

**Department of Marketing**

**International Marketing Works:  
Client Report for Love Loch Lomond**



**Project Title:** Understanding the youth tourism market for Loch Lomond

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## Executive Summary

Love Loch Lomond is a destination marketing organisation based in Scotland which works with local tourism businesses to promote Loch Lomond, the Trossachs and the Clyde Sea Lochs, encouraging increased visitor numbers and spend. In a challenging domestic and international tourism environment, the organisation is seeking to expand its promotional efforts to new markets. Specifically, given the global growth of youth travel, the Love Loch Lomond team wanted to find out more about the expectations and motivations of youth tourists, in order to better tailor their marketing communications and strategy to this new market.

With this overall aim in mind, the research outlined in this report was conducted over a period of three months to investigate youth tourists' perceptions; current and prospective visitors, and domestic and international tourists were included to form a fuller picture. A mixed methods approach was employed so as to provide rich insight through exploratory interviews and a netnographic analysis, and to seek data generalisability through a quantitative survey. The results of the research would then allow Love Loch Lomond to more effectively judge the feasibility of promoting to youth tourists, and to use the actionable recommendations in this report to form a marketing communications plan.

Through the interviews and netnographic study, it was found that general perceptions of Loch Lomond, the Trossachs and the Clyde Sea Lochs was positive across both youth and older segments. However, youth tourists displayed differing understandings of these areas, with Loch Lomond itself being the most well-recognised. Additionally, the results indicated that the areas do not hold a sufficiently distinct destination image in the minds of youth tourists. As such, one of the key recommendations of this report is to focus on creating a consistent, stable destination image for the Love Loch Lomond areas.

The interviews and survey also found that youth tourists have particular expectations of their travel destinations; specifically, Loch Lomond, the Trossachs and the Clyde Sea Lochs are associated with nature, scenery, relaxation and 'getting away from it all'. This finding provides a basis for Love Loch Lomond to begin creating a destination image attractive to

youth tourists both domestically and internationally, while remaining mindful of the potential barriers which were described in the research results. These include youth travellers' financial and time pressures, and the convenience and affordability of transport.

Finally, it was found that the most valued source of information for youth tourists is word of mouth and recommendations. This is an asset for Love Loch Lomond, as there exists a wealth of online reviews and posts which speak positively of the area and can be leveraged in youth tourist promotional material. It is recommended to explore this opportunity further.

It is hoped that this report will provide Love Loch Lomond with the information and ideas needed to create an effective marketing strategy for youth tourists. However, given the dynamic and ever-changing nature of the tourism environment, it is also noted that further research and ongoing evaluation of the recommendations described herein would be of great benefit.

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## **1.0 Introduction**

### **1.1 Company overview**

Based in Scotland, Love Loch Lomond is a destination marketing organization (DMO) that caters to business and consumers alike in the tourism industry. Established in 2011, the organization works with local businesses across the Loch Lomond, Trossachs and Clyde Sea Lochs areas, providing workshops and guidance to members so as to enhance business opportunities and promote growth in the local tourism industry. Love Loch Lomond covers a wide geographical area, so for this report when referring generally to the scope of the organization, Loch Lomond will be used as shorthand. Where specific areas or towns within the wider region are the focus, these will be named individually.

It is worth noting that Love Loch Lomond is a small organisation, which creates its own challenges in achieving their goals. Hence, this research aims to assist the organisation in targeting a different market from its usual customers by providing insight into the perceptions and motivations of the new market.

### **1.2 Background Context**

In this research, Love Loch Lomond is targeting the youth market and looking to stimulate interest in tourism to the areas for which it is responsible. An opportunity exists for destination marketing organisations in the increasing number of youth travellers globally (Richards, 2015). Defined for the purposes of this research as visitors aged between 18-35, this group is an important demographic for Love Loch Lomond to target, as the typical current visitor is aged 35+ (Scotland Visitor Survey, 2015/16). In order to promote the areas and to encourage local businesses to grow, younger demographics should be a focus for looking ahead to future marketing campaigns. However, so that communications are relevant and persuasive for youth tourists, a greater understanding of their attitudes and perceptions is needed to help inform strategy. For this reason, this research investigates both existing youth visitors, to find out more about their perceptions and motivations for travelling to Loch Lomond, and prospective visitors, to gain insight into why they may not have visited or considered visiting the area.

The research aimed to provide insight for both the domestic UK market and the international market, in line with Love Loch Lomond's strategic goals. International and domestic tourists may be passing through the areas on route to another destination, on a day visit or be part of an organised coach tour which makes stops in and around Loch Lomond. In light of this, strategic priorities include a focus on increasing overnight stays and promoting based on different activities, such as outdoor pursuits (hiking, cycling, sailing), food and drink, and cultural and historical attractions.

To attract young tourists, Love Loch Lomond can focus on certain strengths of the areas it promotes, such as the scenery, sense of relaxation, and outdoor activities. According to the Scotland Visitor Survey 2015-16, the scenery and landscape was the primary reason identified both for visiting Scotland generally, and for specifically visiting Loch Lomond (Visit Scotland, 2016). Visit Scotland have also identified trends such as wellness, relaxation and 'getting away from it all' as affecting tourist motivations for visiting Scotland which carries over into data for the Loch Lomond area; the National Park Visitor Survey identifies walking and sightseeing as the top activities for visitors to the area (Loch Lomond & The Trossachs National Park Authority, 2016). The nature tourism market is well established for older demographics, but could be an area of growth for youth as the 2015 Visitor Survey showed that around one fifth of those aged 16-34 participated in wildlife watching during their trip (Visit Scotland, 2017).

Recognising the significance of the youth tourist market, many tourism businesses and organisations have exploited the opportunity of the Year of Young People initiative. This may mean a focus on digital communications, events targeted at younger demographics and promoting the achievements of young people in the tourism industry. However, this is not the principal focus for Love Loch Lomond, as the goals set out here are designed to inform a longer-term strategy and focus. As an emerging market, the youth market has a huge demand for tourism and is growing rapidly. At the same time, it also has some challenges. Limited resources and images, young people lacking information and experience, and unclear sources of online information are obstacles to the development of Love Loch Lomond's youth market.

### 1.3 Research aims and objectives

Given this context, the aims of this research are as follows:

- To explore the perceptions and attitudes of existing and prospective youth tourists to the Love Loch Lomond areas
- Identify the youth most likely to go to the Love Loch Lomond areas
- To identify key areas that youth are most interested in visiting for their travels
- To make recommendations for LLL to communicate with its youth tourist segment

This will be achieved using a mixed methods research approach, outlined in section 3 of this report.

### 1.4 Research limitations

As with any piece of research, there are limitations to this study, the principal of which is the timescale in which it is completed. Conducted over a period of around 3 months, a longer study may have provided richer insight. However, by approaching this study using mixed methods and combining qualitative and quantitative results, the results presented in this report are relatively detailed in view of the time frame.

## **2.0 Literature review**

This section reviews existing academic literature on youth tourism, youth marketing communications and destination marketing of ecotourism, in order to inform the research design.

### **2.1 Youth tourists**

Han, Kim and Kiatkawsin (2017) demonstrate that youth travellers are classified using stages in their lives rather than precise ages. They give the definition of young people as teenagers, college students, young adults and young professionals. While appropriate for academic studies, for practitioners these definitions are somewhat vague and may be difficult to action. Matzler and Siller (2003) point out that since market segmentation, market targeting, and positioning have become essential issues, some destinations focus on specific products for specific market segments. Matzler and Siller (2003) indicate that the youth tourism market is an important and fast-growing target market which can have good future prospects. Linh (2015) also agrees that youth tourism market is recommended as a potential market segment because they have high demand for travelling.

#### **2.1.2 Expectations of youth tourists**

According to Chen et al. (2013), even when tourists have no background knowledge of their destination, they prefer to use online sources to find out more, choosing a destination by comparing their preferences. Youth tourists are more likely to discover strange destinations and want to experience different cultures, local areas and activities (Buffa, 2015). In addition, youth prefer to experience adventure and ecotourism travelling (Anglin, 2015; Schlegelmilch and Ollenburg, 2013). They are more conscious of social responsibility when they make travelling decisions. Therefore, current expectations of youth visitors are about visiting culture-based, ecotourism and adventure traveling based on local flexible infrastructure and easy engagement environments.

### **2.2 Destination marketing of ecotourism**

Visitors have higher expectations for quality tourism which include environmental integrity of destinations. Some researchers have studied the understanding of and responding to the green travel trends of visitors. According to Hassan (2000), green tourism includes



ecotourism, heritage tourism, adventure tourism, soft adventure tourism and resort tourism. This section of the review will look at ecotourism destination marketing specifically.

### 2.2.1 Definition of destination marketing

The definition of destination image is that the expression of all objective knowledge, impression, prejudice, imaginations and emotional thoughts of an individual or group might have a particular place (Stylidis Shani and Belhassen 2017). Lee and Bai (2016) give the definition of special interest as travellers who visit a destination to take their special interests in a specific area or destination. They indicate that destination image has been studied as an independent variable which can have impact on travel behaviour in three stages: before visit, during visit, after visit. Martín-Santana Beerli-Palacio and Nazzareno (2017) also agree that it is important to regard the destination image at different phases of the journey: before the visit, during the visit and after the visit. According to Martín-Santana Beerli-Palacio and Nazzareno (2017), the image can be changed not only while travelling but also after a visit the experience will be concluded which can have impact on the tourist satisfaction and likelihood about destination. However, they think that the need to understand the behaviour of prospective tourists before they make a visit to a destination should be highlighted. The image gap of the pre-and post-visit can be classified according to the relationship with the process of searching for information before visiting a destination or the characteristics of the destination during the stay. Therefore, nowadays, it is more convenient to gather information of destinations, eliminating image gap is significant for travel organisations in order to attract youth tourists.

Govers and Kumar (2007) indicate that the destination image can be affected by tourism destinations which use promotion and marketing communications strategy. The process of searching for information is the key factor which can have impact on the whole decision-making process or organizing a trip. Frias, Rodriguez and Castaneda (2008) put forward that the image is a concept of a combination of consumer's reasoned and emotional interpretation as the consequence of two concepts which are perceptive evaluations of knowledge and beliefs of object. Therefore, to understand the factors influencing image may be helpful to identify target markets and the decisions of segmentation. Frias, Rodriguez and Castaneda (2008) point out that to provide information on the internet is

significant for the tourist's pre-visit. According to Lee and Bai (2016), image destination can have impact intentions and decisions of potential travellers before visit because of limited knowledge and intangible target product. They indicate that the destination choice can be influenced by needs and wants of travellers, awareness and interest gained from destinations and familiarity with destinations. A positive destination image can have significant impact on intentions of travellers to visit destinations. However, Mark (2017) suggest that destination image can be distinguished in three interrelated parts: namely, cognitive, affective and conative. The cognitive component is the predecessor of the emotional component, and the combination of these two components leads to the overall image of the destination. Stylidis Shani and Belhassen (2017) suggest that if a destination want to attract tourists may depend on the overall image than on any specific image characteristic in order to succeed. Both cognitive and sentiment evaluations may directly affect the entire image, and the influence plays an intermediary role between the cognitive part of the destination and the overall image.

#### 2.2.2 The definition of Ecotourism

Ecotourism comes and develops from the world's largest economic sector – tourism (Donohoe and Needham, 2011). Meanwhile, it is a fast-growing part in the tourism industry, especially Europe and North America are most popular regions in ecotourism industry (Sangpikul, 2010). It is more likely to be a type of tourism which is about natural experience and attractions of environment (Chiu et al., 2014; Sangpikul, 2010). In recent years, the numbers of people who prefer to the ecotourism are increasing, and scholars have studied ecotourism based on practical cases; therefore, there are a lot of definitions of ecotourism. Basically, the standard definition of ecotourism is from The International Ecotourism Society (TIES) which is 'responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education'. According to Thurua et al. (2013), ecotourism has four factors: first, relating with nature-based destinations; second, including more free spaces to learning and last linking with sustainability of ecological, sociological and economic. In addition, Xu et al. (2017) proposed that ecosystem includes forest, wetland, ocean, and grassland which are important and essential for the Earth, therefore, ecotourism need not only focus on business return, but also aim to sustainable development. As for the places, Donohoe and Needham (2011)

mentioned that some countries establish their national parks based on rich ecological and landscape diversity. Therefore, the rapid development of using of the internet in both market and planned ecotourism activities makes it possible for an increasing number of eco-tourists to become informed about and visit more remote and/or ecologically sensitive destinations, especially popular destinations for eco-tourism is national park. Overall, the one of most important factor of ecotourism is natural environment or natural-based attractions. Therefore, it is an essence factor which can attract potential tourists.

### 2.2.3 Types of products/activities of ecotourism

The growth of the tourism markets forces tourism companies or CMOs to produce more products to engage tourists. In the ecotourism industry, it is important to focus on developing attractive products; since natural-base sites need add more manufactures to protect tourists basic need, such as accommodations, food, transportation, interesting products (cruise, horsing, hiking, fishing, doing exercises with local people etc.) (Sangpikul, 2010). The development of internet has forced the tourists to focus more natural attractions, like forests, mountains, oceans, and grassland etc. The main products are about outdoor activities, food, accommodation, touring, shopping, and entertainment (Xu et al., 2017). Meanwhile, Thurua et al. (2015) mention that the attraction of four-star cuisine, adventure, romance, family bonding and vast opportunities to experience, nature, history and culture in exotic places is irresistible to many vacationers (Honey, 2004). In addition, more and more tourists are choosing to spend their vacation and leisure time traveling of ecotourism. Therefore, as a marketer or product manager need to design products of ecological tourism to base on central locations and times. Some typical products of ecotourism are:

#### *Cruise*

As for cruise, the most important reason for ecotourism industry is that tourists can spend their money on shopping, such as dining, shopping, and engaging in local activities even luxury accommodation (Thurua et al., 2015). If a destination chooses to develop cruise business, it needs to have available space about a lake or river. Therefore, cruise is one of the most popular activities in ecotourism sector.

### *Hiking*

According to Hugo (1999), nature based tourism of which hiking forms an important part is a fast-growing sector within the tourism industry. Therefore, discussing central hiking trails is very important. Since, discussion centres on hiking trails, the procedure is, in essence, applicable to the provision of any other type of trail such as for four-wheel drive vehicles, horse trails and cycle tracks. In a natural environment, people are more likely to choose to experience it on foot or riding horse or driving by themselves. Therefore, exploring the environments is the driver of hiking.

### *Ecotourism accommodation*

According to Sangpikul (2010), accommodation is the key factors to influence the successful of ecotourism destination. The accommodation in ecotourism is more likely to outdoor-based, especially living in tents. According to Wight (1997), tourists in ecotourism accommodation parts prefer to experience nature, adventure, or cultural experiences in the countryside or wilderness. In addition, general consumers chose hotels/motels most often (56%), but they also selected a range of other camping and fixed roof options. Therefore, designing accommodation promotions there is a need to focus on nature and specific natural attractions in ecotourism.

### *Food and local activities*

Food can represent culture of destinations. Now, it is becoming more popular when people travelling. Since tourists can choose preferable restaurants in TripAdvisor or Google Maps, food obviously is the important driver for travellers. Meanwhile, eating speciality and local food will engage in local activities together. For example, in campfire experiences, tourists not only can play with local people, but also can taste local food (wine, dishes, snack etc.) as well. Therefore, ecotourism is more likely focus on engagement and sustainable of local environment and culture.

## 2.3 Youth marketing communications

### 2.3.1 Integrated Marketing Communications (IMC)

IMC at first seems to be a fairly brief concept, which is explained as adjustment and coordination of information and incentives for marketing personnel, and guiding them to

clients and potential clients (Charles, 2009: 75-84). Duncan and Everett (1993) suggest that IMC is the process of managing and promoting the relationship between brand value and customers. More specifically, this is a cross-functional process that, through strategic control, affects all information of these targeted groups and encourages them to conduct data-driven, purposeful dialogues to create and promote benefit relationships with customers and stakeholders (Duncan and Everett, 1993: 30-39). According to Saunders *et al.* (1999), the purpose of integrated marketing communications is to create a clear, reliable, and influential tool to communicate the company's brand to target groups. If all relevant elements are organised into a consolidated whole, the most significant marketing communications will be achieved. By integrating various combinations of elements so that they coordinate with each other or work together, the opportunities can be created to increase the effectiveness of the entire marketing communications effort.

The core of IMC is to implement all plans and provide coherent and effective information. Mortimer and Laurie (2017) give a deeper explanation of the IMC implementation process. They found that, when implementing the IMC program, many organisations had to invert, starting with clients and potential clients, rather than products and services, and in conjunction with the youth customer's perspective rather than from a youth customer's point of view to observe the organisations. This finding is particularly relevant to this study, as Love Loch Lomond as looking to explore attitudes prior to setting strategy. In terms of visual experience, Pike (2008) argues that IMC will certainly help to establish associations in memory which can be easily and directly linked to the brand. The importance of effective communication cannot be underestimated. At the same time, Wang et al (2009) reviewed the phenomenon in practice illustrated that public relations, advertising and direct marketing and promotion are considered as the main methods for the communication of information in the IMC strategy. Percy (2008) has mentioned, indeed, any links of the brands and the target customers are carried out by some media. Except for mass media, the "new media" will be included (such as internet, smartphone), sponsors, propagation in entertainment programmes or films, and even the packaging of the product itself. This "relationship marketing" strengthens the loyalty relationship with customers and could protect consumers from the unavoidable impact of competition.

### 2.3.2 Digital Marketing Communications

The concept of “digital marketing” evolved from the specific terminology used to market digital channels for products and services as time changed. The purpose is to attract customers, establish customer preferences, promote influence of brand, and increase sales by using digital technologies (Financial Times, 2018). Following the definition of the American Marketing Association, digital marketing can be seen as “digital technology for clients and stakeholders to promote the activities, organizations and processes to create, communicate and deliver value” (AMA, 2018).

Cheyne *et al.*, (2013) emphasized that digital marketing is more interactive, personalized interactive websites and multimedia forms will create more traffic and allow target youth customers to stay longer online. This two-way interaction is "sticky" (Montgomery and Chester, 2011) and enables marketers to use this medium more effectively than traditional advertising formats (Hang and Auty, 2011). Moreover, entertainment advertising might be of reduced value, as young consumers suspect that the ads have the intention of convincing to make them more accessible and understand brand information (Moore and Rideout, 2007).

On the other hand, although online reviews are effective and it is helpful to attract youth consumers via promotions and other gifts, some of these messages are offensive to consumers, by causing interruptions or interfering with consumers' online activity. Therefore, organizations should choose a truly attractive strategy and promote consumer-friendly content to propagate the brand (Smith, 2011). According to Rodney (2017), young generations have their unique communications in comparison to other generations. Typically, there are word-of-mouth (WOM) and online activities for youth generations (Ake and Christian, 2017).

#### *WOM (eWOM)*

As for WOM, youth generation use online and mobile devices for WOM (Kelley and Sherry, 2011). Traditionally, people prefer to use WOM. However, youth generation is more likely to share their comments on internet, such as blogs, Facebook, Instagram, Twitter and WeChat etc. Like this article mentioned before, youth prefer to pre-visit the information of

destinations. Therefore, reviewing the previous comments from internet (eWOM) is the one of the unique characteristics in youth tourists (Kelley and Sherry, 2011).

### *Online activities*

Apart from reviewing comments from previous visitors, using social media is an important approach to gather destination information. Before the development of social media, newspaper, TV, radio and magazines were the dominant channels for people. However, youth generation are growing up in social media environment, so traditional media are losing their advantages in communications. As for travelling, youth not only can access to details of a destination from websites (such as DMO official websites), but also from video media such as YouTube. Therefore, WOM and online activities are the basic types of marketing communications of youth (Rodney, 2017). No matter what eWOM or online activities, the reason youth prefer this is that it is more persuasive (Chang et al., 2015). This type of content is known as 'user-generated content' (UGC) (Bruhn et al., 2012). Therefore, the eWOM and UGC are not only a unique characteristic of youth social media, but also are persuasive when they are making decisions.

## 2.4 Summary

The broad scope of tourism and tourism marketing literature offers a variety of directions for practitioners to follow, which is both a strength and a weakness; having different strategic options is excellent but can cause an organisation to spread itself too thinly. A narrowing the field to topics specifically related to an organisation's circumstances has been attempted here through an exploration of youth tourism, ecotourism and youth marketing, describing the most relevant academic findings.

Youth tourists have different expectations and motivations from other tourists, and look to find destination information online. They rely more on each other's reviews than traditional marketing promotions, but are also comparing information across media (looking at product placements and sponsorship, for example). In addition, these tourists are more concerned with the impact of their visit, not only socially and culturally, but also environmentally, and are drawn to ecotourism products. For Love Loch Lomond, this represents an ideal opportunity.

### **3.0 Methodology**

For this project, a mixed-methods approach was undertaken to help provide the organization a fuller and sound picture of the youth market they face. By using both qualitative and quantitative methods through a sequential exploratory research design over a span of two months, the group hoped to gain in-depth knowledge, and then generalisable data that the company could rely on (Saunders, Lewis, Thornhill, 2016, p. 171). In particular, the group focused through the sequence to first gain a well-rounded view of the target market, then help the organisation focus on certain points using the latter data. With that, the following details each research methodology conducted; specifically, individual-depth (in-depth) interviews, and netnography for the first phase, while online surveys for the second.

#### **3.1 Research Methods**

In the initial phase, the group aimed to understand the experiences of prospective and current youth travellers to the Love Loch Lomond areas. This was done through an unstructured research approach that is used to gain insights on behaviour, motivations, and attitudes (Wilson 2012 p.103), using in-depth interviews and netnography. Although the methods under this design do not provide quantifiable results, they helped provide in-depth understanding that was used to inform the latter part of the research (Saunders, Lewis, and Thornhill, 2016, p.168).

With in-depth interviews, insights were gained through an unstructured approach that studied a small number of purposefully chosen individuals. By having this flexibility, the interviews allowed the researchers to go deeper into the thoughts and ideas of participants that could not have been discovered without active listening and further questioning (Wilson 2012 p.103). Given that extant literature does not describe youth travel behaviours and attitudes in relation to the Love Loch Lomond locations, the interviews were then deemed necessary to explore these themes in context before further research was done with quantitative methods.

To further increase the depth of the qualitative data, a concurrent netnographic study was conducted. Employing such an approach to consumer research allows for analysis of both



archival and live communication, providing rich insights into attitudes and perceptions. Collecting online data, for example from social media sites, enables researchers to explore themes and narratives created by conversations. Unlike the interviews, this allows respondents to be less affected or biased by the researcher, and possibly give other points of view with regard to the data.

Following the qualitative research, a quantitative study was then conducted based on the insights gathered from the netnography and interviews. With this research method, the study aimed to provide numerical data that could determine which insights were generalisable for further business use (Saunders, Lewis, and Thornhill, 2016, p. 276). This subsequently helped the researchers prioritise which in-depth insights to use in the final output that would best benefit Love Loch Lomond.

### 3.2 Research Instrument

Given the proposed mixed methodology, this section describes the specific methods used for each phase of the research.

Face-to-face interviews were conducted that lasted between 30 and 40 minutes within university grounds. Questions used here were centred around three main themes (see appendix 1). The first theme was about the participants' general travel behaviour, and preferences in relation to travels around UK, or Scotland. Following this, the second main theme focused on their knowledge of the Love Loch Lomond areas, and additional attitudes or perceptions they have on each of the places. The final theme then focused communication preferences in relation to how they get travel information and form plans. Overall, these themes helped contextualise general travel behaviours and communication preferences to what is found in Scotland/UK.

To complement the former, a netnographic study was undertaken to gain insight into consumer perceptions of visiting Scotland, the Loch Lomond and surrounding areas, and other areas which can be seen as competitors to Loch Lomond. By analysing the content and themes of consumers' posts across a variety of social media and tourism platforms (specifically Facebook, Twitter, Instagram and TripAdvisor), the research sought to help

shape recommendations of digital marketing opportunities for Love Loch Lomond through using user-generated content as inspiration.

Lastly, with regard to the quantitative study, the researchers employed an online survey questionnaire to gather data from respondents. Unlike other methods, this allows the survey to spread quickly through social media, and other internet-based communication platforms.

In the questionnaire, 21 questions were used and divided into different themes (see appendix 2). The first group investigated the general travel behaviours and preferences of the respondents. This includes how much is spent per day, when people are more likely to travel, and how long they stay in their destinations. These were used to help understand how youth travel in general regardless of where they go, and actual plans they may have. The next group of questions then focused on respondents' motivations for travel, as well as the factors that affect these motivations. Motivations included spending time with family, attending special events or festivals, having an adventure, sightseeing, and others. This was accompanied by communication sources and factors that helped build these motivations such as social media, word of mouth, brochures, blogs and other media related to travel. In addition, barriers were also investigated that impeded travel such as transportation, cost, weather, and other issues. These then helped indicate may be highlighted in Love Loch Lomond's marketing that might not have been considered in the past. Consequently, the last group of questions then explored what participants would want and appreciate when travelling to the Love Loch Lomond areas. Given that youth do have prior travel motivations, this part would be able to show Love Loch Lomond can focus on that may either align with participants' motivations, or be good enough to overcome what youth generally want.

As for the type of questions used, the group mainly focused on Likert scale questions as they are best used when studying attitudes of participants (Wilson, 2012, p. 166). In this type of questions, participants were asked to rate their thoughts on a particular phenomenon using a 5-scale measure that showed their degree of favourability with a statement. Other questions were used to identify the participants' top choice in terms of communications and information sources in relation to their travel plans. These results were then used to help

understand the youth market's attitudes and motivations, and to help prioritise and focus marketing in relation to the company's limited resources.

### 3.3 Sampling

Given the research time constraints resulting from a mixed-methodology design, the researchers used a non-probability, purposive sampling approach that aimed to recruit both international and UK-based youth travellers within Glasgow, which totalled to 14 participants for the interviews that were aged between 18-34; with the exception for the netnographic study wherein it was difficult to determine the actual identities of participants. With this form of sampling, samples are not randomized and therefore cannot produce statistically quantifiable results (Saunders, Lewis, and Thornhill, 2016, p.276). Even so, the sample contributed in-depth knowledge that helped inform the questions constructed for the subsequent survey. Consequently, the mixed methods approach was able to give generalisable data concerning the target population itself; specifically, international and local tourists to the Loch Lomond Areas. The specific sampling selection used was quota sampling. With five members in the research group, each was assigned a specific number to interview for qualitative research, to observe and interact for netnographic qualitative, and to pass the survey online for quantitative research. For the qualitative part, each member was asked to interview at least three people, and for the quantitative part, which aimed for 150 respondents in total, each member was required to gain 30 respondents.

### 3.4 Ethics, Reflexivity, Bias

Given the different research designs used in this study, different ethical issues and biases were considered in relation to each design.

For the interviews, with identities and personal beliefs revealed to the researcher, confidentiality and anonymity were of upmost importance. Therefore, codes were assigned to participants during recording, and the records themselves were kept confidential with restricted access (Saunders, Lewis, and Thornhill, 2016, p. 255). At the same time, it was ensured that individuals were fully informed with regard to the purpose of the study to allow them to give voluntary consent to participate. This was done through a consent form

given before the interviews that also explained the confidentiality, and the requirement of participants being over 18 years of age (Saunders, Lewis, and Thornhill, 2016, p. 252).

Furthermore, issues related to reflexivity and bias were considered in the interview process. Given the need to probe on themes, and require more information from participants, the interviewers needed basic skills of interviewing in order to obtain useful and unbiased information. According to Gutmann (2014), qualitative research interviews require a variety of skills, such as representation ability, clear and logical analysis, divergent thinking, highly focused attention, the ability to listen carefully, the ability to possess professional knowledge, and to maintain tolerant mentality, respect and curiosity. Only in this way can interviewers carefully consider the decisions during the interview process and analyse the interview data. However, the two parties conducting the research may have different values that will make communication difficult. Moreover, the ability to listen to interviewees' requests, explore issues gently, and conduct regular reflections and clarifications is key. These skills can promote the relationships with interviewees, rather than hinder participants' authorization (Leslie and McAllister, 2002 : 700-712). This means that during the interview, efforts were made to eliminate or minimise the prejudice arising from different ways of thinking in the interview.

As for the netnographic and quantitative studies, the main ethical issue considered was participant consent. Although the research did not explore any sensitive issues, it was of importance to fully inform the participants of the research, and ensure that they were above the age of 16. In addition, the studies were also ensured not to ask for any personal data from the respondents. To gain consent for the netnographic research, online participants were informed of the researcher's presences, while others directly communicated with were asked for permission to use their ideas and opinions in the research. As for quantitative, these ethical concerns were addressed through an opening paragraph on the beginning of the survey that stated the following:

"This survey aims to understand the youth tourism market for the Love Loch Lomond areas such as Loch Lomond, Trossachs, and Clyde Sea Lochs. Specifically, we wish to see what are the characteristics of this youth market, what attitudes and perceptions they have of

Scotland and its areas as a destination choice, and what are the best themes and methods to communicate to this target market. That being said, by clicking next you confirm you are aged 18+ and consent to take part in this research. By clicking continue, you agree to participate in this study. Rest assured, your identity will remain confidential.”

### 3.5 Data Collection

For interview data collection, each participant was contacted by the group’s personal networks within the Glasgow area. Once recruited, each member interviewed participants face-to-face within university grounds. Each interview averaged between 30-40 minutes, and was recorded by interviewers for further analysis. Audio records were also collected with permission to allow dialogue to flow smoothly, and maintain uninterrupted interaction. Overall, 14 participants were interviewed, with ages ranging between 18 – 26.

For the netnographic research, data was collected by observing relevant content surrounding consumer perceptions of visiting Scotland, the Loch Lomond and surrounding areas, and other areas which can be seen as competitors to Loch Lomond. This was specifically done in key online platforms such as Facebook, Twitter, Instagram, and TripAdvisor. If there were interesting posts, reviews, and other consumer-generated content, the researchers approached participants privately online, with permission, to clarify and develop their points of view. This was done for 5 days until exhaustive information was received from the study to give a well-rounded perspective.

Lastly, once the questionnaire was completed using the qualitative data, members started distributing the survey by the 5th of May. While most of the time the survey was distributed online in the researchers’ personal networks, some respondents were asked to complete the survey in person using members’ devices. After 3 days of collecting data, the research closed by the morning of the 7th of May. In the end, the total number of respondents was 150, both international and UK respondents.

### 3.6 Data Analysis

After gathering the information of in-depth interviews, the researchers needed to analyse and interpret the data. Important information was summarised from the 14 interview

records with the aim to understand the perceptions and attitudes towards youth tourists. In every part of the interview, it was necessary to understand how specific characteristics and personality of youth tourists interact. To do this, content analysis was used in particular as it helped organize the data with core themes from the interviews (Wilson, 2012, p. 120). This then helped find patterns and themes that were not necessarily found in the literature, and equally needed to be checked for generalisability.

Data gathered through the netnographic study was coded and analysed using a thematic approach, with differentiation between visual and textual materials in order to discern patterns and trends within the data. These themes were then explored in further detail by examining the content, phrasing and context of the visual or textual item. This study also employed a participatory strategy in conducting netnography to inform social media and forum participants that the research was taking place prior to asking questions or seeking opinions. This approach has an advantage over remaining passive and simply gathering, coding and analysing data, in that richer insight can be gleaned through taking part in the discussion (Costello, McDermott and Wallace, 2017). Care was taken however not to influence results as much as possible, but merely to explore perceptions in greater detail.

To analyse the quantitative data, the SPSS software was used to code and study the results. Specifically, the group was looking for relationships and correlations between variables that could be used for recommendations for the company. For more detailed explanation of the analysis, please see appendix 2.

### 3.7 Limitations

Given the amount of time available for the comprehensive study, a number of limitations were faced by the researchers.

With regard to the interviews, one main limitation was the location where the interviews were conducted. While it would have been beneficial to interview people in other areas of Scotland, especially those who were in the Loch Lomond area as tourists, the time constraints required the researchers to gather information as quickly as possible to inform the quantitative surveys. As a result, tourists who are from or go to the location of interview

may have had similar interests against those in other areas with less city backgrounds. Another limitation in this research was the varying skills between researchers in the group. With this variation, there could have been inconsistencies with how interviews were gathered, and which questions were probed further. This was addressed as much as possible however, with communication regarding research goals and understanding.

Particular limitations of this netnographic study included the selection of platforms and types of content chosen to be analysed. The decision to focus on Facebook, Twitter, Instagram and TripAdvisor means that the majority of content was visual or image based, with limited text based content available except via Facebook and TripAdvisor. However, these were the media which have the largest audience and are most likely to be used by the target group. Secondly, time was a limiting factor in conducting this study, as there was a short window in which to capture data. This was ameliorated by the researcher's focus on certain hashtags and reviews, to keep track of the quantity of data to be analysed. This may also limit the scope of the data included.

As for the quantitative research, one limitation included the imbalance of UK and international respondents. With members having international backgrounds, it was difficult to access local youth to spread the online survey within a short amount of time. In relation to this, and to the interviews, the quantitative respondents were also mostly limited to people within the same area as the time constraints made it difficult to look for more respondents from outside of the area.

Overall, with the restraints the researchers faced, the organisation must employ caution with regard to which information is used, and to what purpose.

## 4.0 Findings & Discussion

### 4.1 General perceptions of travel in Scotland and the UK

This objective was designed to provide context for the research and to explore general perceptions more broadly. As part of the in-depth interviews, participants were asked about their travel history in order to place the interview in context and to provide insight into their past visits and opinions. The UK interviewees had travelled around Scotland and the UK and had also visited other destinations; when asked to think of a place they had very much enjoyed visiting, Spain and India were mentioned as favourite places. Although they expressed positive feelings about their travel within their home countries, it was not foremost in their minds when talking about travel.

*“I like to experience new cultures, and I like places which aren’t overly commercialised? If I do go to like a city or somewhere, I like to try and find the hidden things, the things off the beaten track. My favourite place is India.” – F, 24, Scottish*

For traveling in Scotland, Edinburgh was the first choice given by interviewees, stating that it is famous as the capital city. Places like Dundee, Glasgow, St Andrews and the Highlands were also popular, and these were always mentioned together because travel to and from certain areas is seen to be accessible and easy. York, Manchester and Liverpool are also famous and well-known, and some choose to visit famous cities rather than to explore on their own. When asked more specifically about their preferences before deciding to take a trip, most interviewees preferred festivals and events, and were interested in activities with local culture and people (e.g. the Fringe Festival in Edinburgh).

More than half of the interviewees prefer to stay about two days for a trip. Those who prefer travel alone spent more than a month, as they were exploring their own British heritage. Unsurprisingly, participants in both the interviews and survey indicated that they preferred to travel in the warmer months (spring and summer).

### 4.2 Perceptions of Loch Lomond, the Trossachs and Clyde Sea Lochs

This objective sought to explore travel motivations and perceptions. In the survey, the Q8 (How significant is each travel motivation for you?) and Q9 (How significant are each of



these information sources when making travel plans?) are focusing on studying the motivations. In the Q8, there are 8 motivations: spending time with family/friends, attending events/festivals, and sightseeing in tourist locations, educational trips, rest & relaxation, adventure, celebrating special moments, escaping.

In the survey, Q9 (How significant are each of these information sources when making travel plans?) was designed for which types of sources can stimulate visitors to visit, which are comments section on websites, online reviews (e.g. TripAdvisor), recommendations from friends or family, travel blogs, travel agencies, official destination websites (e.g. VisitScotland website). Authenticity was the highest rated motivational factor, indicating that tourists seek out reviews and information from those who have already visited. Both Twitter and Instagram users actively seek word of mouth recommendations, and as one might expect, the Visit Scotland Twitter account receives questions regularly on things to do and how to travel around Scotland. One Twitter account asked Visit Scotland directly for recommendations during a trip to Glasgow, mentioning that they wanted to see Loch Lomond as well; interestingly, the response focused on the Glasgow part of the question and directed the user to the Loch Lomond and Trossachs National Park Twitter account for details on visiting there.



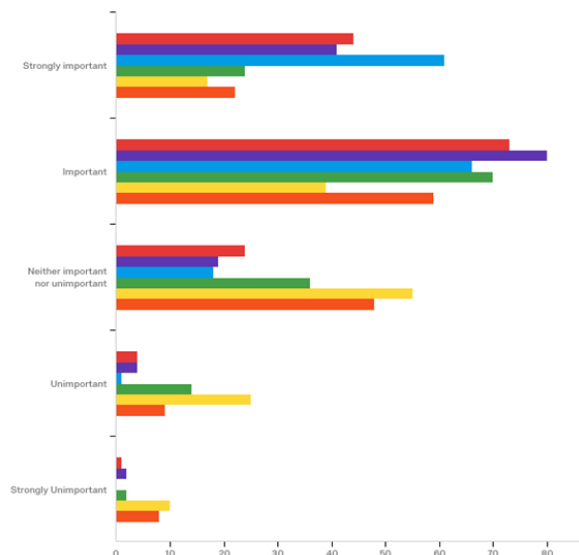
User interaction on TripAdvisor is one of the website's selling points, in that consumers can read reviews and ask questions of other consumers, instead of relying solely on marketing copy produced by businesses. To this end, several users asked questions on forums regarding transport to the Loch Lomond and Trossachs areas for various activities such as hiking and cycling.

The second important part of motivations are adventures and escaping. The same characteristic of these two factors is about reducing pressure. No matter what adventure and escaping, majority of youth generations are suffering from high pressure now. Therefore, reducing the pressure from daily life is a second motivation for travelling. From

the in-depth interviews, it was found that local food is the first choice when youth tourists make a decision before a trip. In terms of city sightseeing, some of them are looking for unique architecture and shopping. When traveling in natural views, they prefer outdoor activities such as hiking, walking and climbing.

*“I’m not a huge museum guy. Like, when we went to Devon it was to go surfing. If there was something cool to do, like, I don’t know, a sport or something, that might make me think more about that place. I like having things to do, I like active things to do.” – M, 26, Scottish*

Sources of information were another important motivation, as sometimes these types of sources are relevant with commercial factors, especially travel agencies. Some of youth prefer to find travelling packages in order to reduce their time and cost. In terms of access to information channels, although respondents are young, when asked how to obtain information about these areas, only two mentioned social media. More people said they travelled with their university or had learned about the area from friends. Most of the respondents said they knew and had gone to Loch Lomond.



Based on the table above, 66 survey participants thought recommendations from friends or family is the best source of information. In addition, 44 and 41 participants thought comments section on website and online reviews (like TripAdvisor) are very important. The 'real' travelling experience plays a significant part in youth travel decision making.

The overall perception of the Love Loch Lomond area appeared to be positive, with associations such as 'nature', 'scenery' and 'peaceful' mentioned during in-depth interviews. Interviewees said that visiting Loch Lomond did not change their original views, but for those who had not yet visited, the majority were keen to do so. One of the respondents mentioned some friends who recently came to Glasgow, saying that they really want to see it! Survey respondents rated 'scenery' and 'peaceful' most highly in their expectations of Loch Lomond. This is further reinforced by the visuals and text shared by users across all the platforms included in the netnographic analysis, where the main themes were 'nature', 'outdoors' and 'activity'. Posts were highly visual, even on TripAdvisor where it might be expected that there would be a high proportion of text. Although there were several detailed text-only reviews, users also shared their own photos of places they had visited, had meals or stayed.

However, interview respondents had different ways of understanding Loch Lomond; three had heard about it from friends, two were traveling to participate in a pre-session course; others said they had visited or seen it on the Visit Scotland website. Interestingly, there was no mention of 'Clyde Sea Lochs' in either interviews or social media searches, and no results for this term or phrase were found on TripAdvisor. However, Balloch, Helensburgh and the Trossachs were offered instead. In addition, when searching more broadly via Google for 'Clyde Sea Lochs', the top three results were Love Loch Lomond pages and were the only results relevant to the search terms.

The area appears to lack its own unique characteristics in the minds of respondents; survey respondents also seek a local experience specific to the area they are visiting. Cultural activities (0.508), good food (0.713), historical (0.677) and adventurous (0.641) are in same group, data means how important relevant with the common factors. The common contents of these four factors are local unique things, such as cultural activities and good food.

#### 4.3 Expectations and barriers to visiting the Love Loch Lomond area

This objective looked at the expectations and possible barriers involved when youth tourists were making a decision on places to visit, and specifically, expectations and barriers in visiting Loch Lomond, the Trossachs and the Clyde Sea Lochs.

When asked about the views of the Loch Lomond area, interviewees thought bad weather was commonplace, but it was still beautiful. Weather (0.825) and security (0.817) are important barriers according to the survey results, which means that these have a strong effect, stopping 23.655 % making the decision to travel. Some interviewees also mentioned that weather even can destroy their whole experience, and the emotions associated with the destination and travelling.

A popular question asked by TripAdvisor users referred to day trips to Loch Ness, with opinions sought on viability, distance and tour operators. Although Loch Ness was the original destination mentioned, several users recommended Loch Lomond as being closer to Edinburgh (where the forum poster was going to be based), and as having better scenery, with one user remarking: "Loch Lomond >> Loch Ness." When interviewees were asked about transportations, most chose train and bus for traveling for reasons of cost and convenience.

Financial pressure is the one of the most important barriers for youth tourists when considering travel, and inconvenient transportation also scored highly as a barrier f in the survey results (cost 0.798, transportation 0.686). One interviewee said that public transportation such as trains are expensive, but that: *"Loch Lomond is not crowded and you can enjoy a lot."*

Public transportation (0.609), free Wi-Fi (0.835) are about basic infrastructures, showing that youth expect to experience convenient transportation and accessible Wi-Fi in their journey. This is contrast to the finding in the interviews that, when asked about the importance of sharing photos on social media as soon as possible, most of the respondents did not feel it was important.

#### 4.4 Communicating with the youth tourist market

This objective aimed to provide actionable insight into if and how Love Loch Lomond could communicate with youth tourists to promote and encourage increased visits and spending in the area.

Half of the interview respondents obtained information from their friends, perceiving this as the way to get "real information and feedback". Interestingly, respondents get information from friends and social media at the same time. In terms of the format of information, a preference for video was expressed by interviewees, because "video is real". The visual nature of social media lends itself well to this preference, and can be seen in the volume of sharing visitors engage in when travelling.

On both Instagram and Twitter, the hashtag '#lochlomond' was highly active, with over 260,000 posts on Instagram (Twitter searches unfortunately do not provide a post count). Frequently found hashtags included #highlands, #trossachs, #visitscotland and #bonniebanks used in reference to images of Loch Lomond. Instagram users also heavily used #landscape, #explore, #travel and #adventure in their posts, with these tags appearing most often on images of scenery, camping trips and walks. Another Instagram trend was to post photos of the user's dog enjoying their walk through the area, and most users posted more than one photo of their dog each time. The area is seen to be welcoming to dogs and many walkers, hikers and cyclists are posting images of the scenery featuring their pet taking advantage of this. Munro bagging with one's dog is popular activity on Loch Lomond Instagram and Twitter!



Food was the most popular criteria for judging an area in the interviews. In social media posts around this topic, users praised various dishes and restaurants they had frequented while visiting Loch Lomond, with high quality seafood featuring most often. Festivals such as the Helensburgh Gin Festival taking place in August could be leveraged as a promotional opportunity, as there was limited interaction with the Twitter posts at the time of writing, possibly due to the timing of the event itself.



The hashtag #big painting challenge could represent a missed opportunity for Loch Lomond tourism businesses. The area had been featured on the BBC's Big Painting Challenge programme, and was mentioned positively on Twitter during the programme's airing. This type of programme is likely to appeal to older demographics, and would perhaps prove less useful for those businesses seeking to attract younger visitors. However, it could be an opportunity to showcase the natural beauty of the area which is the most prominent theme in social media discussions of the Loch Lomond area.

## **5.0 Conclusions & Recommendations**

This research used various research methods to achieve the four main objectives set by the researchers in response to the project assigned by Love Loch Lomond. Given that the organization has identified the opportunity of marketing its areas – which include Loch Lomond, Trossachs, and the Clyde Sea Lochs – to the youth market, the research adopted an exploratory study that began with two qualitative research designs - specifically in-depth interviews and netnography - and followed this with a quantitative study, conducted via a survey. This approach was designed to gain rich insight into possible motivations, attitudes, and perceptions of youth travellers that was later tested to determine factors and information that was generalizable to a youth tourist market. Consequently, this allowed the researchers to identify priority points for Love Loch Lomond when communicating with a youth segment, taking into account challenges presented by limited resources. The following sections summarize the key findings and recommendations of the research.

### **5.1 Perceptions of the Love Loch Lomond areas**

As for the first objective, the research has mostly shown consistency in what existing and prospective youth tourists perceive and expect with the Loch Lomond areas. From the qualitative research, it was shown that the areas were known for its natural scenery, outdoor experiences, and peaceful characteristics. While this is known to the company, this set of information emphasizes the need to build marketing around these key characteristics as they show to fit with the motivations of the youth market which is to relax and enjoy with friends. However, more effort must be done in terms of promoting food within the area as quantitative research has shown that this factor is one of the top expectations of the market, while qualitative has revealed a lack in known offerings for good food. Another implication of the perceptions and attitudes the youth has towards this area is an opportunity for the company to create a memorable image which has been found to be lacking for their areas. As revealed in the research, other tourism destinations benefit from being capital cities, having attached myths, and other related details. While there are cultural and historical information related to the area, which can also be used as a competitive factor against other destinations, Love Loch Lomond can choose to build upon the youth's motivations to escape from normal life, relax, and spend time with friends.

*Recommendation 1: Use visuals such as photos and video in promotional material to draw attention to the relaxation and outdoor activities on offer in the Love Loch Lomond areas*

## 5.2 Perceptions of youth tourists, existing and prospective

With the second objective, the research has shown that the organization must cater to youth who like traveling with friends, and would use the areas to escape the stress or mundaneness of daily life. Given that most of the respondents were students, the organization must continue to note that the top barriers relate to the youth's inexperience of finding information regarding a place, and restrictions from family which could include budgeting and safety. In addition, as the youth are motivated to escape their regular lives, the company must time their communications to not give a false sense of hope caused by weather factors revealed from the qualitative research. In particular, it would benefit the company more to communicate areas as summer or spring getaways, rather than for the whole year, to avoid disappointment from the misalignment of motivation with the accessibility of an area that allows an actual escape. If simply communicated as accessible without acknowledgement of the time, the organization may suffer for not helping the area live up to specific motivations.

*Recommendation 2: Acknowledge seasonality in marketing by focusing principally on spring and summer as times to visit, providing information on exciting activities and unusual accommodations available during these seasons*

## 5.3 Key areas of interest for youth travellers

For the third objective, the Loch Lomond itself remains as the main area in which the youth would visit. This is mainly caused by the idea as one of the main destinations within Scotland itself. Benefitting from this idea of being a "main area", the youth who come to Scotland would eventually visit the area, next to main destinations such as Loch Ness, Edinburgh, Glasgow, and others. As for the other destinations, they suffer from having an unmemorable image that would prevent them from becoming a priority to the youth. Even if there is accessibility and free Wi-Fi in locations, however, the youth would still need their main motivations met. As a response, it is then suggested for the other areas to highlight youth travel motivations such as good food, and an escape location. In other words, while



scenery is a common denominator that the youth would appreciate, the main image of the other areas must change to make them distinct; such as having a capital for food within Scotland.

*Recommendation 3: To help create a unique and memorable image of the Love Loch Lomond areas, promote a variety of food and drink experiences (such as the Helensburgh gin festival) in addition to outdoor activities*

#### 5.4 Communicating with youth tourists

Consequently, given the information found from the previous objectives, an overall campaign must be to promote a peaceful escape from mundane life for a youth traveller and his/her group. This is important as it will help the company differentiate its areas from other city and eco-tourism destinations that rely on its existing fame, shopping sites, distances to other famous locations. To maximize this campaign, videos are useful as they can give a handful of information to youth in an interesting way. Concurrently, there is great importance that must be placed to managing the comments and reviews of youth in online posts and reviews as they are the main channels influencing the youth. In relation to this, WOM must also be managed well as this does not only relate to how the youth like travelling with friends, but also where they perceive credibility comes from. With that, efforts must be made by the company to encourage actual online reviews by offering incentives such as coupons and acknowledgements to users. The organisation must also promote sharing from its members on social media accounts to have more online interactions between youth travellers which can help them influence each other, and provide the specific information the youth may not trust from other sources.

*Recommendation 4: Use and share testimonials and reviews from existing youth visitors to emphasise authenticity and credibility of marketing materials, and open dialogue with youth on Love Loch Lomond social media*

#### 5.5 Summary

Love Loch Lomond faces a challenging and competitive tourism environment, and by seeking to address new markets are looking to meet that challenge. Youth tourism is an

emerging global segment, and the time is right for DMOs to investigate its potential. In order to communicate appropriately to youth tourists, a deeper understanding of their expectations and perceptions is needed. This research has attempted to outline actionable recommendations which Love Loch Lomond can employ to begin actively marketing to youth travellers; focusing on visuals, enhancing the uniqueness of the image of Loch Lomond, the Trossachs and the Clyde Sea Lochs, and leveraging recommendations and word of mouth, should assist in achieving these aims.

However, this should be seen as an iterative process as perceptions are not static, and the tourism environment is constantly changing and dynamic. If possible, future research must then test the effectivity of these recommendations on the youth market. Continuous evaluation is integral to successful integrated marketing communications, but the recommendations outlined in this report should also be given sufficient time to become established, to allow consistency of the destination image within the youth market. Finally, with limited resources on the group's part, additional, more detailed research must be conducted with regard to each of the locations to help build communications strategy across all areas for which Love Loch Lomond is responsible.

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## Appendices

### Appendix 1: In-depth Interviews

Name	Age	Nationality
Yiwen	23	Chinese
Zhuyuan	24	Chinese
Dimitris	24	Greek
Matt	26	Scottish
Marissa	24	Scottish
Xianlai	23	Chinese
Ure	20	American
Elton	18	American
Xiuji	23	Chinese
Perterson	20	American
Amy	23	Chinese
Jacqueline	22	German
Aleusander	25	German
Chris	23	Chinese

### Interview Guide

#### *Introduction: (5 mins)*

Thank interviewee for attending, and introduce oneself as the interviewer. State what the research is about (uncovering motivations for visiting tourist destinations and exploring attitudes towards LL area as a tourist destination). Highlight that this is an independent research study not sponsored or endorsed by any of the organizations discussed. Ask participant to read the PIS and then sign the consent form. Remind the interviewee that they are free to pitch in at any time (actively encourage this). It is important that they are open and honest, and all information is treated confidentially.

Request to record the session to help with analysis at a later date. Inform all participants that no one will get to see the recordings and all discussion will be confidential and only the research team will listen to the recording. Ask participant: Is it OK to record the interview? Highlight there are no right or wrong answers, so the interviewee should feel comfortable getting involved. Inform the participants that the interview will last about 30 – 45 mins. Ask if there are any questions before the interview begins.

### *Background Information*

What is your age?

What is your nationality?

#### *1. Travelling in general (10mins)*

Ask interviewee what they like about travelling? Where have they enjoyed visiting? What is it they look for in a tourist destination? What is important for them to make their decision to choose a specific destination?

##### *1.1 Focus on Travel History in relation to the UK/Scotland*

Have you actively travelled around Scotland, or anywhere in the UK? Where have you been? (If they have not actively travelled around the UK, but in other areas, ask about general travel motivations. These could have related to questions marked with “\*”; if not a traveler, do not interview)

Why did you choose this place? What were attractive to you? (Motivations)

How many days did you spend within this area?

What was your mode of transportation? Was it your preferred?

What were your main activities in this area? Do you prefer natural destinations, events? Sports?)

What are your criteria for judging an area (Wi-Fi, distance, accommodation, food and drinks, etc.)? Is sharing photos on social media important, or as soon as possible when in the area)

Do you have any concerns before your travel? And during your travel? When you wish to travel?

Do you prefer to travel alone, with family, or with friends?

## *2. Knowledge of Love Loch Lomond Areas (15 mins)*

Love Loch Lomond has primary areas from numerous others. Specifically, we have Loch Lomond, Trossachs and Clyde Sea Lochs areas.

That being said, in this part we want to know more about your knowledge and perceptions of these areas. [describe to interviewee]

Out of these 5 areas, do you know any of these areas? (if they do not know, go to subset below)

How did you know about this/these place(s)?

What do you think of these areas? Where do you get your information about these (even if you don't really know about them)?

If you know these areas, have you been to them? What do you think about it? Did your perceptions change after visiting these areas?

Do you have anything negative to say about these areas, or any travel areas within the UK?

*For those who have said no:*

Show pictures of the area, and describe the activities found within the location



Given these descriptions, what do you think of these areas?

Are there any activities or sights you wish to have when visiting these areas?

### *3. Communications preferences and influence on decision making (10 mins)*

Now when looking about your travel information and planning? Where do you get most of your information (ex. Social media, Brochures, TV ads, Friends (WOM), travel agencies)

Do you use destination organizations websites (not just Facebook?)

What do you like about your sources of information (this could include pictures, videos)?

What affects you the most? Pictures, videos, friend recommendations, trip reviews on websites such as trip advisor?)

### *4. Summary and closing*

After this interview, do you have interest in going to Loch Lomond? If no, why?

## Appendix 2: Statistical Analysis

### 1.0 Reliability statistic

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.750	.854	61

Before we start the factors analysis and correlation analysis, it must to do the reliability analysis. We imported our questions (Q3-Q15) into SPSS software in order to test the reliability. In reliability statistics, the Cronbach's Alpha is 0.75. Generally, if the data will be reliable, which need beyond 0.65. Therefore, the data from survey is feasible and useful.

### 2.0 Motivation

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.604
Bartlett's Test of Sphericity	Approx. Chi-Square	359.644
	df	91
	Sig.	.000

#### Total Variance Explained

Component	Extraction Sums of Squared Loadings	Rotation Sums of Squared Loadings		
	Cumulative %	Total	% of Variance	Cumulative %
1	20.528	2.022	14.443	14.443
2	32.871	1.793	12.809	27.252
3	43.172	1.703	12.162	39.415
4	51.930	1.556	11.112	50.526
5	59.810	1.300	9.283	59.810

6				
7				
8				
9				
10				
11				
12				
13				
14				

Extraction Method: Principal Component Analysis.

### Rotated Component Matrix<sup>a</sup>

	Component				
	1	2	3	4	5
Q8 How significant is each travel motivation for you? - Spending time with family/friends	.150			.137	.765
Q8 How significant is each travel motivation for you? - Attending events/festivals		.557		-.455	.335
Q8 How significant is each travel motivation for you? - Sightseeing in tourist locations	.202	.486	.344	-.207	
Q8 How significant is each travel motivation for you? - Educational Trips		.213	.417	.248	.351
Q8 How significant is each travel motivation for you? - Rest & Relaxation	.146			.681	.132

Q8 How significant is each travel motivation for you? - Adventure		.779		.203	
Q8 How significant is each travel motivation for you? - Celebrating special moments		.167		.735	.123
Q8 How significant is each travel motivation for you? - Escaping		.700		.375	-.179
Q9 How significant are each of these information sources when making travel plans? - Comments section on websites	.834				
Q9 How significant are each of these information sources when making travel plans? - Online reviews (eg TripAdvisor)	.864			.102	.124
Q9 How significant are each of these information sources when making travel plans? - Recommendations from Friends or Family	.477				.468
Q9 How significant are each of these information sources when making travel plans? - Travel Blogs	.509		.570	.121	-.247
Q9 How significant are each of these information sources when making travel plans? - Travel Agencies		-.169	.713		.285
Q9 How significant are each of these information sources when making travel plans? - Official Destination Websites (Ex. VisitScotland website)		.180	.741		-.125

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.<sup>a</sup>

a. Rotation converged in 13 iterations.

In the KMO and Bartlett's test of motivation part, the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy is 0.604. If the data is closer with 1, the correlation is higher. Even the 0.604 is a little bit far from 1, it is feasible since beyond 0.5 is valuable. Therefore, based the factors analysis, there are five parts of correlation factors divided in line.



Chart: motivation of travelling

### 3.0 Barriers

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.645
Bartlett's Test of Sphericity	Approx. Chi-Square	163.559
	df	21
	Sig.	.000

#### Total Variance Explained

Component	Extraction Sums of Squared Loadings	Rotation Sums of Squared Loadings		
	Cumulative %	Total	% of Variance	Cumulative %
1	32.966	1.851	26.439	26.439
2	51.365	1.656	23.655	50.095
3	66.559	1.153	16.465	66.559
4				
5				
6				
7				

Extraction Method: Principal Component Analysis.

### Rotated Component Matrix<sup>a</sup>

	Component		
	1	2	3
Q11 What are the main barriers that would stop you from travelling? - Transportation		.403	.686
Q11 What are the main barriers that would stop you from travelling? - Cost	.105	-.255	.798
Q11 What are the main barriers that would stop you from travelling? - Weather	.180	.825	-.138
Q11 What are the main barriers that would stop you from travelling? - Security	.123	.817	.125
Q11 What are the main barriers that would stop you from travelling? - Unavailable Information	.592	.273	

Q11 What are the main barriers that would stop you from travelling? - Family restrictions	.856		
Q11 What are the main barriers that would stop you from travelling? - Disability	.841		

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.<sup>a</sup>

a. Rotation converged in 5 iterations.

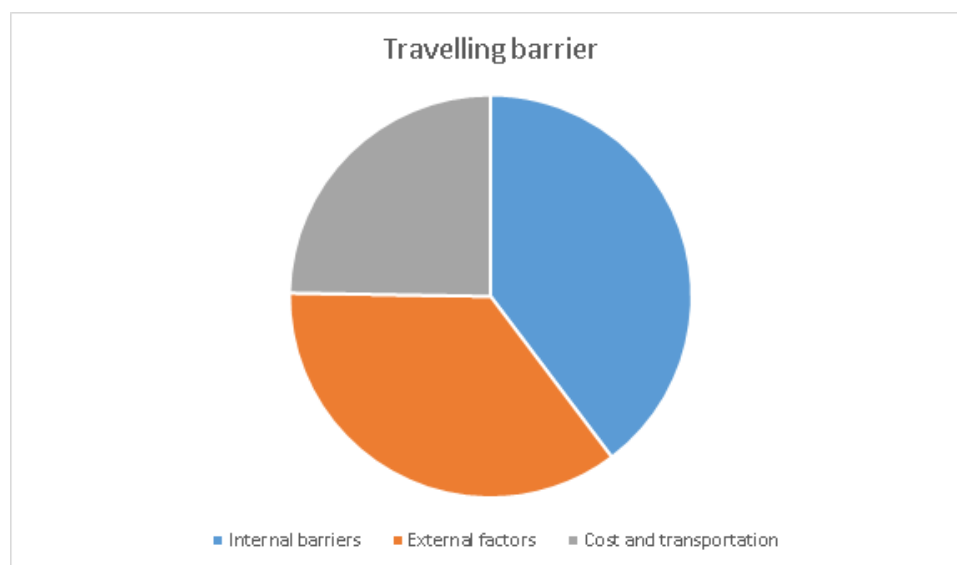


Chart: Travelling barriers

#### 4.0 Expectation of Loch Lomond

##### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.645
Bartlett's Test of Sphericity	Approx. Chi-Square	163.559
	df	21
	Sig.	.000

### Total Variance Explained

Component	Extraction Sums of Squared Loadings	Rotation Sums of Squared Loadings		
	Cumulative %	Total	% of Variance	Cumulative %
1	32.966	1.851	26.439	26.439
2	51.365	1.656	23.655	50.095
3	66.559	1.153	16.465	66.559
4				
5				
6				
7				

Extraction Method: Principal Component Analysis.

### Rotated Component Matrix<sup>a</sup>

	Component		
	1	2	3
Q11 What are the main barriers that would stop you from travelling? - Transportation		.403	.686
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Q11 What are the main barriers that would stop you from travelling? - Security	.123	.817	.125



Q11 What are the main barriers that would stop you from travelling? - Unavailable Information	.592	.273	
Q11 What are the main barriers that would stop you from travelling? - Family restrictions	.856		
Q11 What are the main barriers that would stop you from travelling? - Disability	.841		

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.<sup>a</sup>

a. Rotation converged in 5 iterations.

## 5.0 Correlation

### Correlations

		Q5 When do you like travelling in a day	Q6 How long do you usually stay in a destination?	Q12 How interesting are each of the outdoor scenery pictures to you? - Pic 1	Q12 How interesting are each of the outdoor scenery pictures to you? - Pic 2	Q12 How interesting are each of the outdoor scenery pictures to you? - Pic 3	Q12 How interesting are each of the outdoor scenery pictures to you? - Pic 4	Q12 How interesting are each of the outdoor scenery pictures to you? - Pic 5
Q7 How much money do you usually plan to spend per day at your travel destination (exclude transportation fees)?	Pearson Correlation	.014	.171*	.079	.068	.172*	-.092	.048
	Sig. (2-tailed)	.870	.039	.351	.422	.041	.280	.568
	N	146	146	141	141	141	141	141

What is your gender	Pearson Correlation	-.132	.067	-.031	-.050	.078	-.103	-.020
	Sig. (2-tailed)	.121	.433	.712	.559	.361	.225	.812
	N	140	140	140	140	140	140	140
What is your occupation?	Pearson Correlation	-.208*	-.032	-.043	.079	.137	.061	-.044
	Sig. (2-tailed)	.014	.703	.610	.356	.107	.476	.603
	N	140	140	140	140	140	140	140
What is your education background?	Pearson Correlation	.166*	-.016	-.021	.071	.128	.090	.051
	Sig. (2-tailed)	.050	.851	.807	.404	.130	.291	.547
	N	140	140	140	140	140	140	140
What is your annual salary?	Pearson Correlation	-.032	.052	.074	-.042	.061	.004	.024
	Sig. (2-tailed)	.708	.542	.387	.621	.477	.965	.774
	N	140	140	140	140	140	140	140
Q3 How often do you travel?	Pearson Correlation	.205*	.203*	.065	-.050	.160	.129	-.037
	Sig. (2-tailed)	.013	.014	.445	.556	.058	.127	.664
	N	146	146	141	141	141	141	141
Q4 What time of year are you most likely to travel?	Pearson Correlation	.082	.041	-.135	.037	-.178*	.139	.064
	Sig. (2-tailed)	.328	.627	.111	.660	.035	.101	.452
	N	146	146	141	141	141	141	141
Q5 When do you like travelling in a day	Pearson Correlation	1	.177*	.098	.056	.118	-.130	.126
	Sig. (2-tailed)		.032	.246	.507	.164	.123	.138
	N	146	146	141	141	141	141	141
Q6 How long do you usually stay in	Pearson Correlation	.177*	1	.025	-.049	.014	-.030	.151

a destination?	Sig. (2-tailed)	.032		.769	.561	.869	.725	.073
	N	146	146	141	141	141	141	141
Q12 How interesting are each of the outdoor scenery pictures to you? - Pic 1	Pearson Correlation	.098	.025	1	-.001	.398**	.085	.141
	Sig. (2-tailed)	.246	.769		.993	.000	.314	.095
	N	141	141	141	141	141	141	141
Q12 How interesting are each of the outdoor scenery pictures to you? - Pic 2	Pearson Correlation	.056	-.049	-.001	1	.196*	-.004	.173*
	Sig. (2-tailed)	.507	.561	.993		.020	.964	.040
	N	141	141	141	141	141	141	141
Q12 How interesting are each of the outdoor scenery pictures to you? - Pic 3	Pearson Correlation	.118	.014	.398**	.196*	1	.011	.146
	Sig. (2-tailed)	.164	.869	.000	.020		.899	.083
	N	141	141	141	141	141	141	141
Q12 How interesting are each of the outdoor scenery pictures to you? - Pic 4	Pearson Correlation	-.130	-.030	.085	-.004	.011	1	.196*
	Sig. (2-tailed)	.123	.725	.314	.964	.899		.020
	N	141	141	141	141	141	141	141
Q12 How interesting are each of the outdoor scenery pictures to you? - Pic 5	Pearson Correlation	.126	.151	.141	.173*	.146	.196*	1
	Sig. (2-tailed)	.138	.073	.095	.040	.083	.020	
	N	141	141	141	141	141	141	141
Q12 How interesting are each of the outdoor scenery pictures to you? - Pic 6	Pearson Correlation	-.049	.056	.041	.170*	.108	-.004	.020
	Sig. (2-tailed)	.567	.507	.631	.044	.200	.967	.812
	N	141	141	141	141	141	141	141

## Demographic results (age, gender, occupant and education background)

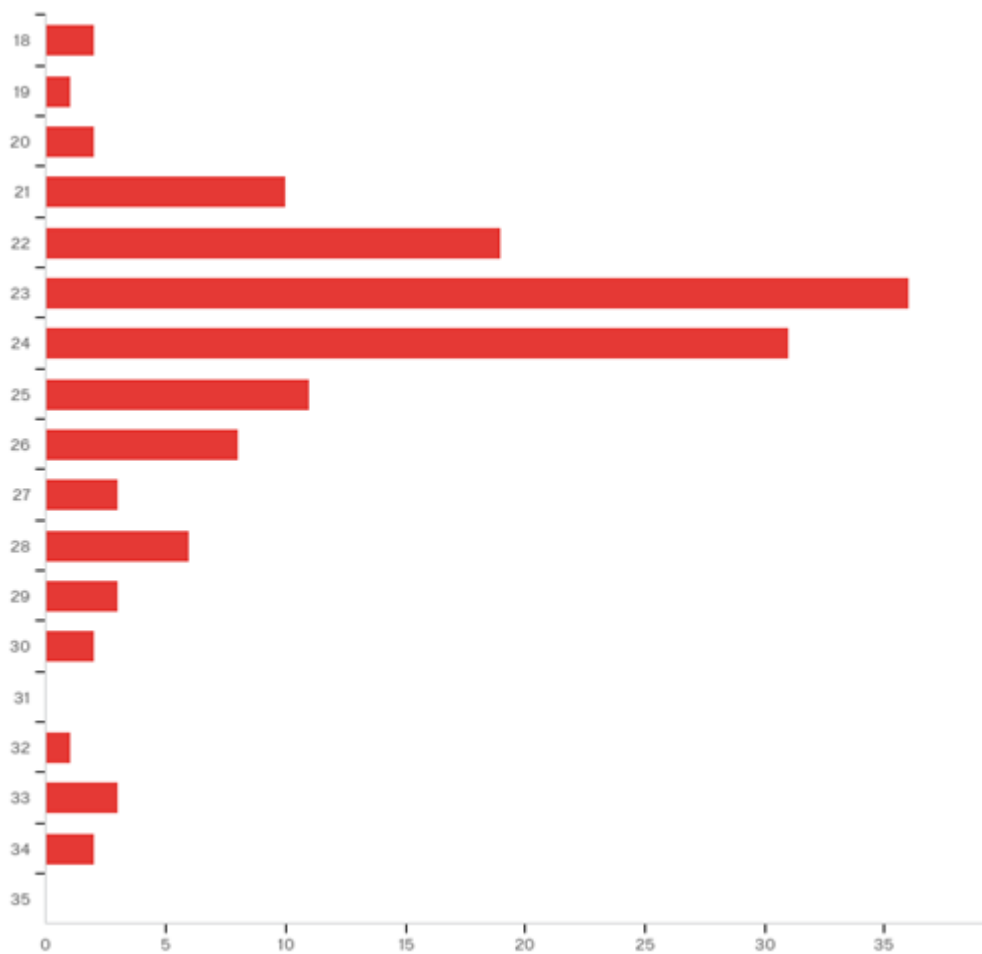


Table 5: Age

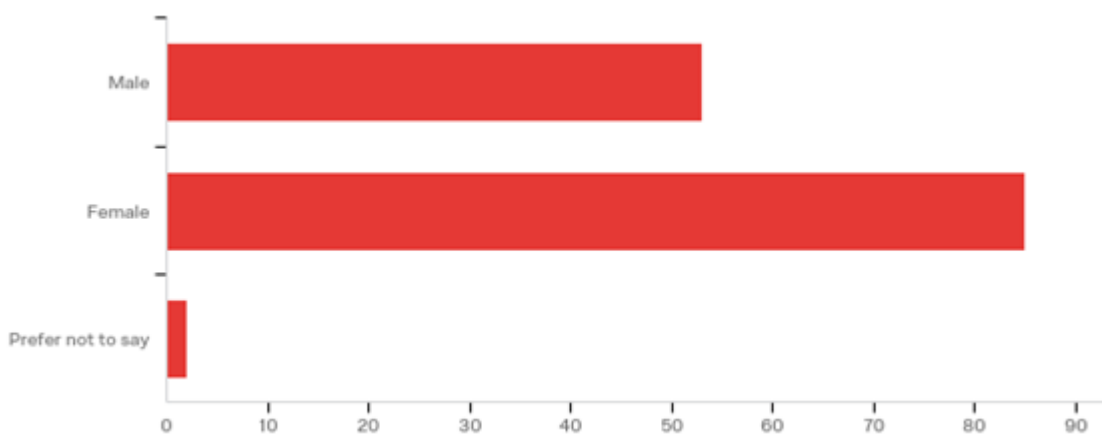


Table 6: gender

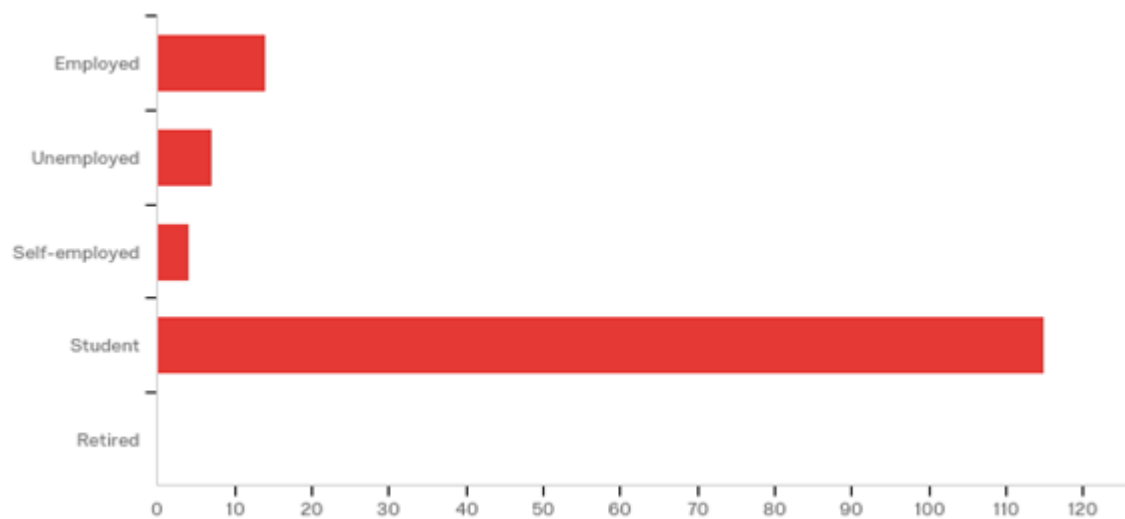


Table 7: occupation

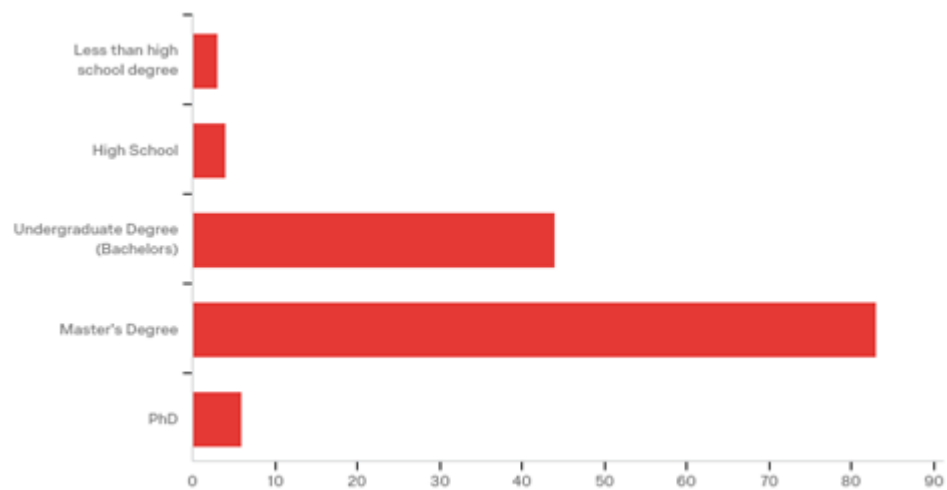


Table 8: education background

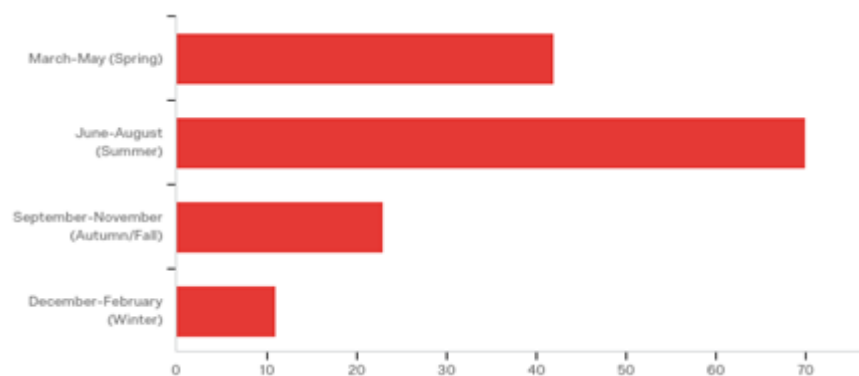


Table 9: What time of year are participants most likely to travel

## 6.0 Survey

Dear Participant,

Thank you for agreeing to participate in this survey. This survey aims to understand the youth tourism market for the Love Loch Lomond areas such as Loch Lomond, the Trossachs and Clyde Sea Lochs areas. Specifically, we wish to see what are the characteristics of this youth market, what attitudes and perceptions they have of Scotland and its areas as a destination choice, and what are the best themes and methods to communicate to this target market. Please ensure that you are also between the ages 18-35 before continuing with this survey.

---

0 This survey will take no more than 10 minutes to complete and your responses will be recorded. All information given will be treated confidentially, and only accessible by the research team and supervisor. Once results are returned for the report, all data will be securely destroyed. You are also free to withdraw at any time from the survey as it is voluntary, and the information given beforehand will not be recorded.

---

Q1 By clicking yes, you are giving consent to participate in this research and that you were informed of its purpose and voluntary nature. **You also confirm that you are above 18 years of age, and below 35.**

☐ Yes (1)

☐ No (2)

*Skip To: End of Survey If Q1 = 2*

---

Q2 Do you travel for leisure?

- ☐ Yes (1)
- ☐ No (3)

*Skip To: End of Survey If Q2 = 3*

End of Block: LLL questionnaire

---

Start of Block: About you

Q3 How often do you travel?

- ☐ Once per week (4)
  - ☐ 2-3 times per month (5)
  - ☐ Once per month (6)
  - ☐ Once every 2-3 months (7)
  - ☐ Once every 6 Months (8)
  - ☐ Once per year (9)
- 

Q4 What time of year are you most likely to travel?

- ☐ March-May (Spring) (2)
  - ☐ June-August (Summer) (3)
  - ☐ September-November (Autumn/Fall) (4)
  - ☐ December-February (Winter) (5)
-

Q5 When do you like travelling in a day

- ☐ Morning (1)
  - ☐ Afternoon (2)
  - ☐ Evening (3)
  - ☐ Night (4)
- 

Q6 How long do you usually stay in a destination?

- ☐ One day (1)
  - ☐ 1 Overnight Stay (2)
  - ☐ 2 Nights (3)
  - ☐ 3 Nights (4)
  - ☐ 4 Nights or more (5)
-



Q7 How much money do you usually plan to spend per day at your travel destination (exclude transportation fees)?

- ☐ 0-4.99 (1)
  - ☐ 5.0-9.99 (2)
  - ☐ 10-14.99 (3)
  - ☐ 15-19.99 (4)
  - ☐ 20-24.99 (5)
  - ☐ 25-29.99 (6)
  - ☐ 30-34.99 (7)
  - ☐ 35-39.99 (8)
  - ☐ 40-44.99 (9)
  - ☐ 45-49.99 (10)
  - ☐ 50+ (11)
-

**Q8 How significant is each travel motivation for you?**

	Very Significant (1)	Significant (2)	Neither significant or insignificant (3)	Insignificant (4)	Very Insignificant (5)
Spending time with family/friends (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attending events/festivals (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sightseeing in tourist locations (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational Trips (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rest & Relaxation (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adventure (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Celebrating special moments (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Escaping (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q9 How significant are each of these information sources when making travel plans?**

	Strongly important (1)	Important (2)	Neither important nor unimportant (3)	Unimportant (4)	Strongly Unimportant (5)
Comments section on websites (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online reviews (egg TripAdvisor) (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recommendations from Friends or Family (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travel Blogs (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travel Agencies (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Official Destination Websites (Ex. Visit Scotland website) (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

-----

**Q10 for each of the travel activities, please choose the media source you mainly use to find more relevant information:**

	Social Media (1)	Websites (8)	Suggestions from Friends and Family (4)	Brochures (11)	Travel Blogs (12)	Travel Agencies (13)	Official destination website (14)
Tours (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Events (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food & Accommodation (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historical and cultural (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor activities (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local favorites (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q11 What are the main barriers that would stop you from travelling?**

	Strongly important (1)	Important (2)	Neither important nor unimportant (3)	Unimportant (4)	Strongly Unimportant (5)
Transportation (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cost (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weather (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Security (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unavailable Information (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family restrictions (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disability (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: About you

Start of Block: Travel Motivations

Q12 How interesting are each of the outdoor scenery pictures to you?



1



2



3



4



5



6

	Very Interesting (1)	Interesting (2)	Neither Interesting or Uninteresting (3)	Uninteresting (4)	Very Uninteresting (5)
Pic 1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pic 2 (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pic 3 (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pic 4 (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Pic 5 (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pic 6 (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q13 When considering Scotland for a vacation, what kind of travel destinations do you expect?**

	Strongly Agree (1)	Agree (2)	Neither Agree nor Disagree (3)	Disagree (4)	Strongly Disagree (5)
Outdoors/nature (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
City (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historical/Cultural (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food & Drink (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Event/ Festival (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adventure (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q14 If visiting the Love Loch Lomond areas, what factors would you mainly expect from the location in relation to your travel plans?**

	Strongly agree (1)	Agree (2)	Neither agree or disagree (3)	Disagree (4)	Strongly disagree (5)
Affordable Accommodation (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Affordable Food (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public Transportation (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor Activities (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cultural Activities (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scenery (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Free Wi-Fi (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Official location itineraries/ activities (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Guided Tours (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

---



**Q15 Based on your knowledge, how relevant are these words to describe Loch Lomond, Trossachs, and Clyde Sea Lochs?**

	Strongly agree (1)	Agree (2)	Neither agree or disagree (3)	Disagree (4)	Strongly disagree (5)
Good Food (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peaceful (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nature (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unmemorable (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inaccessible (distance) (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historical (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adventurous (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Travel Motivations

Start of Block: Block 3

Q16 What is your age

▼ 18 (1) ... 35 (18)



Q17 What is your nationality?

▼ Afghanistan (1) ... Zimbabwe (1357)

Q18 What is your gender

- ☐ Male (1)
  - ☐ Female (2)
  - ☐ Prefer not to say (3)
- 

Q19 What is your occupation?

- ☐ Employed (1)
  - ☐ Unemployed (2)
  - ☐ Self-employed (3)
  - ☐ Student (4)
  - ☐ Retired (5)
- 

Q20 What is your education background?

- ☐ Less than high school degree (6)
  - ☐ High School (1)
  - ☐ Undergraduate Degree (Bachelors) (2)
  - ☐ Master's Degree (3)
  - ☐ PhD (4)
-

Q21 What is your annual salary?

- ☐ £0-£4999 (1)
  - ☐ £5000-£9,999 (8)
  - ☐ £10,000-£14,999 (2)
  - ☐ £15,000-£19,999 (3)
  - ☐ £20,000-£24,999 (5)
  - ☐ £25,000-£29,999 (4)
  - ☐ £30,000-£34,999 (6)
  - ☐ £35,000+ (7)
- 

Q22 Thank you for participating in this survey. Your responses were recorded.

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### Appendix 3: Ethics form

Project details	
<b>Title of investigation:</b>	Understanding the youth tourism market for Loch Lomond
<b>Objectives of the research:</b>	<ol style="list-style-type: none"> <li>1. To explore attitudes and perception of the Love Loch Lomond areas</li> <li>2. To explore the perceptions and attitudes of existing and prospective youth tourists to the Love Loch Lomond areas</li> <li>3. To identify key areas youth are interested in for travel</li> <li>4. To make recommendations for LLL to communicate with the youth tourist segment</li> </ol>
Supervisor's details	
<b>Supervisor's name:</b>	Thomas McAlinden
<b>Department:</b>	Marketing
<b>Telephone:</b>	0141 548 3249
<b>E-mail:</b>	thomas.mcalinden@strath.ac.uk
Your details	
<b>Your name:</b>	Alvarado, Jose. Mengyao, Sun. Xueping, Peng. Weiran WU. Duncan-Shepherd, Sophie
<b>Degree programme:</b>	MSc International Marketing
<b>Department:</b>	Marketing
<b>Telephone:</b>	07426840191. 07732541292. 07422902531. 07522032576. 07722910387
<b>E-mail:</b>	jose.alvarado.2017@uni.strath.ac.uk  Mengyao.sun.2017@uni.strath.ac.uk Xueping.peng.2017@uni.strath.ac.uk Weiran.wu.2017@uni.strath.ac.uk Sophie.duncan-shepherd.2017@uni.strath.ac.uk
Location of investigation	
<b>At what place(s) will the investigation be conducted</b>	<i>In-depth interviews:</i> University of Strathclyde Campus grounds <i>Netnography:</i> Websites and Social Media (Instagram, TripAdvisor, Facebook, Twitter) <i>Online Surveys:</i> To be distributed to network within campus grounds
<b>If this is not on University of Strathclyde premises, how have you satisfied yourself that adequate Health and Safety arrangements are in place to prevent injury or harm?</b>	
Length of investigation	
<b>How long will the project</b>	3 months

take (Years/ Months)?	
Start date (dd/mm/yy):	1 <sup>st</sup> April
End date (dd/mm/yy):	30 <sup>th</sup> April
<b>Ethical issues</b>	
Describe the main ethical issues and how you propose to address them.	<p><u>In-depth Interviews:</u>  <i>Detached</i> - Researchers will try not bias or influence responses of the participants during interviews.</p> <p><u>Netnography:</u>  <i>Transparent</i> – When entering/interacting in a forum, researches will be transparent about presence and research activity</p> <p><u>Online Surveys:</u>  <i>Security</i> - Researches will not share data in insecure forums</p> <p><u>All:</u>  <i>Confidentiality</i> – We will ensure that all information provided to me by participants is treated confidentially.  <i>Pseudononimised</i> – We will ensure that all participant data will be assigned a code; and only researchers will have access to code keys.</p>
Describe the potential risks and hazards associated with the investigation:	

<b>Participants</b>	
Who are your participants?	Strathclyde students
How many?	<p>In-depth interviews: Up to 15</p> <p>Netnography: 6 forums/platforms</p> <p>Survey: 150 responses</p>
Age?	18-34
Please detail any inclusion/exclusion criteria:	Age
Nature: Are there any particularly sensitive issues relating to your participants?	n/a
<b>Method of Recruitment</b>	
How will you recruit participants? Include any information regarding payments, expenses or other incentives.	<p><i>In-depth:</i> Participants will be recruited via researchers' personal networks</p> <p><i>Online:</i> Participants will be recruited via researchers' personal networks</p> <p>No incentives will be provided.</p>
<b>Participant consent</b>	
How will you obtain consent from your participants?	<i>In-depth interviews:</i> Participants will be asked to read and sign a consent form prior to interview.

<p><b><i>Include any PIS and Consent forms as an attachment to this application.</i></b></p>	<p><i>Netnography:</i> Presence and objectives will be announced on forums and comments to inform participants of research</p> <p><i>Online survey:</i> A paragraph will appear within the introduction of the survey as follows:  <i>By continuing with the survey, you indicate you are 18 and older, and you consent to participate in this research.</i></p>
<p><b>Describe the research methodology and procedure, providing a timeline of activities where possible. Please use plain English.</b></p>	<p><i>In-depth interviews:</i> For this method, the researchers will conduct one-to-one interviews from the 29<sup>th</sup> of March to the 16<sup>th</sup> of April. This will mostly be done within the university grounds, and with personal networks of the researchers. Some respondents will be interviewed after they have just visited a Love Loch Lomond area.</p> <p><i>Netnography:</i> In this method, researches will observe what is being discussed by members and commenters. Specifically, the websites to be observed are TripAdvisor, Instagram, Twitter and Facebook. The proposed schedule for conducting this research will be from the 29<sup>th</sup> of March to the 16<sup>th</sup> of April.</p> <p><i>Survey:</i> In this method, researches plan to release an online survey through their own networks within their university. Links will be given online and in person. The group expects to create this survey on the 19<sup>th</sup> of April, and will release the pilot by the 22<sup>nd</sup>. Once finalized, the survey will be distributed from the 24<sup>th</sup> to the 30<sup>th</sup> of April.</p>
<p><b>Data collection, storage and security</b></p>	
<p><b>How and where are data handled? Please specify whether it will be fully anonymous (i.e. the identity unknown even to the researchers) or pseudo-anonymised (i.e. the raw data is anonymised and given a code name, with the key for code names being stored in a separate location from the raw data) - if neither please justify.</b></p>	<p><i>In-depth Interviews:</i> Data will be pseudo-anonymised, with each participant assigned an identifying code number. The key for code names will be stored in a separate location. This means participants will not be able to be identified in the final report, but that individual responses can be analysed.</p> <p><i>Netnography:</i> Data will be pseudo-anonymised, with each participant assigned an identifying code number. The key for code names will be stored in a separate location.</p> <p><i>Survey:</i> The data will be anonymous, as no personal/identifying information will be asked of respondents.</p>
<p><b>Explain how and where it will be stored, who has access to it, how long it will be stored and whether it</b></p>	<p>Data will be stored securely on a locked PC, and will be destroyed once results are returned for the report. Only the students and supervisor will have access to this data.</p>

will be securely destroyed after use:	
Will anyone other than the named investigators have access to the data? <i>Indicate 'Yes' or 'No'. If yes, please explain.</i>	No
<b>Outcomes</b>	
What method will you use to communicate the outcomes and any additional relevant details of the study to the participants?	Participants will not receive a summary of the results
How will the outcomes of the study be disseminated (e.g. will you seek to publish the results and, if relevant, how will you protect the identities of your participants in said dissemination)?	Participant identities will be kept anonymous. Outcomes will be disseminated through a marketing works report
Insurance	
<i>The questionnaire below <u>must</u> be completed</i>	
<b>Public Liability</b>	
Does the proposed research involve?	
a) aircraft or any aerial device	No
b) hovercraft or any water borne craft	No
c) ionising radiation	No
d) asbestos	No
e) participants under 5 years of age	No
f) participants known to be pregnant	No
g) pharmaceutical product/appliance designed or manufactured by the institution?	No
h) work outside the United Kingdom?	No