Tourism in an era of migration

A case study with a focus on the impacts of a crisis, from a consumer perspective
Abstract
This thesis describes the relation between the tourism industry and crisis from a consumer perspective. The impacts on consumers have been receiving little attention in earlier tourism research. This study contains an empirical research with a focus on the attitudes of travellers during the refugee crisis of 2015. The attitudes are seen as interesting for this study since they can affect the traveller before, during and after the trip. In this work the attitudes further are divided into four different sub-categories, which were detected to be important in order to describe how the attitudes of travellers can be affected from a crisis. The performed study shows that the attitudes can be affected from a crisis in different ways. It also shows that the refugee crisis of 2015 had impacts on travellers, that might vary from person to person and that they might not be aware of themselves.

Keywords
Tourism-crises, travel motives, media, travel information, moral, safety.

Thanks
First of all I would like to thank my mentor, Jasmina Beharic, you have been unbearable for this research. Thanks for guiding me through the difficult parts even though I have not been physically present for our meetings and thank you for understanding my, sometimes, confused thoughts. I would also like to thank my friends that through the early work of this thesis have been listening to all my ideas and helped me to settle into this subject. Of course I want to thank all the lovely informants that in the focus group was participating actively and that together with me finished this thesis. Last but not least I would like to thank my family that during this time have been very patient when I have not been having time to socialize as much as I usually do.
1 Overview
The initial chapter is first of all starting with a presentation of the phenomenon that for this thesis has been of interest. After that, an explanation of the particular crisis will be offered. In order to describe how a crisis can affect the tourism industry the particular crisis that for this thesis have been selected is the refugee crisis of 2015, why will be motivated later. Further on, a problematizing of the research will be presented which later on is concluded to a purpose and research question.

1.1 Tourism in a crisis
The current state of the world is, according to Berke (1998) responsible for an increase in disasters and crisis. The population in our already crowded world are increasing and with this comes urbanisation, the extension of human settlement and the greater use and dependence on technology, could be reasons for the increase of disasters and crises (Richardson 1994).

Crisis can range from small-scale organisational issues, such as staff illness, malevolence or organisational mistakes, to bigger crisis, such as natural disasters or terrorist attacks (Coombs 2014). There are, according to Parsons (1996) three different crises: 1. Immediate: Where little or no warning exists and organizations are unable to research the problem or prepare a plan before it is a fact. 2. Emerging: Slower in emerging and may be possible to stop or limit them by organizations. 3. Sustained: Crises that may last for weeks, months or even years (Parsons 1996).

The globalisation of the tourism industry has led to a rapid expansion of tourism businesses on an international scale. Even though the globalization brings the opportunities to expand the market share and profitability for tourism businesses, this process has also opened the same businesses up to a wider set of global risks (Jessop 1999). Within the literature of tourism there is a common theme, which states that political stability is a requirement for the tourism success. Tourism analysts states that international visitors are very concerned about their personal safety (Edgel 1990) and that tourism only can flourish under peaceful conditions (Pizam & Mansfield 1996).

Since the world is getting more interdependent and connected, different parts of the world can be affected from small-scale crisis in other parts. Outbreaks of war or
political instability in one place can reduce tourist travel patterns to other places, even though they are not geographically connected (Richie 2004). The Gulf War in 1991 is one of the most known cases of international conflict that had effects on leisure tourism. The different stages of the war had an impact on the area immediately surrounding the conflict, but also on international tourism (Hitchcock et al. 1993). In recent years many crises and disasters, such as; terrorist attacks, political instability, economic recession, natural disasters and biosecurity threats, has affected the global tourism industry (Ritchie 2004).

1.2 The refugee crisis
In the end of 2014 United Nations High Commissioner for Refugees (UNHCR) reported that worldwide displacement was on the highest level ever recorded. Globally 59.5 million people were forced to flee their homes. This they were forced to do because of persecution, war, violence or human rights violations. The increase concerning the worldwide displacement represents the biggest leap ever seen in a single year. The situation was at this point likely to worsen further on. The amount of people fleeing globally makes one in every 122 humans either a refugee, internally displaced or asylum applicants. If the same amount of people were the population of a country, this country would be the worlds 24th biggest. Out of these people 19.5 millions, have fled to other countries, at the same time as 38.2 millions are national refugees, that still live in their home country. The remaining 1.8 millions are asylum applicants that still not have got there refugee status (UNHCR 2015).

Three of the conflicts in the world are reasons for the big displacement of people. Almost 4 millions people have fled the civil war in Syria, 2.6 millions from the conflict in Afghanistan and 1.1 millions from the civil war in Somalia. Out of these people, 5.1 millions, are Palestinians that fled to the neighbouring countries. Half of all the refugees in the world are younger than 18 years. The country that 2014 received most of the refugees, from these three conflicts, was Turkey with 1.6 millions. Since the beginning of 2015 more than 350 000 people have been travelling by boat, heading to EU countries, from North Africa and Turkey. The boat ride across the Mediterranean is often seen as the only option to reach the union, because of the visa requirements that stops them from reaching EU legally. At the same time there is also not possible to apply for the visa in advance, prior to arrival. The airline companies refrains from flying
the refugees to the European union, since they risk repayment obligations if the person does not have the right to apply for asylum in the union (Paulsson-Rönnbäck 2015).

One of the countries in EU that have been receiving a lot of refugees is Greece that receives about 85 boats every day, which in September 2015 represented a total of 473 000 people. The situation on the Greek islands is in a chaotic situation. An example of the chaotic situation is the island Lesbos where 4000 people, on October 16 2015, got stranded near the landing spot on the north side of the island. This happened due to the overcrowded situation, on the reception centre, closest to the landing spot. During September 2015, 4000 to 6000 persons were registered in Greece each day. Most of these people cross Greece and continue their journey up through the continent, sparking the greatest movement of people on the continent since the Second World War (AFP 2015).

1.3 Research problem
The crisis that for this thesis has been focused on is the sustained crisis, which was described above. These kinds of crises have been researched in many different angels and concerning several different subjects. Within tourism, crises in general are well researched but seldom from a consumer perspective. The focus often tends to reflect the producer perspective and the possible management of the problem (Hajibaba et al 2015).

For this thesis the main interest was to focus on the attitudes among travellers and its relation to crises. The refugee crisis of 2015 that earlier was described was used to exemplify this relation. The choice to focus on the refugee crisis of 2015 was made since it is a recent event, that have not been researched within the tourism industry, and because of the fact that it is the biggest movement of people since the Second World War, as stated before.

Thoughts of focusing on the motives of these travellers have been considered but were not used for this work since the author sees the attitudes as more interesting. This is seen as more interesting because of the fact that the attitudes can be affected before, during and after the trip, while the motives only are of importance before the actual trip (Pearce 1982). With this said, the motives are not excluded from this study.
Another aspect that could have been researched is the impact from the refugee crisis on a destination, organisation or producer. Since crises within the tourism industry in general are well researched from this perspective (Hajibaba et al 2015) the focus has been to describe it from the visitor’s perspective instead.

1.4 Research question
How has the refugee crisis affected the attitudes of travellers?

1.5 Purpose of the study
The aim of this work is to describe how the attitudes among travellers can be affected from a crisis. The thesis further is performed in order to create a model of reality and to exemplify the impacts of a crisis on the tourism industry. When creating a model reality, the refugee crisis of 2015 is used to exemplify how the industry can be affected from a crisis.
2 Characteristics of the thesis

In this chapter the methods that have been used, together with the pros and cons for them, are presented. The methods are described as detailed as possible in order to enable that you as a reader can perform the same study just by reading this chapter.

2.1 Inductive reasoning & empirical research

First of all, the thesis has an inductive reasoning, which makes the study open ended with a focus on collected data from a specific example. Since, the study has an inductive reasoning it was not built upon theoretical propositions (Yin 2014). Instead of testing any theory on a specific case, the data from the field was categorised and then put in relation to relevant theories. Thus, the theories were based on the analysed data instead of vice versa (Smith 2010). The data that was collected is experiences, the experiences that people had on their vacation. The data also is qualitative, which states that it is collected regarding a phenomenon that then is reflected upon through non-numerical data (Åsberg 2001). The thesis also has its origins in empirical material, collected from the field and based on experiences to gain knowledge. The method that is used for collecting data is, in other words, what makes the research empirical or theoretical (Smith 2010). The choice of performing an inductive and empirical study is partly because of the lack of research that exists from a consumer perspective, but also due to medias interest in the refugee crisis and its relation to tourists. The author therefore sees the research as interesting for both the public and the media.

During the summer and autumn of 2015 social and traditional media told stories about the attitudes towards travelling to areas where refugees are stranded. Some people got disturbed or afraid only by thinking of it, while others went there to help. British tourists said to be disgusted from refugees watching them, while enjoying their vacation. They also said to be uncomfortable at the destination and that they would not return to the same place again, because of the refugee crisis (Dearden 2015). A Swedish family skipped their vacation after realizing the extension of the crisis. Upon arrival they discovered that the crisis was bigger than they expected. Instead of sunbathing they started a fundraising, chartered a bus and handed out food and water to people that lost everything (Lidbo 2015). In July, Nordic travel agencies, on traveller’s initiative, allowed them to bring extra luggage as long as it concerns items for refugees (Lindquist & Szoppe 2015).
2.2 The case
In order to answer the research question the performance of a single case study was made. The case study as, a research strategy, aims on understanding the dynamics that are present within particular settings (Eisenhardt 1987). It is called single since it aims on investigating the settings within one single unit (Yin 2007). Further a strategy that is called general analysis strategy was used, which means that a descriptive frame that concerns the case study’s design and implementation were developed (Yin 2007). The case study as a method was used in order to create a model of reality and to give a picture of how the attitudes of travellers can be affected from a crisis.

According to Yin (2014) a research that will be suitable for performing a case study has a research question that starts with a “how” or a “why”. The research question for this thesis is, as presented earlier: How has the refugee crisis affected the attitudes of travellers? This makes the case study a suitable method for the study. Further it also starts without any propositions (with an inductive reasoning) and has an identified case, which makes it even more suitable. Since, the question was well orientated and the case in advanced was identified it managed to stay on topic. The temptation to cover everything was therefore not a problem, which can come from not planning the case study in beforehand (Yin 2014). Additionally, a case study is seen as suitable for this specific research, since the purpose not is to explain the subject in a general way. The idea is to find the approaches of some people, which will form an ideographical study (Åsberg 2001B).

Two destinations and a group of consumers were for this case study chosen. Based on the information presented about the refugee crisis, the decision to focus on Greece and Turkey was made. The time period that was focused on was the summer and autumn of 2015, this decision also was made according to the information about the refugee crisis that was presented earlier. Since the focus is on a time-period that is in the past, the aim is to describe the attitudes of past travellers to the selected destinations. The choice to concentrate on Greece and Turkey as destinations was made because of their importance in the refugee crisis, but also since they are countries that have their economy depending on the tourism industry. Therefore a short resume on the two countries as tourism destinations will follow below.
2.2.1 Tourism in Greece
Over the years 1960-2000 the total of tourism arrivals to Greece grew at an average of 2.4% per annum. Due to the combination of favourable natural and climatic conditions in combination with the rich cultural evidence, Greece is a popular tourist destination (Dritsakis 2004). Since the 1960s the tourism development in Greece has been rapid and today the tourism industry is the most important source of foreign exchange. It is also a major contributor to the country’s gross domestic product and the single largest provider of employment (Christou 1999). Tourists attracts of Greece as a tourism destination because of the cheap holidays offered, where the main characteristics for making the trip is sea and sun (Pastouratis et al 2005). Due to the fact that Greece is seen as a place for recreation, the tourism industry is highly seasonal orientated and has a focus on the islands (Anastassopoulos et al 2009).

2.2.2 Tourism in Turkey
As a destination Turkey is famous for attracting more than 20 million visitors annually. The number of tourists arriving in Turkey has been increasing from 5.3 million in 1990 to 27.0 million in 2009. Depending on these numbers Turkey is seen as one of the most important tourist destinations around the world (Sariisik et al 2011). As a country Turkey has an exceptional wealth of tourism assets. Its natural attractions include a vast varied and unspoiled landscape, which contains forests, mountains and rivers as well as 8333 km of coastline. Turkey’s geographical location forms a link between Asia and Europe, giving the country a role of a conversion culture between East and West (Alipour 1996).

2.3 Population and sampling
The population for describing the refugee crisis’s impact on attitudes among travellers could have been done on any people. In order to make the study feasible within the given time frame, the focus was to describe the attitudes of Swedish people that had been going to the chosen destinations. Another reason for choosing Swedes to focus on was because of the language barrier that other wise could have been a problem, if using people from other countries that did not have English as their mother tongue. Swedish people were also seen as easier to reach.

The demographic factors could for a study be something that could differ the opinions
of the informants (Stuart & Shamdasani 2015). For this thesis the aspect considering the demographical factors was not considered when sampling the informants. The participant’s earlier knowledge of the refugee crisis was neither of importance since the willingness to discuss their journey was looked upon as more important. For this work, three factors further were important; 1. The informants had to have made a trip to the chosen destinations during the given time period. 2. They had to have Facebook. 3. They had to be willing to share their experiences. The informants age, sex, ethnicity or socio-economical status was in other words not of any importance for this study. An aspect that could have been making a difference in the informant’s opinions is when the actual trip was performed, if it was during the early refugee crisis or not. For this work this aspect was not of importance, as long as a trip to Greece or Turkey had been made within the given time frame.

To get in contact with informants, an advertisement of the study was posted on the author’s personal account on Facebook. Friends of the author then responded to it themselves or forwarded it to their friends. Their friends either responded to it or forwarded it to their friends and so on.

Below a translation of the advertisement, which originally was posted on Facebook, will follow, see appendix 1 for Swedish version.

Attention all friends and acquaintances!
During the fall semester of 2015 I am writing my bachelor thesis in tourism management at Linnaeus University in Kalmar. For this thesis, I need your help! If you have travelled to Greece or Turkey's beach resorts between May and October 2015, I am looking for you. Your purpose for making the trip is unimportant, what is important is that you have been there. If you did not have the privilege to dip your feet in the ocean or feel the sun on your skin in these countries during the given time period, please, share this post.

Those who choose to help me with this research, will be part of a focus group and will compete for a secret prize. The focus group will not require physical meetings, since everything is implemented here on Facebook. The focus group is on going for a week and I prefer that you try to be as active as possible. However, it requires no permanent
connection to the Internet, you respond when it suits you. So what do you say, you want to be involved and speak up and help an ambitious student with the last thing before graduation? If yes, send a personal message to me, Emma Nordkvist Öman here on Facebook. Application deadline is Friday 13th of November.

Thank you and have a great day!

This can be seen as a type of convenience sample, because of the easy access to people on Facebook. Later it turned into a snowball sampling of informants, since the informants while sharing the advertisement to their contacts spread the information and helped out in the process of finding more participants. The snowball sample can be helpful for drawing a sample from a population that can be hard to access (Smith 2010). This sample can be seen as hard to access, and in use of a snowball sample, because of the general unwillingness to participate in researches (Tuckel & O’Neill 2002) but also because it, according to the author, is hard to access a representative sample through just one Facebook account. If the snowball sampling would have been made offline, where one informant were asked to recommended one person, the risk for reaching the same people (Smith 2010) would have been bigger than online. This due to the fact that people tend to have more friends on their Facebook account than in real life (Limperos et al 2014).

2.4 The delicate subject and Facebook as transmission channel
Facebook was used to contact informants because over one billion highly heterogeneous users use it each month (Hodis et al 2015). Also because of the user frequency that Facebook represent, collectively the users spend nearly ten billion minutes on Facebook each day, which results in four billion pieces of content and 250 million pictures (Facebook 2015). The reliability of this study can be affected due the use of Facebook as transmission channel (Stuart & Shamdasani 2015), since people that do not belong to the chosen population would like to make statements in the sensitive topic that this crisis represents. In order to prevent this, or other issues related to the topic, from happening, the refugee crisis was not mentioned in the advertisement.

Friends of the author, that actually made the trip, could also be responding just to be nice, which may cause them to participate less active than others. This could make the study more difficult to analyse (Wibeck 2010). According to the theory Six Degrees of Separation developed by Milgram (1967) this could have been a problem with any
transmission channel. The theory states that everybody in the world knows each other through relationships with six people (Milgram 1967, Watts 2004, Rutledge 2008, Elmacioglu & Lee 2005). In other words, it does not matter if a personal network on Facebook is being used or if it is advertised in national newspapers or television. The trick for reaching the appropriate people, who wants to participate actively, is to have knowledge in how to use social media in the right way (Rutledge 2008).

2.5 Focus group as netnography
When in contact with the participants, a group on Facebook was created. A total of 30 informants were interested but in order to make the study feasible the decision to only have 25 informants were made. In order to select which applicants that was going to be participating in the focus group, the first 25 that applied was selected. A focus group with too many informants could generate in people withdrawing from the conversation rather than competing for the attention (Smith 2010). Since this is a netnographical focus group the number of informants could be higher than in an ordinary focus group. There are no general rules concerning the amount of people in a focus group. If the research is complex, like in this case, it can be a good idea with more informants (Yin 2014).

The use of a focus group is due to the fact that this method is a good way for generating data on a specific topic (Smith 2010). In a focus group the participants also get the opportunity to ask questions and jointly develop their ideas (Wibeck 2010). This method also tends to create a synergistic effect, which may result in production of data or ideas that might not have been uncovered in individual interviews (Stuart & Shamdasani 2015).

The focus group was made online, because of the fact that the informants came from different parts of Sweden, which made a physical meeting difficult. By making this decision, the thesis got a netnographical approach, which is exactly like it sounds, an ethnographical study made on the Internet (Hans Wessblad 2015-10-20). This also enabled the focus group to be on-going for a longer time than would have been possible in the real world, where a meeting that lasted for one week could have been hard to schedule.
The ability to express thoughts while writing could both be seen as a disadvantage and advantage for the study. The time that the informants get for formulating their opinions while responding to a question can make their opinions beautified and less honest at the same time as they can better express exactly what they mean while minimising the risk to get misunderstood or to regurgitate something.

Netnographical focus groups do not consider aspects such as, body language and the psychical reaction from a person to a question or statement, due to the lack of face-to-face interactions (Stuart & Shamdasani 2015). But on the other hand people may be more interested to speak up and say what they really think, since they are sitting behind the computer that works as a shield. It could in real life restrain them from saying what they are thinking, when they might have to say something directly towards a person with other opinions or thoughts (Brown & Yule 2003).

Since the subject of the refugee crisis is a very delicate one, the reliability of the informant’s answers could have been a problem. This was before the study reflected upon and a discussion between the author and the informants was on-going through the focus group in order to detect embellished responses. The author also decided to analyse the reliability and how this could have an impact on the study instead of considering it as a problem. Further the reliability of the informants can never be seen as hundred percent, since we are talking about people and not machines or physics. The beliefs and perceptions of a person are always individual and impossible to generalise (Åsberg 2001B).

At Sunday the 15th of November 2015, the 25 informants were invited to join the group. This was made one day in advance in order to get everybody’s attention before the first question was asked. When the informants agreed to join the group a message was posted on the wall of the group to welcome and thank them for participating, see appendix 2. This message was also posted in order to give information about what was expected from them as participants and as a reminder of the importance of their opinions. It also stated that discrimination and personal attacks were not accepted.

The actual focus group then started on Monday the 16th of November 2015 and lasted for seven days. The first five days, one question was asked every morning (see appendix
3) so that the informants had the whole day for answering and discussing. The last two days no questions were asked to enable further discussion, questions and to give extra time to people that perhaps did not manage to answer during the week. During the week, people responded whenever they had time to and all informants were participating actively. The questions that were asked in the focus group originated from medias interest in the attitudes of tourists towards the refugee crisis on their destinations, which was presented in the first part of this chapter.

2.6 The role of the author
The author was in the focus group acting as a facilitator. The facilitator is responsible for creating the group, moderate it and collecting the data that arises from the discussions within the group (Smith 2010). In the focus group the author took place as an active moderator, which means that it was possible to ask supplementary questions and encourage the informants to further discussion (Mkono & Markwell 2014). As a moderator, the author was aware of not transmitting personal beliefs and understandings to the participants. If a moderator is participating too much, the risks of transmitting a desired result from the study to the participants grow. The focus group was in other words structured, with moderating participation, since the participants could risk slipping from the subject of interest if the focus group would have been unstructured (Wibeck 2010).

2.7 Data analysis and translation
The starting point for analysing the collected data was to print all the questions and answers that during the week of the focus group had been reviled. After all material had been printed the author started to play with the material to find what was relevant to the research question. The finding of patterns and categories within the information that was collected was at this point the aim. This was made according to the scissor-and-sort technique, which means cutting in the actual paper and separate the material into different piles (Stuart & Shamdasani 2015). The findings from this technique resulted in four different categories, which are presented on the next page:
1. **Motives**: summarizes the motives and decision-making process of the made journey and possible motives for going to a destination where the refugee crisis was notable.

2. **Media and travel information**: reviews the importance of information before making a travel decision and medias relation to crises.

3. **Moral**: here the information about the moral dilemmas that was detected in the focus group is discussed.

4. **Safety**: concerning the risk perceptions and safety that during the focus group was a returning subject.

After finding the categories the material was translated from Swedish to English. Five randomly selected informants, who were participating in the focus group, later reviewed the translation and analysis. This was done in order to detect if the translation and analysis were consistent with theirs and others shared opinions in the focus group. According to Smith (2010, p. 197) this is also something that strengthens the construct validity.

**2.8 The relation between the findings and the theory**

In this section the method for detecting relevant theories that could be put in relation to the empirical findings will be presented. The search for theories had, as mentioned before, its origins in the categories that were found through the analysis of the empirical material. In order to find relevant theories the search therefore started with the following keywords:

- Motives
- Media + travel information
- Moral
- Safety

The keywords were used one by one and together with three other keywords (tourism, tourist and crisis) in order to find the material that best suited this study. The search for theory was performed on the search function OneSearch, Google Scholar and on the website of different journals. The journals that were focused on primarily was: *Annals of Tourism Research* and *Journal of Travel Research*, from articles within this journals relevant theories were found, which led to other articles and books. The literature search in other words started in the tourism field and then widened into other research fields.
through interesting and relevant articles and books. The specific journals that for this thesis have been used can be found in the references chapter.

2.9 Structure
To make it easier to understand how the refugee crisis has affected the attitudes among the informants, the four categories will be used as titles for chapters 3-6. In each chapter a summary of the empirical data will be presented, followed by quotes that are supposed to strengthen the summary or to exemplify different opinions among the informants. The empirical findings will also be presented together with related theories in order to make the results easier to understand. In each chapter the empirical findings and the theories, therefore, are diversified. It is presented like this, in order to keep the reader from forgetting what was presented as empirical material when reading the relevant theory. In the end of each chapter a resume and the analysis of what has been mentioned can be found. In the last chapter a final reflection over the thesis as a whole and a conclusion is presented, together with the answer to the research question.

When presenting the empirical material, the names of the informants are not published, due to the delicate subject that the work represents. The informants are instead referred to as a group or as individuals without writing any names; numbers will hence be used to identify what the different informants have said. Further all 25 participants contributed to the empirical material that in this thesis is presented. Even though the total number of informants is not referred to in the quotes, they are included in the summary of what was said by the group. When mentioning some or the minority of the group, in the following chapters, less than 50% of the group is referred to. When the majority of the group is mentioned, the author instead refers to more than 50% of the group.

2.10 Last but not least…
The headings used in this thesis may give a banal impression. This is something that was considered and ignored due to the actual standard of the thesis as a whole, which the author see as high quality research. The eventual entertainment that the headings might give the reader is, for this study, more important.
3 Motives

The motives, for making the trip, that through the focus group came up was to get a break from the routines of everyday life and to get new energy before upcoming events. The majority of informants also wanted to go there because of the sun and the beach, while others went there because of family and/or friends. Some informants mentioned that they got a hold of a temporary offer and others mentioned all-inclusive facilities as appealing. Several informants said that they booked the trip before the refugee crisis was a fact and some said that they knew about the crisis but that it did not affect their motives of going to the specific location. A number of participants mentioned the refugee crisis as a concern before going, they thought of it and how the crisis possibly could affect their trip, but it didn’t affect their choice of destination (Focus group, 16-11-2015, 17-11-2015).

One participant mention that the aim for the trip was leisure with friends and good food:

“Went to Kos, Greece for one week of relaxation, good food, litres of beer and adventures/day trips around the island. Pure leisure travel with three friends! We stayed at a half lousy hotel in its simplest form, since the focus was on daytrips this did not matter.” (Informant 1, 16-11-2015)

One informant that during the summer of 2015 made three trips also states different reasons for vacationing but also mentioned this for different trips:

"We chose to go to Güluk, Bodrum because of friends we have there. Rhodes because of the fact that it is easy to get there from Bodrum and Crete since we found a good hotel there. The refugee crisis did not affect our choice of destination, however we thought of it before going.” (Informant 2, 17-11-2015)

3.1 Push and pull motives

Different theories concerning the motives for acting in a certain way or buying special objects have through the years been discussed. A motive is a need that is enough urging to direct a person to seek satisfaction. (Kotler et al 2012). When travelling, most of the times there are a number of motives for making a trip. It might be one that is primary but there often tend to be a secondary motive as well (Robinson & Gammon 2004). Dann (1981) suggests that the motives for traveling can be discussed from a push and
pull perspective. In this perspective the push factors concerns the tourist needs (why the
person urge to go on vacation) and the pull factors represent the attractiveness of the
destination (what the destination offers that might attract visitors).

There are three important components of destinations that make them act as pull forces
to visitors. 1. Static factors – climate, distance to travel facilities, historic/cultural
features, cultural and natural landscapes. 2. Dynamic factors – catering services,
accommodation, entertainment, political atmosphere, personal attention and trends in
tourism. 3. Current decision factors –marketing strategies and prices in de destination
region as well as in the tourist’s area of origin (Witt & Mountinho 1989).

Although motivations for a specific climate, destination facilities, sites and situations
are very valid, people are more complex than to simply be affected from destination
marketing, economics and facilities. The push and pull factors are further in symbiosis
with each other, where the push factors such as escape, adventure, social interaction and
education are complemented by the attractiveness of the destination. The attractiveness
of the destination further concerns more than just the marketing, economics and
facilities. It also concerns events, historic sites, local customs, traditions and newness of
the destination. The effectiveness of the information and destination marketing in other
words serves as catalysts for the exchange (Muzaffer & Hagan 1993).

3.2 Interpersonal and personal motivations
Iso-Ahola (1982) suggests that the motives do not only differ amongst individuals.
Individuals try to satisfy their needs for escape and their search for new experiences
may in different ways be personal or interpersonal. The personal motivations include
rest, relaxation, learning about other cultures and prestige. The interpersonal motives
concern social interaction, encounter with natives, past life styles and different cultures.
Adaptable people may be found in between the two different kinds of motives,
depending on the environmental components on the chosen destination. The theory that
Iso-Ahola (1982) suggests differs from other travel motivation theories, since this
theory do not only focus on human needs or push factors. This theory also focuses on
the association between human needs and the attraction of destination
environments/facilities as determinants of travel motivations (Awaritefe 2004).
3.3 Escapism motivations
The conceptual domains of escapism motivations contain need for relaxation and peace and quiet (Crompton 1979). In this context relaxation is the time when activities, that take your thoughts away from everyday life, are performed. Relaxation also is about the things that you do in order to escape from civilization, routines and responsibility (Crandall 1980). Gitelson and Kerstetter (1990) suggest that relaxation not only is about getting away, but also about the motives of having a good time.

3.4 Decision-making in a crisis
Even though the majority of the informants did not see the refugee crisis as affecting on their decision to make a trip to Greece or Turkey, most of them could not imagine themself going on vacation, only to enjoy themself, if they before going on the trip knew about the crisis. Some said that they, if knowing about the crisis before, should go there to help while others would not go at all. At first, some informants mentioned that the refugee crisis did not affect them, but after answering supplementary questions a couple of informants stated that they thought of where to go. Instead of going to a place where the refugee crisis was big, they went to the same country or even the same island but to a different part where the crisis was not as notable. This decision was made in order to be able to relax and enjoy their vacation without feeling guilt (Focus group, 17-11-2015).

A participant puts her motives in relation to the refugee crisis:

"It is really surreal when I write that this enormous movement of people did not affect my choice of destination or whether I should make the trip. I do not think that I understood how huge it was at that point.” (Informant 3, 17-11-2015)

One informant that did not experience the refugee crisis on her destination mentioned that she would not have a problem with going to a destination with a notable refugee crisis:

"I would not mind going to a place where the refugee crisis is notable. I would take my time to sit with them and listen to their history and try to learn from them. I would also try to help them to buy food and other things they might need on their journey to a safer
country. The huge movement of people that today is a fact, is not something that we can ignore.” (Informant 4, 17-11-2015)

3.5 Crisis resistant tourists
According to Hajibaba et al (2015) there is a group of tourists that they refer to as crisis resistant tourists, who tend to absorb risks instead of engaging in risk avoidance strategies. Hajibaba et al (2015) also developed a segment of crisis resistant tourists that is called external crisis resistant tourists, who tend to go through with their travel plans even though a crisis evoke on their destination. Examples of an external crisis are nature catastrophes, political instability and terror-attacks, which does not involve internal factors such as family and friends (Hajibaba et al 2015).

3.6 The dilemma of where and why to go
Some informants talked about why they where going on this trip and what this could mean for their choice of destination, rather than how the refugee crisis had affected their choice of destination. The purpose for going there, if volunteering or relaxing, were according to a group of informants really important in the decision making process (Focus group 17-11-2015).

This informant was talking about their motives of going there in relation to where to go:

"For us there were two options; to enjoy our vacation or to make an effort for the people in need. We chose to enjoy and because of this we went to a destination that was not as affected as others, from bad conscience [...]. If I would have felt like making an effort for the ones in need I would not have gone to Samos, I would have gone to Lesbos or Kos that I heard was more affected” (Informant 5, 17-11-2015)

A third participant mentioned a concern of how the refugee crisis could affect her and her family if it was very notable on the destination. The same respondent also mentioned that because of the need to relax and feel joy she would not have gone to a place where she knew that the crisis was notable:

"Since I am travelling with kids, that easily get worried for things that they see on TV, I am not sure if I would feel comfortable with going to a place where the refugee crisis is notable. I do not want my kids to feel sad or depressed from seeing the refugee crisis at close
quarters. They have a lot of thoughts and reflections of how the world looks right now [...]. If I would go alone it would be possible to go to a place where the refugee crisis is notable, I would in this case go there to help. Now I went there with my family to get a time-out from our lives and to enjoy and be able to feel joy for our trip. All of us had been working very hard and saved a lot for this purpose. So because of this I would probably have gone to another destination if I knew that the refugee crisis had been notable on the chosen destination.” (Informant 6, 17-11-2015)

3.7 Hesitation
The concept of hesitation is defined as postponing or deferring product purchases while having additional processing time before making the decision to purchase. Why consumers hesitate to purchase often origins in both postponing behaviour and avoidance behaviour. While the two concepts are related to hesitation they still cannot fully account for hesitation. Hesitation further counts as a type of decision-making (Cho et al 2006).

3.8 Self confidence and travel behaviour
Valencia & Crouch (2008) suggests that the travel behaviour depends on the nature and/or extent of the crisis. Further crises can have a variety of negative impacts on an individual or a group of travellers. In some cases, the impact can be brief while in others more serious. The crisis may cause a strong negative impression of the place visited, and in the long run harm the image of the destination (Valencia & Crouch 2008).

When a crisis occur one reason for making the choice why not to travel depends on a lack of confidence. Some people may cancel the trip or making the decision to never travel abroad again while others will not make any changes in travel plans (Valencia & Crouch 2008). The consumer self-confidence is an important determinant of purchase intention. It concerns in which extant the consumer feels capable and assured to make a purchase (Adelmann 1987). Within the tourism industry, the confidence of the consumer is defined as the purchaser’s belief in his or her ability to accurately assess the attributes of a destination (Perdue 2001). There are people that maintain high levels of self-confidence even in stressed situations, characteristics that allow them to feel that they are in control. Therefore, they are not easily repressed by adverse situations.
(Valencia & Crouch 2008). People with low self-confidence are on the other hand more vulnerable to environmental circumstances and are more likely to regret and/or change their decisions (Mossman & Ziller 1968).

Further, a persons self-confidence function to enable the decision of purchase to operate effectively when faced with difficult decisions, involving large amount of information and strain from the marketplace pressures (Bearden et al 2001).

3.9 Reflection
When putting the motives, that through the focus group came up, in relation to the theory, three motives was found. The motive that, among the informants, was detected as the primary motive was the need to get away from their ordinary lives. The second motive for making the journey was sun and beach and the third was social interaction with family and friends. The push factors that for this study was detected as dominating was the need to escape from daily life and the need for relaxation. The pull factors on the other hand are characterized by the climate and accommodation, in combination with special offers that was beneficial for some informants. Hence, the static, dynamic and current decision factors are all fulfilled as pull factors. This they are due to the fact that the climate (sun and beach), catering services (all inclusive) and the marketing strategies (temporary offers) are identified as pull factors for this group of people (Witt & Mountinho 1989).

A lot of the informants stated that their motives of travelling were not affected by the refugee crisis. Even though, they could not imagine themselves going to a place where the refugee crisis was notable. The author therefore suggests that the refugee crisis was affecting their motives, they did not state this themselves but a lot of the informants were agreeing on the fact that it would not be attracting to go on vacation where there are refugees present. This, the author see as affecting on their escapist motivations and their personal motivations, which were presented more thoroughly earlier in this chapter.

Though the most of the informants could not imagine a vacation among refugees, there were a minority that would not care. One informant that was quoted in paragraph 3.4, stated that she would not care if there were refugees on her destination, she would take her time to listen to their stories and help them. This is a good example of the
interpersonal motives, which partly concerns the meetings with people and different cultures. The motives that this informant had are to an extant also personal since she is willing to learn from their stories and further is likely to learn about other cultures (Iso-Ahola 1982).

Concerning the decision-making and travel behaviour, parts of the group can be counted as external crisis resistant tourists since they would not let their trip be affected from the refugee crisis. The majority of the group would on the other hand not be considered as external crisis resistant tourists since they could not imagine themselves going to an area where the refugee crisis was notable (Hajibaba 2015). As stated from some informants the notability of a crisis can also be affecting on the travel behaviour, something that Valencia & Crouch (2008) also suggests as affecting. The fact that some participants would not go to a place like this may originate in their lack of confidence. They may not feel capable or assured to go on with their travel plans, since they might not have the ability to accurately assess the attributes of the destination in question (Perdue 2001).

The author further sees a hesitation in the group as a whole. The majority of the informants did not mention that the refugee crisis was considered before making the decision to travel, but still it was a concern that was mentioned. Some informants also mentioned that the refugee crisis was not affecting their choice of destination while they later on stated that they went to a less affected place in order to truly enjoy their vacation. This can be seen as a type of avoidance behaviour, which is related to the hesitation (Cho et al 2006). Instead of booking a trip to their primary destination they hesitated, and instead chose to go to a place where the refugee crisis was not as notable. The decision-making process further was affected from the refugee crisis even though the informants did not think so themselves.

The hesitation that the informants showed when making the travel decision also exemplifies the theory of Muzaffer & Hagan (1993) that states that there is more affecting, the decision to make a purchase within tourism, than just the traditional push and pull factors. The need to get away from daily (push) life and beautiful beaches (pull) might in other words not be enough. The attractiveness of the destination seems, according to the author, to be affected in this case. The regular destination marketing,
that maybe promotes their lovely beaches, might in this case not be sufficient as a pull factor. Here the importance of having push and pull factors that works in a symbiosis is clearly evident, according to the author.
4 Media and travel information
The information that media, travel agencies and the ministry of foreign affairs provided is according to the informants something that was really important before deciding on making the trip. In the focus group the majority agreed on that the information available about the destination and the refugee crisis was of great importance before making the travel decision. Some informants one the other hand, mentioned that they rather listened to their friends and relied on their earlier experiences from the destination than listened to what media wrote (Focus group, 17-11-2015).

One informant that earlier visited the chosen destination mentioned media and the ministry of foreign affairs as final determinants before making the choice to travel to Turkey:

“I read in media about the unrest in Turkey but thought, since the ministry of foreign affairs do not comment on it, there are no worries. And as long as Aftonbladet\(^1\) do not write headlines as Terror in tourist paradise there are no worries.” (Informant 7, 17-11-2015)

Another person said that the media did not focus on the refugee crisis when the decision to travel was made:

“The refugee crisis was not something that media focused on when we booked our trip, therefore it did not affect our choice of destination.” (Informant 8, 19-11-2015)

The same informant ads that she had been visiting this destination before and that she therefore made the decision to go back (Focus group, 19-11-2015).

4.1 The importance of media and travel information
The global tourism of today is more vulnerable than ever to sudden crises or disasters. In an interconnected world, where news is easy to access, tourism consumers might respond rapidly through changing images, perceptions, attitudes and behaviour. Media drives these impacts, where markets are regularly exposed. This may create an inaccurate image of both the destination and the risks that tourists may face while travelling (Valencia & Crouch 2008).

\(^1\) A daily Swedish newspaper, www.aftonbladet.se
The different information sources, which are available for consumers and also are known as stimulus factors, are the energies that influence the forming of evaluations and perceptions of consumers. There are different information sources and a diverse nature of information that consumers have to deal with, including destination marketing (Baloglu & Brinberg 1997). Tourists often have limited knowledge about a destination that they previously have not been visiting. The knowledge that they take part of often is confined to symbolic information that is obtained from media or from the social group that they belong to (Um & Crompton 1992). Phelps (1986) refers to, the information that is perceived before visiting a place, as a secondary image. The primary image of a destination is perceived when actually visiting. Therefore the secondary image of a place, plays a relevant and essential role in the decision-making process (Phelps 1986).

The secondary source of information further fulfils three basic functions when choosing destination. 1. To offer an image of the destination. 2. To minimize risks that the travel decision might bring. 3. To function as an instrument for later justification of destination choice (Mansfeld 1992). According to a study performed by Jacobsen & Munar (2012) first time visitors tend to trust the secondary image better than people that have been visiting the destination earlier. This segment rather trusts their earlier gained experience than others people opinions on the destination (Jacobssen & Munar 2012).

When it comes to the behaviour of tourists and how this can be affected from different sources of information, there are various models that describe this (Beerli & Martín 2004). The external crisis resistant tourists, that were mentioned in the previous chapter, tend to be critical to marketers and differ from other tourists when it comes to their information sources for travel planning, some of them do not require any information at all. The biggest source of information, which is being used of this segment, is the information that is available from other travellers, who are not a part of their personal friends (Hajibaba 2015).

4.2 Media influence on sight
A different aspect of the medias importance that came up during the focus group is the fact that media affected some of the informants, even though they did not stay on a destination where the crisis was present. Some said that they through media got stressed by hearing about everything, while on vacation. Others followed the news from home.
even though they were in the country where the crisis took place, but yet not on the exact location and could see it with their own eyes. The importance of how the media portray crises also was mentioned in the focus group. Some respondents mention that media magnified the situation and that the expected unrest in relation to the refugee crisis was not as bad as media had portrayed it (Focus group, 17-11-2015, 18-11-2015).

One informant mention that the media was her only impression of the refugee crisis on her trip:

“The only thing I possibly noticed from the refugee crisis during this week was the news from home that I read on my phone when Internet was available.” (Informant 9, 18-11-2015)

On a Greek island one respondent started to think about what would happened if boats started to arrive on the beach where they were, due to the pictures that had been showed in online newspapers:

“On Crete we did not notice the refugee crisis, besides when we read the daily news from home. On one beach we started to think how sick it would be if boats with refugees started to arrive right now, like we seen in the online newspapers.” (Informant 3, 20-11-2015)

One informant got to know about the refugee crisis when arriving, but at first not through what they saw on the destination, but from what they heard from their parents, who saw this on the news in Sweden:

“We got to know about the refugee crisis when we arrived to Kos, since our families by text messages told us what they seen on the news at home.” (Informant 10, 17-11-2015)

4.3 Present but distant
Cell phones, the Internet and reduced cost for landline telephones significantly have simplified for people to stay in touch. The accessibility and ubiquity of the new communication services have enabled tourists to remain in contact with people and places that are geographically distant from them. Cell phones have, for instance, provided immediate access to individuals wherever they might be located. It is now possible to read the newspapers from home while you are on vacation (White & White 2007). The time space compression makes it possible to get information from all over the world without being where it happens. A person can in other words be socially
present while physically absent, due to the development of the technology (Urry & Larsen 2011).

4.4 Communication in a crisis
Through the years several strategic communicators have been facing the force that media posses in a crisis. Media generally portrays the scene that best adapts to their winning, this they do without lying but in order to economically benefit from the picture that they portray. It is common that the real crisis turns out to be slightly gentler than how the media portrayed it from the beginning. In order to manage the actual crisis and the picture that media portrays of it, the strategic communicators of today must act as a real-time directors. They need to portray the real picture of the crisis and try to downplay the excessive picture that media portrayed (Eriksson 2013).

During a crisis the public’s social media usage increases, especially during the initial events of the crisis (Pew Internet & American Life Project 2006). During some crises there are cases where the credibility to social media coverage is higher then to the traditional mass media coverage (Procopio & Procopio 2007). Even though research demonstrates clear benefits of including social media into crisis communication, various organizations have not fully embraced social media into their strategic communication (Liu et al 2011). One reason for why the public seek out social media in times of a crisis might be that social media uniquely provide emotional support during crises (Choi & Lin 2009). Specific emotions related to undesirable outcomes of crisis have been detected by Coombs (2007). Anger is one of them and this feeling predicts negative purchase intentions and negative word of mouth communication (Coombs 2007).

4.5 Reflection
The information that media provides was for the majority of this group of great importance. A lot of the informants acknowledged the media to be a valuable resource of information that together with the ministry of foreign affairs worked as a determinant for whether or not to go to the destination in question. Some of the informants mentioned that the secondary image, that was described earlier, was of great importance while others rather confined in their own experience of the destination, the primary image.
An interesting subject concerning the trust of the primary and secondary image was that the majority of the informants that earlier been visiting the destination trusted their primary image. Since the destination can change considerably with a crisis this was looked upon as noteworthy. The theory concerning the trust of primary and secondary images by Jacobsen and Munar (2012) in other words seems to be trustworthy even in times of crises. Another theory that supports this could also be that these tourists counts as a type of external crisis resistant tourists that demand little or no information before they travel and that are critical to destination marketing (Hajibaba 2015). Here informant 7 differ from the rest when saying that she was using the media and travel information as a final determinant before going, even though she had gone there before. In other words, she trusted the secondary image, portrayed by the media, albeit she had conceived a primary image from her earlier visit.

Another remarkable thing, concerning the findings in the focus group and their relation to the theory, is the fact that social media was not mentioned once as a source of information about the destination. According to Pew Internet & American Life Project (2006) the public’s usage of social media increases during a crisis. Procopio & Procopio (2007) also suggests that the credibility to traditional mass media is lower during some crises. In the case of the perform case study this could origin in two things, according to the author. The informants could have been referring to social media when talking about media in general or this group differ from others when making travel decisions during a crisis. Since neither negative word of mouth or negative purchase intentions was detected from the participants they were assumed to be happy with their trip in general terms. This conclusion was made with support from Choi & Lin who suggests that social media uniquely provide emotional support during crises. Further it is strengthen by Coombs (2007) who states that anger and fear can cause negative purchase intentions and negative word of mouth. If this is not the case, the informants could simply be deferring from other travellers in the usage of social media when making travel decisions, since a person’s beliefs and perceptions of how to do something are always personal and impossible to generalise (Åsberg 2001B).

Concerning the impact that the refugee crisis had through media when on the destination, this could simply be seen as either a consequence of the technology that rapidly has been changing the ability to communicate or as a consequence of the way
that media framed the crisis. As Eriksson (2013) proposes, media tend to magnify the situation in order to benefit economically. When doing this people that are present where the news are taking place can get worried without reason, as portrayed in the quote by informant 3 in paragraph 4.2.
5 Moral
A returning subject through the focus group have been the moral aspect of making a journey to places where refugees arrive when fleeing from war and political instability in their home countries. A lot of the informants have been talking about the strange feeling that occurred when sitting on the beach, enjoying their vacation, at the same coast where refugees are living a nightmare. Some informants did experience the refugee crisis while others did not. They mention the surreal feeling of vacationing in a country that people flee to, but also the fact that the travel operators offered the travellers to bring an extra luggage of items to donate to people in need. The empathy and understanding for the situation also got mentioned, and some participants mentioned that they learned from their experience (Focus group, 18-11-2015).

During the trip and especially when walking to the beach one informant felt uncomfortable when passing all the refugees. Occasionally it was hard for this person to enjoy the vacation.

“I had an uncomfortable and tragic feeling during my vacation, especially when I, on my way to the beach, passed all these refugees. I tried to enjoy my vacation, but occasionally this was hard. You constantly got reminded about what is happening in the world” (Informant 10, 18-11-2015)

One informant mentioned that it was surreal to sit on the beach and see the ocean while knowing what was going on the other coast:

“It was not only a pleasant feeling to gaze out over the ocean towards Syria. It felt very surreal to sit on the beach, while you know that people are fighting for their lives out there…” (Informant 11, 17-11-2015)

Another informant explained the impact of the crisis on her journey. She mentioned her expectations and concerns before going, in relation to the commitment and empathy that she felt when getting back.

“I did not think that the refugee crisis or the refugees would affect my trip in a negative way. When I was there and when I came home, the refugee crisis and the refugees that I met definitely had an impact on me, but like I thought before going, not in a negative way. Of course,
there was not a positive experience, but indirectly it increased my awareness concerning the situation and since I saw the crisis with my own eyes it got so clear. I felt a stronger commitment and a even stronger empathy for the situation after my trip, than what I think I would have felt if I would not have gone.” (Informant 12, 18-11-2015)

5.1 Moral identity
Moral tends to receive little direct reflection in social science, but moral dimensions are an obvious feature of all human activities (Caton 2012). Hart et al (1998) states that the moral identity is “a moral commitment to one’s sense of self to lines of actions that promote or protect the welfare of others” (p.515). Like other social identities that individuals embrace, moral identity is a basis for social identification. The moral identity can in other words be a part of constructing their self-definitions. Like other identities, the moral identity can be associated with certain attitudes, beliefs and behaviours (Cheryan & Bodenhausen 2000).

Peoples´ moral identities may vary in content. One person can see his or her moral identity as being compassionate, while another person may emphasize being fair in his or her moral identity. However there may be non-overlapping moral traits, which composes each individuals unique moral identity, there are a set of common moral traits. These common moral traits are according to analysis made by Blasi (1984) likely to be central to most people’s view on their moral identity. To be a moral person may not be a part of the persons overall self-definition, the ideal of being a good person may in other words occupy different levels of centrality in peoples image of themselves (Blasi 1984).

Hart et al (1998) further suggests that the self-importance of the moral identity and its motivational strength may change over time. The moral identity is here defined as a self-conception organized around a set of moral traits, but the moral identity can also origin in a distinct mental image of what a moral person should think, feel and do (Kihlstrom & Klein 1994). Hence, although the moral identity is established in a trait-based conceptualization, a person’s moral identity may have social referent. This social referent could be a membership (red cross), an abstracted ideal (God), an unknown individual (Mother Teresa), a known individual (a mentor) or a social construction (Aquino & Reed II 2002).
5.2 Moral development
Moral development refers to the manner in which individuals make decisions about what is right and wrong (Rest 1986). According to Kohlberg (1969) individuals can be clustered into six stages on the basis of their moral development. There are two groups at the pre-conventional level, two at the conventional level and two at the post-conventional level. On the pre-conventional level there is a focus on the consequences of decisions for the decision maker. This level illustrates the ethical decisions on the hedonistic interests of the decision maker, in terms of rewards and punishments, and the exchange of favours. The conventional level concerns the decision makers family, friends and acquaints. This level illustrates the adherence to norms that are established by external groups, such as the society and acquaints. The post-conventional level emphasizes the principles for humanity in general. This level is characterized by moral judgement, which is driven by the commitment of individual or personally selected universal ideals. This level is further not driven on group norms as on the conventional level. The higher level of moral development that an individual reaches, the more cognitively complex it gets (Kohlberg 1969).

Along with globalization, ethical challenges to international trade relationships are increasing. When purchasing services or goods internationally, multicultural experiences play an important role for the ethical decision-making. Multicultural experiences are proven to have a positive impact on the moral development of individuals (Lin 2009). In the post-conventional level of moral development, multicultural activities and the flexible thinking that these activities can promote, are important characteristics (Kohlberg 1969).

5.3 Lucky vacationers
A discussion grew during the focus group on whether or not Western and Swedish people are spoiled or aware. Informants 5 and 7 started a discussion on the topic concerning if it is accepted to go on vacation and enjoy themselves where there are refugees suffering. Both of the informants agreed on that it would feel awkward to enjoy a vacation while people are fleeing to the same place. They also agree on the fact that they see the possibility to travel as a luxury that not all people can afford, not even all Swedish people. One thing that they did not agree on, at first, was whether or not
westerners and Swedes are spoiled, blessed, privileged or aware (Focus group, 17-11-2015).

On the next page the discussion is quoted, it started with informant 7 that mentioned Westerners and Scandinavians as spoiled, if compared to other people:

“I think that we, Westerners and Scandinavians, as a group are spoiled […]. If you compare with other countries in the world. We are spared from grave poverty, war and nature catastrophes, so automatically this makes us spoiled.” (Informant 7, 17-11-2015)

Informant 5 later developed her ideas of being spoiled in relation to the effort that is performed in order to afford a vacation:

“I agree that we are spoiled to the extent that we are spared from many things, this due to where we happened to be born. But I think that the opportunity to travel might not be a spoiled thing, or yes, in relation to the people that are fleeing, absolutely! But in relation to how much we have been working in order to save the money for the trip, or how much we need it in order to rest for upcoming events maybe we are not spoiled in that sense.” (Informant 5, 17-11-2015)

Informant 7 offered another way to look upon it:

“Maybe it is possible to see it on the contrary side and instead say that we are spared” (Informant 7, 17-11-2015)

Informant 5 concluded by mentioning the importance of awareness, she stated that people have to realize that they are privileged:

“Yes kind of, I think that the awareness determines whether we are spoiled or not. If we are aware of the reality and acts according to this. If we for example realize that we are privileged to be born in Sweden and have all the luxury that comes with that (welfare, no wars, no extreme poverty etc.), I do not think that we can call us spoiled, rather privileged.” (Informant 5, 17-11-2015)

5.4 Westerners and the others
Migration and tourism is not a new phenomena, both of them have existed as long as humankind (Lazaridis & Wickens 1999). Historically, the status of a traveller (tourist)
has been seen as a question of economically wealth, as a white privileged European male who has embarked on voyages motivated by heroic, educational, scientific and recreational purposes. In Western discourses, the spatial practices of migrant workers, refugees and domestic servants have not been looked upon as travel for reasons related to race or class (Clifford 1997).

Since the age of exploration the oppositions of civilized vs. primitive, modern vs. traditional, familiar vs. exotic and self vs. other have dominated the realm of discourse in Western societies. The traveller’s involvement with others is an aftermath of experiences and often refers to the conscious use of the self as a resource for making sense of others. The modern tourists that visit Greece, undoubtedly, do not combine tourism and culture in their experiences, as was the case for travellers in past centuries. Modern tourists are instead interested in having fun and do not read the contemporary Greek culture through the lens of western classical imagery. As they essentially seek to turn away from serious images and prefer the aesthetically appealing, tourists end up with a conception of destinations that is not associated with the classical past but with the stimulation of senses (Rojek & Urry 1997).

Human beings are endowed with a capacity to imagine and most of us have spent at least some time daydreaming about the kind of tourism world we would like to be involved in. Perhaps some people also experienced despair when their leisure travels have brought them into personal contact with people that had much less privileged than them, and whose suffering is hard to even understand. These people may try to understand but then go on with their lives since the knowledge of this is to heavy to carry (Caton 2012).

The cultural issues of todays tourism is a bit sticky and hard to grasp since the tourism always seems to bring something good to the destination in form of economical contributions. Yet it is a moral dilemma that arises when tourists relaxes in a cool swimming pool while the residents of the destination lack clean water to drink. As a tourist it is easy to say that none of this is the tourists business, since he or she is only a visitor of a scene of someone else’s social relations. The question gets harder to avoid if it is looked upon from a more fluid and cosmopolitan view of culture. If we are all actors in the social space and the modern world that tourism represent we navigate
issues of meaning across cultures. Hence tourists have a certain responsibility for their participation in the identity politics of other people’s society (Caton 2012).

5.5 Reflection
When talking about the moral dilemmas that for the informants occurred before, during or after their trip, they mentioned the surreal feeling when vacationing in a country that people flee to. One person also mentioned that it was hard to enjoy her vacation without getting reminded of what was going on in the world. Almost all of the participants agreed on the absurd feeling that emerged when gazing out over the ocean. The content of the moral identities, which was described earlier, did not seem to vary much among the participants. Most of the informants seemed to share the compassion for people that were fleeing their countries. Of course this is not anything that can be written in stone, variations among the informants might still be a fact. The participants may, in other words, emphasize different senses of being a moral person into their self-definition.

Another aspect that in this case could have affected the informant’s moral identity is what their mental image of how a moral person in this case would think, feel and act. The social referent that in this group was present, through the focus group, could also be affecting on their opinions concerning the moral dilemma of their trip.

A clear example on how the moral identity can change over time (Hart et al 1998), is when informant 12 mentioned that the refugee crisis affected her commitment in a way that she do not think that it would have done if she did not go there to see it. This, also exemplify the importance of multicultural experiences in international trade of services or goods that was presented earlier.

When relating the majority of informants as a group to the theory of moral development, established by Kohlberg (1969), the author finds that the informants mostly relates to the post-conventional level. They do not adhere to what is established by the society and acquaints, they rather focuses on their individual and personally selected ideals. From reading in between the lines the author understood the majority of the group to be concerned about humanity but that they saw their impact to be less on the refugees than vice-versa. The author, hence, believes that the informants made the trip thinking that they would not affect the refugees, more than they already were, by going on vacation.
The oppositions of us and the others have since the age of exploration been dominating the realm of discourse in Western societies (Rojek & Urry 1997). Another way to look upon it, is as discussed by two informants, as fortunited vs. unfortunited or as privileged vs. unprivileged. As mentioned by informant 5 the distinction between being spoiled or a hard working member of a certain country is very complex. Tourists no longer go on vacation to learn about a different culture as earlier, they go there to have fun and to turn away from serious images (Rojek & Urry 1997). The cultural issues that appear in today’s tourism, therefore, are a bit sticky and hard to grasp (Caton 2012). This is also exemplified in the previous mentioned discussion, where the two informants mentioned that it is a luxury to travel. As Caton (2012) states, there is a moral dilemma that arises when people from more wealthy societies can relax in a cool pool while the residents on the destination lack clean water to drink. The same moral dilemma seems to arise when travelling to destinations where there are refugees present. As stated in the discussion between the two informants, in the focus group in general and by Caton (2012) this dilemma gets harder to avoid if it is looked upon from a more fluid and cosmopolitan view of culture.
6 Safety
The safety has through the focus group been a frequent subject. The informants all mentioned the safety when it comes to the refugee crisis and its relation to their chosen destinations. Not only, did the safety concern the actual refugee crisis, but also what caused the refugee crisis and what this could mean for their security. It was mentioned in relation to the terror that started people fleeing from their countries and the possibility that this could happen in the visited country, but also the demonstrations that the political instability had caused. Some informants also mentioned that they booked the trip before knowing about the refugee crisis and that it became a concern when they got to know about it. The concern was about whether or not it was safe to go through with their planned trip (Focus group 17-11-2015, 19-11-2015, 20-11-2015).

Some of the informants that went to Turkey mention the unrest that concerned this summers political election and the refugee crisis, others that went to Greece mention the security aspect as an economic concern and how the refugee crisis could have an affect on the economical instability. Another thing that also was mentioned was the security aspect of traveling at all, when the situation in the world over all is a little bit chaotic at the moment (Focus group, 19-11-2015).

One informant that went to Turkey described concerns for her safety and whether or not they should go there when the crisis intensified. She mentioned her perceptions regarding the security and her perceptions of the destination:

“When we were going to Bodrum, Turkey, the refugee crisis had intensified.

Only a few weeks before we were leaving, pictures of people that were fleeing, drowning and got washed up on the beaches around the Mediterranean started to circulate in the media. Almost at the same time as the pictures were published and the refugee crisis got intensified, we got to know that there had been bombings on another famous destination in Turkey. Of course these factors affected our perceptions of the destination and if it was appropriate to go there. Though, our perceptions was of the destination this was not concerning its quality regarding whether there were nice beaches or not, rather if it was safe to go there or not.”

(Informant 12, 17-11-2015)
6.1 Tourism and risk perception

Risk and uncertainty have since the middle of the 20th century been a concept within marketing and consumption in general (Quintal et al 2010). Bauer (1960) observed that consumer behaviour involves risk and that it is impossible to predict the risks that may follow:

“Consumer behavior involves risk in the sense that any action of a consumer will produce consequences which he cannot anticipate with anything approximating certainty, and some of which at least are likely to be unpleasant.” (p. 21)

Psychologists define the tendency to take a risk as a personality feature, which varies among people (Pizam et al 2004).

The need for security is, by Maslow (1970) recognized as an innate feature of human nature, which makes the concern for safety a basic factor influencing the choice of destination (Crotts 2003). Most theories concerning consumer behaviour in tourism studies present the tourist/consumer as an individual that makes rational choices, from an individual and social perspective. The choices are influenced by psychological and non-psychological factors (Sirakaya & Woodside 2005). Tourists generally do not travel to seek risk, which is perceived as a negative factor that is to be avoided when on vacation (Law 2006). People react and respond to risk that they perceive individually, even if the risk is not a fact. The perception of a risk is what will influence actions and behaviours (Bauer 1960).

While tourism is suppose to be all about pleasure, the consuming of pleasure and places around the world, frequently involves danger and risks. Often tourism consists of a strange mixture of pleasure, pain, risk and danger. When making a decision to travel tourists are faced with different types of risk and uncertainty. Financial risks, social risks, physical risks and health risks are some of them (Urry & Larsen 2011). Perceptions about the destination can concern the level of risk, which can vary amongst individuals (Valencia & Crouch 2008). Lawson & Thyne (2001) suggests that perceived risk influences the possibility that a destination might be considered as an option of tourism.
International or domestic travellers’ safety is becoming a global problem and the international tourism industry is negatively affected by the lack of safety. Even though tourism is not always about relaxation, travellers do not want to be bothered with negative incidents, while on vacation (Kozak et al 2007). Risk perception determines if the tourist feel safe on the trip, individuals that associate high levels of risk while on vacation feel less secure (Resinger & Mavondo 2005). The risk perception, in other words, is one of the main predictors of sense of safety. At the same time, concerns about safety increase the perceived risk levels (Sönmez & Graefe 1998). The greater the perceived risk feels by tourists, the more information they seek and the more rational they become in their decision-making process (Maser & Weiermair 1998).

6.2 Further experiences and perceptions of the refugee crisis
A minority of informants experienced the crisis on their destination and where talking about the crisis affected their trip from a safety perspective. Others did not experience the crisis but through the focus group they got to think about how it would have been to go to a destination where it was notable. Whether they experienced the crisis on their destination or not, the concern for themselves or their family’s safety was a frequent subject through the focus group (Focus group, 17-11-2015).

One informant experienced the insecurity that the crisis, according to the hotel staff, brought with it:

“During the evenings we chose to stay around the hotel. The hotel staff urged us to not go in to the city centre, since they could not promise us security.” (Informant 10, 17-11-2015)

When asking whether or not the informants could see themselves going to a destination where the refugee crisis is notable, one informant answered that it would depend on the visibility of the crisis:

“It depends on how visible the crisis would be, if there are people that are traumatized, have post traumatic stress syndrome or other problems, this will affect a lot and I would be worried for me and my family’s safety. But if there are people begging this could be seen in any country and would not make a difference.” (Informant 6, 17-11-2015)
Another informant mentioned something similar and added the need for relaxation when answering the same question:

“No, I do not think that would be possible. It depends on how it was notable. Since we are traveling with many children, I do not want to risk getting them stressed. This, plus the fact that I needed this trip as mental relaxation.” (Informant 13, 17-11-2015)

6.3 Safety in troubled times
Plog (1999) further suggests that human caused disasters are more likely to affect the travel behaviour than natural disasters. A possible reason for this is that human-caused disasters are focused on people and tourists are perceived to have a political value. Human-caused disasters also are seen to be the fault of humans and not as “acts of mother nature”. Tourists furthermore represent targets of significant economic and political value. Natural disasters, in comparison do not victimize in terms of targeting a specific group of people (Valencia & Crouch 2008).

One phenomenon that recently occurred to be the biggest contributor to the deterioration of security images on tourist destinations is terrorist attacks (Seabra et al 2014). Although there has been more than ten years years, since the 9/11 attacks the world has been forever changed since. This partly due to the threats and actions of terrorists, but also due to a growing fear of what the same groups are capable of besides terror attacks (Saha & Yap 2013). The fear that tourists feel for terrorism attacks can exist due to many factors: contact with terrorist attacks, negative destination images, proximity to those conflicts/events and influence of travel agents or tour operators (Sönmez & Graefe 1998B). This realization has caused travellers to pause and acknowledge thing more seriously when planning and engaging in travel (Woosnam et al 2015).

Terrorism has unfortunately become a part of our lives and will not just vanish. The problem with terrorism is not only affecting the countries that directly suffers attacks, but also countries that may be indirectly affected and also the tourism industry as a whole (Seabra et al 2014). A negative image of a destination that result from terrorism may in other words be affecting on neighbouring countries or entire regions for a large period of time (Taylor 2006).
6.4 Reflection

As presented earlier, Maslow (1970) recognized safety as a basic need of human nature. This is also something that was detected to be a major concern for the informants in the focus group. The safety was not only a frequently returning subject but also something that was of primary concern since a lot of the participants was travelling with children. The impossibility to predict what might follow from a purchase decision (Bauer 1960) was also something that through the focus group was seen as a returning subject. Some informants mentioned that they worried about the suitability to follow through with their travel plans, and that they might not have made the purchase if they knew about the crisis since before.

The majority of the informants in this focus group further are consistent with what Law (2006) states about the fact that tourists generally do not travel in order to seek risk. The informants from this focus group further exemplifies that tourists are individuals that makes rational choices based on individual or social ideals (Sirakaya & Woodside 2005). This the author assumes since the majority of the informants was concerned about the risks that the refugee crisis brought to their destination, but that their reaction to it was slightly different, from person to person.

The complexity that arises when tourism is supposed to be all about relaxation, but also involves risk and danger was partly presented in the chapter concerning the motives and decision-making. In this chapter the concern about missing their time for relaxation is still a fact but now the sense of guilt is replaced by fear. The sudden break in their relaxation still seems to be a big concern but now in a different way. As Urry & Larsen (2011) states the risks within tourism today can refer to financial or social risks. These two risks were also of concern for the respondents that mentioned the economical situation in Greece and the political instability in Turkey as something that was worrying them before and during the trip. The worries in other words were part of perceived risk images that the informants had.

Kozak (2007) states that tourists do not want to be bothered by negative incidents, while on vacation. Here the risk perception plays an important role, which may affect their general perception of the destination. This is clearly exemplified in the quote made by
informant 12, which states that, her risk perception and her perception of the destination was in close relation before going.

The uprising of human caused disasters and terrorism is something that clearly was showed to be a concern for the informants. The impact that the crisis and the people that were suffering from it would have on the informants’ children was mentioned as a big concern. The fact that this is not an act of mother nature is according to the author something that might worry kids more, since this could be seen as a cruel act of people that forces their fellow citizens to flee their countries. Some of the informants also went to a neighbouring country to where the crisis has its origin, where terrorism is present. This could according to Sönmez & Graefe (1998B) be a reason to their safety concerns. Something that the informants also were mentioning as a concern before going. When mentioning the current state of the world as a concern before travelling to a place where the refugee crisis was present, the informants in the focus group stated this a concern of travelling at all.
7 How it all comes together

In this chapter a summary of what was detected through the study will be presented. As presented earlier the attitudes that for this thesis was seen as interesting, after the performed focus group, were divided into four categories. Each category later on became a chapter, which handled the empirical material in relation to relevant theories. In the end of each chapter a reflection was presented in order to summarize the chapter and present the analysis of the material. In order to make the structure of the thesis more coherent, each reflection will here be summarized, which afterwards leads to a conclusion and the final answer to the research question: How has the refugee crisis affected the attitudes of travellers? The chapter then finishes with an evaluation and suggestions for future research.

7.1 The four categories in short

The motives of the informants were found to primary be about the relaxation and the need to get away from everyday life. This motives was in some cases related to the visit of family and/or friends and in some cases related to the sun and beach holiday. Almost all of the informants stated that their motives for to their destination were not affected by the refugee crisis. Some informants was detected to be external crisis-resistant while the majority was not. The fact they were not counted as external crisis-resistant tourists and instead of a hesitating segment, can origin in their lack of self-confidence.

When making their travel decision in times of crisis, the media and travel information was proven to be very important for the majority of this group. Even though a lot of the informants chose to trust the secondary image, some participants trusted their primary image of the destination. Differences, in the media usage within the group and in relation to other groups of travellers were in the study found. Social media was either not of importance for this group or the informants were referring to social media, when talking about media in general. The media and the theory about being socially present while physically absent, also was detected to play an important part when on the destination of interest.

To travel in troubled times can according to the informants and theories presented in the 5th chapter lead to a moral dilemma. It was detected to be difficult to enjoy a vacation while meeting people that are less fortune than the traveller in question. The moral
identity was by the group of informants exemplified as changeable with time, social referents and mental images. The group was in this work detected to be on the post-conventional level of moral development. They, in other words care about humanity and feel compassion, since they were not considered to see their vacation as affecting on the refugees. Or as with some informants that was showing that they care for humanity and compassion by helping refugees and take the time to listen to their stories. The moral dilemma was a fact in this situation, and it clearly gets harder to avoid if it is looked upon from a more fluid and cosmopolitan view of culture (Caton 2012).

The safety was in this focus group a frequent returning subject. The informants was consistent with the fact that tourists in general do not travel to seek risk (Law 2006), and that they are individuals that makes rational choices based on individual or social ideas. The currently shifting state of the world was mentioned as perceived risks for not making further trips at all. When talking about the state of the world and what was the reason for the refugee crisis, terrorism was a returning subject. As presented in the empirical material, terrorism and the refugee crisis for the informants has a close connection. The informants were scared that this could happen on their destinations, this was also strengthen by Sönmez & Graefe (1998B) who mention that this fear can exist due to several factors. One of these factors is the proximity to eventual conflicts/events, which was the case at both destinations.

7.2 Conclusions
In general terms the conclusion of the thesis is that the refugee crisis has been affecting the informants in different ways. Even though, not all of the informants experienced the crisis on their destination they still have been affected from it. For some informants the refugee crisis had a positive effect while for others a negative. Some felt that they learned from what they experienced while others felt frightened.

Depending on what the motives of the journey was or what the motives for future trips would be, the informants seem to be affected differently. People that went, or want to go, on vacation to relax and get new energy seems to be more affected than those who go there to explore. The author from this, draw the conclusion that if the information about a crisis is honest and well performed by the media and other actors, tourists can plan their journey and adjust their expectations, motives and destinations accordingly.
The risk perception that has been discussed is also depending on the information that tourists can perceive from media and other information sources. As Law (2006) states, tourists in general do not travel to seek risk and some informants meant that information can decrees their concerns about the safety, if they get it before going. The moral dilemma is according to the author, the informants and Caton (2012) something that is harder to avoid when travelling in the present state of the world. Like exemplified in this thesis it has to be looked upon more fluidly and with a sense that we are all citizens of this world.

To close the discussion and give an answer to the research question: 

*How has the refugee crisis affected the attitudes of travellers?*

First the author would like to state that it has been affecting on the attitudes of travellers, though it is not about the actual refugees on the destination. The moral dilemma that occurs when vacationing where refugees are stranded seems to have affected the informants, but this dilemma could easily be solved by choosing a different destination, like some informants already did. However, it always seems to be people that are fortuned and less fortuned when travelling internationally, which people keep doing anyway, as discussed in chapter five.

The impact from the refugee crisis on the attitudes of travellers seems to be more about the current situation in the world. About the safety to travel and what is causing people to flee their countries, the situation that from the beginning initiated the refugee crisis and kept it going. The actual refugees on their destinations might just have been a wake-up call to all the privileged westerners that can afford travelling for relaxation and who with a click can get the latest news in theirs phones, which might affect their risk perception and moral identity.

### 7.3 Evaluation and future research

During the thesis a few concern on the chosen methods have been detected. These concerns primarily were related to the validity of the population and the reliability of the informants. The validity concerns, that through the study came up as possible problems was, when the actual trip had been made and whether or not the demographical factors was of importance. As stated in the second chapter of this thesis this was by the author chosen to ignore because of the importance of other parameters. After the performed study the validity concerns were proven to not be of importance since the time of the
trip did not affect the opinions of the informants, neither did the demographic factors. There were informants that went to the same place but at different occasions who had similar opinions and experiences of the refugee crisis, which strengthen the choice of not considering the parameter of when the trip was made. The demographic factors were also proven not to matter since opinions from different informants did not differ due to the demographic differences. This might be something that for other researches would make a difference, but for this it did not.

Since the subject that in this thesis have been discussed is a very delicate subject the informants in some cases gave the impression of not being true to their opinions. In order to, as far as possible, avoid reliability problems of this kind the author was taking part as an active moderator in the focus group that asked supplementary questions and encouraged to further discussion. Besides this, the double answers were also analysed instead of looked upon as a problem. One suggestion that for further research in the subject can make the reliability even better would be to invite the informants to an anonymous group. In this group the moderator would know their identity, but they would not have to worry about speaking up in front of the rest of the group.

Since this, as far as the author knows, is the first tourism study of the impacts of the refugee crisis of 2015 there is a lot left to research. Also there is little tourism research made on the impacts of a crisis from a consumer perspective. Through the study the medias importance and its relation to risk perception in a crisis have been detected as an interesting topic. Further, the moral dilemma and its relation to the motives of making a trip in a present crisis should be considered for future research. The current state of the world entails an increase in disasters and crises (Berke 1998) at the same time as the tourism industry is expanding (Jessop 1999). This, according to the author, means that crises will continue to occur on tourism destinations around the globe and if the tourism managers do not know how the tourists reacts to these events, it would most likely be harder to manage the crisis and keep attracting people to the destination.
Who said what?

7.4 Published and printed


7.5 Oral
- Wessblad. H. (2015) Lecture 2015-10-20, Senior Lecturer, Department of Organisation and Entrepreneurship, School of Business and Economics, Linnaeus University
Appendices
Below the welcome message and the asked questions from the focus group will be presented. The rest of the empirical material is kept by the author but is available for informants, opponents and examiner if needed.

Appendix 1

Appendix 2
Welcome message
Hello everybody!
First of all I want to say that I'm very grateful that you have chosen to help me towards a successful essay.

I would also like to remind you that this is a focus group for my thesis; you are here to help me to achieve an academic conclusion. This means that your views are valued very highly and I encourage you to say what you think and feel without feeling that something is right or wrong. Something that is not seen as acceptable in this group is discrimination or personal attacks of any kind.

As some of you might have understood, this focus group will concern the refugee crisis in relation to your views as travellers. I did not mention this in the advertisement since I feared that this unfortunately can attract people who might not have made a trip to these countries, but who want to make their voices heard when it comes to refugee crisis. If the topics covered in this focus group do not feel comfortable to discuss, you are free to abstain from these topics.

Further, I will ask a number of questions that I would like you to respond to. In the extent possible and I warmly welcome discussion. I hope that this will provoke thoughts
that may not occur when performing traditional interviews, which thus leads to a more content rich material for me as a researcher. If your journey absolutely not had any relation to the refugee crisis, I would like you to tell this and instead answer the questions based on what you have experienced, or what you think. One question will be posted every day, I prefer that you answer this question during the day and continue to respond to the next during the next day. If it is something that is seen as interesting to discuss the day after a question was posted, feel free to do that, as long as you answer the questions that are asked daily.

I have, as you maybe remember, said that a secret prize will be raffled. The draw of the prize will take place at the end of the week and will be published here. Hope that you look forward to participating and that we together will achieve something valuable here. Thank you so much for participating.
Here we go!

Appendix 3
Questions from focus group

Question #1
Morning everyone!
Here comes the first question. As I said before, I would like you to answer this question during the day or night. When did you go on your trip and what was the reason for making it? Tell us a little bit about when, where and why you did this trip.
Have a good day!

Question #2
Good morning!
Why did you go to this place, have the refugee crisis affected your choice of destination? Tell us a little bit about your thoughts and how you thought before going. Remember that there are no wrong answers and that it is possible to discuss with other participants.
Have a nice day!

Question #3
Morning!
Now I want you to tell us about how the refugee crisis affected your trip. Did you before going have any thoughts of how it could be affecting on your journey? Did it affect your journey and in that case how? Tell us how you experienced it, I am interested in knowing how you think even though you did not notice the refugee crisis on your destination.

Question #4
Good morning happy people!
Would you return to this place and/or would you recommended it to others? Why or why not? Tell us about your thoughts.
Love and respect!

Question #5
Morning!
Thanks to all of you for participating this week!
Here comes this week’s last question.
Today I would like you to tell us about the strongest memory from your journey, it does not have to concern the refugee crisis but it can if your strongest memory relates to the refugee crisis. The memory can be from before, during or after your trip. For example it could be concerning the planning or thoughts that came up after arriving at home.

Hugs and once again thank you!!