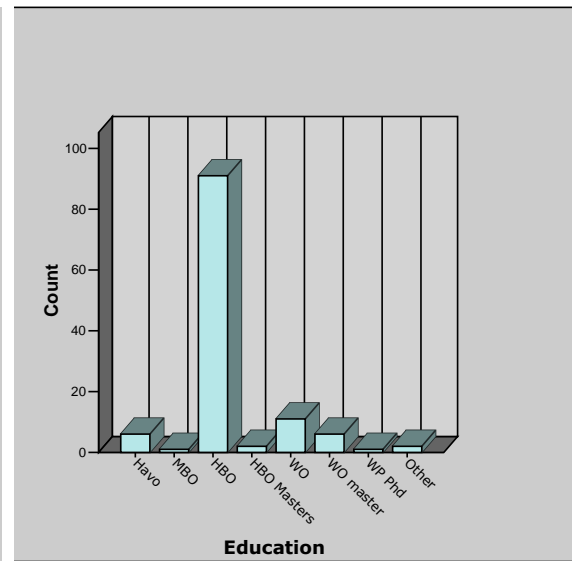


Figure 5.3 Highest level of education of target group

The last demographic question asked in the beginning of the questionnaire concerned the highest achieved level of education. The outcomes show that 68% of the target group has an HBO diploma; this also represents more than two thirds of the respondents.

5.3 Relevant Research Outcomes

5.3.1 Pre-exposure

Coming to the questionnaire results of the four employed stages of holiday image, this section starts off with the important research outcomes of the section pre-exposure.

First of all, to understand in how far pre-exposure has an affect on the image of the target group, the research question 'Which factors influenced the target group to travel to Berlin' is being utilised (see figure 5.4 next page).

On the Likert scale used for this question, for each factor there was the possibility to answer with 'not important' to 'very important' (on a scale from 1 to 5). The mean (average) answer for 'low travel cost' was 2.97, which makes it the factor the target group assumes to have been of highest importance for the choice of their holiday destination Berlin.

Which factors influenced the target group to travel to Berlin?

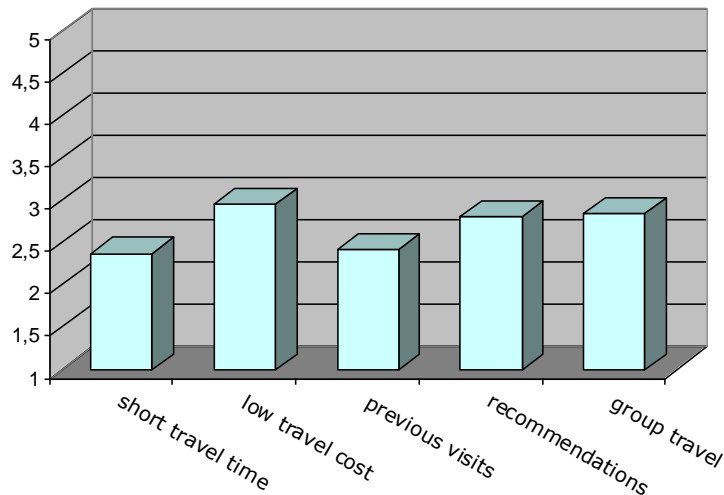


Figure 5.4 Factors influencing destination choice

Recommendations of others (mean = 2.81) and the factor they went to Berlin because their group travel was planned to go there were of similar importance to the respondents. Previous visits (2.43) and travel time (2.38) were of slightly inferior meaning when making the destination choice Berlin.

Subsequently, it is of utmost importance to clarify by who or what the target groups' image of Berlin and Germany was influenced mostly (see figure 5.5). The target group says to be mostly influenced by 'friends and colleagues', with the highest mean of 3.14.

Where did the image of the Dutch target group derive from in the past?

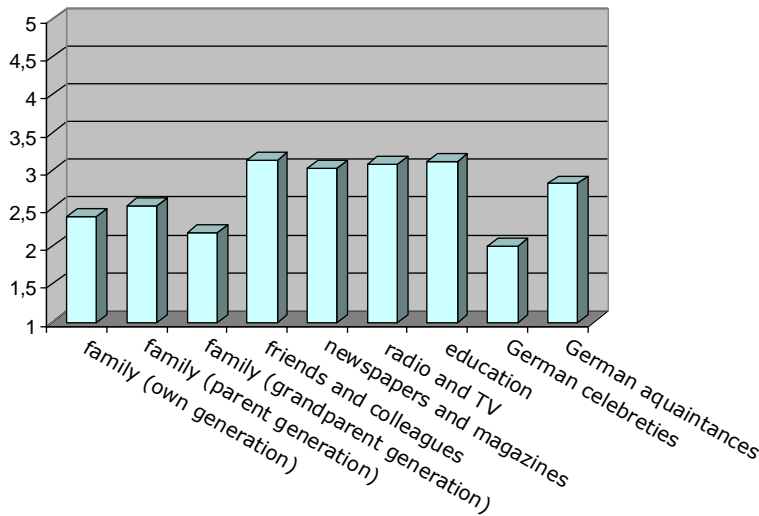


Figure 5.5 Influences on destination image

This highest influence is closely followed by 'education' (3.12), 'radio and TV' and 'newspapers and magazines' (3.04). 'German celebrities' on the other hand play the least role as an influence on the target groups' image.

Key associations that the consumer connects to a destination can be an indication of the image the tourists have of a destination, by pre- or direct exposure. This question has been an open one, to allow the respondents to fill in whatever came to their mind. The participants were asked to fill in three key words, which most of them did. After the questionnaires have been filled in, all the answers that were named five times or more have been put in the categories (see figure 5.6 below). Other key words, associated less than five times can be seen in figure 5.7.

Which key words does the target group connect with Berlin?

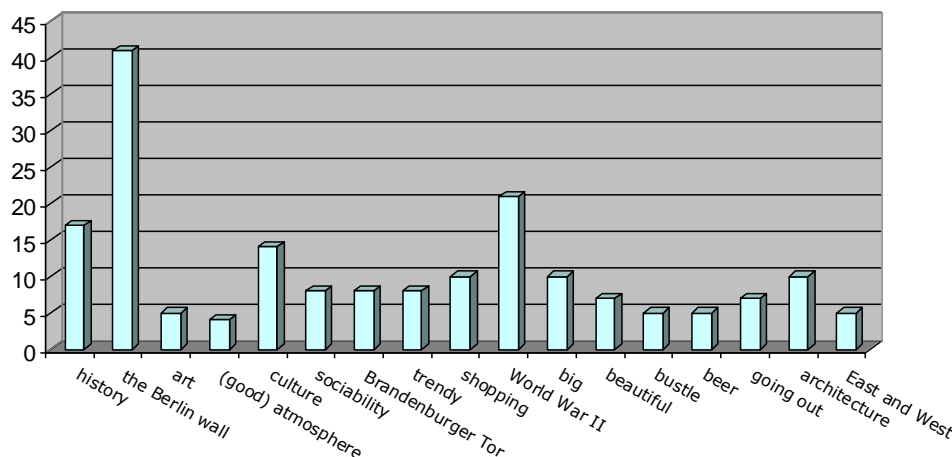


Figure 5.6 Key associations I

The most associated key word by far was 'the Berlin Wall', with 41 respondents. 'World War II' was linked to Berlin by 21 respondents and 'history' by 17. 'Culture' ranks on the fourth most correlated rank, with 14 hits. All other associations were identified five until ten times and associate mostly positive attributes with Berlin ('culture', 'art', 'architecture', 'sociability', 'trendy', 'beautiful', 'going out' '(good) atmosphere').

Coming to the last question concerning pre-exposure, the respondents answered the question how important the given sources were for their travel preparations on a scale from 1 to 5. With an average of 3.67 the internet scores highest. Tips and travel stories of friends, family and relatives come just after the internet as important preparation source with 3.64. Travel literature also plays an important role in the target group travel preparations (2.76). Radio, TV, newspapers and magazines though receives the smallest importance scores from the consumers.

Which sources did the target group use in order to prepare themselves for the travel to Berlin?

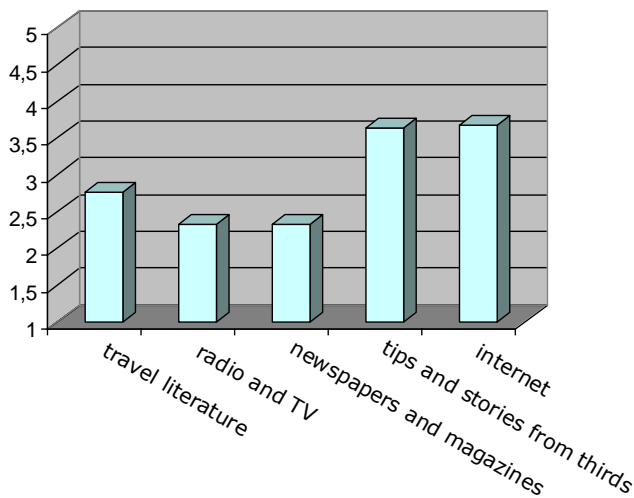


Figure 5.7 Sources of travel preparation

5.3.2 Direct Exposure

The second field of the questionnaire shows the outcomes to the questions concerning direct exposure in Berlin. Firstly in this section, the question has been asked how important the activities undertaken are for the target group on a scale from 1 to 5. 'Sightseeing' was the factor that the target group stated to engage in

most while visiting Berlin (4.26). Directly after this aspect they voted for 'strolling through the city' (4.03) and 'getting to know culture' (3.89). 'Getting to know history' ranked on the fourth place. The least important activity for the target group was 'visiting events'.

Which activities does the target group undertake at the travel destination Berlin (what are the unique selling points)?

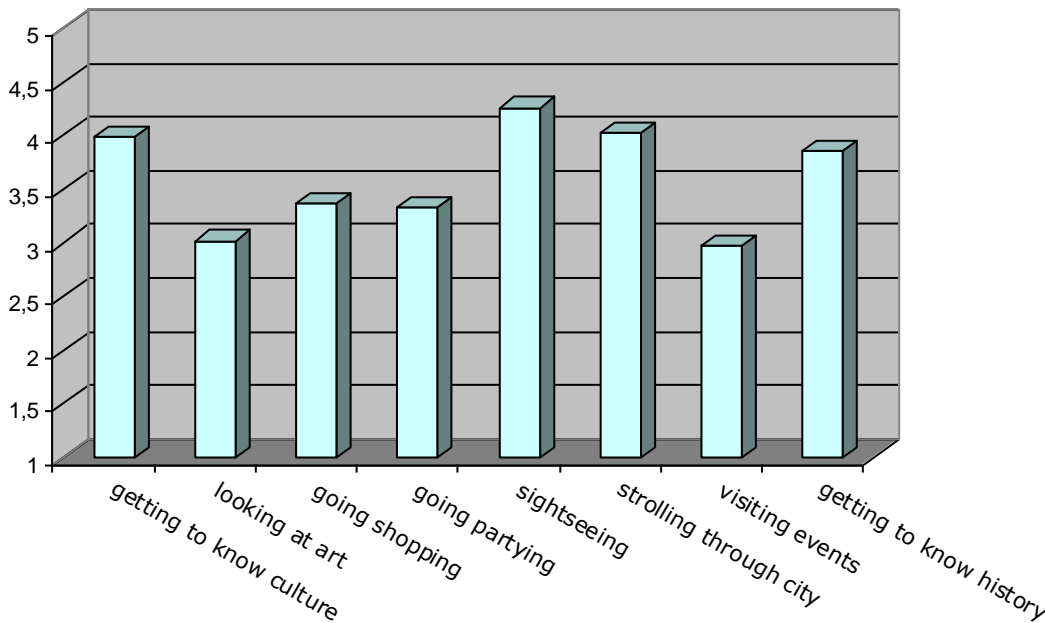


Figure 5.8 Activities undertaken

Subsequently the target group was interrogated about their level of contact with Germans at their travel destination Berlin. Out of the 120 people of the target group, 79 stated to have 'contact at desks, counters and to ask for the way'. On the second place, 'small talk' contact ranks with 58 respondents. 24 respondents stated to have 'personal contact and making friends' and only 10 said to have very personal contact to friends and family in Berlin. For the results also see figure 5.8 on the next page.

How much personal contact has the target group to Germans while visiting Berlin?

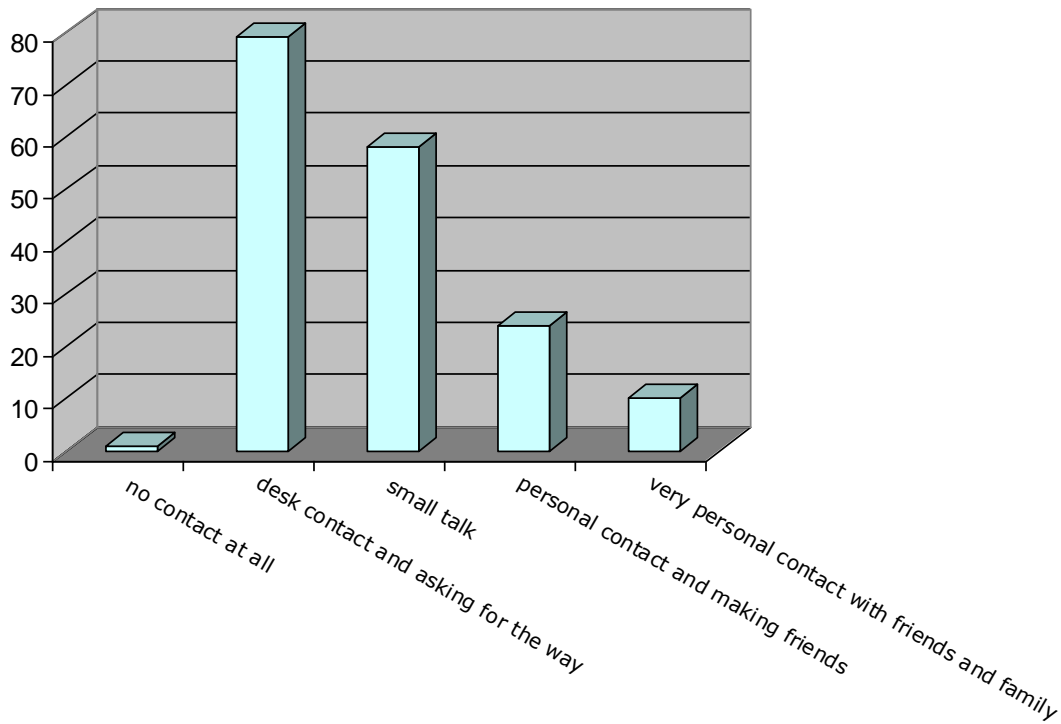


Figure 5.9 Level of contact

The following question that was offered to the respondents was a scale of 11 viewpoints on German-Dutch relations, which could be answered with either 'no' or 'yes'. Standpoint number one, 'the Dutch dislike the Germans in general' was answered with 'yes' from 54% of the respondents. 66% answered positive to the question whether the Dutch judge the Germans on the basis of World War II-experiences.

How does the Dutch target group value the importance of Dutch-German relations?

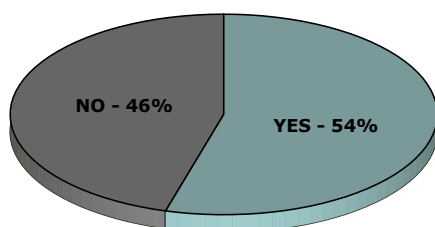


Figure 5.10 German liking

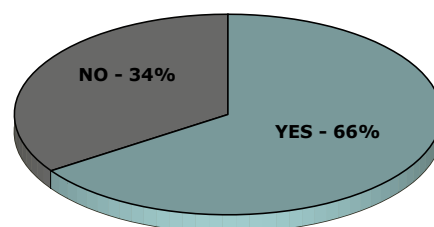


Figure 5.11 World War II judgement

85% of the participants stated that the Netherlands are an economically important partner for Germany, 58% also thought that politically the Netherlands are an essential partner for Germany and 51% said culturally they thought the Netherlands to be a significant partner for Germany (see also figure 5.12, 5.13 and 5.14).

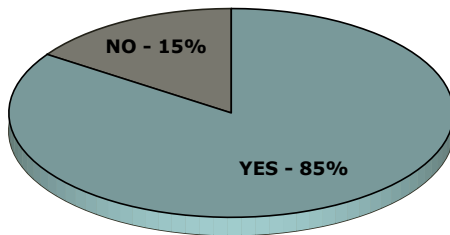


Figure 5.12 NL-G economic important partners

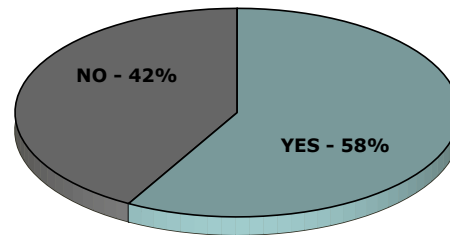


Figure 5.13 NL-G political important partners

The Dutch target group disagreed with the statement 'the Netherlands play only a small role for Germany as one of nine neighbouring countries' with 67% (see graph 5.15). 'The fact that I am Dutch is important to me' was answered with 'yes' from 54% of the respondents. And the exclamation 'I love my home country' was even supported with 86% approval.

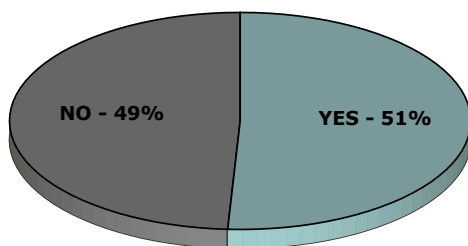


Figure 5.14 NL-G culturally important partner

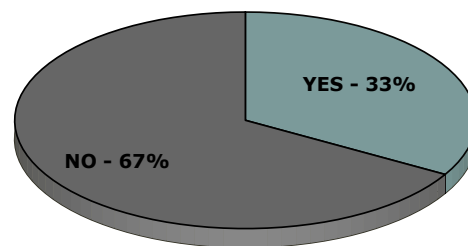


Figure 5.15 One of nine neighbours

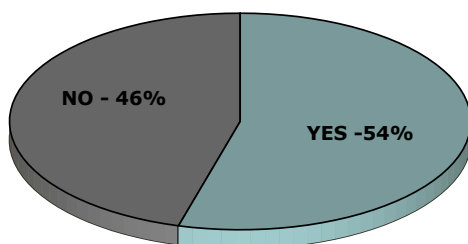


Figure 5.16 Importance of being Dutch

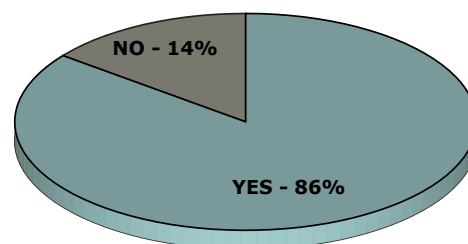


Figure 5.17 Patriotism

Respectively 70% of the participants answered positive to the statements of being proud of Dutch sport successes and Dutch culture. A little less than that, 56% stated to be proud of the history of the Netherlands.

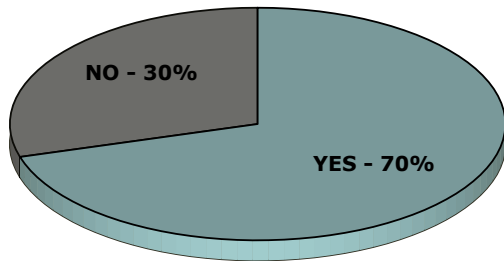


Figure 5.18 Pride NL sport successes

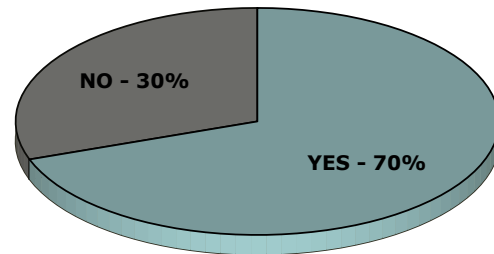


Figure 5.19 Pride NL culture

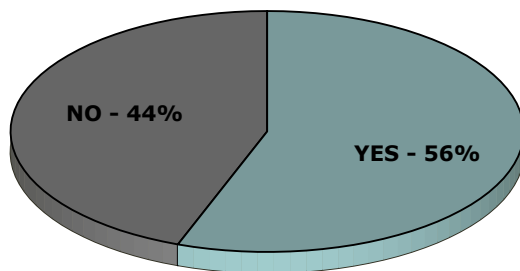


Figure 5.20 Pride NL history

As the last question in the section direct exposure, the respondents were confronted with statements again, referring to their experiences in Berlin and the Germans. This time they had the possibility to answer on a scale of 1 to 5 (from correct to not correct at all). An average of 4.12 said to have felt welcome in Berlin and an average of 4.03 also felt welcome in Germany. Subsequently an average of 3.49 said to like having contact with Germans, a nearly identical average of 3.45 stated to like to say that they are Dutch in Germany and a 3.42 average expressed that they wanted to get an image of Germany that is as authentic as possible. The lowest ranked was the statement 'Germany and the Netherlands do not have much in common' with 2.54. This statement was formulated negatively on purpose, which makes the answer neutral (as 2.5 is

the neutral score on a scale from 1 to 5). 'The more I know about Germany, the more I like it' was responded to with an average of 3.15.

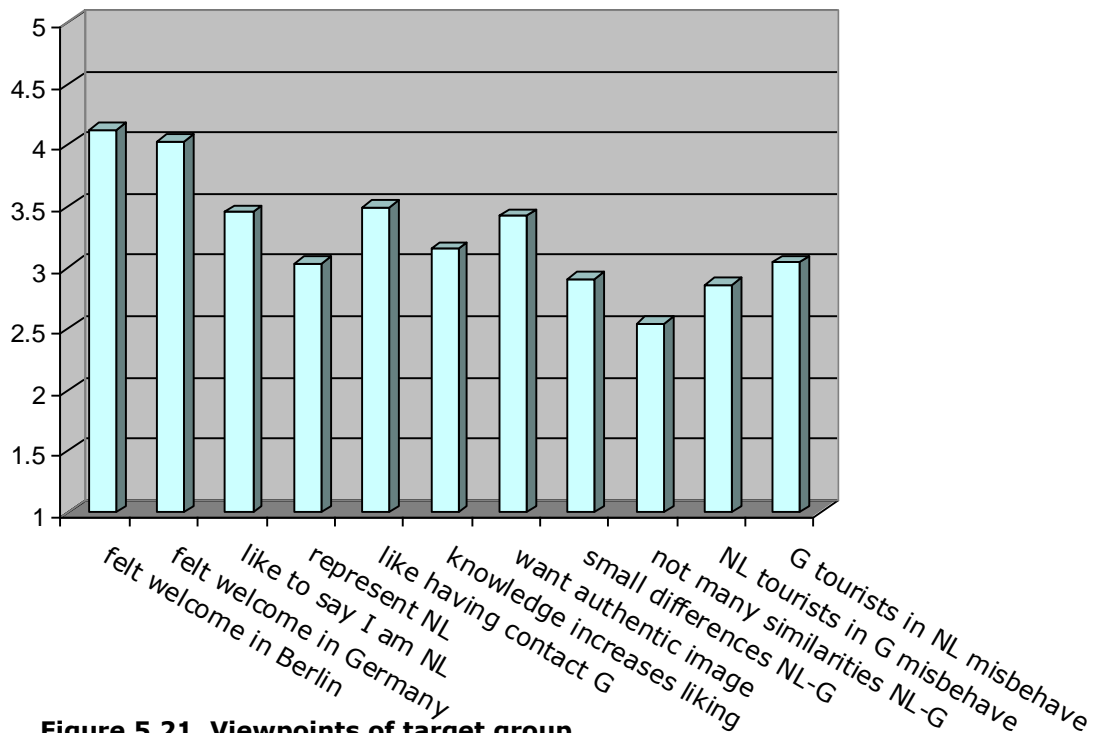


Figure 5.21 Viewpoints of target group

5.3.3 Post-exposure

As the first question in the post-exposure section, in which the consumers evaluate their travel, they have been asked if their image of Berlin has changed. On a Likert scale from 1 (negative) to 5 (positive) they were able to indicate their image adaptation. Every position from 3 upwards therefore indicates a positive image change. Only five respondents answered that their image has changed negatively to very negatively. 28 participants stated their image change to be neutral, in other words it has not changed significantly. A whole 80 partakers of the target group reported their image to have changed positively to very positively (also see figure 5.28 on the next page).

In how far did the target groups' image change during their travel to Berlin/Germany?

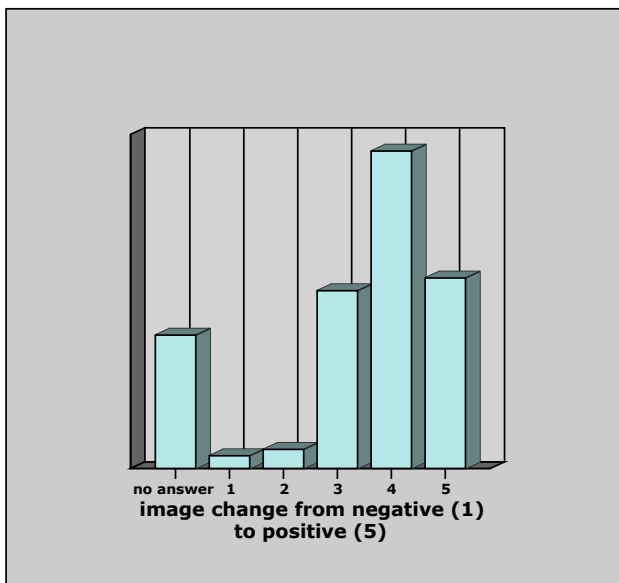


Figure 5.22 Image change

Secondly in the section of post-exposure, the target group has been questioned about what they feel to be the principal differences between the Netherlands and Germany.

This was an open question and when evaluating, some major answers have been counted together and put into a graph (figure 5.29). The open answers that could not be categorised can be seen in figure 5.30. T

The most stated answer to the differences between the countries question was the answer 'language' with 17 hits. 'Size' was ranked on the second position, with 11 respondents answering it. The other answers that have been stated more than twice were 'mentality (of the people)', 'history', 'people', 'culture', and '(the feeling for) humour'.

What characteristics and achievements can the Germans be proud of in the view of the Dutch?

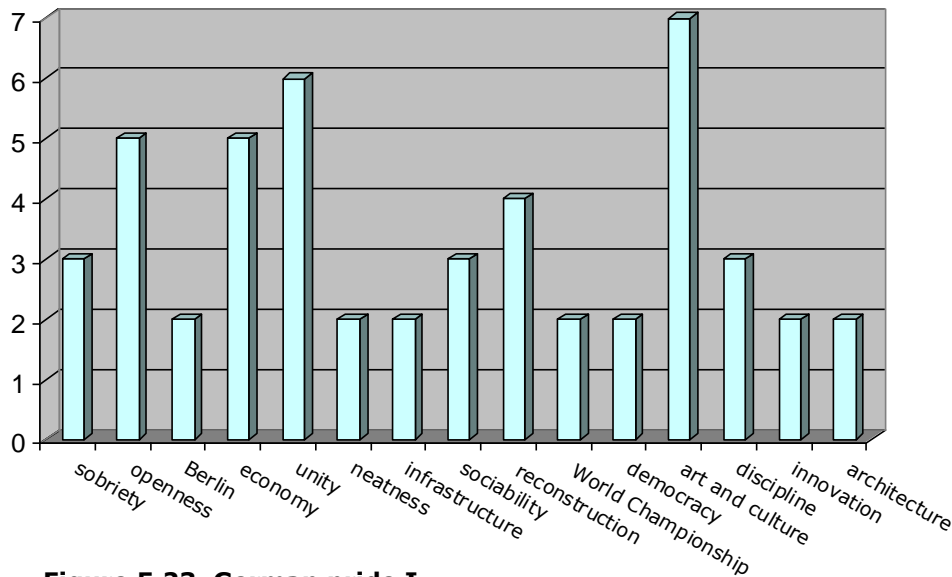


Figure 5.23 German pride I

social conscience, idealism, their reconstruction (read: economic success), their attention for art and culture, their excellent media, their modesty, a very rich culture, on a lot and on a lot not, interest, giving parties, attitude, virtue, quality, reliability, never giving up, power, determination, efficiency, schlager festivals, strict, nice cities, history (apart from the Second World War), how they cope with their past, hip-hop scene, outdoor festivals, cultural heritage, combination old and modern, nature, cake, their love for details, their patience, progression, life enjoyers, football, the centre-left government, 'Bockwurst', nothing, drive, friendliness, that they honour the victims of World War II although most of them were not even there at that time, Germans go their own way/are no herd animals, good customer services, business manners, countryside diversity, that the country kept its own characteristics, mentality, perseverance, can be proud to be proud of their history but still stay modern, behaviour towards each other, talking about their history, trendy, individuality, on several levels they are much further developed than for example the NL, the developments after the Second World War, administration, hard working, none, developments, good working manners, politeness, stay with their viewpoint of good and bad, language, size of their country, German rock music, literature, pride, tolerance, values of their democracy, monuments, stubborn youth, patriotism, the Berlin Wall fall

Figure 5.24 German pride II

The last question of the segment post-exposure was whether or not the target groups' expectations of their travel to Berlin have been fulfilled? 88% of the respondents answer this question with 'yes' and only 12% state that their travel expectations have not been fulfilled.

Did the target groups' expectations fulfil themselves on their visit to Berlin?

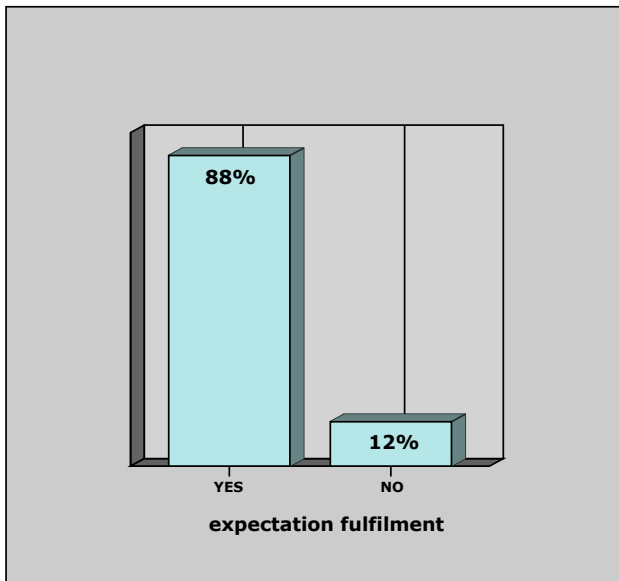


Figure 5.25 Expectation fulfilment

5.3.4 Intentions

The last questionnaire segment is 'intentions'. This stage will finally shape the holiday conception and the attitude of the consumer and will have an impact on holiday decisions in the future. Two questions have been asked to the target group in order to investigate those personal intents in the future.

To start with they were asked whether they would recommend Berlin as a travel destination to family, friends and colleagues. 89% of the target group responded to this question with 'yes', 11% with 'no'. Finally the participants were asked whether they would chose for Berlin as a travel destination again, which 91% replied to with a 'yes'.

Will the target group recommend Berlin as a tourist destination?

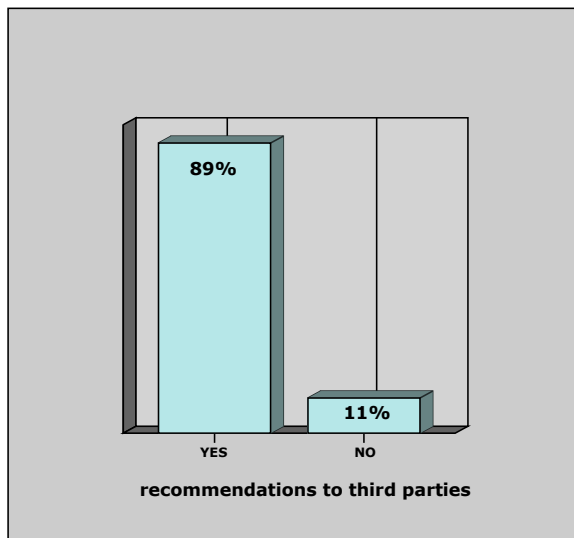


Figure 5.26 Recommendations to third parties

Does the target group consider visiting Berlin again?

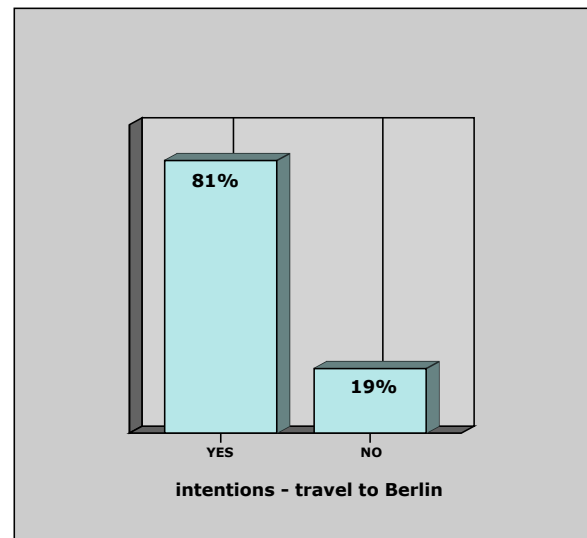


Figure 5.27 Travel intentions in the future

5.4 Significant Correlations

A number of 23 possible correlations between all the above displayed results have been identified. These correlations could possibly be significant for answering the problem statement. To test whether or not a variable is significant the data analysis programme SPSS has calculated 2-tailed Pearson Correlations. Additionally, Crosstabulations are being used in order to define the significance of the scale levels of the variables in more detail (for example in the Crosstabulation of the variables gender and internet, the exact number of male respondents can be seen who have chosen the internet to be a very important source of travel preparation, and so forth).

Of a total sum of 23 possible correlations, SPSS has detected four correlations to be significant at the 0.01 level (2-tailed). This means that the correlations are weak positive. Five more correlations have been calculated as to be significant at the 0.05 level (2-tailed), which grants for a moderate positive correlation. The resting 14 correlations that could possibly have provided evidence in order to answer the problem statement were identified not to be significant by the Pearson Correlation technique.

A value of -1 demonstrates that there is a perfect negative association, whereas +1 is a perfect positive association (Finn et al, 2000). A zero indicates no association at all. The closer the correlation to -1 or +1, the stronger it is and the nearer it is to zero, the weaker. The correlations that are significant at the 0.1 and 0.5 level prove that the two tested variables are dependent on each other. In other words, when one variable deviates, the correlated one does too. A positive correlation indicates that if the respondents answer positive on the first scale, then they tend to answer positive to the second one too. If they react on the first variable with a 'no', the correlated one tends to have been answered with a 'no' too. Below, the 9 correlations will be explained in more detail.

1. 'I have been to Berlin before' – 'I will choose for Berlin as a travel destination again':

This correlation has been tested weak negative (-,261), which means that when the respondents answered 'no' to 'I have been to Berlin before', some tended to answer 'no' to 'I will choose for Berlin as a travel destination again'.

2. 'I felt welcome in Berlin' – 'I will choose for Berlin as a travel destination again':

There is a weak negative correlation between those two variables (-,277). This indicates that some participants who stated that they have not felt welcome in Berlin, state to not choose for Berlin as a travel destination again.

3. 'My expectations of Berlin as a travel destination have been fulfilled' – 'I will recommend Berlin as a travel destination to family, friends and colleagues':

This person correlation has been tested +,504 by SPSS, which is moderate positive. This points out that the respondents that said their expectations of Berlin have been fulfilled have also answered that they will recommend it to thirds.

4. 'My expectations of Berlin as a travel destination have been fulfilled' – 'I would choose for Berlin as a travel destination again in the future':

The testing results of this correlation is +,493, which is moderately positive. The participants, whose expectations of Berlin as a travel destination have been fulfilled, are likely to travel there again in the future.

5. 'My group travel has been planned to Berlin' – 'I will recommend Berlin as a tourist destination to family, friends and colleagues':

The correlation between those two variables is weak positive (+,190). This indicates that some people who came to Berlin because their group travel was planned to go there, will recommend Berlin to thirds.

6. 'My group travel has been planned to Berlin' – 'I would choose for Berlin as a tourist destination again in the future':

These variables result in a weak positive correlation (+,188), which means that some respondents who have been in Berlin because their group travel was planned to go there, would chose for Berlin as a destination again in the future.

7. 'I felt welcome in Berlin' – 'I will recommend Berlin as a travel destination to family, friends and colleagues':

These two variables have a weak negative correlation with -,204 points. That indicates that some people who have not felt welcome in Berlin, state not to recommend Berlin to family, friends and colleagues.

8. 'I want to receive the most authentic image of Berlin I get' – 'I will choose for Berlin as a travel destination in the future again':

This correlation has been tested -,227 by SPSS, which makes it a weak negative correlation. It indicates that some of the participants who stated not to want to get the most authentic image of Berlin they could get, have stated not to want to choose for Berlin as a travel destination in the future.

9. 'The more I get to know about Germany, the more I like it' – 'My image has changed during my visit to Berlin':

This correlation resulted in a weak positive correlation of +,245 points. This means that some respondents who think the more they know about Germany, the more they like it have had a positive image change during their visit to Berlin.

5.5 Comparison Amsterdam Research

As mentioned in the introduction, some relevant research outcomes will be compared to the investigation results of Almut Wetjens' research among a German target group in Amsterdam. That target group was categorised in the same age class (18 - 32), had to be of German nationality and was questioned while being on holidays in Amsterdam. The problem statement of Wetjens' research was the following: 1. What is the existing image that young German tourists have about the Dutch and can the 'Calimero-Effect' as a theory explain this image? 2. What is the existing image of Amsterdam and in how far are young German tourists willing to obtain a more authentic and deeper-going insight of Dutch culture when visiting Amsterdam?

The questionnaire design of the two researches has been set up in a way that allows comparison. The same basic questions have been utilised and adopted to the different target groups, often even the same direct questions were operated. The two questionnaires did not always follow exactly the same order though. In this chapter, some important results of the research comparison will be assessed. This evaluation aims at identifying those outcomes of Wetjens' research that can add extra value to the end result of this dissertation. Therefore only those results have been weighed against each other, which could directly or indirectly help answering the problem statement of this research.

For the comparison of the factors that influenced the target group in their image building process about Germany, the scores of both target groups are presented in one graph (see below). The target groups have both been asked by whom their image about Germany has been influenced mostly. For nine types of influences (in Almut Wetjens' research only 8) the target groups could tick boxes on a Likert scale from 1 (not important) to 5 (very important).

The Dutch target group states to be above all influenced by their 'friends and colleagues' (3.14), 'education' (3.12), 'radio and TV' (3.09) and 'newspapers and magazines' (3.04). The German target group on the other hand is principally influenced by 'education' (3.18) and 'radio and TV' (2.7).

Both target groups state to have been fairly influenced by their 'family's own generation' and their 'family's parent generation'. They also both say to be less affected by their 'grandparent generations'.

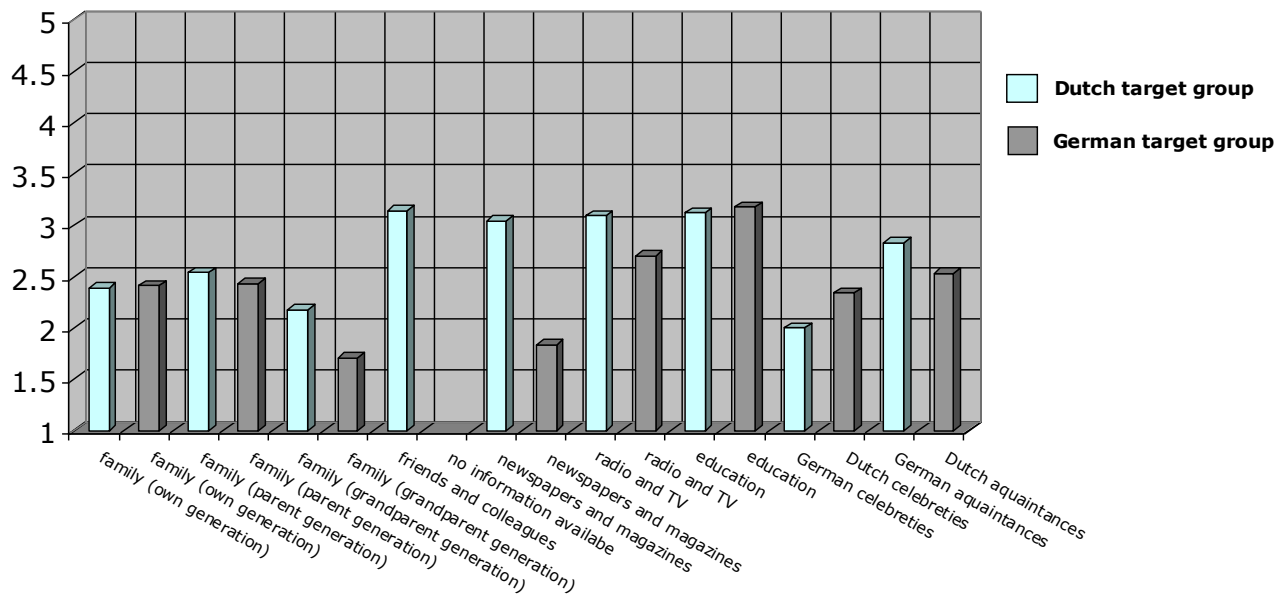


Figure 5.28 Comparison NL-G influences of image

On the 1 to 5 scale, the German target group answers to have been influenced by their 'grandparent generation' with a value of 1.71. This practically means the influence was quite unimportant in their view. The Dutch target group is slightly more influenced by the 'grandparent generation' (2.18). 'Newspapers and magazines' play the least important role in influencing the image of the Netherlands of the German target group. The greatest divergence between answer scores was the influence by 'newspapers and magazines' (3.04 for the Dutch target group but just 1.84 for the German).

Next, the extent of contact between the target groups and their destination countries will be put side by side.

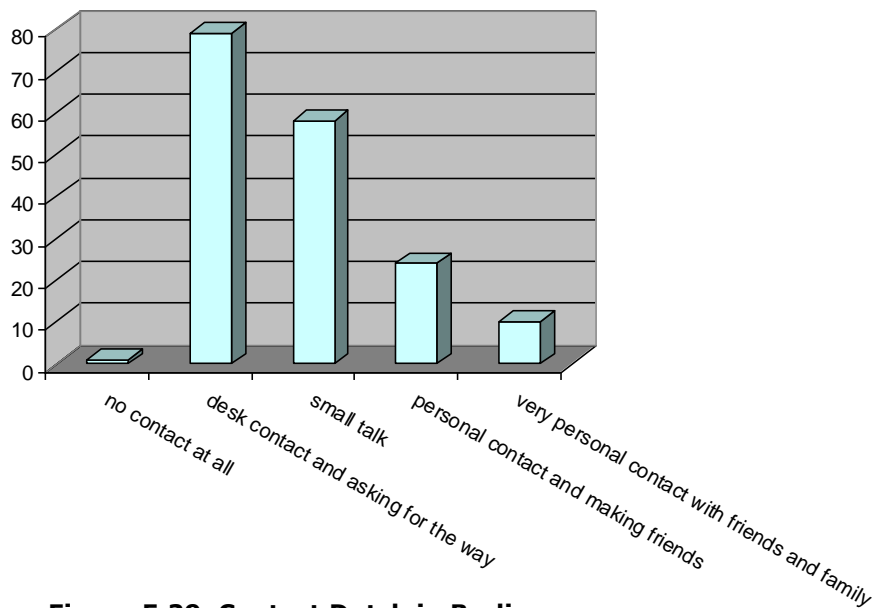


Figure 5.29 Contact Dutch in Berlin

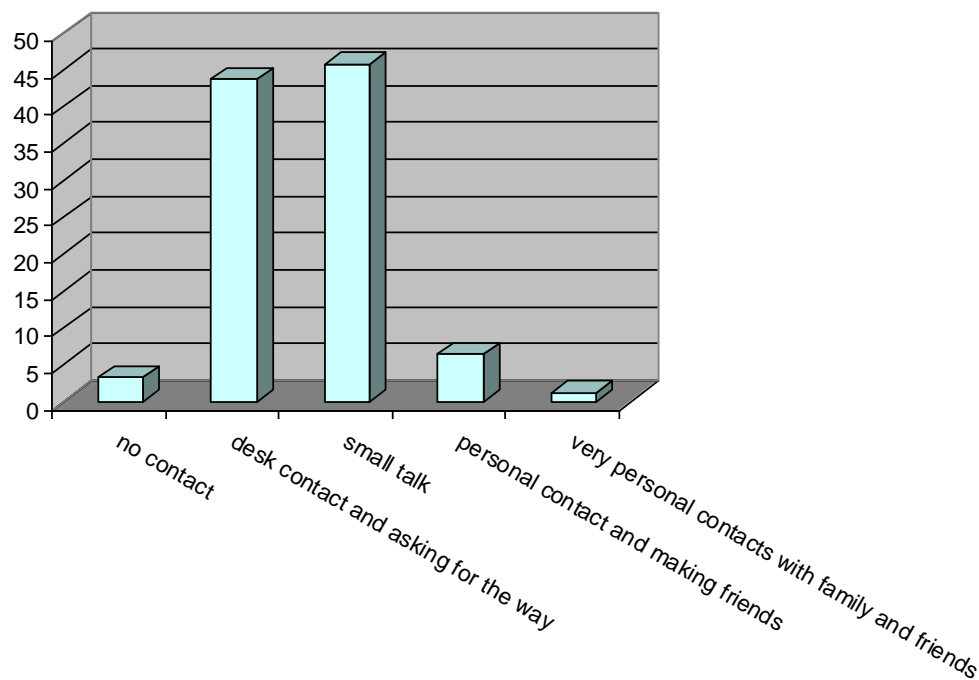


Figure 5.30 Contact Germans in Amsterdam

Their motivation of having contacts with natives is expressed in the product of a 5-pointed Likert scale. The pre-given answers ranged from 'no contact at all' to 'extensive contacts with friends and relatives'.

The contact question offered different possibilities of answers for the two target groups. The Dutch target group in Berlin was able to answer with as many possibilities as they wanted to. The German respondents in Amsterdam though were only given the choice of one answer. This divergence means that the 100% values cannot be compared to each other. Looking at the two graphs of contact outcomes though, major tendencies can be detected by comparing the ratios.

Personal and very personal contact is rare among both target groups. The Dutch target group in Berlin though has more of those interpersonal connections. Having contact at desks and asking for the way lies higher for the Dutch target group than for the German one. The German respondents state to have had most contact on a small talk level.

Thirdly, the six characteristics pairs that could be valued by the respondents of both target groups from 1 to 5. The characteristic pairs are 'generous – stingy', 'tolerant' – 'ignorant', 'idealistic – pragmatic', 'having humour –serious', 'open-closed' and 'innovative – conservative'.

A first look at the results graph (figure 5.43 on the subsequent page) immediately reveals that most values the Germans give the Dutch are situated only in the left half of the graph (3.0 and lower). Four of the six characteristics can clearly be identified as the Germans seeing the Dutch as being 'open', 'tolerant', 'having humour' and being 'innovative'. The feature pairs 'generous – stingy' and 'idealistic – pragmatic' are valued near neutral (3.0).

The Dutch target group values the German one less compelling – all characteristic pairs are positioned between 2.5 and 3.5 (see figure 5.44 at the next page). Only the upper three attributes show some pull into the direction of 'generous', 'tolerant' and 'idealistic'.

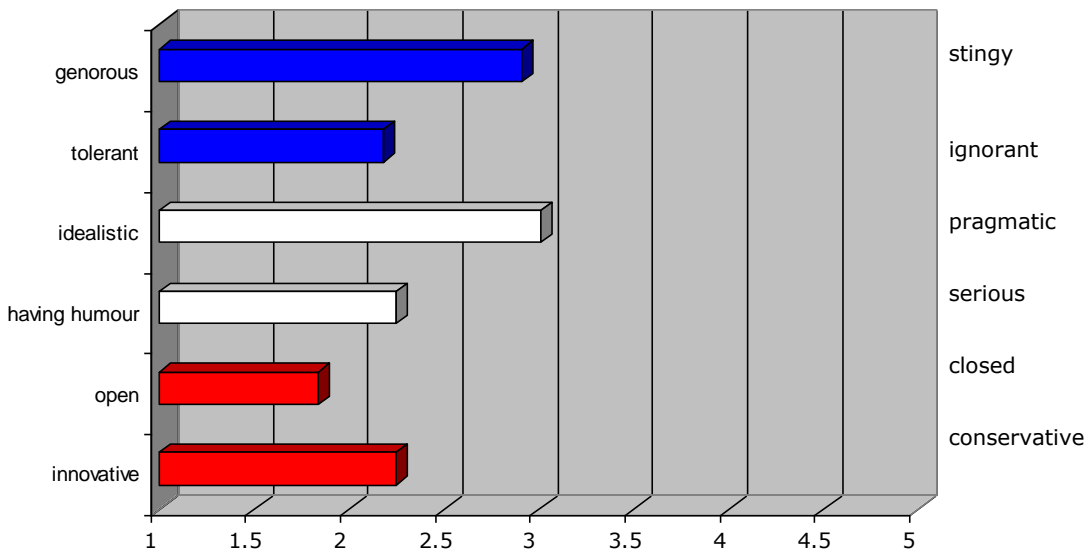


Figure 5.31 German views on Dutch characteristics

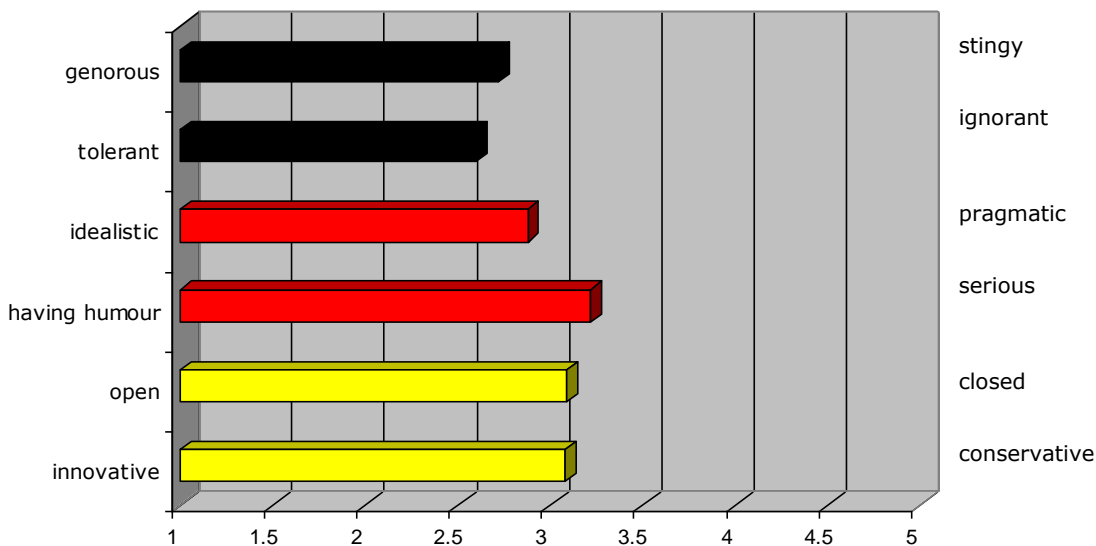
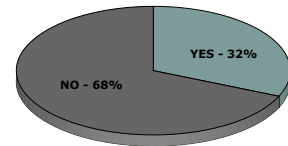
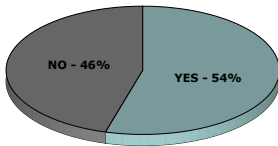


Figure 5.32 Dutch views on German characteristics

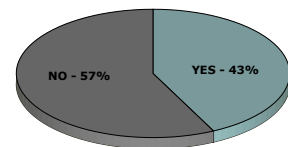
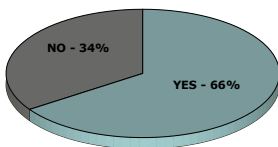
The following question that will be compared was offered to the respondents of both target groups. It was a scale of 11 viewpoints on German-Dutch relations, which could be answered with either 'no' or 'yes'. The first two standpoints and number six were formulated exactly the same ('The Dutch dislike the Germans in general', 'The Dutch judge the Germans on basis of experiences of World War II', 'The Netherlands are playing an inferior role for Germany as only one out of nine neighbouring countries'). All other questions were respectively asked out of the viewpoint of the home country of the target group about the other nation.



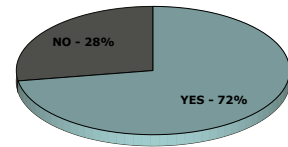
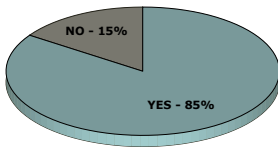
'The Dutch dislike the Germans in general'



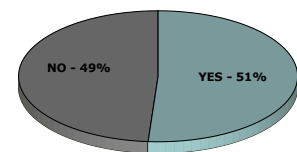
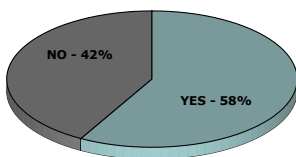
'The Dutch judge the Germans on basis of experiences of World War II'



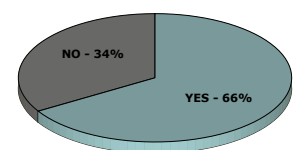
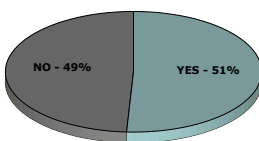
'Germany/the Netherlands is an important economic partner of the Netherlands/Germany'



'Germany/the Netherlands is an important political partner of the Netherlands/Germany'

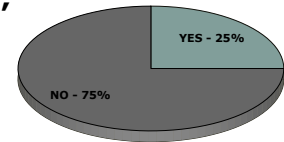
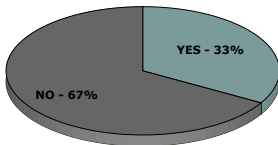


'Germany/the Netherlands is an important cultural partner of the Netherlands/Germany'

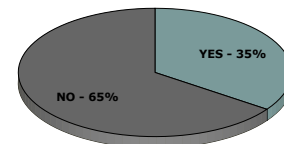
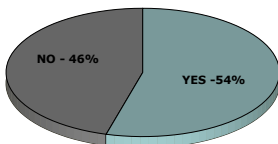




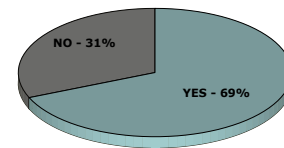
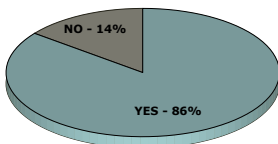
'The Netherlands are playing an inferior role for Germany as only one out of nine neighbouring countries'



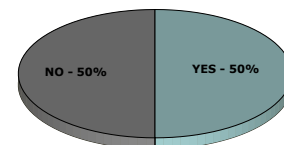
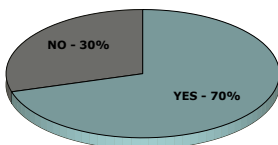
'The fact that I am Dutch/German is important to me'



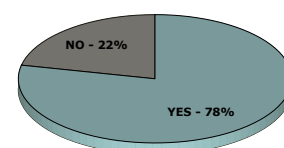
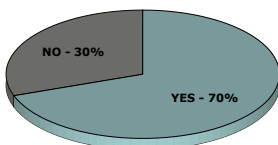
'I love my home country'



'I am proud of Dutch/German sports successes'



'I am proud of the Dutch/German culture'





'I am proud of the Dutch/German history'

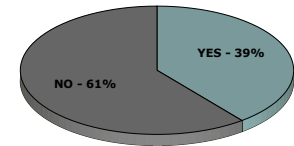
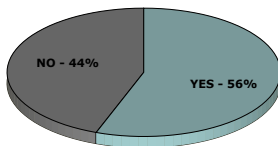


Figure 5.33 Standpoint comparison

Basically, the above graphs speak for themselves. On the left hand side all outcomes of the Dutch target group can be found and on the right the ones of the German target group (as indicated by the national flags). The most attention-grabbing outcomes are going to be highlighted here.

The first statement 'The Dutch dislike the Germans in general' is being supported by 54% of the Dutch but only 32% of the German target group. So the Dutch state to dislike the Germans in general more than the German target group receives this.

The second statement 'The Dutch judge the Germans on basis of experiences of World War II' is also seen significantly different by the two participating target groups. The Dutch state to 66% that the statement is true, the German target group only to 43%. Again, the Dutch state to judge the Germans much more based on the experiences of World War II than the Germans perceive this.

Another statement that is important to consider concerning concepts that have been made operational in this dissertation is 'The fact that I am Dutch/German is important to me'. This is being maintained by 54% of the Dutch target group. For the Germans, the fact that they are German is only important to 35%.

The last statement 'I am proud of the Dutch/German history' is also significant for a deeper image understanding. 56% of the Dutch target group confirm this

statement with a 'yes'. The German target group only supports this proposition to 39%.

Another interesting point of investigation in order to tackle the problem statement is to compare whether the Dutch and the German target group think that German tourists often misbehave when travelling to foreign countries. On the 5 pointed Likert scale, a mean of 2.86. Dutch respondents believe that German tourists are often misbehaving in the Netherlands. The German participants themselves state that Germans often misbehave when travelling in foreign countries (with a mean of 3,75).

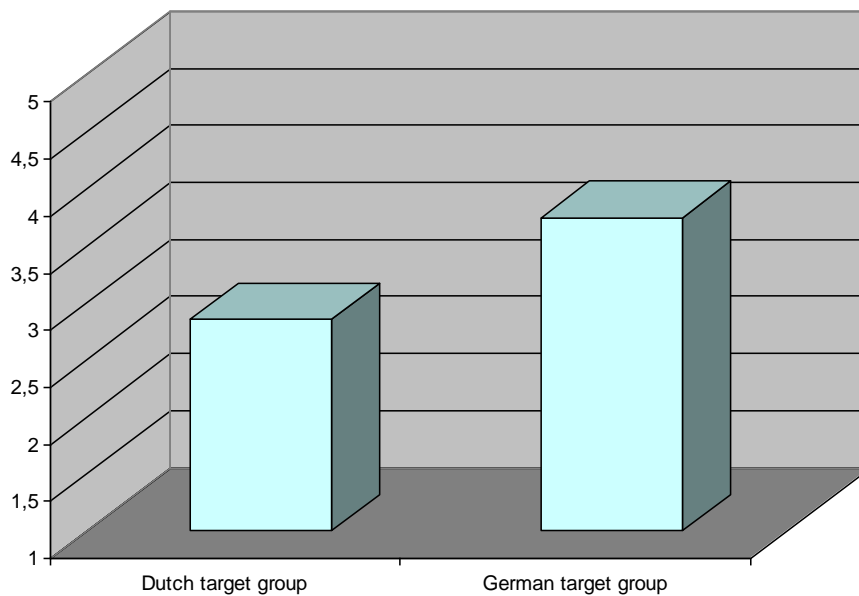


Figure 5.34 Tourist misbehaviour comparison

Finally this comparative section looks at the fact in which way, positive or negative, the two target groups' images of their destination country have changed. In the results, see figure 5.47, it is observable that both target groups have undergone a rather positive image change. The holiday image of the Dutch target group has a mean of 3.91 on a scale from 1 to 5. The German target group image it positioned at a mean of 3.80.

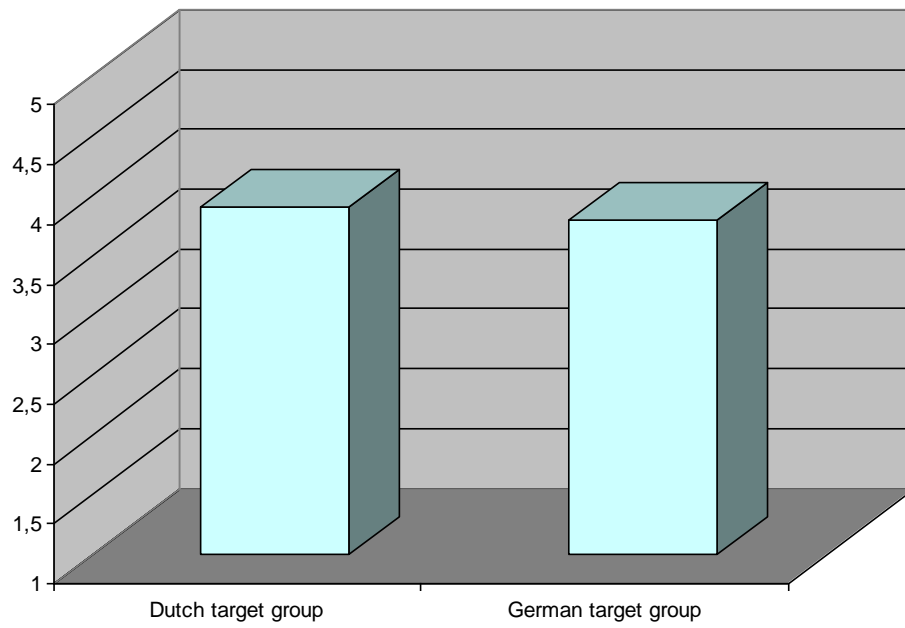


Figure 5.35 Image change comparison

6. ANALYSIS & DISCUSSION

6.1 Analysis Objectives

As declared in the chapter Aims and Objectives (2), the dissertation primarily aims at expressing whether or not it is functional to enforce the target groups' holiday image of Berlin in order to convey a more authentic image of Germany among potential tourists from the Netherlands.

This chapter discusses this objective by examining the image of the 18 to 32 year old Dutch target group of tourists in Berlin and whether or not it supports the hypotheses. The purpose of the analysis is to consider all elements of both the literature review and the field research outcomes that are relevant to the solution of the problem statement. The chapter analysis concludes with the verification or disproof of the hypotheses.

HYPOTHESES:

The image held by 18-32 year old Dutch tourists about Germany changes positively during their visit to Berlin.

The image those tourists achieve during their visit will be conveyed as positive in their future intentions and attitude they communicate to third parties. The positive image of Berlin as a tourist destination can be utilised in order to convey a more authentic image of Germany among potential tourists in the Netherlands (and possibly attract more tourists).

Box 6.1 Hypotheses

In order to investigate if the hypotheses can be proved, they will be discussed in the order in which they appear above. The main hypothesis will be argued first, and subsequently the two sub-hypotheses will be examined. As in the concept of 'Holiday Image' (Cooper et al, 2005) that guides this dissertation, the analysis as well will be constructed of the four stages of holiday image: pre-exposure, direct exposure, post-exposure and intentions.

The concept of Cooper et al is here extended (see figure 6.1 on the next page), with the implication that the last stage of intentions can operate as pre-exposure to a third person. This fact is interpreted into the results of the questionnaire investigation. The target group stated that their image of

Germany and Berlin is influenced mostly by friends and colleagues (with a mean of 3.14), but also the own generation (aged in the range of the target group) of their own family plays an important role (see also chapter 5.3.1).

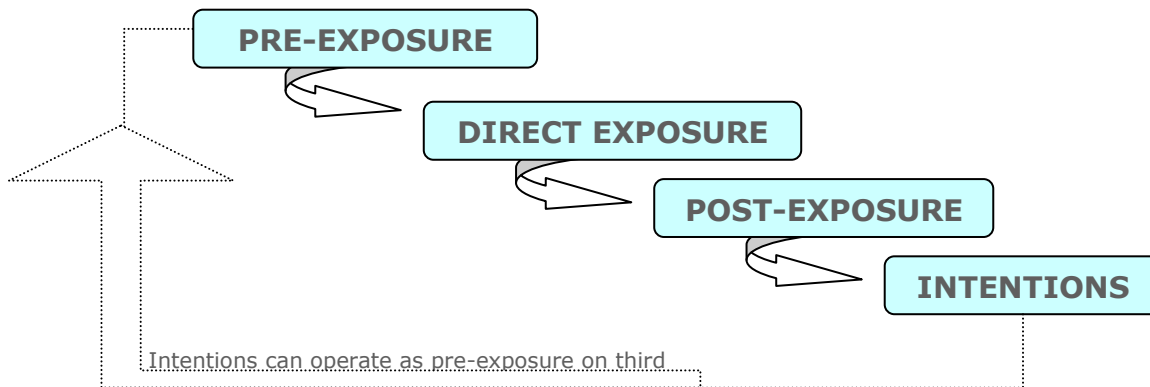


Figure 6.1 Loop of holiday image

The pre-exposure in this case is discussed last not first. This is because it is an essential argument of the dissertation hypotheses that the intentions of the target group can be used in order to influence pre-exposure with a more authentic image of Berlin.

To sum up the essence of the dissertation and to verify or falsify the hypotheses, the following four 'aspects of truth' need to be proved:

THE FOUR ASPECTS OF TRUTH:

- 1. The target groups' image changes positively during their stay in Berlin.**
- 2. The positive image influences the target groups' future travel intentions.**
- 3. The positive image influences the target groups' attitude towards third parties about Berlin positively.**
- 4. The target group wants to receive an authentic image of the tourist destination Berlin (this would prove that the new positive and authentic image the target group received can be employed in order to be transmitted to a potential new target market).**

Box 6.2 The four aspects of truth

These four aspects of truths will prove the hypotheses to be factual or false. The analysis will bring into play different features from the literature review and the practice-based research (including former research) and interpret them in order to find the way to those truths.

6.2 The First Aspect of Truth

The first aspect of truth is to find out whether or not the target groups' image changes positively during their stay in Berlin. The level of image change has been investigated during the field research.

Only five out of 120 questionnaire respondents answered that their image has changed negatively to very negatively. 28 participants stated their image change to be neutral, in other words it had not changed significantly. A whole 80 research partakers of the target group reported their image to have changed positively to very positively (also see figure 5.28 on the next page).

To reiterate, 59.7% of the respondents' image of Berlin transformed positively during their visit.

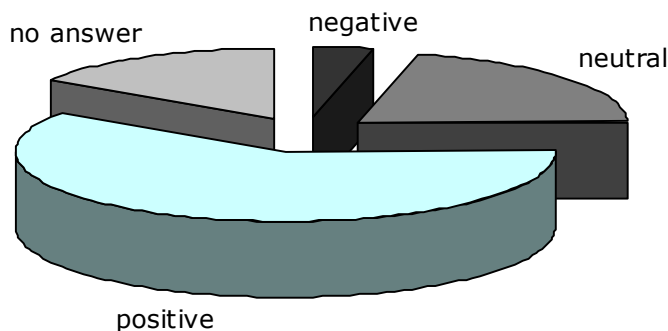


Figure 6.2 Positive image change

Morgan et al's work also tallies with the results of the field research. Their theory suggests that there often is an essential loop of travel feedback and holiday image, this adds full credibility to the research (2004). This loop indicates that it is important to include the consumers experience and learning process from a visit to a travel destination. Especially first hand experience, like

the target group has undergone in Berlin, has a resounding influence on the holiday image of a person.

The positive modification of the holiday image of Berlin among the target group can have two possible sources. Either that the image the target group had developed before their visit was very negative so that a positive change was virtually unavoidable or that the initial image was based on very little authenticity. A factor of almost 60% is high enough to prove that the first aspect of truth is being validated – the positive image transformation is a fact.

The positive image that Germany has among the Dutch has also been researched by the 'Duits Verkeersbureau'. In the market analysis of 2003/2004, the 'Duits Verkeersbureau' has reached to the same conclusion as the research of this dissertation – the image of Germany as a holiday destination is predominantly positive.

6.3 The Second Aspect of Truth

The positive image the target group has developed (proved in the first aspect of truth), will influence the target groups future travel intentions is the second aspect of truth in this analysis. This factor too has been subject of the practical investigation among the target group in form of the questionnaire.

The target group has stated with a convincing percentage of 81% that they themselves have future intentions to travel again to Berlin again (see figure 6.3 below).

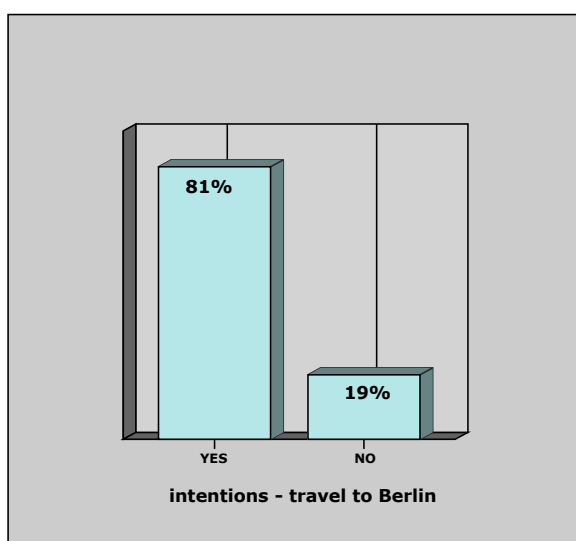


Figure 6.3 Positive future travel intentions

Any future travel intentions are strongly related to the positive image change, and can be proved by the following. A moderately positive correlation has been accounted for expectation fulfilment and positive future travel intentions. The participants, whose expectations of Berlin as a travel destination have been fulfilled, most probably have undergone a positive destination image change or have reinforced their already existing positive image. Those individuals are likely to travel to Berlin again in the future.

These research outcomes are also underlined by the Schmoll model (1977, as referred to in Cooper et al, 1998). This model shows that previous travel experiences and the image of a destination among other factors, lead to new travel desires. Travel desires result in the search for information and ultimately to the decision to travel (also see chapter 3.1.4.3).

Last, the market analysis of the 'Duits Verkeersbureau' also indicates that the high level of satisfaction of the Dutch visitors to Germany (93%) influences their future travel behaviour. A high level of satisfaction indicates that their expectations have been fulfilled or exceeded. 60% of all Germany visitors articulated they were very sure they will return to Germany for another vacation and 36% declare they will probably do so.

The second aspect of truth has been validated in this chapter – a positive image of the holiday destination Berlin among the target group will lead to the intentions of travelling there again in the future.

6.4 The Third Aspect of Truth

The positive image influences the target groups' attitude towards communications with third parties positively about Berlin – this is the third truth to be proven.

The field research verified some moderate positive correlation between the expectation fulfilment of Berlin as a travel destination and recommendations of the target group to family, friends and colleagues.

As suggested earlier, the participants, whose expectations of Berlin as a travel destination were fulfilled, have most probably undergone a positive destination image change or have reinforced their already existing positive image. Therefore

a positive image of the target group is strongly connected to their recommendations to third parties.

The field research demonstrates that 88% of the target group felt that their expectations have been fulfilled by their visit to Berlin (see figure on the next page).

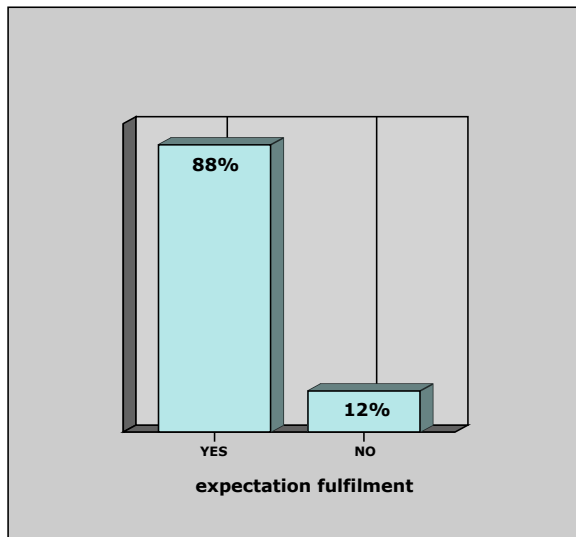


Figure 6.4 Expectation fulfilment

As indicated by the market analysis of the 'Duits Verkeersbureau', 93% of all visitors to Germany were very satisfied with their vacation in 2003/2004. According to Longmans' Dictionary of English Language and Culture 'satisfaction is the fulfilment of a need and/or desire' (2002). Satisfaction can therefore be seen as the fulfilment of the tourists' expectations that have been developed out of their holiday needs and desires.

Connecting these different facts proves that a positive image finally results in the target group transmitting positive recommendations to their friends, family and colleagues. The third aspect of truth has therefore been verified.

6.5 The Fourth Aspect of Truth

If the target group does want to receive an authentic image of the tourist destination Berlin this would indicate that the positive and authentic image the target group received (see truth number one) could be employed for a potential

new target market. The first stage of holiday image is pre-exposure and is here discussed as the last truth.

The dissertation hypothesis claims that the intentions of the target group can be used in order to influence pre-exposure to a more authentic image of Berlin.

The practical investigation showed that an average of 3.42 among the target group expressed that they believe it to be important to get an image of Germany that is as authentic as possible.

Secondly, an average of 3.15 responded 'the more I know about Germany, the more I like it'. Taking into account the fact that increased knowledge also creates a gradually more complete picture, these two statements prove that the target group wants to grasp an authentic picture to some extent.

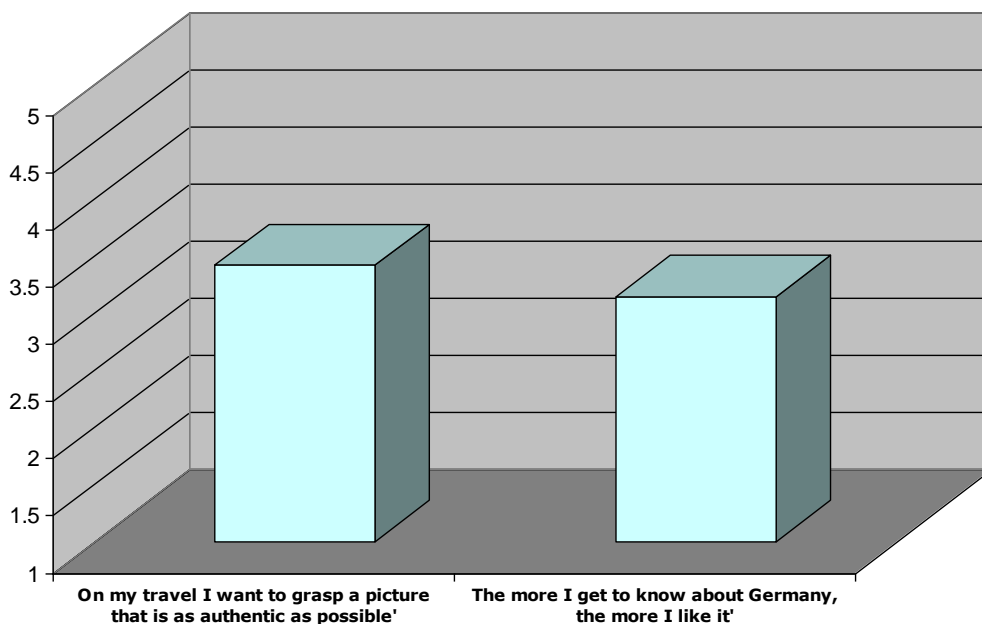


Figure 6.5 Authenticity

Authentic experiences are in general what people in Europe strive for (Nijs and Peters, 2005). Staged experiences do not work amongst Europeans because they do not internalise them, whereas with 'real' ones they do.

For Ex and Lengkeek (as referred to in Nijs and Peters, 2005), authenticity is essential for cultural-historical experiences. This suggests that the Dutch target group on a cultural-historical holiday in Berlin is looking for genuine attributes. The fact that the target group is looking for cultural-historical experiences is proved by the following survey results. On a scale from 1 to 5, 'getting to know

history' and 'getting to know culture' is of essential importance to the participants as a tourist activity while in Berlin (see figure 6.6).

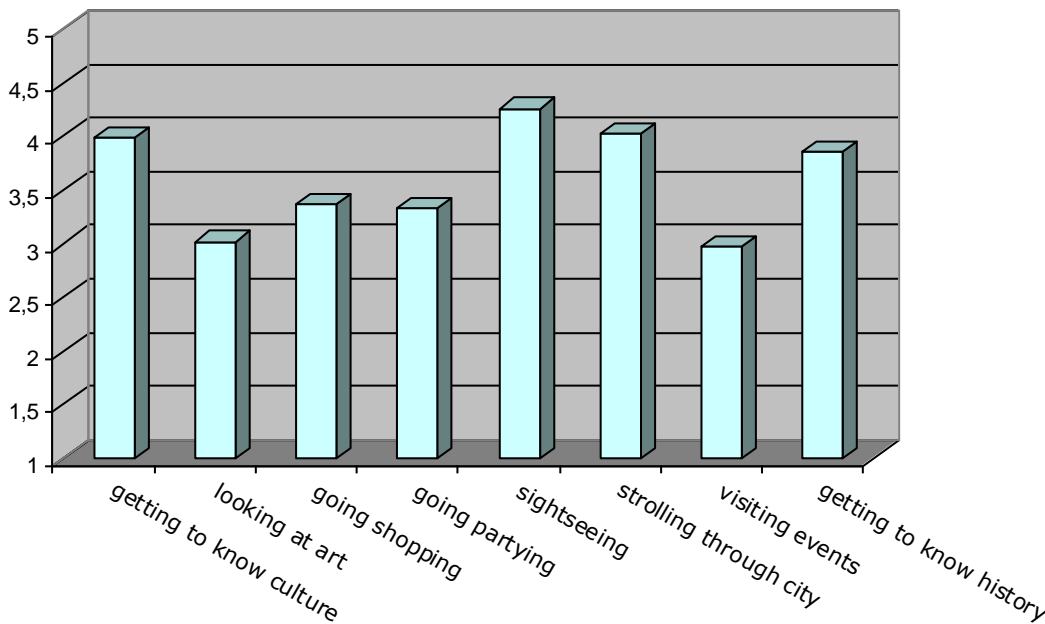


Figure 6.6 Tourist activities

As explained in the 'holiday image' concept of Gunn in chapter 3.1.1.2, part of the holiday image is induced and can be controlled and changed by promotion (1978, as referred to in Cooper et al, 2005).

To induce the authentic holiday image the process of 'Strategic Image Marketing' (SIM) could be used. It is a process that investigates a place's image among its target group. Then the SIM segments and targets that image and positions the destinations' benefits to support the existing or create a new image (Kotler et al, as referred to in Morgan et al, 2004).

Morgan et al also emphasize that the image of the destination to be marketed should be authentic - the image should be close to reality and should be based on a few simple truths that are attractive and unique (2004). SIM segments and targets the desired image and positions the destinations' benefits to support the already existing image or create a new one.

According to Youell, tourism demand on the target market will be influenced by promoting the destinations attributes:

'The techniques used to create a favourable image of a destination and to promote its attributes for tourism, and the methods used to communicate this promotional message to prospective tourists, will influence tourism demand.' (Youell, 1998, p. 20)

Finally the fourth truth in the process of confirming the hypotheses has been proved: the target group does strive to grasp a moderately authentic image of 'Germanness' from their travel destination Berlin. The literature further proved that a genuine image is advantageous in order to promote the travel destination Berlin and will influence the demand of the target market.

6.6 Sources of Error

Sources of error have been stated and explained in 4.6 'Problems encountered' and will be wrapped up again at this point. Some problems occurred while implementing the practice-based research.

First of all, approaching the Dutch target group seemed to be a major obstacle at first but then the use of online questionnaires distributed by email proved to be a beneficial solution.

The only limitation of the questionnaires was the fact that most emails were distributed by 'hogeschool' networks, which diminished the range of the target group education-wise. At the same time it offered the possibility to focus on a target group that has been questioned in its educational environment as for example the Clingendael studies did as well. The target group of the 'Clingendael' studies played an important part in outlining the target group for this research (see 4.8 'Target group').

Concerning the questions and scales used in the questionnaire, there were certainly a few results that could not be used or simply did not fulfil the objectives of the problem statement. This was due to the fact that the problem statement changed in the course of the dissertation process on one side. On the other side, it is often hard to predict in what way the questionnaire answers are valuable for answering the hypotheses or not.

7. CONCLUSIONS/RECOMMENDATIONS

7.1 Conclusions

7.1.1 Hypotheses Verification

This paper has argued first that the image of 18-32 year old Dutch tourists have of Germany changed positively during their visit to Berlin. Secondly it argued that this image can be utilised in order to convey an authentic image of Germany among potential tourists in the Netherlands, which in turn attracts more tourists.

First of all it can be concluded that the hypothesis of the dissertation has been verified by finding answers to the four truths in the analysis of the primary and secondary research:

1. The target groups' image has changed positively during their stay in Berlin.
2. The positive image influences the target groups' future travel intentions.
3. The positive image influences the attitudes of the target group about Berlin, which in turn influences the respondents to express positivism about Berlin towards third parties.
4. The target group wants to receive an authentic image of Berlin as a tourist destination.

These four truths prove that the new positive and authentic image the target group received can be employed in order to attract more consumers. With this statement the circle of the dissertation process is complete as the hypothesis is verified.

7.1.2 Implications of Research Findings

In this chapter it will be discussed what the consequences of the research findings are. That the hypothesis has been verified was proved in chapter 6 'Analysis' and wrapped up in 7.1.1 'Hypotheses verification'. Nevertheless the conclusion can take a critical perspective and analyse the implications of the dissertation findings. The entire examination until now has built the framework for the argument of this dissertation. In this chapter all findings are taken into account and considered to demonstrate their implications.

It has been proven that a positive and authentic image of Berlin can be utilised to create more tourism demand on the young Dutch target market. This finding implies that including the consumers experience and learning process on a visit to a travel destination like Berlin is important for the promotion of it (Morgan et al, 2004). This can be achieved by the execution of Strategic Image Marketing (SIM), a process that investigates a place's image among its target group (Kotler et al, as referred to in Morgan et al, 2004). It segments and targets that image and positions the destinations' benefits to support the existing image or create a new one. This image should be close to reality and should be based on a few simple truths that are attractive and unique.

The major implication of this paragraph is that the authentic features of Berlin, researched by this field investigation, can be utilised as the simple truths needed for a successful strategic image marketing of Berlin.

When a country has a negative image or negative image features, this is hard to challenge (Morgan et al, 2004). If in fact Germany has a negative image among the Dutch youth or not has been widely discussed and researched. Studies like Clingendael proved that the Dutch youth has a very negative impression of Germany.

The former Dutch ambassador to Berlin and current Dutch ambassador to the United Nations Peter van Walsum, says that the anti-German complex that is detected among the Dutch youth (in studies like Clingendael) has decreasingly to do with the Second World War and increasingly with the 'little neighbour complex' (Volkskrant, 1998).

Dik Linthout also enforces states that the Dutch as the inhabitants of a small country are victims of the 'Calimero-Effect' ('little neighbour complex'). Linthout explains this as being due to the fact that the Netherlands are militarily and economically dependent on Germany; in addition to which they suffer from the World War II trauma and have the urge to detach themselves from the similarities with Germany they see in themselves.

The Dutch tourist target group though, researched in the field investigation, does not carry with them any major negative features of Germany. The outcomes do show however that the target groups' image changes positively.

This implies that a somewhat more negative image must have existed before their holiday. This again implies that travelling to Berlin and experiencing it first hand as a travel destination has influenced their image positively.

It is often easier to focus on creating new positive associations than trying to prove the existing negative ones as false (Morgan et al, 2004). This basically means that instead of working against the negative image features that the Dutch see in Germany, it will be more successful to induce new appealing features. The authentic features of Berlin, experienced by the Dutch target group, can thus be used in order to create demand among the potential young Dutch target market.

The characteristics and achievements, the target group thinks that the Germans can be proud of can be utilised here. This is to indicate what 'authentic' German features could be used in order to promote Berlin and Germany in the Netherlands. 'Art and culture', 'the unity', 'economy' and 'openness' were aspects the Dutch thought the Germans could be proud of.

Moreover, the research indicates that the internet (with a mean of 3.67) is the most used source for travel information by the young target group. Hence it is advantageous to make use of the internet in order to convey this authentic image to the potential target group. Tips and travel stories of friends, family and relatives come just after the internet as important preparation source with 3.64. This reinforces the suggestion that the intentions of the questioned target group can influence the potential consumers as factors of pre-exposure.

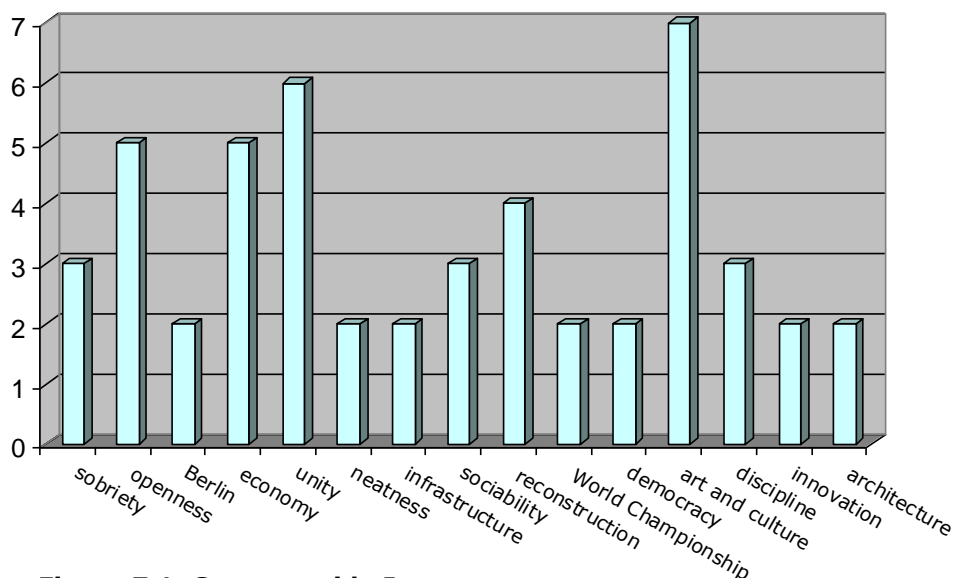


Figure 7.1 German pride I

Increasing the tourism demand of this target group might then again affect the general negative image that has been detected by studies like Clingendael.

Morgan et al also claim that the way a destination is marketed in a different country should be based on a few, simple and continuous truths (2004). If this does not happen, the potential Dutch target group will never form a homogeneous image of Berlin in their mind. This harmonised image is needed to hold the attention of the consumer from all the other brand images they are subjected to by marketing and advertising.

Location brand managers can best work out and isolate the positive perceptions that exist and find out how to communicate them to the public/target group. This proposition is exactly what the hypothesis of the dissertation suggests: to make use of the positive, authentic perceptions of the Dutch target group in Berlin.

7.1.3 Critique of Research Conducted

The sample size of the research conducted for this dissertation and the range of respondents form points of self-critique.

The sample size and survey questionnaire method was useful to get a general impression on the state of the current holiday image the young Dutch have of Germany at the moment. The research outcomes are very satisfactory and have proven the hypothesis to be verified. A bigger sample size though would have been useful for representative statistical results.

The range of respondents was not very broad and reflected mostly the image of young Dutch with an HBO diploma as the highest achieved level of education. This was partly helpful to the research aims (the target group age was chosen to follow up the image change that has occurred since the Clingendael studies) but should be broadened in order to lay the basis for a Strategic Image Marketing campaign for Berlin.

7.2 Recommendations

Following the conclusions of the field research, certain recommendations will be given to any organisation that wants to attract more tourists to Berlin (i.e. 'Duits Verkeersbureau', 'Berlin Tourism Marketing' and more).

The first recommendation is to influence the pre-exposure stage of the holiday image of the young Dutch target group to increase tourism demand to Berlin. Pre-exposure is an indistinct, blurred image of fantasy formed by advertising, education and word of mouth before the decision of going on holidays has been made. Advertising can be most effectively used to influence pre-exposure so as to boost tourism demand.

Morgan et al argue that working out how to brand a country like Germany most effectively happens in the target market and is indicated by the consumers themselves, which for this recommendation indicates the Dutch target market (2004).

To detect the consumers' image as the basis for the branding process can be achieved by the execution of Strategic Image Marketing (SIM). It segments and targets that image and positions the destinations' benefits to support the existing or create a new image. This image should be close to reality and should be based on a few simple truths that are attractive and unique.

This dissertation made use of a relatively small sample size of 120 respondents with satisfactory outcomes. A bigger sample size though would be useful to employ in order to receive representative statistical results. A quantitative research method (questionnaire survey method has proved to be accommodating) might have to be utilised in order to form a decent foundation for marketing activities.

For further research it is therefore recommended to utilise a quantitative research method that allows representative research results.

The third recommendation is to develop a methodology scheme that permits a broad range of respondents, especially in the field of the exact target market. This connects to the previous recommendation of undertaking quantitative representative research. A basis has to be build up to establish solid marketing

activities on. A broad range of respondents is needed in order to achieve this. All age, education and other relevant demographic classification segments of the young Dutch target group should be covered in that research.

Apart from advertising and word of mouth, education plays an important role in the first holiday image development stage of pre-exposure. Therefore the fourth recommendation is to investigate the influence of educational institutions involved in the image forming of Germany among a young Dutch target group.

As the last recommendation extrapolated from the dissertation outcomes is the proposal to make use of the internet as a marketing tool to reach the potential Berlin travellers in the target group age. The research indicated that the internet (with a mean of 3.67) is the most used source of travel information for the young target group. Hence it is advantageous to make use of the internet in order to convey the authentic image to the potential target group.

RECOMMENDATIONS

- **Employ Strategic Image Marketing among Dutch target group**
- **Utilize research method that allows representative research results**
- **Develop a methodology scheme that permits a broad range of respondents, especially the exact target market**
- **Further research: investigate influence of education institutions on Germany image**
- **Utilise the internet as a marketing tool to reach the target group (and possibly develop special tours with tour operators)**

Box 7.1 Recommendations

8. EPILOGUE

The title of the dissertation is:

**'MADE IN BERLIN - CONTEMPORARY HOLIDAY
IMAGES OF THE DUTCH NATION & THE POTENTIAL
OF DESTINATION BRANDING FOR BERLIN'**

This title implicates that the image of the Dutch target group is 'made in Berlin'. This authentic image the target group develops is in the dissertation referred to as their 'holiday image'. 'Made in Berlin' also indicates that Berlin functions as a tourism product. Place branding of the destination Berlin using the holiday image of the target group is carrying great potential as in concluded in the dissertation.

The print on the front page is create of a picture of the 'Quadriga' on the Brandenburger Tor in Berlin (http://photoenligne.free.fr/Berlin/NB/N10512_BrandenburgerTorBW_Berlin.jpg) and a stamp of 'Made in Germany', which has graphically been transformed into 'Made in Berlin'.

This dissertation has reached its aims and objectives and finally verified its hypothesis about the Dutch holiday image of Berlin, which can be operationalised as a factor of destination branding. I feel it has provided a more than sufficient insight through research on a theoretical and practice-based level.

Whatever image of Berlin as a tourist destination you might have, I hope you have enjoyed and can possibly make use of the enrichment of the insights that were provided.

Anna Lena Mehr

15th June 2006

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11. APPENDICES

- 11.1 Questionnaire Sample
- 11.2 Online Questionnaire Sample
- 11.3 All Results Graphs
- 11.4 DIA Contract
- 11.5 Dissertation Proposal

11.1 Questionnaire Sample

11.2 Online Questionnaire Sample

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StudentOnderzoek

Maak en verspreid gratis je online enquête op www.StudentenOnderzoek.com

Het Berlijn-Beeld van Nederlandse Toeristen

Als je tussen de 18 en 32 bent en de afgelopen 2 jaar in Berlijn op vakantie was, verzoek ik je hartelijk om deel te nemen!

Deze enquête wordt uitgevoerd door Anna Lena Mehr als onderzoek voor een scriptie over het beeld dat Nederlandse toeristen van Berlijn hebben. Dit onderzoek heeft als doel je vakantiebeeld van Berlijn te weten te komen. Deze enquête is anoniem en heeft geen commerciële doeleinden, de uitkomsten worden vertrouwelijk behandeld. Het gaat in deze enquête om jouw mening, je weten wordt niet getest en er zijn geen verkeerde antwoorden. Ik verzoek je het gewenste antwoord aan te kruisen en zo nodig op de aangegeven plekken de open vragen te beantwoorden.

1. Wat is je leeftijd?

2. Wat is je geslacht?

Man
 Vrouw

3. Wat is je opleidingsniveau?

Mavo
 Havo
 MBO
 HBO
 HBO Masters
 WO
 WO Masters
 WP Phd
 Anders

4. Hoe belangrijk waren de volgende factoren bij je keuze voor Berlijn als vakantiebestemming?

	niet belangrijk					zeer belangrijk				
Korte reistijd	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lage reiskosten	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik was al eerder in Berlijn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Berlijn werd mij aanbevolen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mijn groepsreis (beroep, veren, educatie) werd hier naartoe gepland	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Door wie is je beeld van Duitsland het meest beïnvloed?

	niet belangrijk					zeer belangrijk				
Familie (eigen generatie)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Familie (ouder-generatie)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Familie (grootouder-generatie)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vrienden & collega's	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kranten & tijdschriften	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Radio & tv	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
School/opleiding/universiteit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bekende Duitsers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Duitsers die ik ken	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Noem 3 sleutelwoorden die je met Berlijn associeert:

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6. Noem 3 sleutelwoorden de je met Berlijn associeert:

7. Noem 3 unieke dingen in Berlijn die je zeker wilde zien of beleven tijdens je bezoek:

8. Hoe belangrijk waren deze bronnen voor je reisvoorbereiding?

	niet belangrijk		zeer belangrijk	
Reisliteratuur	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Radio & TV	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kranten & tijdschriften	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tips en reisverhalen van vrienden, familie & collega's	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Hoe belangrijk waren de volgende ondernemingen tijdens je bezoek in Berlijn?

	niet belangrijk		zeer belangrijk	
Cultuur leren kennen (musea, tentoonstellingen, theater)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kunst bekijken	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Winkelen gaan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feesten gaan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Door de stad slenteren

Evenementen bezoeken

Meer over geschiedenis te weten komen

10. Hoeveel contact had je met Duitsers tijdens je bezoek aan Berlijn?

Geen

Aan balies, lokets & om naar de weg te vragen, etc.

Small talk, lichte gesprekjes

Persoonlijke gesprekken en vrienden maken

Hechte contact met vrienden & familie

11. Op een schaal van 1 tot 5 - welke eigenschappen zijn algemeen toepasselijk op Duitsers?

innovatief	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	conservatief
open	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	gesloten
humoristisch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	serieus
idealistisch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	pragmatisch
tolerant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	ignorant
royaal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	gierig

12. Welke Duitse woorden schieten je spontaan binnen?

13. In hoeverre zijn de volgende standpunten van toepassing?

Nederlanders in het algemeen mogen	JA	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	NEE
------------------------------------	----	-----------------------	-----------------------	-----------------------	-----------------------	-----

start | DISSERTATION | Questionnaire power... | DISSERTATION - Mic... | Internet | EN | 20:39

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Address: <http://www.studentenonderzoek.com/so/web/index.php?formID=12521&uid=>

Nederlanders beoordelen Duitsers op basis van de ervaringen in de WOII	<input type="radio"/>	<input type="radio"/>
Nederland is economisch gezien een belangrijke partner van Duitsland	<input type="radio"/>	<input type="radio"/>
Nederland is politiek gezien een belangrijke partner van Duitsland	<input type="radio"/>	<input type="radio"/>
Nederland is cultureel gezien een belangrijke partner van Duitsland	<input type="radio"/>	<input type="radio"/>
Nederland speelt voor Duitsland als 1 van 9 buurlanden een ondergeschikte rol	<input type="radio"/>	<input type="radio"/>
Het feit dat ik Nederlander ben is belangrijk voor me	<input type="radio"/>	<input type="radio"/>
Ik hou van mijn land van herkomst	<input type="radio"/>	<input type="radio"/>
Ik ben trots op Nederlandse sportsuccessen	<input type="radio"/>	<input type="radio"/>
Ik ben trots op de Nederlandse cultuur	<input type="radio"/>	<input type="radio"/>
Ik ben trots op de Nederlandse ontwikkeling van geschiedenis	<input type="radio"/>	<input type="radio"/>

14. Op een schaal van 1 (klopt helemaal niet) tot 5 (klopt helemaal) - in hoeverre komen deze standpunten met je eigen mening overeen?

	klopt helemaal niet		klopt helemaal		
Ik voelde me welkom in Berlijn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik voelde me welkom in Duitsland	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Als Nederlander zeg ik graag waar ik vandaan kom	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik representeer een stukje Nederland als ik in het buitenland ben	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik heb graag contact met Duitsers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

start | DISSERTATION | Questionnaire power... | DISSERTATION - Micr... | EN | 20:40

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Address: <http://www.studentenonderzoek.com/so/web/index.php?formID=12521&uid=>

Ik wil een zo authentiek mogelijk beeld van Duitsland krijgen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De verschillen tussen Nederland en Duitsland zijn klein	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Duitsland en Nederland hebben niet veel gemeen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nederlandse toeristen in Duitsland gedragen zich vaak niet naar behoren	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Duitse toeristen in Nederland gedragen zich vaak niet naar behoren	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. In hoeverre is je beeld van Duitsland door je bezoek veranderd, als u überhaupt?

negatief positief

16. Wat is volgens jou het grootste verschil tussen Nederland en Duitsland?

17. Wat is volgens jou de grootste gemeenschappelijkheid van Nederland en Duitsland?

18. Op welke eigenschappen en verworven heden kunnen de Duitsers trots zijn?

19. Op welke eigenschappen en verworvenheden kunnen de Nederlanders trots zijn?

start | DISSERTATION | Questionnaire power... | DISSERTATION - Micr... | EN | 20:40

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File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media

Address <http://www.studentenonderzoek.com/so/web/index.php?formID=12521&uid=> Go Links

19. Op welke eigenschappen en verworvenheden kunnen de Nederlanders trots zijn?

20. Zijn je verwachtingen van Berlijn als vakantiebestemming vervuld?

Ja
 Nee

21. Ga je Berlijn als vakantiebestemming aanbevelen aan familie, vrienden en collega's?

Ja
 Nee

22. Zou je in de toekomst nog een keer voor Berlijn als vakantiebestemming kiezen?

Ja
 Nee

klaar versturen...

Student&Onderzoek

hosting by hostplan

start | DISSERTATION | Questionnaire power... | DISSERTATION - Mic... | Internet | EN | 20:41

11.3 Further Results

All outstanding key associations that could not be categorised are a large mixture of links the tourists have stated. Among the resting correlations, some are of positive nature – as for example 'freedom', 'space', 'love', 'hip', 'sparkling', 'modern', 'allure', 'open-minded', 'exciting', 'creativity', 'multi-lateral', 'potential', 'unique', 'powerful'. But also negative links are being laid by the target group here, such as 'grey', 'stubborn', 'anti-solidarity', 'poorness', 'East, West and depression' and more.

Which key words does the target group connect with Berlin?

grey but atmospheric, freedom (2), space (3), initiative, Checkpoint Charlie (4), Unter den Linden, (old) streets (2), Amsterdam, my father, government (3), distribution, reconstruction (2), construction (3), love parade (3), contrast (2), allure (2), grandeur (2), friends (3), 'East, West and depression', development, hip (3), East block (2), poorness, communism (2), love, passion, romanticism, Gedächtniskirche / church with a hole (2), Alexanderplatz (2), Lindenboom, exciting (2), far away, interesting (4), German (2), grey (2), green (2), home (2), sightseeing, Germany, Mark, capital (3), girlfriend, cool (2), Goa-scene, sausage, GDR, Trabi, Reichstag (3), blossomed, old buildings, snow, moffen, Shouf shouf habibi, Fernsehturm, bankrupt, relaxed, dynamic, expensive, driven to process, Hitler (4), fashion (2), museums, old/new separation, underground (2), people, short travel distance, city, rainy, birth, oma, bureaucracy, anti-solidarity, sparkling (2), parking, Wiener Schnitzel, Metro system, party, football, students (2), study, study trip, weekend away, world city, modern (4), clean, upcoming, exploring, nostalgia, stubborn, open-minded, fast, Hertha Berlin, electro music, WK 2006, cold, nightclubs, cold war, retro shopping, creativity, big empty buildings, bauhaus, differentiated, multi-lateral, potential, unique, nice, grandparents, jew transports, powerful

Figure 10.1 Key associations II

To find out what places or characteristics of Berlin have had a pull effect on the target group, they were asked to note down three unique features that they definitely wanted to see or do.

What are the main tourist pullers in Berlin for the Dutch target group created by pre-exposure?

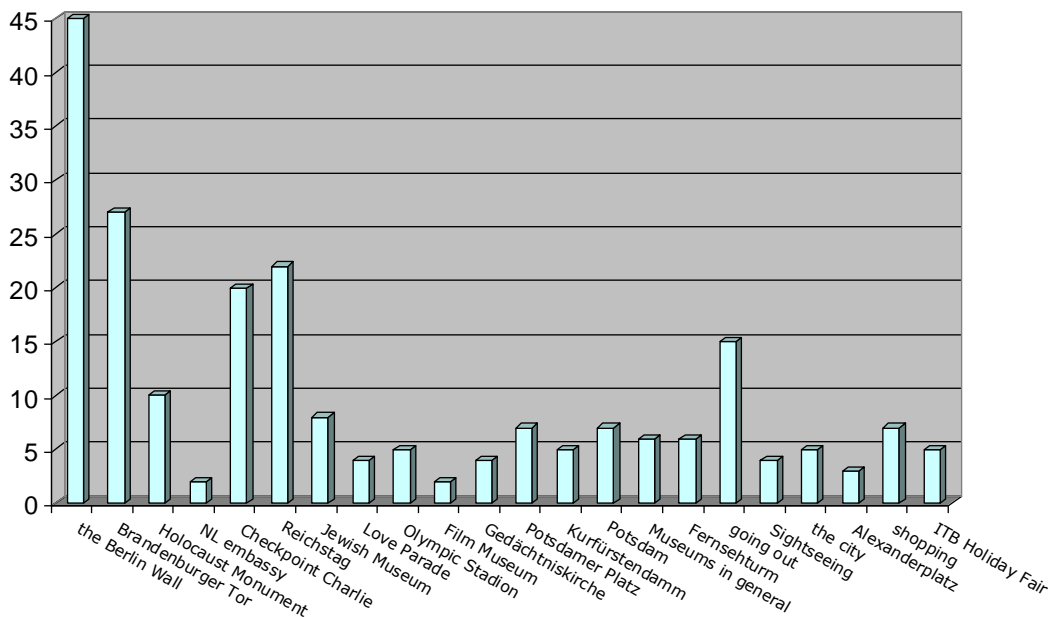


Figure 10.2 Tourist pull factors I

'New Years party, bars, bike, Helmut Newton Foundation, sausage (2), taste the atmosphere (3), Hamburger Bahnhof, Prins Lauenberg, architecture (2), my father, old buildings, centre (2), cemetery Marlene Dietrich, friends (4), neighbourhoods, people, art, squatted buildings, artists, Kulturfabrik, history, communistic influences, Unter den Linden (2), Jewish Cemetery, Trabi Safari, old buildings, Berliner Dom, sightseeing tour, Eastside Gallery, Karl-Marx-Allee, Neue Nationalgalerie, Stasi-Gefängnis, Bahnhof Zoo, history, culture, horse races, Treptowpark, Core-tex, Strandbad, beer, Siegessäule, nightlife, culture (2), getting to know new people, Biergarten (2), Oranienburg camp, Spreekönig, seeing differences East/West, tasting the city, Neue Art Gallery, women, infrastructure, Hertha BSc Stadion, Sony Center, second hand shops, Prenzlauer Berg (2), communism monument in Treptower Park, underground scene, East Berlin, monument book burning, Fotomuseum, Bauhaus, past and future, car museum'

Figure 10.3 Tourist pull factors II

To find out in what way the Dutch tourists characterise the Germans in general, they were given the choice to value five pairs of characteristics on a scale from 1 to 5. In between 'having humour' and 'serious' the Germans were ranked on the scale at 3.22, which shows that they are seen more serious than humorous.

How do the Dutch characterise the Germans in general?

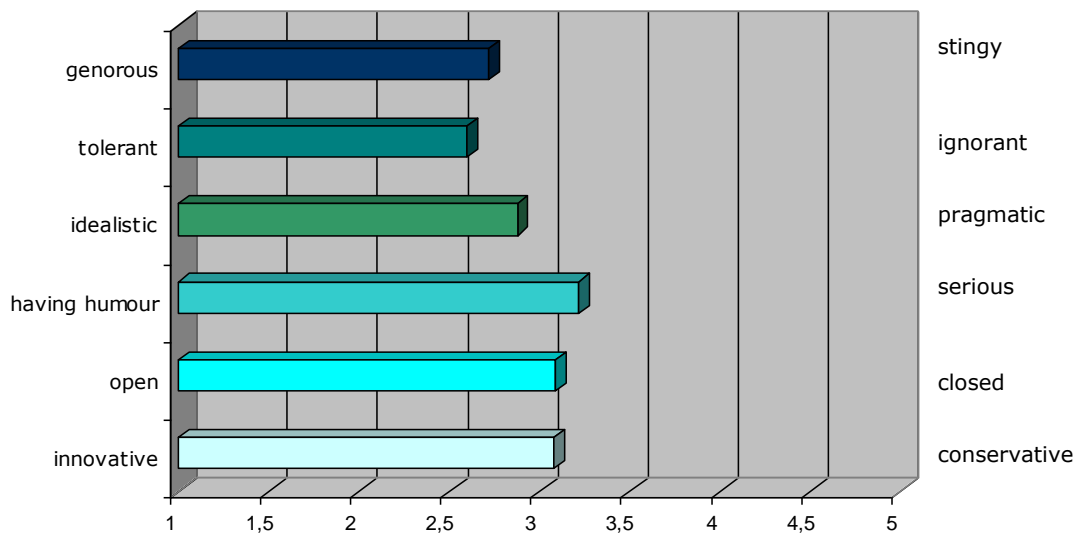
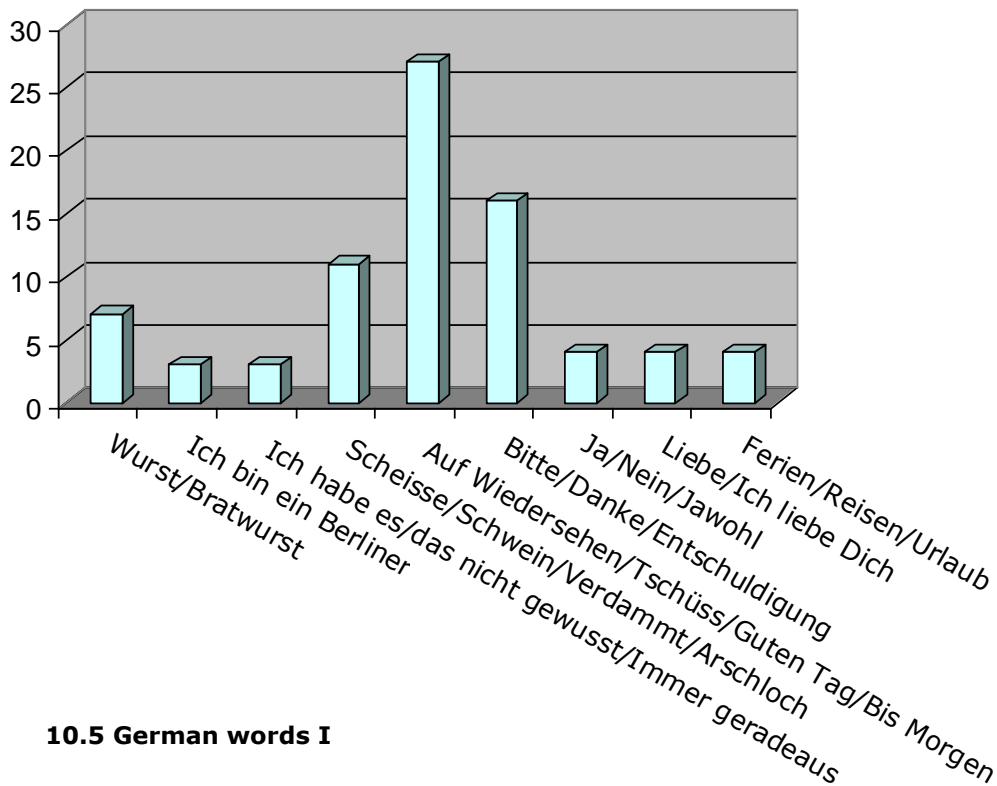


Figure 10.4 Degree of German characteristics

Between the characteristics 'open' and 'closed' the Germans were levelled at 3.09, which means they are viewed more closed than open. The same is valid for the characteristics 'innovative' and 'conservative', the mean answer results in the average seeing the Germans more conservative than innovative. The characteristics of 'generous - stingy', 'tolerant - ignorant' and 'idealistic - pragmatic' also scored just above half of the 1-5 scale towards 'stingy', 'ignorant' and 'pragmatic'.

In order to evaluate whether German words that spontaneously come up in the respondents' minds, the target group was asked to write down three German words. Most of the participants in the questionnaire answered with 'Auf Wiedersehen', 'Tschüss', 'Guten Tag', 'Bis Morgen' and 'Bitte', 'Danke' or 'Entschuldigung' (also see figure 5.14). A few respondents call up words like 'Wurst/Bratwurst' and three remember John F. Kennedy's famous statement 'Ich bin ein Berliner'. Furthermore, words that have been mentioned 2 times or less can be seen in figure 5.15.

In how far do German words that spontaneously come to the mind of the target group mirror their image of Germany?



10.5 German words I

'Briefmarke, ist ja irre, Säligkeit, hübsch, umsteigen, schön, wunderbar, Spass, Glück, bitte ein bit, wo ist das...?, wie gehts?, Polizist: Was bedeutet das Schild da?!
 Petra: Oooh, Einbahnstraße! Polizist: Ja, Einbahnstraße!, schade, mit, nach, bei, Zeit, von, zu, aus, Stadt der Liebe, Panda, jetzt und damals, Liebling, Fahrrad, das ist mir egal!, ich, Gemütlichkeit, genau, Achtung, raus, Fernweh, Heimat, Mutter, Sehnsucht, Musik, Freiheit, Nicole, die Nutte! (<-= lyrics King Orgasmus One ==>)
 Die Räder die rollen, die Bass explodiert!, schön, wunderbar, WM, Heimat, abgefahren, Schlagsahne, wie geht es dir, Zug, Lebensraum, supertoll, Bahnhof, Leute, Spass, Tor, ich, wunderbar, Vorlesung, S-bahn, kalt, geil, genau, doch, wunderbar, super, Gute Nacht, schön, herzlich, aufmachen, überhaupt, keine Ahnung, eins zwei drei, Tageskarte, geil, toll, spitze, toll, aber, wann, laufen, Wissenschaft, Politik, Studienland, nein, Hubwagen, ins Kino gehen, Kaffee, toll, Gesundheit, achtung achtung aussteigen, jetzt, Autobahn, Schwalbe, ganz toll, Führer, schade, ach so, Wiener Schnitzel, Potsdamer Platz, jetzt, Schnückelpüppchen, genau, Heimkehr, entschuldigung, Raststätte, Ferien, Kino, aufmachen, Mauer, Wochenende, Gastfamilie, Geburtstag, bremsen, Ampelmännchen, Fingerspitzengefühl, Spass, Tor'

10.6 German words II

What does the target group see as the biggest differences between the Netherlands and Germany?

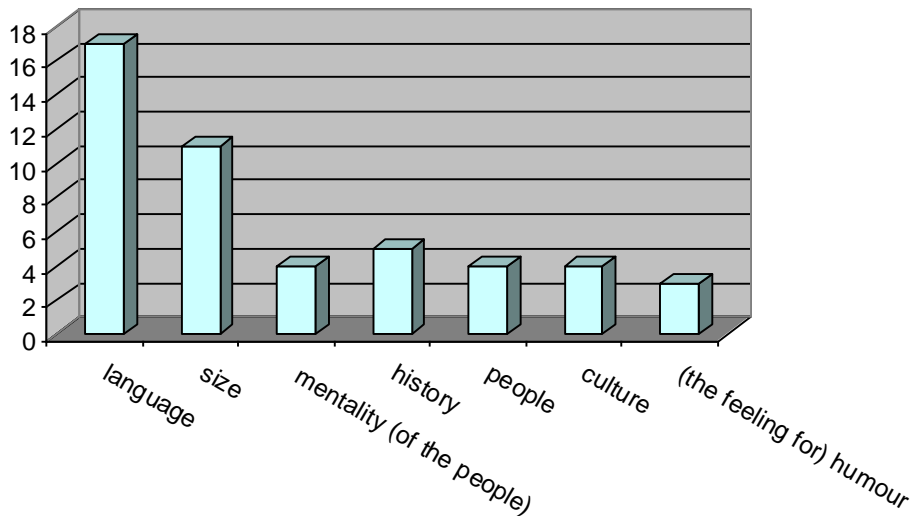


Figure 10.7 NL – G differences

Germans have a bigger social conscience, NL is more hysteric - G is more brave, G (especially Berlin) is proud but modest, less beautiful women, by the history that G has lived through and by being seen as 'the bad guy' i think G had to fight hard not to be seen as 'fault' - probably more than other countries, the difference in G between East and West Germany, and that is why G is more focused on itself and NL more on the world outside its borders, the houses in G are more properly built and bigger, the character of the people, G is grey and NL is more lively, Germans are organised (better organised)/punctual/hard workers, the Dutch are bluntly and the Germans are more social, we do not dig holes in the beach, the economic climate, G is proud of its culture and traditions and keeps them alive - NL does not as much, G has a broader public network system, nature, the contact with each other - i do not know why but i do have tremendous experiences with it, hospitality, Germans expect that we adapt to them - most of all when it comes to language, friendliness, the federal system/regions, the houses, the space, Germans are much friendlier, Germans are more focused on details - they do not stand open for other cultures, big gap between rich and poor - especially in Berlin that was observable a few times, G is more striven to progress, G has a cold atmosphere, the way of living, food, the Dutch are more sociable, behaviour, fashion, G lies behind 10 years, the Dutch are more open, the business manner of contact, Germans are more tolerant and open, Germans stop at red traffic lights, Germans are modest, the Dutch are often 'leaning down' to the Germans, cordiality, G is more conservative, the differences are great - Berlin is an exception and is similar to Amsterdam concerning atmosphere and experiences, economy, NL is more social and helpful, shopping, the authored behaviour of some German tourists, political and economic powers, war happenings, treatment of tourists, in G everything is much bigger, organisation, politeness (Germans), the Dutch are arrogant - the Germans more holding back, the national unity of the country, that the Dutch have so many prejudices about the Germans - but not the other way round, behaviour, the Germans have more hospitality, think small - think big, Germany is bigger and so is its thinking concept, thinking hierarchically, the attitude of the people

Figure 10.8 NL – G differences II

Subsequently the target group has been asked to write down their associations to the greatest similarities between the Netherlands and Germany. The answers 'EU' (9), 'football' (8) and 'language' (8) were the most commonly answered. Additionally, 'culture', 'history' and 'sobriety' were seen as similarities by several respondents (see figure 5.31).

What does the target group see as the biggest similarities between the Netherlands and Germany?

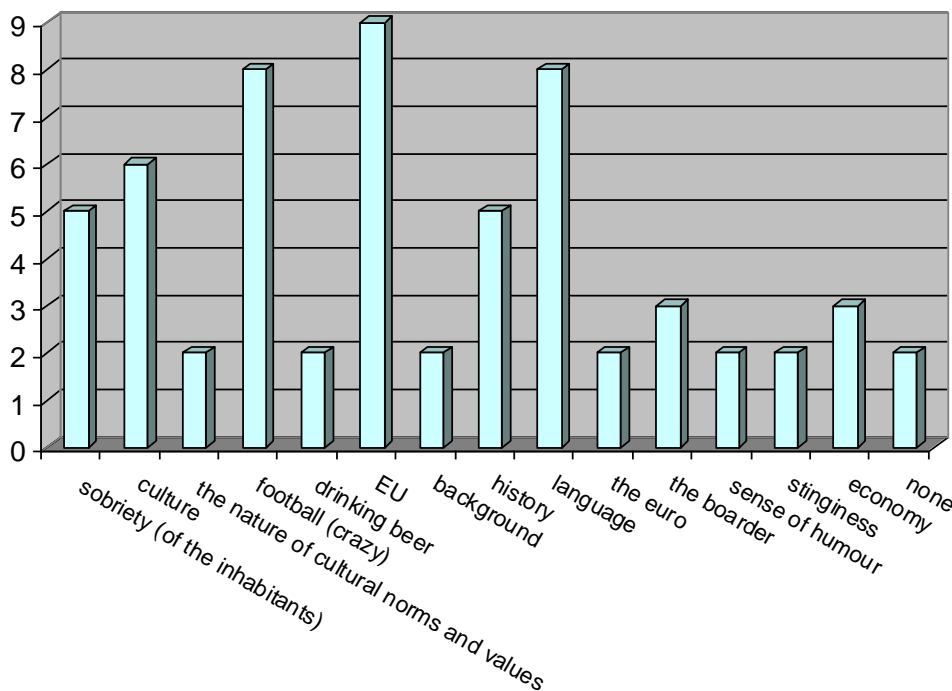


Figure 10.9 NL - G similarities I

the two cultures are closely interwoven with each other, both countries are extremely focused on foreign affairs, on a world level both countries have quite a left political orientation, everything and nothing, tolerance, both Western countries, stampot, they do not like each other and make jokes about each other, food, conservative behaviour towards foreigners, same problems, many Dutch speak German, love for weed, free culture, neighbours not more, eating 'bratwurst', both hardworking countries, climate, people are similar to each other, in the end both look out for their own interest, World War II, open borders, course of thinking, tolerance, both love sociability, hospitality, same sort of people, both countries show through history that history does not need to be an influence on the future, prejudices, materialism, geographical location, not much information is given in both, democracy, innovation, behaviour, Westernised attitude, self-conscious, characteristics

Figure 10.10 NL - G similarities II

Next, the answers to the question what the Dutch target group thinks the Germans can be proud of delivered the following answers: 'art and culture' (7), 'unity' (6), 'economy' (5) and 'openness' (5) most frequently. Moreover, the Germans can be proud of a several characteristics and achievements in the eye of the Dutch, among which (see next page):

The same question of pride has been asked to the target group, concerning what the Netherlands can be proud of. The Dutch think they can be proud of 'openness' (9), 'tolerance' (7) and 'sobriety' (6).

What characteristics and achievements can the Dutch be proud of in the view of the Dutch?

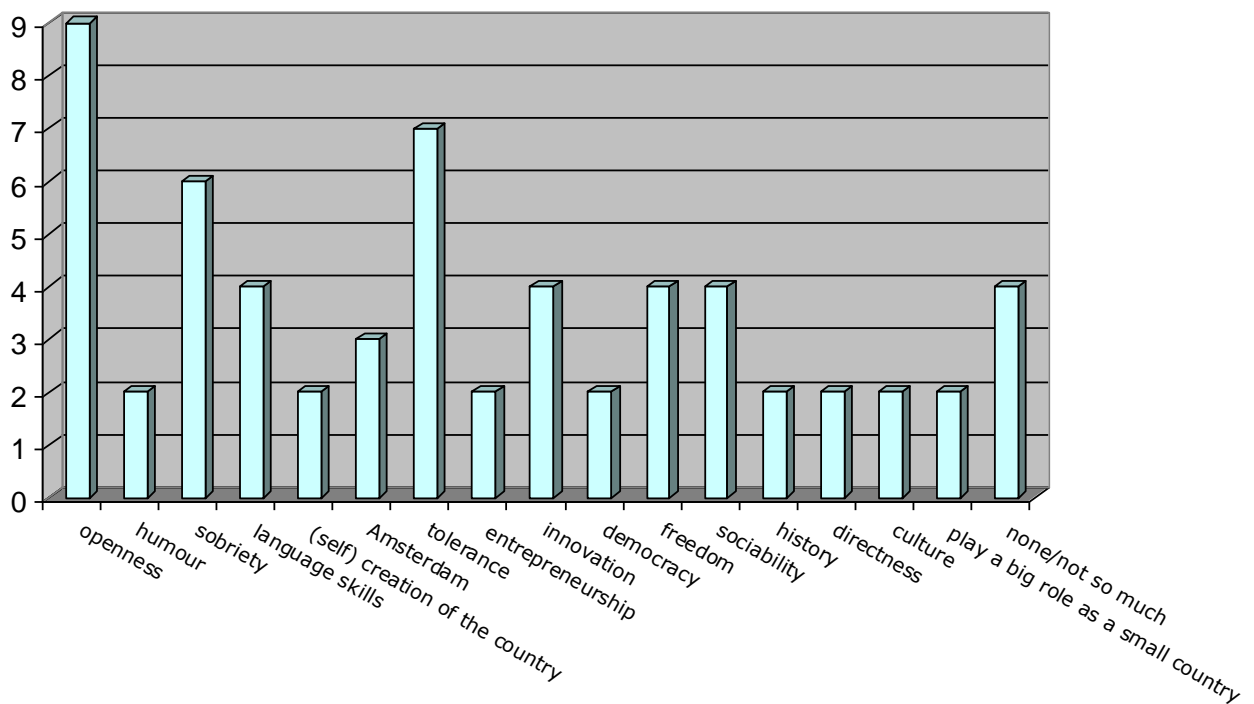


Figure 5.35 Dutch pride I

our international role compared to the size of the country, eye on the weak, neutrality, much and much not, honesty, polders, the flat country, progression, adaptation abilities, John de Wolf, polder model, water landscape, authentic aspect of the country, open culture, Dutch artists that are famous in Germany, their clean and beautiful country, prosperity state, social concept, although high population density - enough space, trading skills, history, emancipation of minorities, cheese, European Championship winner, stinginess, multicultural community with a name although it is a small country, hospitality, that we are not only a country of tulips and clogs, fight against the water, big technical knowledge, unique culture, mentality, loyalty, certain politics, thinking along, constant urge for knowledge, not aggressive, efficiency, partner of the EU, for their care system (as far as that still exists), easy-going, building bridges, knowledge economy, international relations, broad-minded, rich history since 1600

Figure 5.36 Dutch pride II

11.4 DIA Contract

11.5 Dissertation Proposal

WORKING TITLE: AFFAIRS OF A BI-LATERAL NATURE

- Dutch tourists in Berlin under thorough inspection -
- The Dutch tourist image of GERMANNES -

Topic: The holiday image of Dutch tourists visiting Berlin, where it originates from and in how far it can be practically utilised in order to convey a more genuine image of Germany among potential tourists in the Netherlands

Anna Lena Mehr

INTRODUCTION

Introduction of the topic:


- Problem statements:
 - 'Where does the holiday image of the 18 until 32 year old Dutch tourists visiting Berlin originate from? What is the actual image the Dutch have about Germany in general and Berlin in particular and how can it be defined (positive/negative aspects)? In how far is the target groups' image during their stay in Berlin modified or corrected (positive/negative aspects) and in how far does this influence their future intentions (own holiday intentions and intentions of what image to transmit to third parties)? In practice, in how far can the holiday image of Berlin be enforced in order to convey a more genuine image of Germany among potential tourists in the Netherlands?'
- Background to problem statements / problem indication:
 - According to former researches, Germany as a country, culture and therefore as a potential tourist destination has an image problem (name research and its outcomes). This subject has become a controversial discussion among professionals in the field of Dutch-German intercultural relations (name contra research outcomes). To clarify this matter, as well as to be enabled to find an answer to whether or not the holiday image of Berlin can be imposed more strongly to bring across a more genuine image of Germany among potential tourists in the Netherlands, this dissertation is based on theoretical and practical based research. The patron of this dissertation, the 'Duitsland Instituut Amsterdam' (also DIA; Germany Institute Amsterdam) has as its main goals the enlargement of knowledge about Germany and transmitting this knowledge to a broad public in the Netherlands. Furthermore the DIA is currently busy with undertaking research as to the image Germany has among the Dutch.
- Personal motives of the dissertation, to bring into context the topic for the reader: Topic matter of the heart: German expatriate in the NL, being confronted with clichés etc.
- Definition of the target group – Dutch incoming tourists into Berlin born between 1974 and 1988 (18 until 32 year olds); explanation why this target group has been chosen
- Main hypothesis:
 - The image of 18-32 year-old Dutch tourists about Germany changes positively during their visit to Berlin; this image could be used as to convey a more genuine image of Germany among potential Dutch tourists in the Netherlands.
- Main communication goals of the dissertation are inventorying and investigating the reasons, motives and backgrounds for the Dutch holiday image (after the concept of Cooper et al) of Germany and Berlin and in how far the existing image can be functionalised in order to communicate amore genuine image of Germany among potential Dutch tourists (what-for). Furthermore, finding appealing differences in images of Germanness and Dutchness comparing the research with Almut Wetjens' research about the image Germans have about the Netherlands are communication goals of subordinate order.
 - The main concept, the theory of the 'Calimero-Effect'
 - The concepts 'image' and 'holiday image' (theory Cooper et al)
 - The main concept of leisure theory on 'motivation' (Iso-Aloha)
 - What professionals on the field of intercultural relations between Germany and the Netherlands think about the German image - the divergence of the image of Germany among the Dutch (desk research)
- Limitations: Geography, industry & sector, the target group itself (nationality Dutch, born between 1974 and 1988), the time access to the target group (10 days), motivation of the target group to take part in the

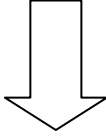
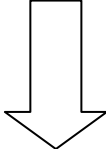
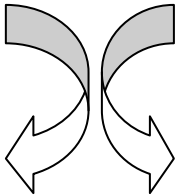
	<p>questionnaire, time slot of the dissertation (February until March 2006), limited access to research resources and equipment</p> <ul style="list-style-type: none"> • Justification of theoretical sources and methodology (questionnaires) • Study programme goals • Personal motives (as to be continued from the introducing sentences of the introduction) • Goal definition – this dissertation strives theoretically at enlarging the knowledge of the field of intercultural relationships between Germany and the Netherlands and socially at capturing a positive image change among the Dutch target group. Answering the hypothesis of this research, the dissertation aims at expressing whether or not it is functional to enforce the holiday image of Berlin in order to convey a more genuine image of Germany among potential tourists in the Netherlands. • Order of how the information is given in this paper, how chapters relate to each other <p>Communication goals of the dissertation (as used in introduction):</p> <ul style="list-style-type: none"> • Main goal: Inventorying & investigating - What are the reasons, motives and backgrounds for the development of the Dutch holiday image between 18 and 32 year olds? What is the actual image the Dutch have about Germany in general and Berlin in particular and how can it be defined (positive/negative aspects)? In how far is the target groups' image during their stay in Berlin modified or corrected (positive/negative aspects) and in how far does this influence their future intentions (own holiday intentions and intentions of what image to transmit to third parties)? • What for: In practice, in how far can the holiday image of Berlin be enforced in order to convey a more genuine image of Germany among potential tourists in the Netherlands?' • Comparing – Comparing the outcomes of the holiday image research of the Dutch target group in Berlin with the holiday image research of the German target group of Almut Wetjens' research in Amsterdam, are there any interesting and/or exceptional differences or similarities • Evaluating – Comparing the 2 researches, can any judgements be made about the self-image of the Dutch and the self-image of the Germans compared to the holiday image of the Dutch about Germany and the holiday image of the Germans about the Netherlands <p>Problem definition (as used in introduction):</p> <p>'Where does the holiday image of the 18 until 32 year old Dutch tourists visiting Berlin originate from? What is the actual image the Dutch have about Germany in general and Berlin in particular and how can it be defined (positive/negative aspects)? In how far is the target groups' image during their stay in Berlin modified or corrected (positive/negative aspects) and in how far does this influence their future intentions (own holiday intentions and intentions of what image to transmit to third parties)? In practice, in how far can the holiday image of Berlin be enforced in order to convey a more genuine image of Germany among potential tourists in the Netherlands?'</p> <p>Goal definition (as used in introduction):</p> <ul style="list-style-type: none"> • Dissertation motives - this dissertation strives theoretically at enlarging the knowledge of the field of intercultural relationships between Germany and the Netherlands and socially at capturing a positive image change among the Dutch target group. Answering the hypothesis of this research, the dissertation aims at expressing whether or not it is functional to enforce the holiday image of Berlin in order to convey a more genuine image of Germany among potential tourists in the Netherlands. Study skill motives – developing the skills of constructing and implementing a research on the level of a bachelor dissertation • Study content motives – constructing and implementing research in the field of tourism and leisure management • Personal motives – interest, knowledge and ambitions due to the fact being a German expatriate in the Netherlands since nearly 3 ½ years, the feeling of being misperceived as a German in the Netherlands <p>Research questions:</p> <p>Desk research:</p> <ol style="list-style-type: none"> 33. What is 'image' and how can it be defined? 34. What is 'holiday image' and how can it be defined? 35. How are holiday images formed?
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	<p>36. Do images help creating national identity? 37. Do images transcend generations? 38. What is the 'Calimero-Effect' and how can it be defined? 39. What is (holiday) 'motivation' and how can it be defined? 40. How do the Netherlands and Germany score according to the dimension of Hofstede? 41. What relations did Germany and the Netherlands have after 1945? 42. What is the image of the Dutch about Germany since 1945? 43. What has been researched concerning the Dutch-German image since 1945 and what have been the outcomes? 44. Is there a connection between this image research and an already existing research (i.e. Clingendael)? 45. What are the tourism figures of Dutch incoming tourists into Berlin currently? 46. How did Dutch incoming tourism into Germany develop the last 10 years. 47. How is Berlin as a city marketed in the Netherlands? 48. What are the primary tourism elements of Berlin for the target group</p> <p>Field research:</p> <p>49. Where did the image of the Dutch target group derive from in the past (family/friends, education, media etc.)? 50. What expectations does the target group have from their visit to Berlin? 51. Where did these expectations derive from? 52. What image does the target group have of Berlin? 53. By whom is the target groups' image mostly influenced? 54. How did the target groups' image change during their travel to Berlin/Germany and what triggered the change? 55. What image does the target group intend to bring across in Berlin/Germany? 56. What image does the target group think to be bringing across in Berlin/Germany? 57. Is the image the target group have about Germany connected to their level of education? 58. Does the part of the target group that speaks German have a noticeable difference in their image of Germany than the rest? 59. What language does the target group speak in Germany (how motivated are they to adapt to their destination country)? 60. Is the image the Dutch tourists have about Germany influenced by the extent of contact they have with Germans during their visit? 61. Is the image the Dutch tourists have about Germany influenced by the fact that they know Germans already (Germans in the Netherlands or Germans in Germany)? 62. What are the unique selling points of the tourism-recreation product Berlin? 63. What are the main tourist pullers in Berlin for the Dutch target group created by pre-exposure</p>
<p><u>THEORY</u></p>	<p>Hypothesis: The image of 18-32 year old Dutch tourists about Germany changes positively during their visit to Berlin (exposure). The image that those tourists achieve during their visit will be conveyed as positive in their future intentions and intentions they communicate to third parties (evaluation & intentions). The positive image of Berlin as a tourist destination can be utilised in order to convey a more genuine image of Germany among potential tourists in the Netherlands (practical basis).</p>
<p><u>METHOD</u></p>	<p>Methodology:</p> <ul style="list-style-type: none"> • Desk research of existing theories, models, image campaigns and how to conduct the research most effectively • Making theoretical concepts operational • Description and justification of chosen research method (why did I use questionnaires etc.) • Explanation of technique used to collect data: deductive research technique of qualitative means: hard copy questioning of target group in Berlin and identical online questionnaire to be spread among Dutch tourists to Berlin of the last 2 years • Description of chosen assessment method: SPSS
<p><u>RESULTS</u></p>	<ul style="list-style-type: none"> • The ability to give a precise statement about the image Dutch tourists have about Germany, where it derives from and whether or not this image modifies

	<p>positively during their visit. Main focus is here whether or not the new, perceived image the Dutch tourists have about Berlin can be utilised in order to convey a more genuine image of Germany among potential Dutch tourists.</p> <ul style="list-style-type: none"> • This information could be useful for the following economic or intercultural institutions: <ul style="list-style-type: none"> - city marketing of Berlin and country marketing of Germany in the Netherlands (i.e. 'Duits Verkeersbureau', Berlin Tourism Marketing) - product positioning of the commercial industry (tour operators) - adjustments in educative curriculum at schools and other educational institutes concerning enlightenment and historical knowledge in the Netherlands - public and media attention (especially for expatriates, Germans in the Netherlands and Dutch in Germany – such as Duitslandweb.nl) - related scientific organisations or institutes (sociological, communication, inter-cultural, psychological, political – such as the Clingendael Institute in The Hague, the Duitsland Instituut in Amsterdam, the 'Niederlande Institut' in Muenster/Germany, Goethe Institutes in both countries) <p>(explanation for chosen options of problem solving, answering problem definition, assessment starting point, data collection and options for problem solving, evaluation of practical relevance of research)</p>
<p><u>DISCUSSION</u></p>	<p>Discussion of the results of my field research and whether or not the image 18-32 year old Dutch tourists have about Germany changed positively during their visit to Berlin and whether or not this outcome can be utilised in order to create a more genuine image among potential Dutch tourists.</p> <p>Secondly I will discuss the comparison of my field research with that of Almut Wetjen in Amsterdam - the image Dutch tourists in Germany have about Germany with the image German tourists in the Netherlands have about the Netherlands. Here I want to know whether or not their image about the neighbouring country changed positively during their visit and in how far the outcomes of the target group research reveals any great differences or similarities.</p> <p>(summary of the supporting arguments, indication of what is still under discussion, indication of desired future research)</p>
<p><u>LITERATURE: BIBLIOGRAPHY / REFERENCES</u></p>	<p>Books:</p> <p>'Vom Feind zum Partner – Die Niederlande und Deutschland seit 1945' Friso Wielenga; Agenda Verlag, 2000</p> <p>'Van vijand tot bondgenoot: Nederland en Duitsland na 1945' Friso Wielenga, Boom, 1999</p> <p>'Deutschland Niederlande - Heiter bis Wolkig' diverse authors, Bouvier 2000</p> <p>'Nederland en Duitsland – Elkaar Kennen en Begrijpen' Jan Vis & Gebhard Moldenhauer, Van Gorcum, 2000</p> <p>'Zwischen Pommies und Praline' Ute Schuerings, Agenda Verlag, 2003</p> <p>'Frau Antje und Herr Mustermann'/ 'Onbekende Buren' Dik Linthout; 3. Edition November 2004</p> <p>'Twee burenen, twee culturen: opstellen over Nederland en Duitsland' Von der Dunk, Prometheus, 1994</p> <p>'Leisure in Contemporary society' K. Roberts, CAB International, 1999</p> <p>'Tourism and Leisure – Research Methods' Diverse authors, Longman, 2000</p> <p>'Tourism – an Introduction' Ray Youell, Longman, 1998</p> <p>'Consumer Behaviour in Tourism' John Swarbrooke and Susan Horner, Elsevier Butterworth-Heinemann, 1999</p> <p>'Tourism – Principles and Practice' 2nd edition, Cooper, Fletcher, Gilbert, Shepherd,</p>

	<p>Wanhill, Pearson Education, 1998</p> <p>'Destination Branding – Creating the Unique Destination Proposition', 2nd edition, Nigel Morgan, Annette Prichard, Roger Pride, Elsevier Butterworth-Heinemann, 2004</p> <p>'Cultures and Organizations – Software of the Mind', Geert Hofstede, McGraw Hill, 1991</p> <p>'Cultures and Organizations – Software of the Mind' 2nd edition, Geert Hofstede and Gert Jan Hofstede, McGraw Hill, 2005</p> <p>'Imageneering' Diane Nijs and Frank Peters, Boom onderwijs, 2005</p> <p>'Abriss der Psychoanalyse – Das Unbehagen in der Kultur' Sigmund Freud, Fischer Taschenbuch Verlag, 1941</p> <p>'The psychology of Leisure' John Neulinger, 1974</p> <p>'Motivation and Personality' A.H. Maslow, Harper & Brothers, 1954</p> <p>'Nachbarn zwischen Nähe und Distanz – Deutschland und die Niederlande' Jürgen C. Heß and Hanna Schissler, Disterweg, 1988</p> <p>'Social psychological perspectives on leisure and recreation' Iso-Ahola, Charles C. Thomas, 1980</p> <p>'Images of Europe', Geert Hofstede, 1993</p> <p>'Research methods for Leisure and Tourism', A. J. Veal, Pearson Education Limited, 1997</p> <p>'International Dimensions of Organisational Behaviour', Nancy J. Adler, Thomson Learning, 2002</p> <p>'Dictionary of English Language and culture', Longman, 2002</p> <p>Langenscheidts Taschenwoerterbuch Englisch-Deutsch Deutsch-Englisch, Langenscheidt, 1990</p> <p>Langenscheidts Euro-Wörterbuch Niederländisch, Langenscheidt, 1992</p> <p>(literature Raghed/Beard)</p> <p>Papers & readers:</p> <p>'Duitsland-Beeld 1995' Dr. Henk Dekker and Tanja Olde Dubbelink, 1995</p> <p>'Het Nederlandse Duitslandbeeld' L.M. Heimann, Werkstuk Duitslandkunde, 1995</p> <p>'En Frau Antje brengt nog steeds Kaas uit Nederland...' Werkstuk Martijn Peereboom, UvA 2000</p> <p>'Duitsland Vakantieland – Marktontwikkeling en Samenwerkingsmogelijkheden voor de Nederlandse Reiswereld 2003/2004' Duits Verkeersbureau</p> <p>'Bekend en onbemind' Lutsen B. Jansen, 1993; research of the Clingendael - Dutch Institute for International Relations in cooperation with the Political Sciences Faculty of the Rijksuniversity Leiden</p> <p>'Beitraege zum Niederlaendisch – Deutschen Verhaeltnis nach dem 2. Weltkrieg' Werkstuk Silke Brons, 1996</p> <p>'Intercultural Communication and Management' Marian E. McLaughlin, 2003</p> <p>'Mobil', Die Bahn, Nr. 10, 2005</p> <p>Articles:</p> <p>'Nederland word teen klein rotlandje', Rindert Paalman, PZC, 17/07/2004</p>
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	<p>'Duitsers zijn niet erg hoor', Syp Wynia, Elsevier, 22/04/2000</p> <p>Websites:</p> <p>www.duitslandinstituut.nl</p> <p>www.duitslandweb.nl</p> <p>www.niederlandeweb.de</p> <p>www.berlin-tourist-information.de</p> <p>www.studentenonderzoek.com</p> <p>www.cbs.nl</p> <p>www.haagsehogeschool.nl (HEBO / European Studies, Project 'Zukunft Deutschland')</p> <p>www.kebab.nl</p> <p>www.studentenonderzoek.nl</p> <p>www.studentenmagazine.net</p> <p>www.studentenadvertentie.nl</p> <p>www.inholland.nl</p> <p>www.freetranslation.com</p>																						
<p><u>APPENDICES</u></p>	<ul style="list-style-type: none"> • main results of secondary research used • questionnaire sample • SPSS results as a table • All significant material that did not find its place in the dissertation itself • Dissertation contract 																						
<p><u>TIME SCHEDULE</u></p>	<p>Time planning:</p> <table border="0"> <tr> <td>- searching literature in order to answer the research questions</td> <td>01/02 - 31/02</td> </tr> <tr> <td>- literature study phase I</td> <td>01/03 - 31/03</td> </tr> <tr> <td>- setting up questionnaires</td> <td>15/03 - 31/03</td> </tr> <tr> <td>- questioning target group in Berlin</td> <td>02/04 - 11/04</td> </tr> <tr> <td>- working out results of the questionnaires</td> <td>15/04 - 30/04</td> </tr> <tr> <td>- literature study writing phase II</td> <td>15/03 - 30/04</td> </tr> <tr> <td>- writing of the thesis</td> <td>30/04 - 15/06</td> </tr> </table> <p>Deadlines for sub-products:</p> <table border="0"> <tr> <td>- questionnaire ready to be used</td> <td>01/04</td> </tr> <tr> <td>- results of the literature study</td> <td>30/04</td> </tr> <tr> <td>- first version of the dissertation</td> <td>31/05</td> </tr> <tr> <td>- final version of the dissertation</td> <td>15/06</td> </tr> </table>	- searching literature in order to answer the research questions	01/02 - 31/02	- literature study phase I	01/03 - 31/03	- setting up questionnaires	15/03 - 31/03	- questioning target group in Berlin	02/04 - 11/04	- working out results of the questionnaires	15/04 - 30/04	- literature study writing phase II	15/03 - 30/04	- writing of the thesis	30/04 - 15/06	- questionnaire ready to be used	01/04	- results of the literature study	30/04	- first version of the dissertation	31/05	- final version of the dissertation	15/06
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- first version of the dissertation	31/05																						
- final version of the dissertation	15/06																						
<p><u>OVERVIEW DISSERTATION STRUCTURE</u></p>	<div style="text-align: center;">  <p>PROBLEM</p> </div> <p>Main problem statement: In how far can the holiday image of Berlin be enforced in order to convey a more genuine image of Germany among potential tourists in the Netherlands?'</p> <p>Sub problem statements: 'Where does the holiday image of the 18 until 32 year old Dutch tourists visiting Berlin originate from? What is the actual image the Dutch have about Germany in general and Berlin in particular and how can it be defined (positive/negative aspects)? In how far is the target groups' image during their stay in Berlin modified or corrected (positive/negative aspects) and in how far does this influence their future intentions (own</p>																						

	<p>holiday intentions and intentions of what image to transmit to third parties)?</p>  <p style="text-align: center;">HYPOTHESIS</p> <p>The image of 18-32 year old Dutch tourists about Germany changes positively during their visit to Berlin (exposure). The image that those tourists achieve during their visit will be conveyed as positive in their future intentions and intentions they communicate to third parties (evaluation & intentions). The positive image of Berlin as a tourist destination can be utilised in order to convey a more genuine image of Germany among potential tourists in the Netherlands (practical basis).</p>  <p style="text-align: center;">RESEARCH METHOD</p>  <p>DESK RESEARCH: Literature on theories, concepts & models</p> <p>FIELD RESEARCH: hard copy questionnaires online questionnaires</p> <p style="text-align: center;">Hypothesis verified or falsified!</p>
<p style="text-align: center;"><u>TABLE OF CONTENTS</u></p>	<p style="text-align: center;"><u>Table of contents</u></p> <hr/> <p>1.Introduction</p> <p>1.1 Problem statements</p> <p>1.2 Personal motives</p> <p>1.3 Hypotheses</p> <p>1.4 Communication goals</p> <p>1.5 Research sources</p> <p>1.6 Theoretical validation</p> <p>1.7 German image problems</p> <p>1.8 Background of the Germany image</p> <p>1.9 Research implementation limitations</p> <p>1.10 Study programme motives</p>

1.11	Structure of the dissertation
	4 Aims and objectives
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5.1.1.2	What is the operational definition of 'holiday image'?
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3.1.1.5	Do images transcend generations?
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6.3.5	Primary tourism elements of Berlin for the target group
6.3.6	Application of Jansen-Verbeke scheme
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	9 Analysis
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