



Vaasan yliopisto
UNIVERSITY OF VAASA

Minna Harjula

**Tourism Consumer Behaviour and Destination
Awareness in Cross-Border Leisure Travel**

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UNIVERSITY OF VAASA**School of Marketing and Communication****Author:** Minna Harjula**Title of the Thesis:** Tourism Consumer Behaviour and Destination Awareness in Cross-Border Leisure Travel**Degree:** Master of Science in Economics and Business Administration**Programme:** Master's Degree Programme in International Business**Supervisor:** Peter Gabrielsson**Year:** 2025 **Pages:** 126

ABSTRACT:

This study used a survey to explore and analyse the characteristics of Estonian tourism behaviour when planning to travel to a cross-border destination, Linnanmäki in Helsinki. Tourism behaviour is a multidimensional entity that is influenced by both external and internal factors. Therefore, this study delved into the effects of both aforementioned factors by examining internal travel motivations, the destination image of Linnanmäki, and the target group's social media behaviour.

The study was conducted as an exploratory study, as the aim was to delve into the phenomenon without separate hypotheses in order to gain a broad understanding of the topic. The sampling method was self-selected sampling, in which the individuals themselves choose to participate in the sample. The survey was distributed in various Estonian Facebook groups and through the Linnanmäki Estonian newsletter. 121 Estonians responded to the survey. The survey used a 5-point Likert scale, where 1 means "completely disagree" and 5 means "completely agree". Before the actual distribution of the survey, a back translation process was carried out, which ensured that the Estonian-language survey fully corresponds to the original English-language survey. The collected data was analysed quantitatively using SPSS and jamovi. SPSS was used in particular for descriptive analyses and reliability analysis. Confirmatory factor analysis (CFA) and a multiple linear regression analysis were implemented using jamovi.

The results of the study show that Estonian travel intention to Linnanmäki amusement park is explained in particular by the preference for interaction and the cognitive properties of the destination image. In addition, the results show that Linnanmäki is very well known in Estonia, and that an increasing number of Estonians associate Linnanmäki with their intention to travel to Finland. From the perspective of marketing adaptation, the results show that Finland and Estonia are culturally very close to each other, which is why there is no great need for destination marketing adaptation. According to the results of the study, Estonians prefer to search for information about international travel destinations in their native language, which confirms the need to maintain Linnanmäki's Estonian-language communication channels.

KEYWORDS: destination image, international travel motivations, international theme park tourism, cross-border leisure tourism, marketing adaptation

VAASAN YLIOPISTO**Markkinoinnin ja viestinnän yksikkö**

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TIIVISTELMÄ:

Tässä tutkielmassa selvitettiin ja analysoitiin kyselytutkimuksen menetelmin virolaisten turismikäyttäytymisen piirteitä aikomuksenaan matkustaa Viron rajat ylittävään kohteeseen, Helsinkiin Linnanmäelle. Turismikäyttäytyminen on moniulotteinen kokonaisuus, johon vaikuttavat sekä ulkoiset että sisäiset tekijät. Tässä tutkielmassa syvennyttiin molempien edellä mainittujen vaikutuksiin tutkimalla sisäisiä matkustusmotivaatioita, mielikuvaa Linnanmäestä matkakohteena ja kohderyhmän sosiaalisen median käyttäytymistä.

Tutkielma on toteutettu eksploraatiivisena, sillä ilmiöön haluttiin syventyä ilman erillisiä hypoteeseja saavuttaakseen laajan käsityksen aiheesta. Otantamenetelmänä toimi itsevalikoituva otanta, jossa yksilöt itse valitsevat osallistumisensa otokseen. Kyselyä jaettiin erilaisissa virolaisissa Facebook-ryhmissä sekä Linnanmäen Viron uutiskirjeen kautta. Kyselyyn vastasi 121 virolaista. Kyselyssä hyödynnettiin Likert-skaalaa asteikolla 1–5, jossa arvo 1 tarkoittaa “täysin eri mieltä” ja arvo 5 “täysin samaa mieltä”. Ennen kyselyn varsinaista jakelua toteutettiin back translation -prosessi, jonka myötä varmistuttiin, että vironkielinen kysely vastaa täysin alkuperäistä englanninkielistä kyselyä. Kerätty data analysoitiin kvantitatiivisesti SPSS-ohjelmalla sekä jamovi-ohjelmalla. SPSS-ohjelmaa käytettiin erityisesti deskriptiivisiin analyyseihin sekä reliabiliteettianalyyysiin. Konfirmatorinen faktorianalyysi (CFA) sekä usean selittäjän lineaarinen regressiomalli toteutettiin jamovi-ohjelmalla.

Tutkielman tulokset osoittavat, että virolaisten matkustusaikomusta Linnanmäen huvipuistoon selittävät erityisesti mieltymys vuorovaikutukselle ja kohdemielikuvan kognitiiviset ominaisuudet. Lisäksi tulokset osoittavat, että Linnanmäen tunnettuus Virossa on erittäin vahva, ja yhä useampi virolainen assosioikin Linnanmäen aikomukseensa matkustaa Suomeen. Markkinoinnin adaptoinnin näkökulmasta tulokset taas osoittavat Suomen ja Viron olevaan kulttuurisesti hyvin lähellä toisiaan, minkä johdosta suurta tarvetta kohdemarkkinoinnin adaptoinnille ei ole. Tutkielman tulosten mukaan virolaiset etsivät tietoa kansainvälisistä matkakohteista mieluiten äidinkielellään, mikä vahvistaa tarvetta ylläpitää Linnanmäen vironkielisiä viestintäkanavia.

AVAINSANAT: matkakohteen imago, kansainväliset matkustusmotivaatiot, kansainvälinen huvipuistoturismi, ulkomaan vapaa-ajan matkailu, markkinoinnin adaptaatio

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1 Introduction

In this first chapter, an insight into the topic will be presented. First, the background of the study is introduced following with the research gap. After this, the research question and objectives will be presented. This chapter concludes with the key concepts, delimitations, and finally, thesis structure.

1.1 Background

Tourism is a global industry that has influenced many nations' economic development and, for instance, cross-cultural interactions. Tourism industry has continued to grow as travelling has become more accessible, connecting people from different places and advancing social and economic development internationally. As tourism industry has developed, it has also shifted different forms and destinations of travel. For instance, theme parks are a rapidly expanding sector of tourism industry and a popular source of entertainment (Florido-Benítez, 2024a, 126).

Travelling to a geographically proximate country is regularly promoted by the ease of access. In addition to geographic proximity, cultural and language similarities may lower the barriers to cross-border travel. In the context of Finland and Estonia, specifically the capitals, Helsinki and Tallinn, the cross-border travel is relatively easy due to the Ports of Helsinki and Tallinn, which are the key players in the Baltic Sea region (Port of Helsinki, 2023). In this study, the focus is on the Estonian tourism consumer behaviour, and therefore, the study delves into the dynamics of the Estonian consumer behaviour in cross-border tourism. The study aims to find out what type of behavioural patterns lies in the context of cross-border leisure tourism among Estonians.

The earlier research by Prentice et al. (1998) highlights that the core product of tourism industry is the variety of experiences. Moreover, Scott et al. (2009, 107) emphasises the importance of consumers' experiences, which furthermore leads to focusing on emotional dimensions in consumer's decision-making. Therefore, in cross-border destination

tourism, it is vital to acknowledge the specific internal factors of the target group, which in this case are the Estonian consumers, to enhance the tourism experience of the destination.

This thesis highlights the factors influencing the behavioural patterns of Estonians in leisure tourism. An important aspect of this research is cross-border travel, which is influenced by a complex interaction of internal and external influences. Internal factors focus on motivations, values and self-concept as well as socioeconomic circumstances. External factors, on the other hand, concentrate on the features of the destination, in this case Finland and more specifically, Linnanmäki amusement park. These features cover a wide range of characteristics, including the accessibility, attractions, and general appeal of the location.

1.2 Research gap

Despite of the previous research in international tourism consumer behaviour at large extent (Table 1) and wide research about marketing adaptation (Table 2), there remains a research gap of understanding the multidimensional factors that affect Estonian tourism consumer behaviour towards cross-border destination, Finland and Linnanmäki. Understanding how Estonian travellers perceive and choose cross-border destination, considering values, self-concept, attitudes, and destination image, is a research gap.

Baloglu & Uysal (1996) have investigated the international tourism consumption behaviour, focusing destination choices affected by push and pull motivations. In their study, the authors discovered that tourists can be divided into segments based on the push and pull motivations (Baloglu & Uysal, 1996). Kozak (2002) discovered that these motivations vary by nationality and destination. Cohen et al. (2013) developed a comprehensive model, including above-mentioned dimensions, focusing on key internal concepts and primary external influences.

Previous research related to cross-border mobility between Estonia and Finland has been conducted, for instance, by Silm et al. (2020) and Nauwelaers et al. (2013). Silm et al. (2020, 714) discovered that the cross-border mobility between Finland and Estonia is strongly driven by economic disparities between these two countries, as Estonian citizens are seeking for better salaries in Finland, and on the contrary, Finnish citizens are searching for cheaper goods from Estonia. Most visitors, 94 % from Estonia to Finland, and 99 % from Finland to Estonia, are tourists (Silm et al., 2020, 699).

The high volume of travellers between the countries emphasises the need for destination marketing. The enduring debate in international marketing research is whether a company should standardise its marketing strategy globally or adapt it for local market (Poulis, 2024). In fact, the level of adaptation depends on the industry, market, as well as the company (Powers & Loyka, 2010). Hence, there is not a single right method for adapting international marketing. The current state of the international marketing research focuses on reconceptualizing the standardization-adaptation division, as the process is rather relational and dynamic than a static decision between the two options (Poulis, 2024). Company's performance and success depends on how well it aligns its marketing actions with both the broader macroenvironment and the specific microenvironment, rather than focusing on whether these actions are standardised or adaptable (Hultman & Oghazi, 2024).

This presents an exciting opportunity to explore the operational environment of tourism by examining the role of destination image in the target area. There remains a gap regarding the travel motivations, and external factors on tourism behaviour among Estonians, and how they perceive the cross-border destination Linnanmäki.

1.3 Research question and objectives

The main purpose of this thesis is to explore cross-border tourism behaviour, aiming to identify the most influential travel motivations and evaluate the effect of destination image in travel intention. The objective is to provide practical implications for destination marketing into the area. Moreover, the study aims to examine current state of awareness of the Linnanmäki amusement park among Estonians.

The research question for this thesis is: *What types of travel motivations are prevalent among Estonian consumers, and how does a destination image influence travel intention to a cross-border amusement park?*

The actions that will be conducted to accomplish the research's purpose are described in the objectives. **The objectives** of the study are:

- to explore international leisure tourism patterns, especially in terms of travel motivations;
- to identify the influence of destination image in travel intention to a leisure destination;
- To provide practical recommendations for Linnanmäki amusement park, ensuring its marketing activities align with the characteristics of the area's consumers.

1.4 Key concepts

In this subsection, the main concepts are briefly defined based on the research literature. These key concepts are destination marketing, international travel motivation and cross-border tourism.

Destination marketing: Destination is a physical place, which attracts travellers for a temporary stay (Baker & Cameron, 2008, 81). In order to undertake a temporary stay, travellers must first select a particular destination, which requires differentiation among available options, which is defined as brand awareness of a tourist destination (Kim & Lee, 2018, 3). To achieve destination brand awareness may require marketing activities. As a matter of fact, the marketing of destinations has received increased attention due to the growing demand of travelling (Baker & Cameron, 2008, 79). Moreover, in the digital age, destination marketing is conducted through various platforms, such as websites, traveller review sites, social media channels, and email (Huang et al., 2022, 804). Digital marketing activities provide more convenient data on past, current, and potential visitors than traditional marketing methods, which is particularly useful information in customizing destination marketing (Huang et al., 2022, 806).

International travel motivation: The concept of international travel motivations refers to the explanations of the reasons behind travellers' choices and desires to visit a particular destination (Seyitoğlu & Davras, 2022, 311). Also, travel motivations contribute to the expectations and needs of travellers, while also functioning as indicators of both the destination image and visitor loyalty (Seyitoğlu & Davras, 2022, 311). There are several motivations that guide travellers to visit different destinations. However, in this study the observed motivations are novelty-seeking, escape-seeking, assurance-seeking and interaction-seeking. These aforementioned motivations are adapted from a model of travel motivation–image–intention by Maghrifani et al. (2022).

Cross-border tourism: According to Woyo & Slabbert (2019, 148) cross-border tourism refers to temporary relocation of individuals outside their usual residential location to the border between two countries. This temporary relocation involves different purposes such as leisure, business, shopping, visiting family, among many other things, with stays including at least one overnight stay (Woyo & Slabbert, 2019, 148). In a macro perspective of cross-border tourism, creating collaboration between two bordering nations promotes the growth of tourism products, boosts consumption in the area, and

improves ties between the nations (Žvanut & Vodeb, 2023, 320). In this study, the focus is on Estonia and Finland, as a significant amount of their tourist flows originates from neighbouring border regions (Ivanov et al., 2021, 362).

1.5 Delimitations

This study focuses on exploring cross-border tourism behaviour patterns and destination awareness by examining academic literature, which forms the theoretical framework of the research. Furthermore, primary data is gathered through a structured questionnaire that collects data directly from the target group. The study focuses on quantitative questionnaire data in order to ensure consistency and reach a large sample of individuals, Estonian consumers. However, utilizing quantitative data lacks in-depth information of the target group, as the responses are delimited to numbers.

The research is delimited to focus on Estonian citizens living in Estonia. According to FitchSolutions' Tourism Report (2023, 11) most Estonian tourists travel to its neighbouring countries, such as Finland, Latvia and Russia, which are the most attracting destinations among Estonians. Considering the geographical proximity, as well as the cultural and possible linguistical backgrounds between Estonia and above-mentioned nations, it is reasonable to expect that these countries are ranking high in Estonian departing tourism statistics (FitchSolutions, 2023, 11).

The third delimitation of the study lies in the focus of tourism industry, with a specific emphasis on theme park tourism. By narrowing the topic to focus on theme park tourism, the study can provide more in-depth analysis and insights of the area. This delimitation ensures that the forthcoming insights and recommendations of this study are applicable to destination marketing strategies in the target market, enabling stakeholders in the theme park industry to implement the findings.

1.6 The structure of the study

The structure of the study is as follows. The first chapter of the thesis is an introduction. Introduction explains the purpose and the need for the study, and its objectives and the research question. In addition, the delimitations, key concepts, as well as the structure of the study are presented in the first chapter.

The second and the third chapters of the study will delve into the theoretical part of the thesis. These above-mentioned chapters consist of literature reviews, which examine the literature and theory of the topic. The fourth chapter is the methodology, which describes the methodological choices of the study, data collection, and the case organisation. The fifth chapter will be followed, and the empirical study with the analysis and findings are presented. Eventually, the sixth chapter consists of conclusions of the study, including also theoretical contributions, managerial implications, limitations, and future research suggestions.

2 International consumer behaviour in destination tourism

Destination is a physical place, that consists of elements such as products, facilities and services that collectively form the travel experience (Ruiz-Real et al., 2020, 1). Furthermore, it is a place where visitors can experience leisure or business activities, and to support these activities, the destination must be furnished with essential tourism products and services (Ruiz-Real et al., 2020, 1). The decision process behind choosing a specific destination is multidimensional, as there are various factors, both internal and external, that influence on the choice of a destination. These internal factors include person's own characteristics, such as motivations and attitude, while external factors include elements such as distance, expense and destination authenticity (Yoo et al., 2018, 169). The internal and external affecting elements are presented in the subchapter 2.3.

According to Almeyda-Ibáñez & George (2017, 13) destination branding consists of marketing activities that create a base for name, logo or other visual element that distinguishes and identifies a destination apart from others. In addition, these activities include factors that establishes and strengthens the visitor's and the destination's bond (Almeyda-Ibáñez & George, 2017, 13). When combined, these actions lead to building a perception of the destination that favourably affects travellers' decision to visit (Almeyda-Ibáñez & George, 2017, 13). Therefore, destination branding has an important role in attracting the visitors to the destination, as optimally, a successful destination brand can lead customers to the destination. Additionally, a larger flow of customers can financially strengthen the position of the destination.

The topics of international consumer behaviour and destination tourism have gained significant attention during the last decades. However, due to the evolving nature of international tourists' needs, preferences, and behaviours that are driven by technological advancements and ever-changing lifestyles, understanding international tourism behaviour remains highly relevant. Table 1. demonstrates the existing state of the research of international destination tourism and the concepts of consumer behaviour within this context.

Table 1. Existing research on international consumer behaviour in destination tourism.

Primary focus of the study	Primary findings of the study	Authors	Year
How overseas destination choices are influenced by push and pull factors.	Tourists can be divided into segments based on their push motivations (internal) and pull motivations (external).	Baloglu, S. & Uysal, M.	1996
The formation of destination image.	Destination image is influenced by various factors such as information sources, age, education, and motivations.	Baloglu, S. & McCleary, K. W.	1999
The differences in tourist motivation between nationalities and destinations.	Tourist motivations vary by nationality and destination.	Kozak, M.	2002
Key internal concepts in tourism consumer behaviour and external influences.	The key concepts are internal factors that shape consumer behaviour in tourism together with external influences, such as technology.	Cohen et al.	2013
Discovers how tourists choose important elements that satisfy their needs and their attitudes towards the specialized services of a destination.	Tourism is changing from standardized services towards specialized, adaptable, and creative that are influenced by cultural, natural, and personalized experiences.	Mihajlović, I. & Koncul, N.	2016
Measuring destination brand identity.	By raising brand awareness and forming brand personalities, a high level of destination quality is achieved, and a destination brand identity is established. This increases the value of destination brand.	Tsaur et al.	2016
The desired experiences from a theme park can be divided by utilizing the experience economy model.	The desired experiences of a theme park are the same as in the experience economy model — entertainment, education, aesthetics, and escapism.	Lee et al.	2019
The impact of involvement and emotions in tourist behaviour.	Emotions and involvement influence on decision-making, boosting engagement, strengthening destination attachment and promoting long-term relationships.	Santos et al.	2022
Positive destination brand in the eyes of international tourists.	International visitors form typically a significant economic impact of a destination.	Florido-Benítez, L.	2024

2.1 Destination image and destination awareness

Destination brand is an entity of tourists' perceptions and associations of a destination (Tsauro et al., 2016, 1310). In other words, it is a combination of elements that helps consumers to decide between different destinations through multiple elements, such as reputation, value, and prestige (Dedeoğlu et al., 2020, 33—34). According to Baloglu & McCleary (1999, 869) tourists tend to form an image of a destination, and the most important phase in destination selection process is indeed the first stage of image formation. In order to influence tourists' behaviour based on an image, it is crucial to first understand what creates that image (Baloglu & McCleary, 1999, 869). Consequently, it is important to allocate resources into destination image branding, as it is crucial to be recognised and differentiated from the destination's competitors, especially in the eyes of the target market (Tsauro et al., 2016, 1310).

Destination awareness represents the knowledge tourists have of a specific destination, and the capability of destination brand's lasting footprint in the minds of target group (Tsauro et al., 2016, 1313). In order to be a successful destination, awareness needs to be accomplished first, which is followed by respectable image (Tsauro et al., 2016, 1313). Positive and strong destination awareness strengthens the possibility to become the destination of choice for the tourists (Tsauro et al., 2016, 1313). Contributing to the establishment of destination awareness also creates positive emotions that are likely to enhance the likelihood of purchasing the brand's offerings (Dedeoğlu et al., 2020, 34).

Destination image has three dimensions, cognitive, affective and conative which all influence on travel decision-process (Agapito et al., 2013, 472). Cognitive dimension comprises what an individual thinks and knows about the destination, while affective dimension refers particularly to the evaluation stage, considering the feelings of the place (Agapito et al., 2013, 472). Lastly, conative dimension comprises how an individual acts based on the aforementioned information, such as actual intention to visit the destination and perhaps recommend it to others (Agapito et al., 2013, 472).

From an international perspective, having a positive destination image is crucial for some destinations that rely heavily on tourism for their economic vitality. In fact, international visitors form typically a significant economic impact of a destination, as they spend money on goods and services provided by a destination (Florido-Benítez, 2024a, 126—127). International tourism may create jobs and boost local businesses which may further support the area's development and growth.

2.2 International tourism in theme park industry

The theme park industry is a major source of income for tourism industry, and it has grown rapidly in recent years (Xie & Luo, 2021, 867). In particular, theme parks attract over 500 million visitors annually (Bai et al., 2024, 90). There are multiple attributes that have an impact on visitors' choice of a theme park. However, one of the most important attributes is the particular theme of a theme park (Pan et al., 2018, 26). Typically, theme parks are built around a main theme, which is followed by smaller sub-themes (Pan et al., 2018, 26). On the other hand, Cheng et al. (2016, 1426) stated that the main factor affecting consumers' choice of theme parks is nowadays the brand. As competition in the theme park industry has intensified, the driving forces behind the theme park sector have also shifted (Cheng et al., 2016, 1426). While the industry used to be driven by products, the focus has now moved to branding (Cheng et al., 2016, 1426). A famous theme park brand now holds significant appeal for visitors (Cheng et al., 2016, 1426).

Theme parks are conventional example of hedonic consumption with a focus on delivering escape and feeling of fantasy together with pleasurable experiences (Ma et al., 2013, 368). Visiting theme park is largely focused on experiences and maximizing fun, where emotions have an important role in the perceived quality of the experience (Ma et al., 2013, 368). The desired experiences from a theme park can be divided into four dimensions, which are entertainment, education, aesthetics, and escapism (Lee et al., 2019, 475). By providing fun experiences, theme parks offer entertainment to their customers,

emotional stimulation via unique architecture and art, educational opportunities in animal parks, and the feeling of escape through elements of fantasy (Lee et al., 2019, 475). Therefore, it may be concluded that the theme park's target group is ideally broad, as it offers experiences that address a variety of desired experiences. In fact, theme parks should design the layout of the park carefully to create an atmosphere that invites visitors of all ages (Xie & Luo, 2021, 867).

In theme park industry, fun is one of the key experiential factors, which is shaped by the appeal of the surroundings, and the activities (Jiang et al., 2015, 661). Fun at a theme park creates happy experiences for visitors, which ultimately enhances the level of visitor satisfaction (Jiang et al., 2015, 661). Indeed, theme parks are the leaders of delivering unforgettable experiences to visitors (Torres et al., 2019, 340). The ability of theme parks to provide more than entertainment and leisure is what makes them successful (Xie & Luo, 2021, 867).

Today consumers focus on consumption settings and customer experience, rather than simply focusing on product effectiveness (Tasci & Milman, 2017, 855). This underscores the importance of prioritizing excellent service and design the park's systems so that they will meet consumers' needs (Scott et al., 2009, 106). The customer service for international visitors has a crucial role in enhancing the overall experience, as finding a shared language to communicate ensures convenience to the tourists. It may also contribute to international guests feeling welcomed. For instance, Disneyland Paris has signs both in English and in French (Matusitz, 2010, 231). This may suggest that the park accommodates many international visitors, making it accessible to a broad audience from around the world.

2.3 International travel decision-making process leading to tourist behaviour

According to Horner & Swarbrooke (2020, 51) understanding consumer behaviour is crucial in order to plan and deliver tourism services successfully. The actions of tourists are affected by social, cultural, demographical, psychological and economic factors (Horner & Swarbrooke, 2020, 52). A comprehensive understanding of international travel decision-making process and tourism behaviour can be provided by a theoretical model.

A relatively recent model of tourist behaviour by Cohen et al. (2013, 873) divides tourism consumer decision process into pre-decision, on-site and post-decision. The model is illustrated in Figure 1. According to Cohen et al. (2013, 873) travel behaviour is usually considered as a continuous process, which includes concepts that cannot be analysed separately. However, key concepts and influences can be analysed in a specific travel stage in the visitation process (Cohen et al., 2013, 873). In this study, the focus is specifically on the pre-visit stage, examining travel intention.

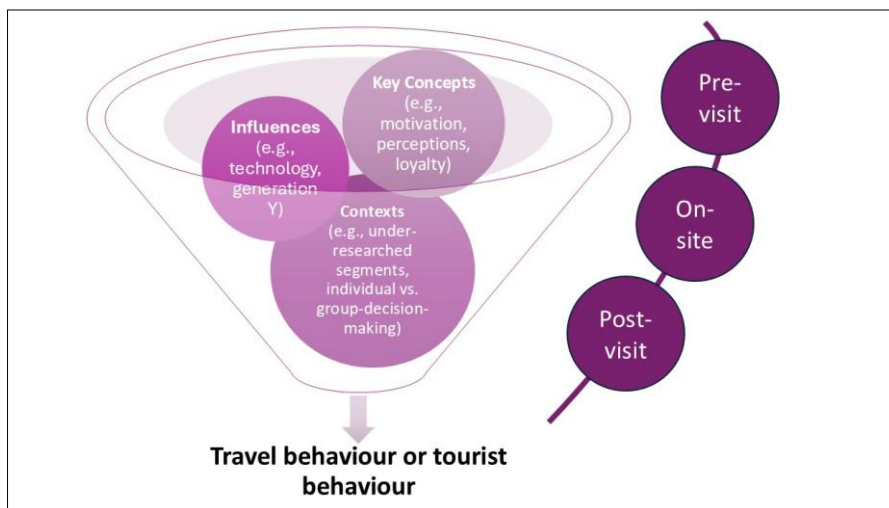


Figure 1. Conceptual model of link between concepts, influences and research contexts (Cohen et al., 2013, 873).

In the model, there are crucial factors that affect tourist's decision-making processes and actions. The model involves the key concepts, such as motivation, perceptions, and

loyalty, the influences, such as technology, which affects the ultimate decision, and finally contexts, which include understudied areas, such as group-decision-making (Horner & Swarbrooke, 2020, 55). These aforementioned factors will be explored in the following sub-sections. The under-researched areas present entities that could be explored in the future (Cohen et al., 2013, 892). In the context of this thesis, the key under-researched area is the decision-making process in cross-border leisure tourism among Estonians. The understanding of the factors that influence Estonians to travel to a specific cross-border leisure destination provides valuable information of the topic.

2.3.1 Key concepts of the model of link between concepts, influences and research contexts

In the conceptual model of link between concepts, influences and research contexts, the key concepts of tourism consumer behaviour are “decision-making, values, motivations, self-concept and personality, expectations, attitudes, perceptions, satisfaction and trust and loyalty” (Cohen et al., 2013, 875). In this subsection, these concepts are defined.

The first key concept of the model is decision-making, which is a particular cornerstone of tourist behaviour. Decision-making in tourism has a complex nature as it involves various aspects of holiday planning of which some of them are made before the holiday, while others are decided at the destination (Cohen et al., 2013, 880). Moreover, the decision-making process in tourism is affected by various internal and external influences. The decisions are not always rational, and the process may involve unplanned and impulse purchases alongside planned ones (Cohen et al., 2013, 880).

The second key concept of the model is values. According to Cohen et al. (2013, 881) values are considered as elements that influence on consumer behaviour by shaping the choice of products, brands, and product attributes. Consequently, the influence of consumers’ values leads to guide attitudes, actions, and finally, behaviour (Cohen et al., 2013, 881). In the context of tourism, consumer values are specifically connected to motivations (Cohen et al., 2013, 881).

According to Hoang (2024, 221) motivation is typically divided into two main categories – push and pull motivation. Pull motivation involves external factors that attract tourists to visit a specific destination, while push motivation refers to internal factors that motivates an individual to travel to a specific destination (Hoang, 2024, 221). In the context of theme park, young people may be particularly motivated to seek excitement for themselves, while grandparents may be motivated to bring their grandchildren to the park to make them happy (Horner & Swarbrooke, 2020, 79). In the first case, young people’s motivation is driven by pull factors, which is exciting attractions. On the contrary, in the second case, grandparents feel a push motivation to visit, which is driven by their willing to please their grandchildren. Travel motivations are presented in detail in the sub-chapter 2.5, as they are the primary focus of this study.

Personality also has an impact on tourism decision process, as characteristics of people influence their preferences, for instance, regarding their next travel destination (Bekk et al., 2016, 1011). Dependable tourists favour well-known “touristy” destinations, while adventurous tourists prefer avoiding these “touristy” destinations to explore local habits (Bekk et al., 2016, 1011). Moving onto self-concept, which refers to the way a person perceives their own self, includes the consumption of the products that an individual consumes, and the people with whom the individual associates themselves (Gazley & Watling, 2015, 641). The self-concept may have an impact on tourism decision-making process, as individuals select destination that resonates with their identity, and aligns with their consumption habits.

In the travel behaviour process, expectations also play a pivotal role in all the phases, in pre-visit, on-site, and post-visit. Expectations play a crucial role especially post-visit, while determining the value of the whole holiday, notably when tourists do not gain what they expected (Prebensen et al., 2018, 75). Hence, building experiences that align with tourists’ interests and expectations will contribute to the sense of satisfaction (Prebensen et al., 2018, 75).

According to Cohen et al. (2013, 884) expectations are shaped by previous experience, personal traits, and personal and non-personal communication. Personal communication represents word-of-mouth information, while non-personal communication represents, for instance, advertising (Cohen et al., 2013, 884). In advertising, it is critical to have an overall sense of tourists' interests to find the specific factors that are found meaningful to communicate (Prebensen et al., 2018, 75). Word-of-mouth, on the other hand, has a major impact on tourist's attention, consideration and expectations (Jalilvand & Samiei, 2012, 593). In fact, consumers are likely to make their leisure purchase decisions especially based on word-of-mouth recommendations or based on their own previous experiences, which emphasises the significance of positive experience of personnel-consumer interaction (Horner & Swarbooke, 2005, 71).

Having a positive image of a destination, leads tourists to form positive attitude, which has a key role particularly during post-visit, as the chance of return to a destination increases (Hasan et al., 2021, 3). Additionally, broad level of satisfaction strengthens positive attitude, which also has an impact on tourists' actions, such as returning to a destination (Hasan et al., 2021, 5). However, it is notable that the tourism consumption is influenced by multiple factors, such as financial constraints and life stages, which indicates that revisiting destination may be diminished even if tourists have a high positive image of the destination (Lv et al., 2020, 2). According to Lv et al. (2020, 2) the power of recommendations is stronger than the power of revisiting, as tourists are more likely to recommend a destination due to the positive image of it, even if the intention to revisit is weaker.

On the other hand, having a negative image of a destination may lead tourists to avoid the destination. Negative image of a destination typically derives from the risk perception, which includes perceptions of uncertainties that an individual may be exposed to or at the destination (Perpiña et al., 2019, 4). These risks include a variety of natural or human-made risks (Perpiña et al., 2019, 4). The decision to avoid a certain destination is

based on the tourists' affective image of the destination. As some destination images are perceived safe and positive, others may be perceived risky and negative (Perpiña et al., 2019, 4).

Accordingly, perception influences the choice of a tourist destination, as it determines how individuals process and interpret information to form an image of the destination (Beerli & Martín, 2004, 626). The perception of a place is influenced by socio-demographic characteristics of a tourist (Beerli & Martín, 2004, 626). These characteristics include, for instance, marital status, family status and level of income (Mihai et al., 2023, 4). For instance, the level of income influences on the perception of a family travel destination, as accessible prices and additional services to children are one of the most important factors in choosing a destination for a family (Mihai et al., 2023, 4).

Finally, tourist satisfaction can be divided into two distinct concepts: satisfaction, which is based on the evaluation of an actual experience, and overall satisfaction, which is cumulatively formed by the entire experience that tourists have had at a destination (Correia et al., 2013, 411). If the destination with the experiences meets the expectations, tourist is satisfied (McDowall, 2010, 24). On the contrary, when expectations are not met, tourists are dissatisfied with the destination (McDowall, 2010, 24).

Moreover, there is a strong connection between tourist satisfaction and destination loyalty (Sangpikul, 2018, 107). The definition of destination loyalty lies in satisfaction. Tourists that are satisfied with the destination, are more likely to revisit the same destination, and moreover, they are more eager to share their positive experience to others (Sangpikul, 2018, 107). Satisfied tourists are also more likely to become loyal customers (Shabankareh et al., 2021, 364). Re-visiting a destination is considered as a powerful indicator of tourists' future travel behaviour, even though the phenomena is influenced by various other factors (Kim & Brown, 2012, 331). However, destination loyalty is the best predictor of post-visit behaviour in tourism (Cossío-Silva et al., 2019, 72).

In the context of customer loyalty, trust is the foundation for building relationships with customers, and without trust, there is no loyalty (Cohen et al., 2013, 887). In tourism and hospitality, trust refers to relationship between two participants, where one participant has confidence in the integrity and reliability of its exchange partner (Marinao Artigas et al., 2017, 328). Consumers' trust in the tourism industry is crucial, since trust has a major role in driving tourist satisfaction and loyalty (Marinao Artigas et al., 2017, 328). Hence, forming and maintaining trust is critical to create long-lasting relationships with tourists.

2.3.2 External influences on tourist decision-making process

As above-presented, key concepts represent internal factors that influence on tourism travel behaviour. In this subsection the focus turns to external factors influencing tourism travel behaviour.

To begin with technology, and how it shapes tourism, technology can be seen as a tool on searching information, sharing experiences and providing entertainment (Cohen et al., 2013, 889). For example, social media has become one of the most essential influences on tourism consumer behaviour (Cohen et al., 2013, 889). Not only does social media provide information, but it also provides a platform for sharing experiences between tourists (Cohen et al., 2013, 889).

Online tourism consumer reviews provide user-oriented information about the destinations' product and services, which enables the feedback to work as recommendations of the destination, either positive or negative (Sotiriadis, 2017, 182). User-oriented online reviews help consumers to make more accurate travel decisions (Sotiriadis, 2017, 182). According to Shabankareh et al. (2021, 362) nearly 90 % of consumers typically aim to read online evaluations given by other consumers, and it is estimated that approximately 84 % of this population rely on these reviews. Travellers, especially, consider online reviews very beneficial, and they are particularly motivated to share their own experiences,

since they feel that their contribution is helpful for other travellers (Pan et al., 2018, 27). In fact, according to Pan et al. (2018, 27) 88 % of leisure travellers are affected by online reviews.

In addition, social media is present at every stage of a holiday cycle – pre-visit, on-site and post-visit, which emphasises its long-lasting role (Cohen et al., 2013, 889). Therefore, the role of social media cannot be overlooked in terms of its impact on consumers. Social media content shapes destination image, as having extensive amount of information available can contribute to destination attractiveness (Alzaydi & Elsharnouby, 2023, 4). In fact, the perceived destination image is a main factor in a competitive environment among tourism destinations (Jiang et al., 2015, 655). In order to create favourable perception of the destination image, destinations typically invest significantly in marketing communications and image promotion (Jiang et al., 2015, 655).

According to (Cohen et al., 2013, 891) another essential external factor that affects tourism consumer behaviour is a rising concern about the ethics of consumption, at least in some parts of the world. Due to global climate change, ecologically conscious tourists have changed their consumption habits (TaHERi et al., 2024, 1458). The key interest in conscious tourism lies in sustainable practices, which include, for instance, participating in responsible events, changing food consumption patterns, focusing on conscious travel options, such as avoiding travelling by airplane to reduce greenhouse gas emissions (TaHERi et al., 2024, 1458).

Furthermore, there is also an occurring shift in generational dominance. Cohen et al. (2013, 890) forecasted in 2013 that individuals born between 1982 and 2002 will economically form the most important tourism consumption cluster by 2020. This cluster, generation Y, is accustomed to find information and do research of the holiday destination on the internet (Sharmin et al., 2020, 4). Sustainability is also one of the most crucial factors in international tourism among generation Y (Sharmin et al., 2020, 4). Generation Y is relatively conscious of their tourism consumption choices, which may lead to

adjustments in international tourism destinations, if the destination intends to keep up with the change.

2.4 Travel motivations

According to Maghrifani et al. (2022, 1121) travel motivations in tourism research has been studied at large extent during the last few decades, highlighting the role of travel motivations influencing directly to travel intention. Motivations serve as desires to engage in a particular behaviour to fulfil specific needs (Maghrifani et al., 2022, 1122). In the context of travel, motivation may guide an individual to seek escape or interaction, which eventually influences the decision to travel to a particular destination, which fulfils this need. In this study, the observed travel motivations are novelty-seeking, escape-seeking, assurance-seeking and interaction-seeking, derived from a study by Maghrifani et al. (2022).

The travel motivation novelty-seeking refers to the desire to pursue new experiences (Maghrifani et al., 2022, 1123). It describes the travellers' needs that cannot be satisfied in their own environment (Ji et al., 2016, 390). These types of needs are usually satisfied by the novelty of other landscapes and cultures (Ji et al., 2016, 390). According to Ji et al. (2016, 390) novelty-seeking has been discovered to be one of the key motivations in travel context.

In the context of theme park industry, the perception of novelty may be seen in offering new experiences that cannot be experienced at their own environment. Chang et al. (2014) discovered in their study of novelty in theme park's physical surroundings that the greater the updated theme park facilities, the better visitor satisfaction and purchase intention. In the study of Chang et al. (2014) the authors compared two theme parks. In the theme park A, fewer updates were conducted to the physical environment of the park, while on the theme park B, there were newer facilities, such as the visual design and layout of the park (Chang et al., 2014). The results of the study by Chang et al. (2014)

discovered that the role of novelty-seeking is crucial in theme park travel behaviour, since the perceived novelty of the physical environment is linked to increased purchase intention and higher revisitation rates.

The travel motivation escape-seeking refers to the need to escape the stress of daily life (Maghrifani et al., 2022, 1123). However, the seek for escape does not always derive from dissatisfaction with daily life since it, paradoxically, may arise from a desire to return to the stability of routines, emphasizing the idea that “there’s no place like home” (Chylińska, 2022, 264). In fact, the desire to travel rarely entails leaving one’s comfort zone, as choosing to escape is rather a conscious decision (Chylińska, 2022, 264). Seeking escape in travel may either be carefully planned or spontaneous, like purchasing impulsively flight tickets (Chylińska, 2022, 264). The need of escape is often fulfilled by active participation and deep immersion in the destination’s activities, leading to experience of escape from the routine life (Lee et al., 2019, 5). In a theme park context, previous study by Lee et al. (2019) discovered that the escapism factors at a theme park contribute significantly to the intention to visit a theme park.

Assurance-seeking is highly relevant motivation especially in the context of international travel (Maghrifani et al., 2022, 1123). Assurance-seekers are looking for comfort and security with a set itinerary and schedule, often provided by package tours (Maghrifani et al., 2022, 1123). Package guided tours provide comfort to assurance-seekers, since they may feel vulnerable in an unfamiliar environment (Reisinger & Mavondo, 2005, 215). The feeling of vulnerability may be relieved by a professional guide, who is familiar with the local environment and safety procedures (Reisinger & Mavondo, 2005, 222).

In the context of theme park tourism, Milman et al. (2012) discovered that the most crucial attributes of a theme park are personnel’s knowledge of the park, and different safety-related attributes, such as security of the park and safety of rides. The above-mentioned study by Milman et al. (2012) was conducted in China, but the results are also in line with the findings of Milman’s (2009) another study of theme parks, which

was conducted in North America. Both studies, Milman et al. (2012) and Milman (2009), indicate that theme park visitors value safety and security as one of the most significant factors in visitor satisfaction.

Interaction-seeking in travel is observed among individuals who aim to meet and engage with others during their journey (Maghrifani et al., 2022, 1123). The need of interacting with others may be a result from various factors. Firstly, travellers may face uncertainty during their travel, which may lead to a need of support from others, especially in different types of decision-making situations (Ryley & Zanni, 2013, 249). This may be seen in adopting travel behaviour of other tourists or directly asking for help (Ryley & Zanni, 2013, 249). Therefore, the interaction with others forms a social network, which is a central source of decision support and information, especially during travel (Ryley & Zanni, 2013, 249). Moreover, the interaction with social network in travel often includes the engagement with shared activities that are sought due to the desire of joy and satisfaction, which ultimately improves psychological well-being of individuals (Choo & Petrick, 2015, 4).

However, the need for interacting may be seen in other forms too, such as in the preferred travel companion. Shared travel experiences with travel companion may strengthen social bonds and relationships, especially those shared with friends, family or partners (Zhuang & Wang, 2024, 3). In the context of theme parks, the experiences are often shared with family (Torres & Orłowski, 2016, 168). This may originate from the desire to create lasting memories together in an environment that provides activities for different ages.

2.5 Travel intention

The previous sub-chapters have now introduced the most important concepts and influences related to international tourism decision-making and tourism behaviour. The concepts in the model can be interpreted as internal affecting factors of the individual, while

influences can be largely interpreted as influential external factors. Ultimately, the combination of external influences, internal factors and push-pull dynamics, all influence the decision-making process regarding whether to travel or not.

Previous research has shown that destination awareness has a crucial role in the tourists' travel intentions (Chi et al., 2020; Konecnik & Gartner, 2007). This means that the greater awareness of the destination, the probability of becoming a chosen destination increases. However, the awareness must be strongly positive and linked to positive attributes in order to influence the choice of becoming the chosen destination. In fact, previous studies (Li et al., 2010; Yu & Dean, 2001) support the fact that the emotions of an individual have stronger influence in travel behaviour, compared to cognitive functional assessments.

On the other hand, Carvalho (2022) discovered that the destination awareness has a more powerful role in shaping tourists' knowledge in psychological and functional characteristics, cognitive image, than in emotional characteristics, affective image. By enhancing cognitive image, awareness indirectly improves the affective image, such as perceived safety (Carvalho, 2022). Hence, when tourists have a greater knowledge of a destination's functional and psychological characteristics, tourists' travel intention and emotional attachment to the destination indirectly increases (Carvalho, 2022). For instance, the cognitive components may help in determining what tourists already know about a destination, which could guide marketing activities to emphasise the key functional features.

Consequently, destination image has a complex nature, specifically when predicting travel intention. Positive cognitive information about a destination may strengthen emotional attachment to it, leading to a more positive affective image. This in turn may strengthen the probability on becoming the chosen destination. Since the both image components have their own impact on travel decision-process, they should be evaluated

individually, as it would enable a better understanding of how people assess and interact with places (Agapito et al., 2013, 478).

In this study, the tourist decision-making process, focusing on travel intention, covers travel motivations, and cognitive and affective dimensions of a destination image to develop a comprehensive model of the travel decision-making process. In fact, a key challenge in tourism research focusing on the connection between travel motivations and travel intention is that both internal push factors, such as individual's values, and pull factors, such as the perceived image of the destination, all have an impact on individuals' intention to travel (Maghrifani et al., 2022, 1122).

3 Marketing adaptation

Internationalisation is a process, where a firm is involved in foreign market and can utilise direct investment to expand beyond local markets (Błaszczuk et al., 2023, 224). There are different approaches to manage an international brand, such as standardization and adaptation. According to Matanda & Ewing (2012, 6) standardization refers to organization's actions promoting the same brand image in all the operated countries, while adaptation refers to adjusting the brand to fit the characteristics of each market. Organizations that prefer standardization may lower their advertising expenses, while maintaining a consistent brand image internationally (Melewar & Vemmervik, 2004, 868). On the contrary, organizations that prefer adaptation, aim to gain differential advantage by adapting their advertising into local level, which may lead to optimal results in sales (Melewar & Vemmervik, 2004, 868). The decision between standardization and adaptation, or the combination of both, depends on various internal and external factors. In order to succeed in a non-domestic market, organizations must know how countries and institutions operate and differ internationally (Fletcher et al., 2013, 49).

The digital economy is developing at an ever-increasing pace, which reaches also to international marketing activities (Tsygankova & Gordieieva, 2023, 55). In the digital environment, there are no borders, which highlights the need for a differentiated approach to each foreign market considering particular national characteristics, such as socio-cultural factors, circumstances in the local economy, and the level of development in technology (Tsygankova & Gordieieva, 2023, 55–56). In terms of cross-border marketing, connecting region's organizations to networks and clusters may strengthen brand's visibility and create more marketing opportunities (Žvanut & Vodeb, 2023, 322). When collaborating with a local actor in the area, a bridge-maker, mitigating barriers can be eased, which may lead to a stronger brand (Safari, 2024, 25). Thus, in cross-border regions, cooperation is essential for effective marketing.

However, as the majority or even all company's international marketing is nowadays implemented via targeted digital channels, there are still customer touch points in non-

digital channels too (Tsygankova & Gordieieva, 2023, 61). Kotler et al. (2017, 139—140) noted that in the digital economy, omnichannel marketing is the approach that ensures marketing activities to create such circumstances that derive to customer purchase intention. Omnichannel marketing includes multiple online and offline channels that eventually aim to lead the customer into making a commitment to purchase (Kotler et al., 2017, 140).

This chapter explores the concept of international marketing of theme parks and the marketing adaptation with a focus on cross-border destination marketing to Estonia. Moreover, this chapter covers the 4Cs framework and the analysis of the target market. Table 2. illustrates the existing state on marketing adaptation and its focus in Estonia.

Table 2. Existing research on marketing adaptation and its focus in Estonia.

Primary focus of the study	Primary findings of the study	Authors	Year
External factors affecting market entry.	The study discovered five most important factors affecting to the market entry. The factors are: the country environment, psychic (or geocultural) distance, market-based factors, competition and information and market knowledge.	Whitelock, J. & Jobber, D.	2004
Multinational companies marketing in the Baltic region.	Multinational companies' marketing in the Baltic region is moderately standardised. Some elements of the marketing mix are more likely to be standardised and others more likely to be adapted.	Siraliova, J. & Angelis, J. J.	2006
Ethnic segmentation in different leisure activities in Estonia.	Socio-economic differences, demographic factors and ethnicity play important roles in leisure time segmentation in Estonia.	Kamenik et al.	2014
Discovering how cultural framework and the value paradox explain the use of appeals in advertising in Estonia.	Estonians advertisements tend to focus more on individualistic values rather than collectivist ones.	Saleem et al.	2015
Transitioning traditional marketing in the digital economy.	Omnichannel marketing includes multiple online and offline channels that eventually aim to lead the customer into making a commitment to purchase.	Kotler et al.	2017
Marketing travel experiences both to domestic and international tourists.	The value of glocalization in marketing lies in creating locally rooted but still internationally appealing tourism experiences.	Soulard, J. & Salazar, N.	2022
The framework of 4Cs in service marketing.	The 4Cs framework provides a customer-focused model of marketing which consists of consumer, cost, convenience and communication.	Akbar et al.	2023
The interrelationship of tourist packages with tourist demand.	Theme parks, museums and accommodation together with seamless public transportation may form collaborative tourist packages that attract international visitors.	Florido-Benítez, L.	2024

3.1 International marketing of theme parks

The choice of marketing a theme park internationally by maintaining the same brand image across all operating regions, or adapting the marketing actions to local environment, may be solved by glocalization. Glocalization derives from the concepts of globalization and localization, and it refers to interaction of both local and global (Matusitz, 2010, 224). Fundamentally, the premise behind glocalization is that by pressing organization's domestic cultural values into other cultures may lead to unsuccessful results (Matusitz, 2010, 224).

Culture is one of the most significant factors influencing international consumer behaviour (Tsiotsou, 2019, 815). Cross-cultural knowledge presents a core layer of international business knowledge, and it consists of "understanding of cultural differences, ethical values, language, negotiation styles, decision-making styles, and organizational features in different countries" (Fletcher et al., 2013, 49). In the context of cross-cultural marketing of a brand, marketing can be customised to meet the target market's values and sensitivities, which originates specifically from cultural differences (Popovici, 2011, 60). Tsiotsou (2019, 820) also highlights the significance of cultural differences in international tourism consumption between tourists from different countries. These differences can be seen in preferred activities and attributes of the destination, expectations of service quality, and for instance, service evaluation criteria (Tsiotsou, 2019, 820).

Each theme park has its unique identity based on a theme. The theme park's identity consists of various factors, such as its characters, location, products, services, slogan, marketing, and digital channels that enables promotion of its facilities to capture the interest of possible visitors (Florido-Benítez, 2024b, 214). Florido-Benítez (2024b, 214) discovered that theme parks have different international tourism marketing strategies, highlighting different elements. Disney's theme parks emphasise their rides, shows, and both outdoor and indoor facilities including accommodation to provide a multiday holiday package (Florido-Benítez, 2024b, 214—215). Song et al. (2009, 819) discovered that

the visitors to Hong Kong Disneyland typically choose less expensive packages, the ones that are not including the accommodation at Disney's hotel. This may suggest that even though Disney provides more costly, all-inclusive vacation packages, many international tourists still choose less expensive option.

In order to provide tourist packages that maximise profitability and tourism expenditure, theme parks, hotels, and tour operators should harmonise their interests and marketing strategies (Florido-Benítez, 2024b, 215). It may be concluded that when these above-mentioned entities collaborate, they contribute to make the destination more appealing, as they provide seamless experience to international tourists. Also, when all parties are involved in the destination's international marketing, more resources may be available, which benefits all the stakeholders when boosting regional tourism.

As a matter of fact, tourist packages have affected remarkably to the expansion of theme parks across Europe (Florido-Benítez, 2024b, 215). However, the growing popularity of theme parks requires more targeted efforts in international digital marketing campaigns to draw in more visitors (Florido-Benítez, 2024b, 215). Florido-Benítez (2024b, 238) suggests that the tourist packages should be personalised, including cultural and entertainment activities like theme parks, museums, and historical landmarks. The tourist packages should be focused on international tourists, who are interested in architecture, food, and culture, since they possess a high purchasing power, which contributes to the city's tourism industry (Florido-Benítez, 2024b, 238).

All in all, to effectively market travel experiences to foreign travellers, tourism service providers must implement glocalised marketing tactics (Soulard & Salazar, 2022, 129). This involves, for instance, the adaptation of the websites to meet the cultural preferences by ensuring that elements such as texts, photographs, and language expressions are suitable for the target culture (Soulard & Salazar, 2022, 129). Hence, it is crucial to tailor the international marketing approach of a theme park to balance with both local and global preferences. In this way, organizations may capture their target audience's

attention by comprehending local cultural preferences, values, and consumer behaviours into their marketing efforts.

3.2 The 4Cs framework

The traditional theoretical framework for executing the operational level of the marketing management process consists of the 4Ps — product, price, promotion, and place (Festa et al., 2016, 1550). The framework of 4Cs, which consists of consumer, cost, convenience and communication, was proposed as a more customer-focused model, replacing the traditional framework of 4Ps (Akbar et al., 2023, 1). The 4Cs framework is particularly used in service marketing, where the customer is in the core (Festa et al., 2016, 1550). In this sub-chapter, the focus is specifically on the 4Cs framework, as it enables the focus on the customer experience rather than the product. As service providers, such as theme parks, aim to create experiences for their customers, it means that the customers' experiences are crucial to consider in the marketing. The 4Cs framework is illustrated in Figure 2.

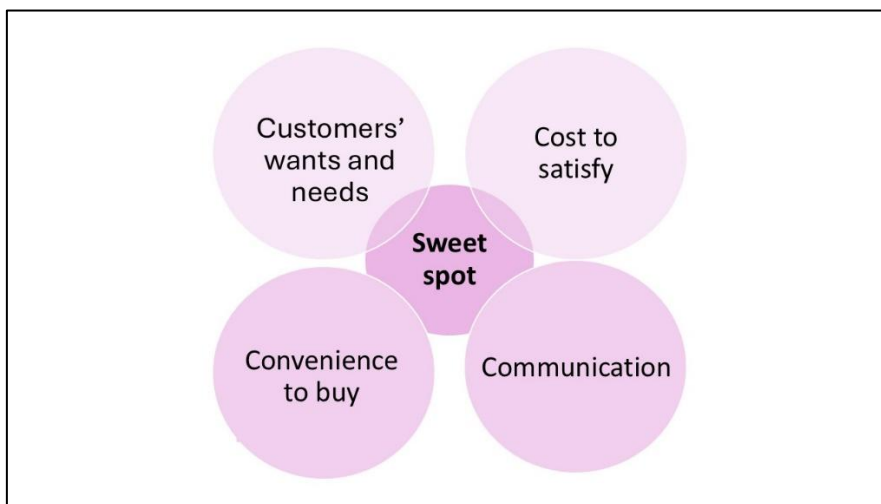


Figure 2. Lauterborn's 4Cs overlap to form a sweet spot for successful marketing planning (Akbar et al., 2023, 3).

The first concept of the 4 Cs framework is the customer. Since the 4 Cs framework was invented in 1990, at the time, consumers were no longer willing to purchase what they were told, as they were now better informed than in 1960, when the traditional 4Ps framework was created (Akbar et al., 2023, 2). The emphasis on the desires and needs of customers then took the place of “product” from the traditional model (Akbar et al., 2023, 2). This led to organizations to consider what the consumers really wanted in order to fulfil the needs of their customers (Akbar et al., 2023, 2).

The second C of the framework is cost, which replaces “price” from the traditional 4Ps model. The price of a product is not the only price that the customer must pay to make the purchase (Akbar et al., 2023, 2). The customer may need to travel or spend time in searching the right product (Akbar et al., 2023, 2). These actions all cost money as well as time. The impact of cost is seen in the context of international tourism, as tourists are more likely to stay longer and see more locations or attractions as they travel farther, since they are willing to compensate the expenses of travel and time (Kozak & Buhalis, 2019, 2).

The third concept of the model represents convenience to buy, which replaces the concept of “place” from the traditional 4Ps model. The fundamental idea behind this concept is that the product should be accessible via the channels that the customer chooses, and in a manner that makes the purchase as simple as possible (Akbar et al., 2023, 2). Convenience in the purchase process have become even more essential in the digital age (Akbar et al., 2023, 2). According to Chang et al. (2010, 1424) there is a positive correlation between customer satisfaction and service convenience. The benefits that the customer gets in the service delivery process, in relation to the price they pay, is referred as service convenience (Chang et al., 2010, 1424). When consumers feel that they are receiving good value for the convenience, their favourable perceptions of the business and its service value may lead to positive outcomes, such as customer loyalty.

Finally, the last concept of the model is communication, which takes the place of “promotion”. Presumably, organizations have communicated with their customers across time. However, consumers communicate with each other too, especially nowadays, in the digitalised age (Akbar et al., 2023, 2). Therefore, organizations must acknowledge that the communication is two-way, which requires interaction with the customers in the most effective media channels for the targeted audience (Akbar et al., 2023, 2). Although effective communication is a requirement for any successful organization, its significance is especially notable in the service sector, as the communication with the customers in the industry is at the core of it (Cuic Tankovic et al., 2022, 461). Communication in the tourism industry extends beyond exchanging information, particularly in the interactions between employees and tourists (Cuic Tankovic et al., 2022, 461).

When the 4 Cs meet, sweet spot is formed, which enables a successful development of a marketing mix (Akbar et al., 2023, 2). This intersecting spot can provide a competitive advantage for organization’s products and services as it improves the likelihood of effective execution in marketing (Akbar et al., 2023, 2). As the model is dynamic, it implies that if one of the Cs encounters a change, the other concepts must be modified too (Akbar et al., 2023, 3). For instance, if the product is not convenient to purchase, cost to fulfil the needs may have to be modified or if the customers have a change in their needs, a different communication may be demanded (Akbar et al., 2023, 3).

3.3 The 4Cs framework in destination marketing

In accordance with the principles of the 4Cs framework, successful tourism marketing must meet the sweet spot in its actions. To begin with the first C, customers have a pivotal role in the tourism value creation process, which is widely recognised (Malone et al., 2018, 844). The focus in service marketing has transitioned from the ways customers consume a service into the ways how customers live their lives (Heinonen et al., 2013, 114). This focus refers to customer-dominant logic, which delves into internal and

external factors of customers, such as values, routines and preferences that influence on the purchase process under various conditions (Heinonen et al., 2013, 114). For instance, social life influences on decision-making, while online mobility influences the selection of a service (Heinonen et al., 2013, 114).

The demand of any commodity relies on consumer's incomes and prices together with other specific variables depending on the observed commodity (Kulendran & Divisekera, 2007, 264). In tourism, the available volume of disposable income of individual and the costs connected to global travel are the primary economic factors shaping foreign travel (Kulendran & Divisekera, 2007, 264). Nicolau & Mas (2006, 989) divides the costs of travel into three categories: 1. the direct costs of travel, 2. the psychological and physical resources required for the travel, and lastly, 3. the opportunity costs associated with the time spent. These categories are presented below.

Firstly, the direct costs of travel refer to public or private transportation, which is seamlessly measurable by the price (Nicolau & Más, 2006, 989). Secondly, the psychological and physical resources refer to effort of carrying out the whole journey, which is difficult to measure monetarily (Nicolau & Más, 2006, 989). Despite the non-monetary costs of the effort of carrying out the journey, it can still be referred as a cost to the consumer, as it requires energy from an individual in planning and executing the journey. Finally, the opportunity costs refer to the time that the journey requires. The time used in the journey could be used in many other ways, for instance, on earning money in other activities (Nicolau & Más, 2006, 989).

According to Liu et al. (2019, 2998) convenience is acknowledged as an attribute of a product that decreases its price non-monetarily. Convenience enables simpler service processes while reducing the required effort from consumer, which provides advantages to consumers (Liu et al., 2019, 2998). The advantage of convenience to consumers is particularly seen in the enhanced overall experience of the travel experience (Liu et al.,

2019, 3008). However, the overall travel experience also impacts on tourists' evaluations by creating a positive impression of a destination (Liu et al., 2019, 3008).

Communication is a crucial factor in a successful promotion of a destination due to the rapid growth of information (Florido-Benítez, 2022, 855). The information must be available in the websites of a destination and the promotion of tourism destinations should be implemented via social media channels, as tourists have increasingly taken the roles of content creators and influencers (Florido-Benítez, 2022, 855). In fact, social networks are the most powerful platforms for communication and promotion in tourism sector (Florido-Benítez, 2022, 855).

3.4 Target market analysis

Estonia is located in the Northeast corner of the Baltic Sea, sharing borders with Russia and Latvia (Paul, 2010, 83). After the collapse of the Soviet Union, the political, economic, and legal changes in the area have been profound, especially in the context of co-operation with other EU-countries, such as Finland, Sweden and Poland (Paul, 2010, 84). In addition, the memberships of Nato and the EU since 2004, have played a vital role in cooperation with the United States of America, enhancing regional security (Śliwa, 2023, 73–74). Estonia has relatively favourable geographic location due to good transport connections to other countries, both East-West and North-South directions (Paul, 2010, 83). However, the impact of the Russia-Ukraine war has destabilised the area's security, and Estonia has strongly committed with Nato and the EU, determining Russia as a significant threat (Śliwa, 2023, 73).

In the following subsections, an exploration of Estonian culture and the leisure market will be conducted. These subsections delve into key trends and tourism consumer behaviour in the area. In addition, the marketing activities will be analysed through the 4Cs framework, as it covers the very essential elements of marketing, forming a solid base for evaluating both standardization and adaptation in the context.

3.4.1 Estonian culture and leisure activities

In terms of cultural characteristics, Estonian culture is considered to be very similar as Finnish culture (Siraliova & Angelis, 2006, 170). The Finnish language is understood by the Estonians to some extent, and in fact, during the Soviet period, the inhabitants of the Northern Estonia even had the access to Finnish television (Norkus, 2011, 28). Thus, for a couple of decades, Finnish cultural influences have reached Estonia. In addition, Estonian and Finnish share ethnolinguistic connections, fostering cultural connection (Norkus, 2011, 28). Moreover, Statista Research Department (2024) discovered that in 2023, the most popular outbound travel destination for Estonians was Finland. Since both Estonia and Finland are members of the European Union and the Schengen Area, people are exempt from going through controls, which has made travelling in the area for both business and pleasure much simpler (The European Union, 2025).

In addition to the factors influencing Estonian culture, it is also affected by minority cultures. As the Estonian population is approximately 1.3 million, the Russian-speaking minority constitutes as much as one-fourth of it (Astapova, 2023, 751). In the past, Estonians and Russian speakers resided in distinct neighbourhoods, which contributed to the country's persistent segregation (Astapova, 2023, 765). Nevertheless, the phenomenon is now changing, as different programs enable the Russian speaking minority to integrate to the society by providing more opportunities to learn the language combined with multiple initiatives (Astapova, 2023, 765).

Kamenik et al. (2014) studied the role of ethnicity in leisure time activities in Estonia. The study discovered that especially the socio-economic differences impact on the leisure choices, as less than half of the choices were influenced by socio-economic status (Kamenik et al., 2014, 582). However, the study discovered that the ethnicity remains as the most influential factor (Kamenik et al., 2014, 582). In fact, ethnicity plays a pivotal role in Estonian leisure time segmentation, especially regarding cultural activities (Kamenik et al., 2014, 582). Ethnic networks may form shared values, which are essential for

group's overall identity (Meeussen et al., 2018, 440). Members of a low-diversity group may align their values over time, which can lead to consistent behaviour and interactions among the members of the group (Meeussen et al., 2018, 440). Therefore, the same ethnic network's members may share the same preferences on leisure activities, as the members are more likely to agree on what is enjoyable based on their similar values. Additionally, the primary reasons for the ethnic segmentation in leisure activities appear to be the different residency patterns of ethnic groups in Estonia's regions and the feeling of outsidership (Kamenik et al., 2014, 582).

In terms of participation in different leisure activities in Tallinn between 2000 and 2010 was studied by Kukk et al. (2018). Kukk et al. (2018) conducted their research focusing on Estonian and Russian inhabitants of Tallinn, highlighting the differences between the groups in spending their spare time. The research revealed an overall increase in participating the leisure activities among all the residents of Tallinn (Kukk et al., 2018, 293). The leisure activities were divided into four main categories, which were culture, entertainment, nature and sports (Kukk et al., 2018, 293). The most relevant category for this thesis is the entertainment, which in the study of Kukk et al. (2018) included funfairs, casinos, nightclubs and restaurants. Among the total sample, participation in entertainment activities increased from 64.5 % in 2000 to 79.5 % in 2010 (Kukk et al., 2018, 293). Between the observed years, Estonians increased their participation by + 13 %, and Russians, on the other hand, experienced even greater growth in the entertainment activities, as their participation increased by + 16% (Kukk et al., 2018, 293). This suggests that both ethnic groups have become more interested in entertainment activities.

Even though Kukk et al. (2018) did not explore the underlying reasons for the growth in the different categories, it could be inferred that the increased engagement in entertainment may illustrate a sign of improved life satisfaction, as leisure activities typically contribute to strengthen the overall quality of an individual's well-being (Lee et al., 2016, 355). On the other hand, increased participation in entertainment activities may also be a sign of economic improvement, as Estonia's economy experienced rapid growth from

2000 to 2007 due to the EU membership and foreign investments (Purju, 2012, 2). Moreover, income and leisure can be explicitly seen as the primary sources of happiness, and they are interdependent on each other (Wei et al., 2015, 560). Enjoying leisure requires income, and on the other hand, to enjoy the benefits of income, people need leisure time (Wei et al., 2015, 560).

3.4.2 Characteristics of international marketing in Estonia

Conducting international marketing in Estonia has been studied before, in the broader context of Baltic region. Siraliova & Angelis (2006, 181) discovered that multinational companies' marketing in the Baltic region is moderately standardised, although the customers perceive them as less consistent. The study also found, how various elements of the marketing mix can affect one another and require differing degrees of adaptation (Siraliova & Angelis, 2006, 181). However, the study did not test the interdependence of these marketing mix elements in the context of the Baltic region. Nevertheless, earlier research on standardising or adapting marketing mix elements have discovered that, generally, some elements, such as brand name and advertising messages are more likely to be standardised than elements, such as pricing and promotion, which are more likely to be adapted (Siraliova & Angelis, 2006, 170—183).

Advertising or communication in 4Cs, is one of the most crucial elements of the marketing mix, since it promotes customer loyalty and brand preference via its potency to inform, encourage and confirm consumer purchase decisions (Quayson et al., 2023, 119). Advertising must be both distinctive and realistic in order to create the intended favourable response from the target audience (Quayson et al., 2023, 119). Numerous channels, such as radio, television, newspapers, and posters are all accessible for advertising (Quayson et al., 2023, 119). Additionally, advertising has an impersonal nature, which enables it to reach large audiences cost-effectively, which is why it is utilised widely (Quayson et al., 2023, 119). Although advertising has an important role in enabling to motivate the tourists to visualise images, customers in the tourism industry are very

active in the process themselves, as they may visualise their desires and hide images of travel far ahead of being exposed to advertising (Chen, 2024, 101).

In the context of advertising in Estonia, Saleem et al. (2015, 323) discovered that Estonian advertisements tend to focus more on individualistic values than collectivist ones. Individualistic values refer to values related to self-priority, such as personal success (Hornikx & de Groot, 2017, 301—304). In an advertise, the individualistic values can be seen, for instance, as using the pronouns “I”, “my” and “myself” and utilizing terms that appeal individualistic values, such as “pleasure” and “enjoy yourself” (Hornikx & de Groot, 2017, 304).

There is a growing interest in international travel among Estonians, specifically focusing on increased expenditure on outbound overnight trips. According to statistics from the third quarter of 2024, Estonians made over 515 thousand outbound overnight trips, which reflects a notable 4.3 % increase in outbound travel compared to the same quarter of previous year (Statistics Estonia, 2024). Statistics Estonia (2024) also discovered that the Estonian travellers increased their financial resources by 12.8 % compared to the previous year 2023. As the demand for traveling abroad grows, Estonians are allocating more financial resources toward international travel. This trend may be leveraged by tourism marketers to attract more Estonian tourists to their destinations.

3.5 The influence of destination image and travel motivations on travel intention

In the context of international destination marketing, the characteristics and motivations of the target group must be properly considered. These elements have a direct impact on the individual’s preferences, decision-making processes and, for instance, travel behaviour, which all reflect in developing destination marketing. In order to predict visitor’s intention to travel, destination marketers must know what motivates people to travel (Maghrifani et al., 2022, 1122).

Travel motivations can be categorised into different categories based on the motivation's nature. This study utilises a conceptual model of travel motivation–image–intention by Maghrifani et al. (2022), which acknowledges the following travel motivations: novelty-seeking, escape-seeking, assurance-seeking and interaction-seeking. These motivations represent a desire to engage in a particular behaviour to fulfil specific needs, such as seeking escape or interaction, eventually influencing the decision to travel to a particular destination.

Furthermore, tourists often have a wide range of destinations to choose from to fulfil their travel motivations. At this point, the destination image plays a crucial role in the selection and in assessing tourists' intention to visit (Stylidis et al., 2017, 1655). The dual analysis of destination image acknowledges that the destination image forms from affective and cognitive images (Stylidis et al., 2017, 1654). Cognitive components consist of the individual's knowledge and beliefs of the perceived place, while affective components represent the feelings towards the destination, such as feelings of excitement or relaxation (Stylidis et al., 2017, 1654–1655). To strengthen the possibility of becoming the chosen destination, cognitive and affective components may be influenced through the destination marketing. Hence, destination marketing activities could cover both the cognitive and affective images in order to appeal tourists on both rational and emotional levels. In terms of changing tourist motivations and increased global competition, promoting a favourable perception of a destination has emerged as the primary objective of effective destination marketing (Andersen et al., 2018, 114).

In this thesis, the model of motivation–image–intention is broadened to cover also destination image, since it may affect travel intention too. In fact, promotional campaigns for a destination should create awareness and enhance its positive image, attracting more tourists in a competitive tourist market (Mwaura et al., 2013, 81). Destination marketing itself plays a central role in developing destination's brand equity and affecting on tourists' perceptions. According to Kim & Lee (2018, 6) by delivering messages to a large

audience, advertising is a persuasive tool to foster favourable attitudes toward a destination. Advertising facilitates the efficient communication of brand images and information, while promotional activities enhance consumer awareness and recognition of a destination (Kim & Lee, 2018, 6). Consequently, destination image has a key role in the proposed model, since it may shape tourists' perceptions as well as motivations, thereby influencing the formation of travel intentions and decision to visit a particular destination.

When promoting a destination to international markets, there are many aspects that must be taken into consideration. Previous research on international marketing suggests that the greater differences in the technological, legal, and sociocultural environment between the organizations' home country and the host country, the degree of marketing adaptation increases (Katsikeas et al., 2009; Magnusson et al., 2013). However, the degree of adaptation across the marketing mix depends on the market, industry as well as the company (Powers & Loyka, 2010). Therefore, there is no universally right method for adapting marketing, as it necessitates a comprehensive understanding of both the local market and consumer behaviour.

However, in destination marketing, as well as in other marketing areas, understanding the target audience is essential. In fact, tourists tend to be proactive in their travel planning, since they may visualise their holidays long before being exposed to advertising, which emphasises the importance of understanding the target audience in destination marketing (Chen, 2024, 101). Therefore, a questionnaire will be conducted to explore these key characteristics that motivates the target group, Estonian consumers, to travel to a cross-border destination Linnanmäki. Figure 3. illustrates the summary of the theories that have been presented in this thesis, and it functions as the theoretical framework of this study.

According to the model (Figure 3.), destination image, which consists of cognitive and affective attributes, may lead to the travel intention. As destination image conveys

particular characteristics, such as adventure or new experiences, it may motivate travelers to pursue these experiences from a specific destination. Through the model, the empirical section will determine which travel motivations emerge as the most influential factors leading to travel intention and how does the cognitive and affective images of the cross-border destination Linnanmäki influence on the travel intention.

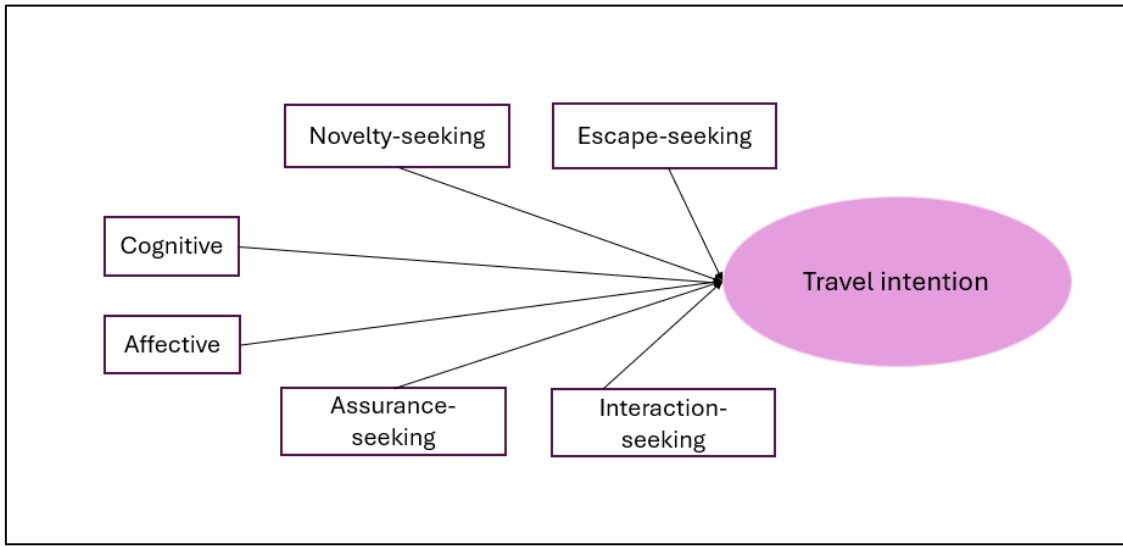


Figure 3. Conceptual model of the influence of destination image and travel motivations on travel intention.

4 Methodology

This chapter presents the research design, and the chosen research methods. Additionally, the chosen method of data collection, survey is presented in depth. Also, this chapter briefly introduces the target organization, whose awareness as a cross-border destination was one of the study's objectives. Before presenting the research results, the validity and reliability of the study will be reviewed at the end of this chapter.

4.1 Research method

The chosen methodology for this research is a quantitative method, since it enables collecting and analysing data from a larger sample, maximising generalizability and objectivity (Harwell, 2011, 149). Moreover, a key advantage of a quantitative research is the effective measurement of attitudes and opinions, which is why it has been chosen as the research method for this study (Nardi, 2014, 20). In general, research purpose is divided into three types, which are exploratory, descriptive, and explanatory (Saunders et al., 2007, 133). In this study, the exploratory design is applied, which allows the researcher to assess a phenomenon from a new perspective (Saunders et al., 2007, 133). Moreover, the chosen approach is etic, which refers to a study that explores tourist experiences on a systematic approach and field research, implemented by specific research questions (Bideci & Bideci, 2021, 709).

In order to collect the data, a survey is conducted. Surveying is a process, where the data is collected from the targeted units of the analysis (Wood, 2003, 168). In other words, it is an organised list of questions which intends to gather data from a specific topic. The main purpose of a survey is to transform the researcher's need for information into questions that respondents are both willing and able to answer (Holopainen & Pulkkinen, 2002, 39). The advantages of a survey that includes predefined response options are that it reduces the respondent's effort and ensures consistency in the answers (Holopainen & Pulkkinen, 2002, 39).

4.2 Methods of data collection

This thesis uses a quantitative research method to assess the awareness of Linnanmäki among Estonians. The research method is a survey, aiming to collect quantitative data directly from the target group.

According to Biemer and Lyberg (2003, 27), it is crucial to structure the survey as a process to measure and control its quality. The survey process begins with defining the research objectives and the target population. The target population consists of the group of persons whose characteristics the study findings are meant to reflect (Biemer & Lyberg, 2003, 29). The target population will be selected by sampling.

This study employs a non-probability sampling, specifically a self-selection sampling, where individuals self-select their participation in the sample (Saunders et al., 2023, 324). Self-selection sampling can be promoted in various ways, such as posting in online forums and discussion groups or directly sending the survey to individuals via email or social media (Saunders et al., 2023, 324). The individuals who decide to take part typically believe in the goals or subject of the study (Saunders et al., 2023, 324). The sample size of the study is determined based on how precise the estimates for the most important population characteristics must be (Biemer & Lyberg, 2003, 31).

After defining the target population's units, the next step is to determine which distribution channels will be utilised in contacting the sample (Biemer & Lyberg, 2003, 29). After selecting the distribution channel, the survey can be developed. In this stage, the research objectives are used to identify the data elements corresponding to each question response (Biemer & Lyberg, 2003, 31). Once the survey is built, the data collection and data processing plans may be developed (Biemer & Lyberg, 2003, 32). In order to proceed to implementing the data collection, the survey will be distributed.

In a situation, where the researcher does not speak the target country's language, but still wants to ensure that respondents are asked the appropriate and relevant questions, back translation can be utilised (Behr, 2016, 574). In the back translation procedure, it is proposed that any discrepancies or contradictions between the original text and the back translation may indicate issues with the translation itself, requiring a reassessment of the translation (Behr, 2016, 574). Translated surveys require thorough testing in order to ensure comprehensibility, especially in cross-cultural studies (Behr, 2016, 582). In this study, the survey was translated by a professional translator into Estonian and then a second translator to back translate into English to ensure consistency between the two versions.

4.2.1 Case Linnanmäki

A key objective of this study is to examine the awareness of the cross-border destination Linnanmäki in the Estonian consumer market. Linnanmäki amusement park is Finland's most popular as well as the oldest theme park, located in Helsinki (Linnanmäki, 2025). The amusement park is owned by the Children's Day Foundation.

In an international context, thousands of tourists visit Linnanmäki every year. Tourism in Linnanmäki is characterised by a diverse demographic, with visitors coming from numerous countries worldwide. Notably, a significant number of tourists originate from Estonia. Linnanmäki is investing in its international marketing activities, especially to Estonia, such as implementing outdoor advertising in Tallinn. Moreover, Linnanmäki maintains its own newsletter and Facebook account for Estonians.

4.2.2 Designing the survey

The study was conducted as a quantitative survey and the data collection method was an electronic online questionnaire. The survey was conducted using the Zeffi system. The

system organises the responses directly into a data matrix, making it convenient to start analysing the data using a statistical program without the need to edit the data. Moreover, the survey's visual appearance is clear to the respondent and responding the questions is relatively easy. For instance, when a question has been answered, the form moves directly to the next question.

Most of the questions allowed only one response, while some were multiple selections. The scale-based questions were assessed using a 5-point Likert scale. The application of the Likert scale allows accurate measurement of respondents' attitudes and opinions in a level of agreement within a given statement (Joshi et al., 2015, 397). The questions that were evaluated using a Likert scale incorporated a slider scale. A slider scale was utilised since an increasing number of people are using handheld devices, which allow them to enter values with the swipe of a finger rather than manually typing values (Thomas & Kyung, 2019, 1274).

In order to discover Estonian tourist behaviour and cross-border destination awareness, a structured survey was designed based on the previously presented literature review. The survey (see Appendix 1.) was categorised into five sections. The first section consists of demographic information and background questions, which are adapted from the study by Terzić et al. (2022). To reflect the income levels of Estonian households in the questionnaire, data from 2023 on Estonian income levels were utilised. For this survey, the income range is based on the equivalised annual disposable income, which was €18,420 per person in Estonia (Statistics Estonia, 2023). Considering the economic realities of different household sizes and a representation of various income levels among Estonian households, the net income range is therefore presented broadly, ranging from €15,000 to €80,000+ annually.

Furthermore, the first section includes questions regarding travel characteristics, which are adapted from studies by Chen et al. (2011) and Holmes et al. (2021). From the study of Chen et al. (2011) items for assessing visitor's decision-making process, including the

purpose of travel and the length of stay were added to the questionnaire. From the study of Holmes et al. (2021) a question regarding the travel companions was added as part of the travel characteristics information.

Following section one, section two identifies travel motivations, which are alternatively known as internal push factors. Travel motivations encompass the preferred type of travel, which originates from factors such as novelty, escape, interaction and assurance-seeking as well as ego enhancement. The third section's questions were adapted from studies by Maghrifani et al. (2022) and Yousefi & Marzuki (2015). After responding to questions of internal push factors, the questionnaire moves on to the third section, which includes the external pull factors that focus specifically on destination-based elements, and the awareness of the destination, Linnanmäki. This section aims to measure the target group's travel intentions to Linnanmäki, focusing on the destination's affective and cognitive image. The fourth section's questions were adapted from studies by Carvalho (2022), Guo & Pesonen (2022) and Yim et al. (2022).

Finally, the last section focuses on marketing communication activities and social media engagement. The questions regarding the last section were adapted from studies by Chung & Koo (2015) and Zhang & Mao (2016). In terms of marketing adaptation, the respondents were asked to indicate how strongly they agree or disagree with searching information about international destinations in Estonian rather than in English.

4.2.3 Initiating the survey

A pilot survey was conducted before the survey was published for distribution. According to Saunders et al. (2023, 386) it is crucial to conduct a pilot survey, since it ensures that the questions are clear to respondents. In addition, the pilot survey enables some preliminary assessment of the validity and the reliability of the results (Saunders et al., 2023, 386). The gathered data from the pilot survey verifies that the information addresses the research objectives (Saunders et al., 2023, 386).

However, before conducting the pilot survey, the questionnaire was translated by two professional translators. The first translator translated the original text into Estonian. Subsequently, the second translator then back translated the text into the original language without seeing the original source text. Finally, a comparison between the back-translated and original text was conducted. The back-translation process enabled the author to see any inconsistencies between the original and translated text, ensuring that the translation was appropriately conducted. This procedure verified that the back translation was accurate and consistent with the original text. After the confirmation of successful translation, the pilot survey could be conducted.

In terms of conducting the pilot survey, it is crucial to review each completed questionnaire to ensure that respondents did not have any issues in answering and understanding the questions (Saunders et al., 2007, 387). The participants of the pilot survey were asked to answer the following questions in addition to the surveys' questions:

how long the questionnaire took to complete; the clarity of instructions; which, if any, questions were unclear or ambiguous; which, if any, questions the respondent felt uneasy about answering; whether in their opinion there were any major topic omissions; whether the layout was clear and attractive; any other comments. (Saunders et al., 2007, 387)

The pilot survey was responded to by three nonexpert Estonian consumers, representing different demographics. The pilot survey received a few suggestions for modifications, and in response to the received feedback, some modifications were made. In the background question section, one response option was added for the place of residence, as the author re-evaluated the division of Estonian cities. Also, in the questionnaire, there was a conditional question regarding the wristband raffle. When the respondent wanted to participate in the raffle, the survey rules were shown. The author decided to add the location of the amusement park, Helsinki, to the introduction of the raffle. Ultimately, after the final modifications, the survey was ready for distribution.

The survey was distributed through Linnanmäki's Estonian business-to-consumer newsletter and in three Estonian Facebook groups – Lastega reisimine, Sotsiaalse innovatsiooni huviliste kogukond Eestis and Tasuta koolitused üle Eesti. By using multiple distribution channels, the survey could reach a wider and more diverse sample, which could improve the representativeness of the results. Moreover, to ensure many responses to the survey, a raffle for two wristbands for the 2025 Linnanmäki fun season was organised. Therefore, the respondents could leave their email address in the survey, if they wanted to participate in the raffle. Otherwise, the survey was completely anonymous, and individuals' email addresses were not linked to their responses. The survey was sent on 8th of April 2025, and closed on 16th of April 2025, hence it was open to respondents for a week and one day. 121 responses were received by the deadline.

4.3 Validity and reliability

When conducting quantitative research, it is crucial to evaluate the validity and reliability of the study. Validity refers to the extent to which it has been possible to measure exactly what was intended to be measured (Holopainen & Pulkkinen, 2002, 14). In an ideal circumstance, the variable measures exactly what was supposed to be measured (Holopainen & Pulkkinen, 2002, 14). Reliability refers to the trustworthiness of the meter, or the ability to produce non-random results (Holopainen & Pulkkinen, 2002, 15). The reliability of the meter is high, when the same results are obtained from the same data at different times of measurement (Holopainen & Pulkkinen, 2002, 15). In survey-based research, the layout of the questionnaire has an impact on the validity and reliability of the collected data. Validity and reliability can be optimised by careful design, clear layout, pilot testing and by outlining a clear objective of the questionnaire (Saunders et al., 2007, 356).

The validity of the study was enhanced by various efforts. Firstly, the questionnaire was designed to meet the target group's linguistic characteristics so that as many

respondents as possible could answer the questionnaire in their native language. By answering the survey in one's native language, the comprehension of the questions and response options may be improved. Secondly, the survey was distributed through digital platforms, where the target group engages. The aim was to reach the sample that represents the studied population – Estonian consumers.

The reliability was evaluated during different phases of the thesis. To increase the reliability of the study, the questionnaire utilised variables that had been used and tested in previous studies. This ensures that the variables have already been found to be relevant in similar research. Secondly, the statistical analyses, confirmatory factor analysis and multiple linear regression analysis, were utilised in the study, as previous research suggests that these are the most effective methods in measuring the overall assessment of the model's fit as well as estimating causal effects (Maghrifani et al., 2022; Styliadis et al., 2017).

Lastly, the reliability of the study was tested by conducting a reliability test. The chosen reliability test was Cronbach's Alpha coefficient, which measures the internal consistency of the variables (Cho & Kim, 2014, 207). Cronbach's Alpha indicates overall reliability of data from a single administration of a test (Cho & Kim, 2014, 207). In general, the value of alpha ranges between zero and one (Cho & Kim, 2014, 212). The target value is usually above 0.7, which however, depends highly on the research context (Cho & Kim, 2014, 218). According to Bujang et al. (2018, 85) higher values of Cronbach's Alpha indicate that the items are measuring the same dimension, while lower values, near to zero, indicate that some or all the items are not measuring the same dimension. Hence, the closer the value is to one, the more reliable the analysis is. Table 3. below presents the main constructs with the number of items, maximum, minimum and mean values, as well as the standard deviation values (SD) and the values of Cronbach's Alpha.

Table 3. Reliability analysis and scale construction.

Construct	Type	No. of Items	Mean	SD	Min.	Max.	Cronbach's Alpha (α)
Travel motivation	Novelty-seeking motivation	3	4,43	0,76	1	5	0,836
	Escape-seeking motivation	3	4,45	0,83	1	5	0,835
	Interaction-seeking motivation	3	4,26	0,71	2	5	0,468
	Assurance-seeking motivation	3	2,48	1,14	1	5	0,863
Destination image	Cognitive image	3	4,12	0,94	1	5	0,870
	Affective image	3	4,50	0,73	1,67	5	0,836
Destination awareness		5	4,30	0,84	1	5	0,859

In assessing internal consistency of all the primary constructs and their scales, Cronbach's α presents a high level of internal consistency among the variables. As illustrated in Table 3., the majority of the variables' Cronbach's α is above 0,8. When Cronbach's α is close to one, it presents a high level of internal consistency (Bujang et al., 2018, 85). Hence, all the Cronbach's α values suggest that the items reliably measure the intended construct.

However, one of the travel motivations, interaction-seeking, receives a low level of Cronbach's α , 0.468. According to Bujang et al. (2018, 85) when the Cronbach's α is low, near to 0, it indicates that the items are not measuring the same dimension. According to Helms et al. (2006, 646) low α should not directly lead to the revision of the scale, as the low value may derive, for instance, from homogeneity of the sample. However, the low level of α may still limit the results of the study, as there is a high possibility that the items may have not measured the same concept. In response to the low value, an item-total statistics analysis was conducted in SPSS. The analysis revealed that removing any of the items measuring interaction-seeking, the level of Cronbach's α would get even lower. Therefore, all the items will remain, even though they are not related statistically.

However, destination awareness was excluded from the model, since the results revealed that the awareness among the target group is high. Individuals must recognise a destination before forming perceptions of it, which represents the initial stage of the

cognitive and affective images, which were clearly formed among the target group, as awareness was strong. Therefore, the concept of destination awareness is interpreted individually in sub-chapter 5.1 Data description.

5 Analysis and results

This chapter presents the results of the research, including analyses such as descriptive statistics, confirmatory factor analysis and multiple regression analysis. The statistical analyses of this study were conducted in the SPSS Statistics and jamovi.

5.1 Data description

At the beginning of data analysis, it is necessary to look how the sample divides. To begin with the gender division, which is illustrated in the Figure 4., among the respondents, 84.3 % (102) were women, while 15.7 % (19) were men. In the survey's gender selection, there was also an option "Other", which however, was not represented in the responses and has therefore been excluded from the graph. The samples' division by age is also illustrated in the Figure 4. The largest age group among respondents was 40—49 years, as 39.7 % (48) of respondents represented this age group. The second largest age group was 30—39 years, as 19.9 % (24) represented this age group.

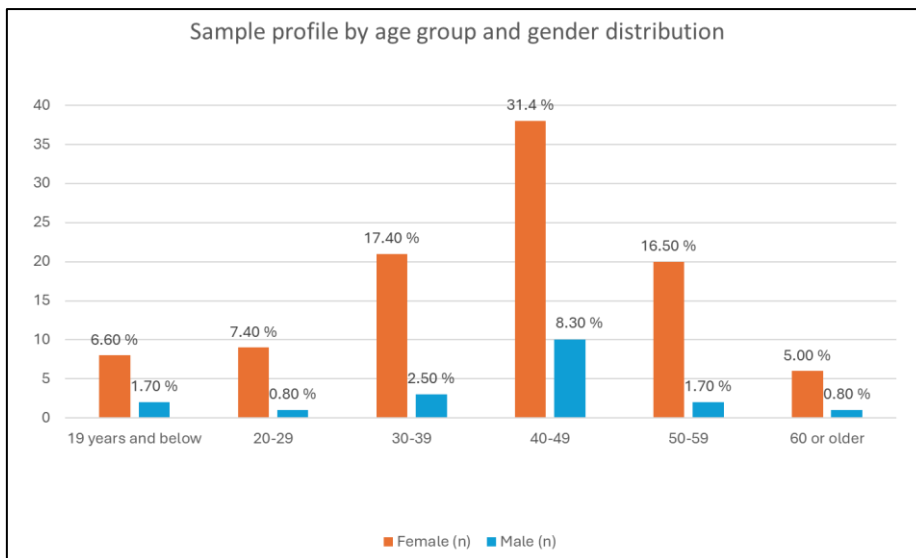


Figure 4. Sample profile by age group and gender distribution.

In terms of residence (see Figure 5.), there was clear over-representation in a particular area, which is the capital Tallinn. In fact, over half of the respondents, 57.9 % (71), live in Tallinn and its surrounding municipalities. The second largest place of residence was Pärnu and its surrounding municipalities, as 12.40 % (15) of respondents live there.

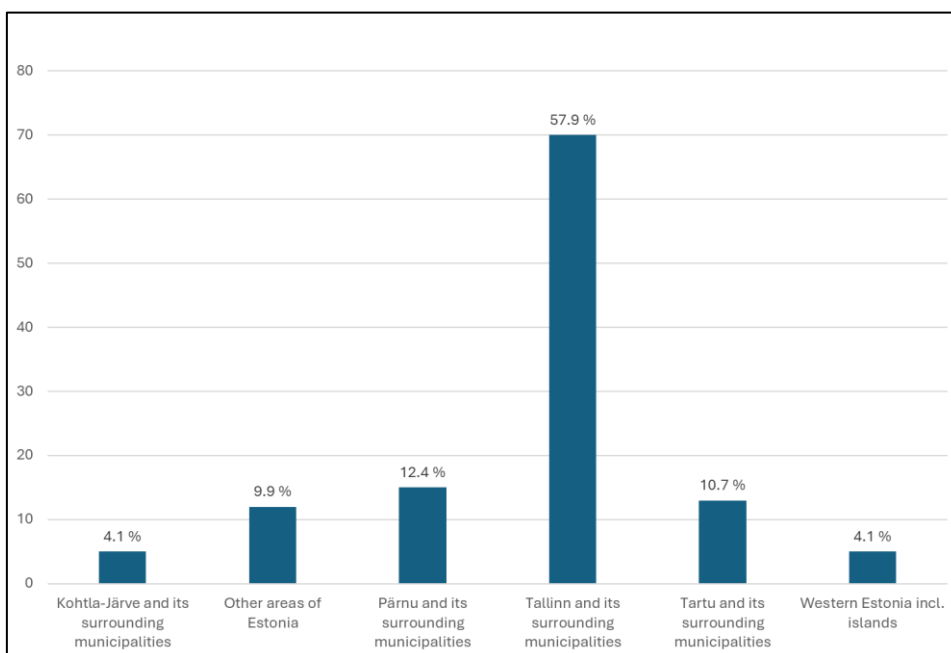


Figure 5. Sample profile by residence.

In terms of occupation, even stronger representation was observed, as 65.3 % (79) of respondents are working full-time. Students 9.1 % (11) and part-time employees 9.1 % (11) constituted the second largest groups with the same number. Regarding the household sizes of the sample, the largest representation is 3—5 household members, which forms a total of 65.3 % (79) of the represented sample. In the household's total annual net income, the largest representation is €15 000 – 24 999, as this group forms a total of 30.6 % (37) of the sample, as seen in the Figure 6.

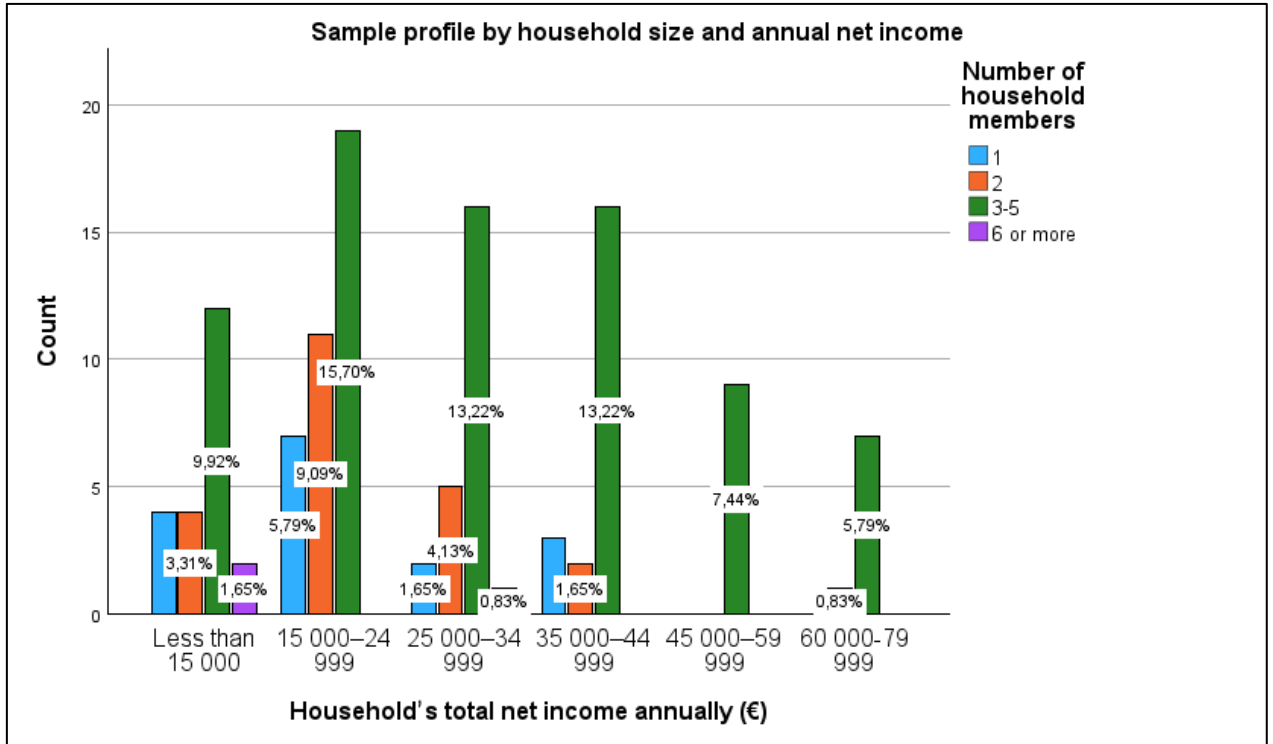


Figure 6. Sample profile by household size and annual net income.

In the context of destination awareness, which was measured by five items with a range of 1 to 5, it seems that the target group is aware of Linnanmäki as a cross-border destination. Due to the items measuring the same construct on the same scale 1–5, the overall mean score of these items was calculated. The overall destination awareness received a high mean value of 4.3 (SD = 0.844), indicating strong awareness among the target group. Moreover, its impact on travel intention was measured by simple linear regression analysis, receiving statistically significant values ($p < 0.001$). When measuring the thought of travelling to Finland and how Linnanmäki comes to minds in this relation (see Figure 7.), a total of 51.2 % (62) of the respondents agreed fully with the statement. Hence, it appears that Linnanmäki has a strong awareness among Estonian consumers.

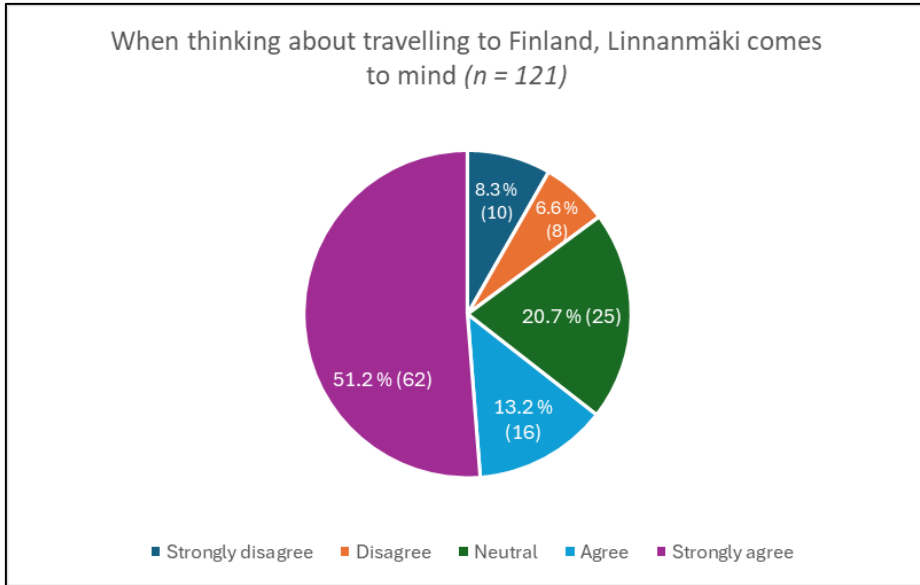


Figure 7. When thinking about travelling to Finland, Linnanmäki comes to mind.

In terms of having visited Linnanmäki, 76.9 % (93) of respondents have visited, while 23.1 % (28) of respondents have not. Reasons for not visiting Linnanmäki were measured by 5 item scale. The scale enabled multiple response options, which are illustrated in the Figure 8. Among the respondents who have not visited Linnanmäki, the most frequently reported reason was the cost of visiting 38 % (16), followed by the amount of time required to visit 31 % (13) and the perception that Linnanmäki is not interesting 14 % (6). From a broader perspective of travel frequency to the cross-border nation, 100 % (121) of the respondents have visited Finland (see Figure 9.).

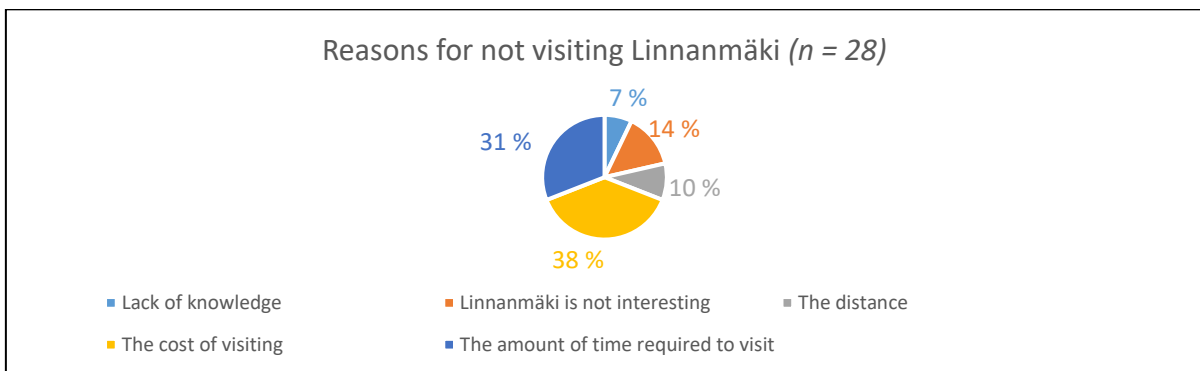


Figure 8. Reasons for not visiting Linnanmäki.

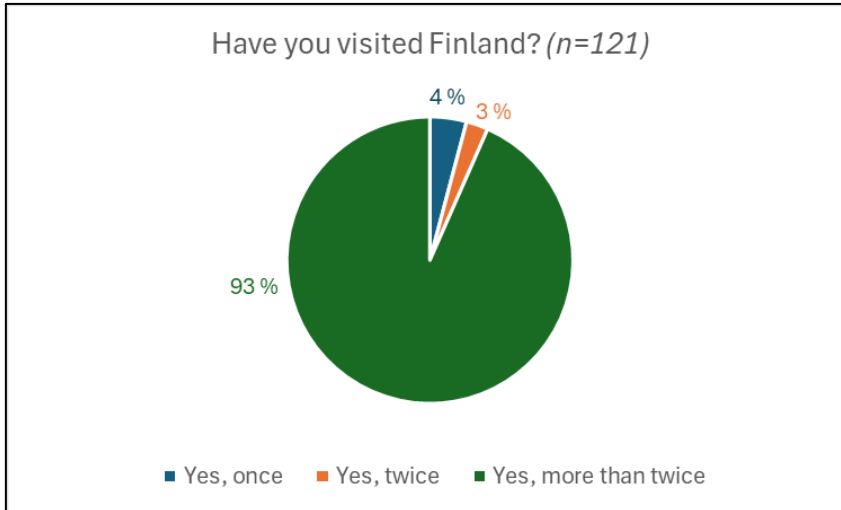


Figure 9. Past visitation to Finland.

As presented in Figure 9., the majority of respondents 93 % (113) have visited Finland more than twice. The most common reason for visiting Finland was holiday 58.7 % (71), followed by family or friends 22.3 % (27) and business 17.4 % (21).

5.1.1 Travel motivations

Travel motivations were measured by a scale composed of 12 items. The travel motivation scale included three items to measure novelty-seeking motivation, three items to measure escape-seeking motivation, three items to measure interaction-seeking motivation, and finally three items to measure assurance-seeking motivation.

All travel motivation items were measured on a 5-point Likert scale, which ranged from strongly agree (5) to strongly disagree (1). The mean values for the motivation items were calculated using SPSS, resulting in overall averages for each of the four types of motivation. Figure 10. presents these motivations comparatively in a desire to visit a theme park abroad.

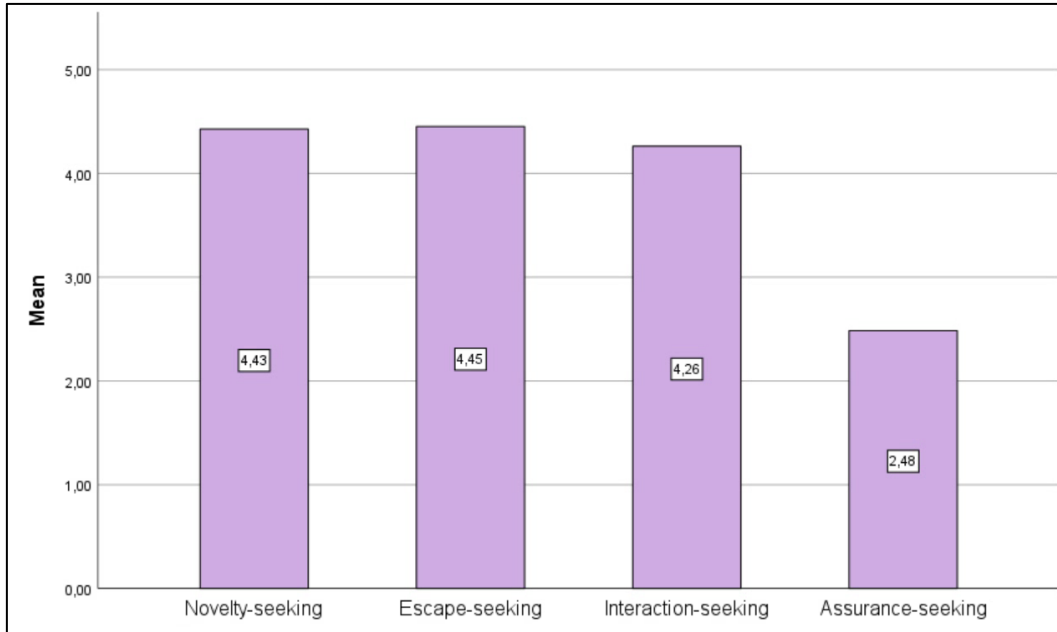


Figure 10. Descriptive comparison of key travel motivations.

5.2 Confirmatory factor analysis (CFA)

Confirmatory factors analysis (CFA) enables the overall assessment of the model's fit and correlated errors (Steenkamp & Maydeu-Olivares, 2023, 86). CFA also enables group comparisons without measurement error and facilitates the analysis of measurement invariance across several groups (Steenkamp & Maydeu-Olivares, 2023, 86). In this study, CFA is utilised, as it supports the use of multiple items to measure constructs. In fact, each item imperfectly represents the underlying construct (Steenkamp & Maydeu-Olivares, 2023, 86). The first phase of CFA is to define the constructs. The defined constructs are presented below in Table 4.

Table 4. Measurement scale and items.

Construct	Type	Items
Travel motivation	Novelty-seeking	NS1. I want to see something new and exciting NS2. I want to visit a place with a different environment NS3. I want to see something different that I don't normally see
	Escape-seeking	ES1. I want to forget about work and other responsibilities ES2. I want to relieve stress and tension ES3. I want to relax physically and mentally
	Interaction-seeking	IS1. I want to spend time with my family IS2. I want to spend time with my friends IS3. I want to improve my relationships
Destination image	Assurance-seeking	AS1. I prefer the trip to be conducted with a guided tour AS2. I want to follow definite timetables AS3. I want to make all major arrangements through travel agencies
	Cognitive image	CI1. Linnanmäki as a destination offers good value for money CI2. I would feel safe spending time in Linnanmäki CI3. Linnanmäki is a great entertainment destination
	Affective image	AI1. I find Linnanmäki as a destination to be pleasant rather than unpleasant AI2. Linnanmäki feels exciting rather than gloomy AI3. Linnanmäki is relaxing rather than distressing

After defining the constructs and linking their items, CFA could be conducted. The results of CFA are presented in two different tables, table 5. and 6. The presentation of the results follows the outcomes of the results in jamovi. Table 5. illustrates model fit indices and table 6. provides information on how valid the measurement model is.

The fit indices for the CFA are Chi-Square value divided by degrees of freedom (χ^2/df), comparative normed fit index (CFI), Tucker-Lewis index (TLI), standardised root mean square residual (SRMR) and root mean squared error of approximation (RMSEA). Moreover, a conventional p-level of 0.05 is utilised, which is largely acknowledged in various fields of research (Strang, 2015, 130). The values of the indices together with the thresholds are presented in Table 5. All the threshold values, except the χ^2/df ratio value, were

adapted from a criterion for fit indices by Hu & Bentler (1999). The χ^2/df ratio value was adapted from a book by Karjaluoto & Munnukka (2016).

Table 5. Fit indices for the CFA.

Fit index	Value	Threshold
χ^2/df	1.516	≤ 3
CFI	0.979	≥ 0.95
TLI	0.974	≥ 0.95
SRMR	0.066	≤ 0.05
RMSEA	0.026	≤ 0.06

The first fit index for the CFA is the χ^2/df ratio value. According to Karjaluoto & Munnukka (2016) it is recommended to examine the Chi-Square value divided by degrees of freedom, as it measures relatively accurately the fit between the model and the data. The calculated value for this index is 1.5, indicating that the model is adequate. Also, the calculated CFI and TLI further support the adequacy of the model, as the received values suggest that the model performs excellently compared to a null model.

In terms of SRMR and RMSEA, both indices received adequate values. SRMR and RMSEA are acknowledged as “badness of fit” measures, meaning that lower values correspond to a better model fit (Goretzko et al., 2023, 125). Regarding SRMR, a value of 0.066 was received, which indicates that the discrepancies between the observed and predicted correlations were acceptably small, fitting close to the allowed range. RMSEA also received an acceptable value of 0.026, falling within the threshold. When taking into account the overall results of fit indices for the CFA, it can be concluded that the model fits the data well. However, there are still further aspects for the CFA results, regarding the examination of the latent variables and their relationships to the observed variables (see table 6.).

Table 6. Latent variables and their relationships to the observed variables.

Measurement model								
Latent	Observed	Estimate	SE	95% Confidence Intervals		β	z	p
				Lower	Upper			
novelty	NS1	1.000	0.0000	1.000	1.000	0.982		
	NS2	0.832	0.0614	0.712	0.953	0.818	13.55	<.001
	NS3	0.784	0.0732	0.641	0.928	0.770	10.71	<.001
escape	ES1	1.000	0.0000	1.000	1.000	0.839		
	ES2	1.075	0.0846	0.909	1.241	0.902	12.71	<.001
	ES3	1.080	0.0806	0.922	1.238	0.906	13.40	<.001
interaction	IS1	1.000	0.0000	1.000	1.000	0.581		
	IS2	1.118	0.1649	0.795	1.441	0.650	6.78	<.001
	IS3	1.169	0.1959	0.785	1.553	0.680	5.97	<.001
assurance	AS2	1.000	0.0000	1.000	1.000	0.843		
	AS1	-1.050	0.0456	-1.139	-0.961	-0.885	-23.02	<.001
	AS3	1.040	0.0663	0.910	1.170	0.877	15.69	<.001
cognitive	CI1	1.000	0.0000	1.000	1.000	0.814		
	CI2	1.075	0.0640	0.949	1.200	0.875	16.81	<.001
	CI3	-1.210	0.0687	-1.344	-1.075	-0.984	-17.62	<.001
affective	AI1	1.000	0.0000	1.000	1.000	0.854		
	AI2	1.095	0.0657	0.966	1.224	0.935	16.68	<.001
	AI3	1.052	0.0647	0.925	1.179	0.898	16.27	<.001

Each latent variable was assessed by three observed variables, which were presented in table 4. To begin with the first latent variable, novelty-seeking, which was measured by three observed items, focusing on a motivations of seeking something new in travel. Among the observed items of novelty-seeking, a strong relation with the latent construct is observed (NS2: SE = 0.0614, β = 0.818, z = 13.55, p < 0.001 and NS3: SE = 0.0732, β = 0.770, z = 10.71, p < 0.001). Moving onto another travel motivation, escape-seeking, which was assessed by three items that were based on desire to relieve stress and relax. The observed items of escape-seeking were found to have a strong relation with their latent construct (ES2: SE = 0.0846, β = 0.902, z = 12.71, p < 0.001 and ES3: SE = 0.0806, β = 0.906, z = 13.40, p < 0.001). Between the latent construct, interaction-seeking, and its items, acceptable values were received (IS2: SE = 0.1649, β = 0.650, z = 6.78, p < 0.001 and IS3: SE = 0.1959, β = 0.680, z = 5.97, p < 0.001). Hence, interaction-seeking construct indicated a strong relation with its observed items.

Finally, the last travel motivation, assurance-seeking received values that differ from the other travel motivations, as it received negative values in its first item (AS1: SE = 0.0456, $\beta = -0.885$, $z = -23.02$, $p < 0.001$). However, this particular item was reverse-worded, as it included word “prefer”, which may have affected the responses, as respondents may have found it more difficult to process reverse wording (Menold, 2019, 140). Considering the reverse wording, the item AS1 was not used as the first item representing the whole construct, as the first item is fixed at 1.000, which affects the other items of the construct. For this reason, the AS2 was fixed at 1.000 as the first item of the whole. Finally, the last item of assurance-seeking AS3 received significant positive values, suggesting positive relation between the construct and the item (AS3: SE = 0.0647, $\beta = 0.877$, $z = 15.69$, $p < 0.001$).

The last construct of the model lies in destination image, particularly in cognitive and affective images. To begin with the cognitive image and its item CI2, which received positive and significant values in the relation to the construct (CI2: SE = 0.0640, $\beta = 0.875$, $z = 16.81$, $p < 0.001$). However, cognitive image’s item CI3, which examined Linnanmäki as a destination for entertainment, received significant negative values (CI3: SE = 0.0687, $\beta = -0.984$, $z = -17.62$, $p < 0.001$). Cognitive image of a destination consists of individual’s knowledge in functional characteristics of a destination, as the items CI1 (good value for money) and CI2 (feeling safe in the destination) evaluated (Carvalho, 2022). Thus, CI3 may not align with these aforementioned items, as CI3 examined the perception of Linnanmäki as a great destination for entertainment, which is based on relatively subjective feeling. Therefore, despite the correlation between cognitive images’ items, the items may be focusing on different nuances of the image. Finally, the last construct, affective image and its items are positively and significantly related (AI2: SE = 0.0657, $\beta = 0.935$, $z = 16.68$, $p < 0.001$ and AI3: SE = 0.0647, $\beta = 0.898$, $z = 16.27$, $p < 0.001$).

All in all, the results of latent variables and their relationships to the observed variables, align relatively well with the reliability analysis and scale construction conducted previously in sub-chapter 4.3 validity and reliability (see table 3.) Hence, it can be concluded that the items reliably measured their constructs, despite the items of assurance-seeking AS1 and cognitive image CI3.

5.3 Multiple linear regression analysis

In this study, a multiple linear regression analysis is utilised to examine the influence of the observed variables leading to travel intention. Multiple regression analysis was chosen as it measures the relationship between dependent and independent variables to predict the behaviour of response variable accurately (Freund et al., 2006, 73). Multiple linear regression analysis was conducted in jamovi, and the results of the initial analysis are presented in table 7.

Table 7. Initial multiple regression analysis.

Predictor	Estimate	SE	95% Confidence Interval		t	p	Stand. Estimate
			Lower	Upper			
Intercept	1,5115	0.7668	-0.00818	3.0312	1.971	0.051	
novelty_seeking_MEAN	0.0784	0.1264	-0.17208	0.3288	0.620	0.537	0.0599
escape_seeking_MEAN	-0.1070	0.1219	-0.34870	0.1346	-0.878	0.382	-0.0899
interaction_seeking_MEAN	0.2288	0.1384	-0.04551	0.5031	1.653	0.101	0.1646
assurance_seeking_MEAN	-0.0448	0.0801	-0.20351	0.1139	-0.560	0.577	-0.0517
affective_MEAN	0.1604	0.1793	-0.19499	0.5158	0.894	0.373	0.1187
cognitive_MEAN	0.4491	0.1421	0.16744	0.7308	3.160	0.002	0.4265
age_coded	-0.0326	0.0643	-0.16008	0.0948	-0.508	0.613	-0.0416
net_income_coded	-0.0396	0.0540	-0.14668	0.0675	-0.733	0.465	-0.0578
gender_coded	-0.1643	0.2176	-0.59563	0.2670	-0.755	0.452	-0.0605
visited_lintsi	0.0855	0.2071	-0.32494	0.4959	0.413	0.681	0.0365

In interpreting the results, it is necessary to acknowledge the influences of each measure. To begin with the estimate, or unstandardised coefficient, it indicates a direction of the slope in a regression line (Thrane, 2019, 25). If the regression coefficient is 0, it suggests that there is no relation between the variables, which can be seen as a horizontal line of the slope (Thrane, 2019, 26). Standardised error, SE, refers to a hypothetical repeated sampling procedure, which calculates the mean of the variable of interest for each new sample (Thrane, 2019, 60). In other words, the standardised error measures the spread of the observed variable (Thrane, 2019, 60). The 95 % confidence interval indicates that a variable is located in a particular area of the population with 95 % confidence (Thrane, 2019, 59). Overall, the smaller the standard error in relation to the estimate, the more accurate the estimate is.

Finally, according to Freund et al. (2006, 37) in a regression model, the predicted change in the dependent variable for every unit increase is indicated by the parameter β , standardised estimate. A higher standardised estimate indicates that an independent variable has a stronger relative effect on the dependent variable (Verma, 2016, 10o). In terms of t-value, if it is higher than ± 2 , it indicates that the relation is statistically significant (Thrane, 2019, 62).

To begin with the first predictor, novelty-seeking motivation, the results indicate that novelty-seeking does not predict travel intention (estimate = 0.0784, SE = 0.1264, t = 0.620, p = 0.537, β = 0.0599). In fact, as the p-value is greater than 0.05 and the t-value is lower than 2, it seems that novelty-seeking does not have a statistical significance to travel intention. Escape-seeking on the other hand, receives a negative coefficient, indicating a negative direction between the variables (estimate = -0.1070, SE = 0.1219, t = -0.878 p = 0.382, β = -0.0899), which however, does not have a statistical significance either.

Moving onto the last two travel motivations, starting with interaction-seeking, which is found to potentially predict travel intention. However, the received values are not statistically significant, but relatively close to thresholds, especially in terms of t and p -values (estimate = 0.2288, SE = 0.1384, $t = 1.653$, $p = 0.101$, $\beta = 0.1646$). This can be interpreted as potential effect in travel intention, suggesting the need for further examination in the future. The last travel motivation, assurance-seeking does not have a statistically significant effect in travel intention either (estimate = -0.0448, SE = 0.0801, $t = -0.560$, $p = 0.577$, $\beta = -0.0517$). However, it does have a very small negative effect on travel intention, but still not statistically significant.

Destination image was measured by two different types, affective and cognitive image. According to the regression analysis, cognitive image has statistically strong significant effect on travel intention (estimate = 0.4491 SE = 0.1421, $t = 3.160$, $p = 0.002$, $\beta = 0.4265$). Affective image, in contrast, does not have effect on travel intention (estimate = 0.1604 SE = 0.1793, $t = 0.894$, $p = 0.373$, $\beta = 0.1187$). This suggests that cognitive image has the strongest impact on travel intention, not only in comparing affective and cognitive images, but among all the variables.

Lastly, the regression analysis measured the influences of control factors too. These control factors included age, household's total net income annually, gender, and previous visit to Linnanmäki. None of the control factors had a statistically significant effect on travel intention. However, the closest statistical significance among the control factors lies in a variable gender (estimate = -0.1643, SE = 0.2176, $t = -0.755$, $p = 0.452$, $\beta = -0.0605$). Nevertheless, it does not have a statistical significance, so it is not related meaningfully to the travel intention.

5.3.1 Multicollinearity statistics

In interpreting the results of multiple linear regression analysis, it is necessary to assess possible multicollinearities. Multicollinearity refers to a situation, where two or more independent variables share a high correlation, making it difficult to evaluate the influence of each predictor (Thrane, 2019, 70). The correlations are expressed as VIF, meaning variance inflation factors (Thrane, 2019, 71). There is no single precise threshold value for VIF, as according to Thrane (2019, 71—72) some previous research defines it to be a concern, when the value is over 10, while some research find it as a concern, when the value is around 5. Therefore, in this study, the VIF is interpreted as a concern if the value is around 5. There is one more aspect to consider in multicollinearity analysis, which is tolerance. Tolerance close to 1 suggests that there is no multicollinearity, while a value close to 0 suggests that multicollinearity is a potential threat (Midi et al., 2010, 259).

The results of multicollinearity statistics are presented in table 8. According to the results, all the predictors in the model are at an acceptable level. Variance inflation factors (VIF) are significantly below the thresholds of 5, and the tolerance values are also above 0. Therefore, there are no multicollinear issues in the model.

Table 8. Multicollinearity statistics.

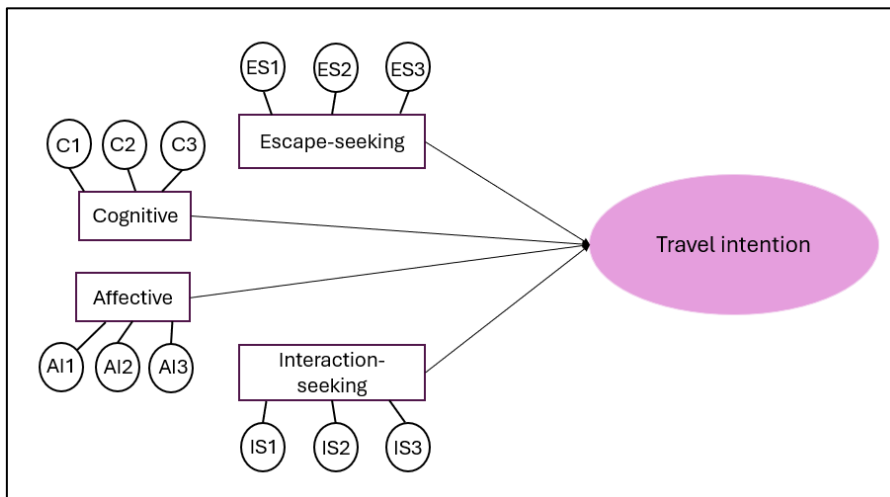
Variable	VIF	Tolerance
novelty_seeking_MEAN	1,68	0.594
escape_seeking_MEAN	1,90	0.528
interaction_seeking_MEAN	1,79	0.558
assurance_seeking_MEAN	1,54	0.649
affective_MEAN	3,18	0.314
cognitive_MEAN	3,29	0.304
age_coded	1,22	0.823
gender_coded	1,16	0.861
net_income_coded	1,12	0.891
visited_lintsi	1,41	0.708

5.3.2 Model building

After conducting the multiple linear regression analysis, a final model can be built. This process refers to selecting variables that were proven in the analysis to provide a significant estimate of the final outcome (Sahay, 2016, 133). To build the final model, the insignificant predictors must be eliminated. The elimination of insignificant variables was assessed by the estimate, standard error, t-value and p-value, which were presented in table 7. Therefore, the removed variables are novelty-seeking ($t = 0.620$, $p = 0.537$), assurance-seeking ($t = -0.560$, $p = 0.577$), age ($t = -0.508$, $p = 0.613$), household's annual net income ($t = -0.733$, $p = 0.465$), gender ($t = -0.755$, $p = 0.452$) and past visitation to Linnanmäki ($t = 0.413$, $p = 0.681$). Considering the weak received values of multiple linear regression analysis, removing the aforementioned predictors from the model is reasonable. Thus, the remaining predictors are seen below in the table 9, which presents the final models' constructs. Below the table 9. is the final model of the influence of destination image and travel motivations on travel intention in figure 11.

Table 9. Final multiple regression analysis.

Predictor	Estimate	SE	95% Confidence Interval		t	p	Stand. Estimate
			Lower	Upper			
Intercept	1.0983	0.547	0.0140	2.182	2.006	0.047	
interaction_seeking_MEAN	0.2054	0.125	-0.0428	0.454	1.639	0.104	0.1478
escape_seeking_MEAN	-0.0637	0.103	-0.2668	0.139	-0.621	0.536	-0.0535
affective_MEAN	0.2008	0.163	-0.1217	0.523	1.233	0.220	0.1486
cognitive_MEAN	0.4529	0.122	0.2105	0.695	3.701	<.001	0.4301

**Figure 11.** Final model of the influence of destination image and travel motivations on travel intention.

To begin with the first travel motivation, interaction-seeking, which remained in the model as it received nearly marginal statistically significant values. Both p-value (0.104) and t-value (1.639) of novelty-seeking are relatively close to their thresholds (p-value 0.05 and t-value ± 2), indicating a possible, yet insignificant effect on travel intention. In fact, the p-value of 0.104 expresses a 10.4 % possibility of observing this outcome under the assumption of null hypothesis, suggesting that with a larger sample size, it could become more influential. Moreover, another travel motivation, escape-seeking remains in the final model, although it did not receive statistically significant values ($p = 0.536$, t

= -0.621). Escape-seeking remains in the model, as previous research highly supports its relevance in measuring travel intention to a theme park (Lee et al., 2019; Ryan et al., 2010; Tan & Huang, 2020).

In terms of destination image, both cognitive and affective images remain in the final model. Affective image remains in the model, even though it did not receive statistically significant values ($p = 0.220$, $t = 1.233$). Affective image is kept in the model as previous research has found it to be a relevant factor in increasing a tourist destination's probability to be chosen, thus, contributing to travel intention (Agapito et al., 2013; San Martín & Rodríguez, 2008; Tosun et al., 2015). Perhaps this potential weak relation could be statistically significant in a larger sample size.

The only construct that is statistically significant in the total model is cognitive image ($p = < 0.001$, $t = 3.701$). This indicates that cognitive image is the central explanatory factor in influencing travel intention to cross-border destination Linnanmäki. This result is also in line with previous research, which has found that cognitive image can strongly influence the decision to visit a particular destination (Kim et al., 2021; Loureiro et al., 2021; San Martín & Rodríguez, 2008).

5.4 Discussion of results

The first major focus of this thesis was to examine the roles of destination image and travel motivations on travel intention to Linnanmäki amusement park. Travel intention was measured with one item, and its relationship was examined in a multiple linear regression analysis by analysing the associations between different items of destination image and travel motivations.

To begin with destination image, which consists of affective and cognitive images, the analysis revealed that cognitive image is a stronger predictor in the likelihood of visiting Linnanmäki than affective image. Affective image, which refers to the feelings towards

the destination, was not a statistically significant factor in predicting travel intention. However, affective image remained in the final model as stated in the sub-section 5.3.2 due to its proven relevance in similar studies. Cognitive image, on the other hand, was found to be the strongest predictor of travel intention ($p = < 0.001$). Thus, it indicates that functional characteristics of a theme park, including feelings of safety, perception of receiving great entertainment as well as good value for money, are crucial factors in travel intention among the target group.

In the context of travel motivations' relationship with travel intention, none of the travel motivations received statistically significant values. The highest values in terms of statistical significance were received by assurance-seeking ($p = 0.577$) and novelty-seeking ($p = 0.537$), which led to the elimination of these constructs in the final model. Assurance-seeking was measured by desires to follow definite timetables, preferences on making arrangements through travel agencies and following guided tours. Previous research has found that assurance-seeking in international travel plays a key role especially towards destinations that are associated with feelings of unsafety (Carballo et al., 2017; Xie et al., 2025). Perhaps, Estonian tourists may feel safe in travelling to a theme park in Finland, as the countries share similar cultural and linguistical characteristics, which may strengthen the feeling of safety in the destination. Thus, this may lead to feeling assured without third party factors, such as travel agencies.

The analysis also revealed that novelty-seeking does not have statistically significant role in leading to travel intention, even though novelty in general plays a key role in leisure-related services, as refreshing the provided experiences is recommended to maintain positioning (Chang et al., 2014). Perhaps, the target group may seek mostly familiar experiences, which could lead novelty to not be as crucial a factor in choosing a leisure destination.

Moving forward into the model's remained motivations. Interaction-seeking was the most influential among the travel motivations ($p = 0.104$), and in fact, it was close to the

statistically marginal level. Moreover, interaction-seeking leading to intention to visit a theme park aligns with previous research, which also justifies the finding (Bakir & Baxter, 2011; Johns & Gyimóthy, 2002; Tan & Huang, 2020). Hence, it seems that Estonian consumers are driven to visit Linnanmäki especially due to the desire to interact with their family or friends.

Another travel motivation that remained in the model is escape-seeking, although it did not receive a statistically significant value ($p = 0.536$). Escapism is the fundamental construct of a theme park, where visitors can escape reality by taking part in various imaginative activities (Dong & Siu, 2013). The fundamental role of escapism emphasises the need of escape-seeking in the model, as various studies have proven it to be a key motivation to visit a theme park (Lee et al., 2019; Ryan et al., 2010; Tan & Huang, 2020). As escape-seeking has found to be one of the key motivations leading to visit a theme park, it would be relatively reasonable to assume that the same would apply in this study, especially as there are no amusement parks with rides in Estonia (Tripadvisor, 2025).

The analysis also measured the influence of control factors, including age, gender, the household's level of net income annually and previous visitation to Linnanmäki. None of the control factors had a statistically significant impact on travel intention. The insignificance of control factors may have many reasons, of which the most likely is somewhat homogeneous sample. If there had been more responses to the questionnaire, the p -values would probably be lower overall.

In conclusion, the results indicate that the aspects of cognitive image and interaction-seeking are by far the most influencing factors in leading to visit Linnanmäki amusement park. There were no significant differences in control factors, such as previous visit or level of income. All in all, the target group is aware of the destination Linnanmäki and are mostly driven to visit the park due to the desire to interact with family or friends, and by having a strong cognitive image of the destination, meaning that acknowledging the functional characteristics of the destination, strengthens the likelihood of visiting.

These findings contribute to the exploratory objectives of the study by revealing the relationship of the most influential constructs in travel intention.

6 Conclusion

The final chapter concludes the theoretical and practical contributions of the thesis. Sub-chapter 6.1 includes the theoretical key findings, while sub-chapter 6.2 focuses on the managerial implications. Finally, the last sub-chapter 6.3 presents limitations and future research suggestions.

6.1 Theoretical contribution

The first step in proceeding with the theoretical contribution is to restate the research problem. The research problem was to explore the role of travel motivations and destination image on travel intention to Linnanmäki among the target group, Estonian consumers. Thus, to accomplish this, the aim of the study was guided by the research question: *What types of travel motivations are prevalent among Estonian consumers, and how does destination image influence travel intention to a cross-border amusement park?* To answer the research question, a model of the influence of destination image and travel motivations on travel intention was built based on theoretical literature review and was ultimately tested in the empiric section.

The theory chapters of the study revealed that cross-border tourism consumer behaviour is a multidimensional entity. According to Cohen et al. (2013) travel intention is considered to be a continuous process including constructs that cannot be analysed individually. This process includes an individual's own subjective feelings, such as motivations and perceptions, but also external influences, such as the role of social media marketing and online reviews. Hence, the topic is somewhat complex to examine due to its dynamic, multifaceted role, which is very much affected by subjective feelings.

Moreover, the theory also delved into the concept of international marketing of a theme park with a focus on marketing adaptation to Estonia. In terms of marketing adaptation to Estonia, Siraliova & Angelis (2006) found that the various elements of the marketing

mix require different degrees of adaptation. Hence, instead of focusing on the traditional marketing mix, the author decided to focus on the framework of 4Cs, as leisure industry is highly driven by the success of customer service, highlighting the need for a more customer-focused model in marketing (Akbar et al., 2023; Scott et al., 2009). When adapting destination marketing of a Finnish theme park to Estonia, it is notable that according to Siraliova & Angelis (2006) Estonian and Finnish cultures are considered to be very similar especially in terms of linguistic and cultural aspects. As the greater the differences in sociocultural and technological environments between marketer's home country and host country, the degree of marketing adaptation increases (Katsikeas et al., 2009; Magnusson et al., 2013), considering the multiple similarities between the countries, it is reasonable to expect that the need for marketing adaptation is relatively low.

Furthermore, one of the fundamental requirements for successful marketing is to know the target audience to create long-lasting relationships (Waller, 2020). Therefore, this study examined the internal factors, such as travel motivations and perceptions of the target group to find out what the most influential factors affecting travel intention are. Moreover, the role of external influences, such as the usage of social media was examined to find out to which external factors ideally strengthen the likelihood of visiting among the target group.

The empiric section found that the most influential factors in increasing the likelihood of visiting Linnanmäki are interaction-seeking and knowledge of concrete attributes, cognitive image. The results of this study provided marginal support to previous research indicating that the desire to spend time with friends or family in a theme park strengthens the likelihood of visiting (Bakir & Baxter, 2011; Johns & Gyimóthy, 2002). However, these aforementioned studies did not specify the characteristics of the visitors, meaning that they could be domestic visitors too. Hence, this study contributes to previous literature by giving new insights into the travel behaviour of particularly international tourists to amusement parks. Moreover, escape-seeking has also been found to be a highly relevant motivation in leading to visiting an amusement park, but in this study, its

influence was not statistically significant (Lee et al., 2019; Tan & Huang, 2020). This may stem from the measurement's items of escape-seeking, which possibly did not capture all dimensions of the construct.

In terms of cognitive image's influence in likelihood of visiting Linnanmäki, a statistically significant relationship was found. This finding indicates that functional characteristics, such as a theme parks' attractions and the feeling of safety are central in leading to travel intention among the target group. Moreover, it implies that Estonian consumers focus on a destination's concrete features, which indicate that the travel decision-making process is mostly driven by cognitive attributes. This finding aligns with previous research, which has revealed that cognitive image can highly influence the decision to visit a particular destination (Kim et al., 2021; Loureiro et al., 2021; San Martín & Rodríguez, 2008). These aforementioned studies have, however, focused on different types of destinations, such as particular regions, which do not represent characteristics of a theme park as a destination. Hence, this study contributes to these previous studies by providing new insights into the role of cognitive image among international visitors of a theme park.

6.2 Managerial implications

The thesis' results have multiple implications for Linnanmäki's destination marketing in Estonia. Firstly, when planning marketing activities to the area, it is crucial to identify the current state of awareness and overall image of the destination. The results revealed that Linnanmäki has a strong awareness among Estonians as the overall destination awareness received a high mean value of 4.3 on a scale of 1–5. As many as 51.2 % (62) of the respondents strongly associate Linnanmäki with travel to Finland. When combining the 'fully agree' and 'agree' for this measure, as much as 64.4 % (78) of respondents associate Linnanmäki with travel to Finland. Hence, destination awareness is indeed strong and positive.

Notably, given that cognitive image of the destination and the travel motivation interaction-seeking were found to have the strongest influence on travel intention to Linnanmäki, these would be recommendable to include in the marketing activities towards the target area. To begin with cognitive image, it was found to have the strongest impact on travel intention to Linnanmäki. Therefore, the author recommends Linnanmäki to emphasize its functional and concrete attributes in its marketing in Estonia. These attributes would possibly be factors, such as the quality of rides, ticket pricing and service quality. In fact, the results showed that pull factors, such as discounted tickets 87.6 % (106) and unique attractions 61.2 % (74) have a very or extremely effective impact on increasing the likelihood of visiting. Hence, emphasizing these concrete attributes in the marketing would perhaps increase the likelihood of visiting, or at least strengthen the cognitive image among the target group.

Secondly, the travel motivation interaction-seeking was the strongest motivation influencing travel intention. This indicates that not only concrete attributes are important to the target group but enjoying shared moments with friends or family are also in the centre of strengthening the travel intention. Also, this finding strongly supports previous studies that have found the time spent with family in particular to be important factors in amusement park visits (Torres & Orłowski, 2016). Perhaps by combining interaction-seeking elements, such as spending time with the family with concrete attributes of Linnanmäki, the most effective marketing campaigns could be built to enhance target groups' intention to visit.

The results also revealed that 46.3 % (56) of respondents agreed or strongly agreed to find information of international destinations in their native language rather than in English. This is a strong sign for Linnanmäki to maintain its websites, newsletter and Facebook account for its Estonian consumers to reach them effectively. Also, the most frequently used social media channel was found to be Facebook 71.1 % (86). This also supports the maintenance of Linnanmäki's Estonian Facebook account as it is clearly the most used social media channel that the target group engages with.

6.3 Limitations and future research directions

As with all empirical studies, this thesis has its limitations too. One of the most predictable limitations lies in the size and quality of the sample. The questionnaire was responded by 121 respondents with an overrepresentation of certain demographic groups, such as females (84.3 %), age group of 40-49 years (39.7 %) and Tallinn as a place of residence (57.9 %). Moreover, most of the respondents represented a household size of 3–5 persons (65.3 %), indicating possibly a family household. Hence, a more extensive sample would obtain statistically more precise and accurate results.

Another limitation lies in the nature of the research. Since the study was conducted as a quantitative survey, the collected data is solely based on numbers, which does not measure in-depth relations. However, the topic of travel motivations is typically related to quantitative type of research, as it enables the collection of extensive data, but perhaps a qualitative approach could complement it and bring deeper understanding of the topic, for instance, through interviews. Hence, a multimethodology approach could be utilised in future research. Moreover, the main concepts of the questionnaire, cognitive and affective images, and the travel motivations, were all measured by three items. By adding more items to each construct, more extensive information of each concept would potentially be available.

Furthermore, as the study utilised non-probability sampling, specifically self-selection sampling, only individuals who are interested in the topic were likely to respond. Also, as the respondents select themselves, it does not allow the author to control or influence who is in the sample. This may lead to lower validity, as the conclusions may not be generalizable beyond the sample. In addition, the respondents were contacted through Linnanmäki's newsletter and three Facebook groups, which in itself limits the population, as not all individuals of the target group are subscribers of the newsletter or represented in Facebook groups.

Also, utilizing the newsletter in contacting the respondents has a direct impact on the results as in this particular respondent group there are individuals who are interested in Linnanmäki, as they have previously decided to subscribe to the newsletter. Hence, their knowledge of Linnanmäki as a destination is higher. In addition, as a wristband raffle for the 2025 season at Linnanmäki was organised among those who responded, interest may have increased in responding to the survey solely due to this wristband raffle, meaning that less attention may have been paid to the responses.

After identifying the limitations of this study, recommendations for future research directions can be made. Future research could further examine the influence of different motivations on travel intention as this study was delimited to focus only on four travel motivations. Perhaps there are even more underlying motivations influencing travel intention. Also, by employing another sampling method in future research, a more heterogeneous sample would probably be achievable as in the self-selection sampling the researcher cannot influence the representativeness of the sample.

Lastly, the possible differences between first-time visitors and return visitors would advance the knowledge of the factors influencing visitors' initial motivation versus their decision to return. The success of theme parks is often measured by the amount of returning visitors as it is highly linked to customer satisfaction and loyalty (Ye & Huang, 2024). Expectations may be varied between the first-time and returning visitor, highlighting the need of understanding the possible distinctions between these visitors to better tailor not only theme park's marketing but also the provided experiences of the theme park.

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Appendices

Appendix 1. Questionnaire.

Question	Response Option
Section 1	
1. Age	<ul style="list-style-type: none"> a. 19 years and below b. 20-29 c. 30-39 d. 40-49 e. 50-59 f. 60 or older
2. Gender	<ul style="list-style-type: none"> a. Male b. Female c. Non-binary
3. Occupation	<ul style="list-style-type: none"> a. Full-time employed b. Part-time employed c. Self-employed d. Unemployed e. Student f. Retired g. Disabled
4. Number of household members	<ul style="list-style-type: none"> a. Single b. Two c. Three to five d. Six or more
5. Household's total net income annually	<ul style="list-style-type: none"> a. Less than 15,000 € b. 15,000–24,999 € c. 25,000–34,999 € d. 35,000–44,999 € e. 45,000–59,999 € f. 60,000–79,999 € g. 80,000 € or greater

6. In what part of Estonia do you live?	<ul style="list-style-type: none"> a. Tallinn and its surrounding municipalities b. Pärnu and its surrounding municipalities c. Kohtla-Järve and its surrounding municipalities d. Western Estonia (e.g., Saaremaa) e. Other areas of Estonia
7. How often do you travel abroad for leisure?	<ul style="list-style-type: none"> a. Never b. 1-2 times a year c. 3-4 times a year d. 5+ times a year
8. If you travel abroad, how long do you usually stay?	<ul style="list-style-type: none"> a. 1-2 nights b. 3-4 nights c. 5 nights d. 6 nights and above g. I do not travel abroad
9. Who do you usually travel with when going abroad?	<ul style="list-style-type: none"> a. Alone b. Partner c. Family or relatives d. Friends e. Other
10. How many times have you visited a theme park abroad within the past five years?	<ul style="list-style-type: none"> a. Never b. Once c. 2-3 times d. 4-5 times e. More than 5 times
Section 2	
11. Please indicate how strongly you agree or disagree with the following statements about your motivations for visiting theme park abroad.	(1 = Strongly Disagree, 5 = Strongly Agree)

11.1 I want to see something new and exciting	1, 2, 3, 4, 5
11.2 I want to visit a place with a different environment	1, 2, 3, 4, 5
11.3 I want to see something different that I don't normally see	1, 2, 3, 4, 5
11.4 I want to forget about work and other responsibilities	1, 2, 3, 4, 5
11.5 I want to relieve stress and tension	1, 2, 3, 4, 5
11.6 I want to relax physically and mentally	1, 2, 3, 4, 5
11.7 I want to spend time with my family	1, 2, 3, 4, 5
11.8 I want to spend time with my friends	1, 2, 3, 4, 5
11.9 I want to improve my relationships	1, 2, 3, 4, 5
11.10 I prefer the trip to be conducted with a guided tour	1, 2, 3, 4, 5
11.11 I want to follow definite timetables	1, 2, 3, 4, 5
11.12 I want to make all major arrangements through travel agencies	1, 2, 3, 4, 5

Section 3	
12. Have you visited Finland?	<ul style="list-style-type: none"> a. Yes, more than twice b. Yes, twice. c. Yes, once. d. No, I have not visited.
12.1. If you have visited Finland, what was the primary reason for your visit?	<ul style="list-style-type: none"> a. Holiday b. Business c. Family or friends d. Special events (e.g., concerts)
12.2. If you have not visited Finland, what is the primary reason for not visiting?	<ul style="list-style-type: none"> a. Lack of interest b. Cost c. Distance d. Time
13. Which of these factors would most influence your decision to travel to Finland? (You may select multiple options)	<ul style="list-style-type: none"> a. Convenience of travelling b. Reasonable price c. The variety of tourist attractions d. Sustainability e. Safety f. Weather
14. Have you ever heard of Linnanmäki?	a. Yes b. No
15. Have you visited Linnanmäki?	a. Yes b. No
15.1. If you have not visited Linnanmäki, what is/are the reason(s)? (You may select multiple options)	<ul style="list-style-type: none"> a. Lack of knowledge b. Linnanmäki is not interesting c. The distance d. The cost of visiting e. The amount of time required to visit
16. Please indicate how strongly you agree or disagree with the following statements of Linnanmäki as a destination.	(1 = Strongly Disagree, 5 = Strongly Agree)
16.1 I can picture what the destination looks like in my mind	1, 2, 3, 4, 5

16.2 I am aware of the place as a travel destination	1, 2, 3, 4, 5
16.3 I can recognize the destination among other similar travel destinations	1, 2, 3, 4, 5
16.4 The characteristics of this destination come to my mind quickly	1, 2, 3, 4, 5
16.5 When I am thinking about travelling to Finland, Linnanmäki comes to my mind	1, 2, 3, 4, 5
16.6 Linnanmäki as a destination offers good value for money	1, 2, 3, 4, 5
16.7 I would feel safe spending time in Linnanmäki	1, 2, 3, 4, 5
16.8 Linnanmäki is a great entertainment destination	1, 2, 3, 4, 5
16.9 I find Linnanmäki as a destination to be pleasant rather than unpleasant	1, 2, 3, 4, 5
16.10 Linnanmäki feels exciting rather than gloomy	1, 2, 3, 4, 5
16.11 Linnanmäki is relaxing rather than distressing	1, 2, 3, 4, 5
17. If you were to consider visiting Linnanmäki, how effective would each of the following be in increasing your likelihood of visiting	1 = Not at all effective 2 = Slightly effective 3 = Moderately effective 4 = Very effective 5 = Extremely effective
17.1 Special offers	1, 2, 3, 4, 5
17.2 Discounted tickets	1, 2, 3, 4, 5
17.3 Travel packages with accommodation	1, 2, 3, 4, 5
17.4 Behind the scenes opportunities	1, 2, 3, 4, 5
17.5 Unique attractions	1, 2, 3, 4, 5
17.6 Positive reviews and recommendations	1, 2, 3, 4, 5

<p>18. I am likely to visit Linnanmäki in the future. (1 = Strongly Disagree, 5 = Strongly Agree)</p>	<p>1, 2, 3, 4, 5</p>
<p>Section 5</p>	
<p>19. How do you typically find information about travel destinations? (You may select multiple options)</p>	<p>a. Internet research b. Social media c. Travel agencies d. Word of mouth e. Books f. Magazines</p>
<p>20. Do you use social media?</p>	<p>a. Yes b. No</p>
<p>21. I most frequently use the following social media channel</p>	<p>a. Facebook b. Instagram c. X d. TikTok e. Snapchat f. Pinterest g. LinkedIn h. YouTube i. I don't use social media</p>
<p>22. Please indicate how strongly you agree or disagree with the following statements</p>	<p>1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree</p>
<p>22.1 I prefer to search for information about international destinations in Estonian rather than in English</p>	<p>1, 2, 3, 4, 5</p>
<p>22.2 I use social media for searching and purchasing travel products</p>	<p>1, 2, 3, 4, 5</p>

22.3 I enjoy visiting social media pages of different travel destinations	1, 2, 3, 4, 5
22.4 Websites are more convenient for searching travel information than social media channels	1, 2, 3, 4, 5
22.5 I use social media for searching to devise an actual tourism plan after choosing a destination	1, 2, 3, 4, 5
22.6 I use social media to search for and obtain extra information while I am travelling	1, 2, 3, 4, 5

Appendix 2. Questionnaire in Estonian.

Küsitlus - Eestlaste välismaareiside motivaatorid ja sihtkohtade atraktiivsus

Tere tulemast küsitluses osalema!

Küsitluse eesmärk on uurida eestlaste välismaale reisimise motive ning selgitada välja, millised tegurid mõjutavad sihtkohtade atraktiivsust ja tuntuust. Küsitlusele vastamine võtab aega umbes 10-15 minutit. Küsitluses saavad osaleda vaid Eestis elavad Eesti kodanikud. Küsitlus viiakse läbi anonüümselt.

Soovi korral võite küsitluse lõpus esitada oma e-posti aadressi ja osaleda loosimisel, mille võitja saab 2025. aasta hooajaks Helsingi Linnanmäki ühe Isohupi ja ühe Pikkuhupi käepaela. Auhinna loosimiseks kogutud e-posti aadresse kasutatakse ainult auhinna loosimise eesmärgil.

ALUSTA

1. Vanus

*

- a. 19 aastat või alla selle
- b. 20-29
- c. 30-39
- d. 40-49
- e. 50-59
- f. 60 või üle selle

2. Sugu

*

- a. Mees
- b. Naine
- c. Muu sugu

3. Amet

*

- a. Täiskohaga töö
- b. Osalise ajaga töö
- c. Ettevõtja
- d. Töötu
- e. Õpilane
- f. Pensionär
- g. Puudega isik

4. Leibkonna liikmete arv

*

- a. 1
- b. 2
- c. 3-5
- d. 6 või rohkem

5. Leibkonna aastane netosissetulek

*

- a. Alla 15 000 €
- b. 15 000–24 999 €
- c. 25 000–34 999 €
- d. 35 000–44 999 €
- e. 45 000–59 999 €
- f. 60 000–79 999 €
- g. 80 000 või rohkem

6. Millises Eesti osas te elate?

*

- a. Tallinn ja selle lähivallad
- b. Pärnu ja selle lähivallad
- c. Kohtla-Järve ja selle lähivallad
- d. Lääne-Eesti k.a saared
- e. Tartu ja selle lähivallad
- f. Muud Eesti piirkonnad

7. Kui tihti te puhkate välismaal?

*

- a. Ei puhka kunagi välismaal
- b. 1-2 korda aastas
- c. 3-4 korda aastas
- d. Üle 5 korra aastas

8. Mitu korda olete viimase viie aasta jooksul välismaal lõbustusparki külastanud?

*

- a. Ei ole kunagi
- b. Ühe korra
- c. 2-3 korda
- d. 4-5 korda
- e. Rohkem kui 5 korda

Hinnake skaalal 1-5, kui kindlalt te nõustute või ei nõustu järgmiste väidetega, mis puudutavad teie motivatsiooni külastada välismaal lõbustusparke.

1 = Ei ole üldse nõus, 5 = Täiesti nõus

Valiku tegemiseks liigutage väite all olevat liugurit.

EDASI

9. Hinnake skaalal 1-5, kui kindlalt te nõustute või ei nõustu järgmiste väidetega, mis puudutavad teie motivatsiooni külastada välismaal lõbustusparke.

Tahan näha midagi uut ja põnevat

*



10. Hinnake skaalal 1-5, kui kindlalt te nõustute või ei nõustu järgmiste väidetega, mis puudutavad teie motivatsiooni külastada välismaal lõbustusparke.

Soovin külastada teistsuguse miljööga kohti

*



11. Hinnake skaalal 1-5, kui kindlalt te nõustute või ei nõustu järgmiste väidetega, mis puudutavad teie motivatsiooni külastada välismaal lõbustusparke.

Tahan näha midagi sellist, mida tavaliselt ei näe

*



12. Hinnake skaalal 1-5, kui kindlalt te nõustute või ei nõustu järgmiste väidetega, mis puudutavad teie motivatsiooni külastada välismaal lõbustusparke.

Soovin unustada töö ja muud kohustused

*



13. Hinnake skaalal 1-5, kui kindlalt te nõustute või ei nõustu järgmiste väidetega, mis puudutavad teie motivatsiooni külastada välismaal lõbustusparke.

Tahan leevendada stressi ja pingeid

*



14. Hinnake skaalal 1-5, kui kindlalt te nõustute või ei nõustu järgmiste väidetega, mis puudutavad teie motivatsiooni külastada välismaal lõbustusparke.

Soovin füüsiliselt ja vaimselt lõõgastuda

*



15. Hinnake skaalal 1-5, kui kindlalt te nõustute või ei nõustu järgmiste väidetega, mis puudutavad teie motivatsiooni külastada välismaal lõbustusparke.

Tahan veeta aega koos perega

*



16. Hinnake skaalal 1-5, kui kindlalt te nõustute või ei nõustu järgmiste väidetega, mis puudutavad teie motivatsiooni külastada välismaal lõbustusparke.

Soovin veeta aega koos sõpradega

*



17. Hinnake skaalal 1-5, kui kindlalt te nõustute või ei nõustu järgmiste väidetega, mis puudutavad teie motivatsiooni külastada välismaal lõbustusparke.

Tahan parandada inimsuhteid

*



18. Hinnake skaalal 1-5, kui kindlalt te nõustute või ei nõustu järgmiste väidetega, mis puudutavad teie motivatsiooni külastada välismaal lõbustusparke.

Eelistan reisi, mis toimub giidiga ekskursiooni vormis

*



19. Hinnake skaalal 1-5, kui kindlalt te nõustute või ei nõustu järgmiste väidetega, mis puudutavad teie motivatsiooni külastada välismaal lõbustusparke.

Soovin järgida täpseid ajakavasid

*



20. Hinnake skaalal 1-5, kui kindlalt te nõustute või ei nõustu järgmiste väidetega, mis puudutavad teie motivatsiooni külastada välismaal lõbustusparke.

Soovin teha kõik peamised asjaajamised reisibüroo kaudu

*



Järgmised küsimused puudutavad teadlikkust sihtkohast.

EDASI

21. Kas te olete Soomes käinud?

*

- a. Jah, rohkem kui kaks korda
- b. Jah, kaks korda
- c. Jah, üks kord
- d. Ei ole

22. Kui olete Soomes käinud, siis mis oli külastuse peamine ajend?

*

- a. Puhkus
- b. Tööreis
- c. Pere või sõbrad
- d. Üritused (nt kontserdid)

22. Kui te ei ole Soomes käinud, siis mis võiks olla ajend seda teha?

*

- a. Huvi puudus
- c. Kaugus
- b. Kulud
- d. Ajakasutus

23. Millised neist teguritest mõjutaksid kõige rohkem teie otsust Soome reisida? Võib valida mitu varianti.

*

- a. Transpordiühenduste sujuvus
- b. Mõistlik hind
- c. Turismiobjektide mitmekesisus
- d. Vastutustundlikkus
- e. Turvalisus
- f. Ilm

EDASI

24. Kas olete midagi kuulnud Linnanmäki lõbustuspargist?

*

- a. Jah
- b. Ei

25. Kas olete Linnanmäki lõbustusparki külastanud?

*

- a. Jah
- b. Ei

26. Kui te ei ole Linnanmäki lõbustusparki külastanud, siis mis võiks olla ajend seda teha? Võib valida mitu varianti.

*

- a. Teabe puudumine
- b. Linnanmäki ei paku huvi
- c. Kaugus
- d. Külastamise kulud
- e. Külastamiseks vajalik aeg

EDASI

Hinnake skaalal 1-5, kui kindlalt te nõustute või ei nõustu järgmiste väidetega, mis puudutavad Linnanmäki lõbustusparki reisi sihtkohana.

1 = Ei ole üldse nõus, 5 = Täiesti nõus

Valiku tegemiseks liigutage väite all olevat liugurit

EDASI

27. Hinnake skaalal 1-5, kui kindlalt te nõustute või ei nõustu järgmiste väidetega, mis puudutavad Linnanmäki lõbustusparki reisi sihtkohana.

Suudan vaimusilmas ette kujutada, kuidas see koht välja näeb

*



28. Hinnake skaalal 1-5, kui kindlalt te nõustute või ei nõustu järgmiste väidetega, mis puudutavad Linnanmäki lõbustusparki reisi sihtkohana.

Olen teadlik sellest lõbustuspargist kui reisi sihtkohast

*



29. Hinnake skaalal 1-5, kui kindlalt te nõustute või ei nõustu järgmiste väidetega, mis puudutavad Linnanmäki lõbustusparki reisi sihtkohana.

Tunnen selle koha teiste sarnaste sihtkohtade hulgast ära

*



30. Hinnake skaalal 1-5, kui kindlalt te nõustute või ei nõustu järgmiste väidetega, mis puudutavad Linnanmäki lõbustusparki reisi sihtkohana.

Selle koha erijooned tulevad kiiresti meelde

*



31. Hinnake skaalal 1-5, kui kindlalt te nõustute või ei nõustu järgmiste väidetega, mis puudutavad Linnanmäki lõbustusparki reisi sihtkohana.

Kui ma mõtlen Soome reisimisele, tuleb kohe meelde Linnanmäki

*



32. Hinnake skaalal 1-5, kui kindlalt te nõustute või ei nõustu järgmiste väidetega, mis puudutavad Linnanmäki lõbustusparki reisi sihtkohana.

Linnanmäki kui reisi sihtkoht pakub head hinna ja kvaliteedi suhet

*



33. Hinnake skaalal 1-5, kui kindlalt te nõustute või ei nõustu järgmiste väidetega, mis puudutavad Linnanmäki lõbustusparki reisi sihtkohana.

Tunneksin end Linnanmäkis aega veetes turvaliselt

*



34. Hinnake skaalal 1-5, kui kindlalt te nõustute või ei nõustu järgmiste väidetega, mis puudutavad Linnanmäki lõbustusparki reisi sihtkohana.

Linnanmäki on suurepärase elamuste saamise koht

*



35. Hinnake skaalal 1-5, kui kindlalt te nõustute või ei nõustu järgmiste väidetega, mis puudutavad Linnanmäki lõbustusparki reisi sihtkohana.

Minu arvates on Linnanmäki sihtkohana pigem meeldiv kui ebameeldiv

*



36. Hinnake skaalal 1-5, kui kindlalt te nõustute või ei nõustu järgmiste väidetega, mis puudutavad Linnanmäki lõbustusparki reisi sihtkohana.

Linnanmäki tundub pigem põnev kui igav

*



37. Hinnake skaalal 1-5, kui kindlalt te nõustute või ei nõustu järgmiste väidetega, mis puudutavad Linnanmäki lõbustusparki reisi sihtkohana.

Linnanmäki on pigem lõõgastav kui ängistav

*



Kui kaaluksite Linnanmäki külastamist, siis kui kaalukad oleksid järgmised tegurid külastamisotsuse tegemisel?

1 = Ei ole üldse tõhus, 5 = Eriti tõhus

Valiku tegemiseks liigutage väite all olevat liugurit.

EDASI

38. Kui kaaluksite Linnanmäki külastamist, siis kui kaalukad oleksid järgmised tegurid külastamisotsuse tegemisel?

Eripakkumised

*



39. Kui kaaluksite Linnanmäki külastamist, siis kui kaalukad oleksid järgmised tegurid külastamisotsuse tegemisel?

Sooduspiletid

*



40. Kui kaaluksite Linnanmäki külastamist, siis kui kaalukad oleksid järgmised tegurid külastamisotsuse tegemisel?

Reisipaketid koos majutusega

*



41. Kui kaaluksite Linnanmäki külastamist, siis kui kaalukad oleksid järgmised tegurid külastamisotsuse tegemisel?

Võimalus näha kulisside taha

*



42. Kui kaaluksite Linnanmäki külastamist, siis kui kaalukad oleksid järgmised tegurid külastamisotsuse tegemisel?

Ainulaadsed vaatamisväärsused

*



43. Kui kaaluksite Linnanmäki külastamist, siis kui kaalukad oleksid järgmised tegurid külastamisotsuse tegemisel?

Positiivsed hinnangud ja soovitused

*



44. Külستان tõenäoliselt tulevikus Linnanmäki lõbustusparki

*



Küsimustiku viimane osa algab. See osa katab küsimusi sinu sotsiaalmeedia kasutamise kohta.

EDASI

45. Kuidas te tavaliselt reisi sihtkohtade kohta teavet leiate? Võib valida mitu varianti.

*

- a. Internet
- b. Sotsiaalmeedia
- c. Reisibürood
- d. Teistelt kuuldud teave
- e. Raamatud
- f. Ajakirjad

EDASI

46. Kas kasutate sotsiaalmeediat?

*

- a. Jah
- b. Ei

47. Kõige rohkem kasutan järgmist sotsiaalmeedia kanalit

*

- a. Facebook
- b. Instagram
- c. X
- d. TikTok
- e. Snapchat
- f. Pinterest
- g. LinkedIn
- h. YouTube

Hinnake skaalal 1-5, kui kindlalt te nõustute või ei nõustu järgmiste väidetega.

1 = Ei ole üldse nõus, 5 = Täiesti nõus

Valiku tegemiseks liigutage väite all olevat liugurit.

EDASI

48. Eelistan otsida teavet rahvusvaheliste reisi sihtpunktide kohta pigem eesti kui inglise keeles

*



49. Kasutan sihtpunktide leidmiseks ja broneerimiseks sotsiaalmeediat

*



50. Mulle meeldib sirvida erinevate sihtkohtade sotsiaalmeedia kanaleid

*



51. Veebilehed on reisi teabe otsimiseks mugavamad kui sotsiaalmeedia kanalid

*



52. Kasutan sotsiaalmeediat, et otsida teavet ja koostada valitud sihtkoha reisikava

*



53. Kasutan sotsiaalmeediat lisateabe otsimiseks, kui olen juba sihtkohas

*



54. Soovin osaleda käepaelade loosimises.

a. Jah

b. Ei

LÕPETAMA