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Danish tourists and Italy:  
intercultural encounters and  
touristic potential

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## **INTRODUCTION**

The aim of this thesis is to emphasize existing strong points and potential of the Danish outbound travel market towards Italy. The core of my research has been influenced by my personal experience in Denmark at the Italian Institute of Culture of Copenhagen. During my internship, I perceived Danes' interest towards Italy and Italians and I developed a questionnaire to investigate their attitude.

Before focusing on Danish tourists and their potential, I briefly summarize the history of tourism development and I present the most important facts about tourism sector, to convey the importance of international tourism today. Both United Nations World Tourism Organization's reports and Battilani's book "Vacanze di pochi vacanze di tutti" are used to outline tourism sector's value in the past and today.

Since international tourism means also intercultural encounters, the second chapter focuses on the features of intercultural communication, to see whether its characteristics can be taken in account during international tourists' encounters to help to better manage the meeting. After the first two chapters, the focus shifts to the Danish touristic market. The third chapter gives an overview on Denmark, Danes and the official information and data about the touristic travel market towards Italy. Both ENIT (The Italian Government Tourist Board) and Danish Medie ministeriet expert on tourism's studies are reported to give a complete overview on this market.

The fourth chapter presents the results of a questionnaire about Italy I prepared and handed out to a sample of Danes living in the area of Copenhagen. As I live in Denmark and I did an internship at the Italian Institute of Culture of Copenhagen, I had the possibility to gather some more information about respondents' features and ideas about Italians and Italy as a touristic destination.

In the last chapter, I try to figure out the actual presence of "Italianity" in Denmark to highlight possible connections between Italy and Denmark. After having collected and analysed all these information about Danes, I suggest the main features of a potential touristic offer that might fit with Danes' characteristics outlined in the thesis.



## CHAPTER 1: TOURISM SECTOR: PAST AND PRESENT

Tourism is an activity that has been developing for centuries. It started as an élite activity and ended to be a necessity for everybody. Its story is related both to the degree of income and to free time, since you need both to practise tourism.

### 1.1 Tourism: from Roman to Modern Times

We must refer to the Roman Empire to see people spending their free time in activities different from what they used to do in their everyday routine. In that period, only the noble-class was allowed to enjoy *otium*: they used to go either to the seaside or to the countryside to relax. They escaped from the crowded and busy routine to rest in their villas far from the city. Their destinations were not too distant from the city, since transportation facilities were limited at the time. Transport and tourism have always been closely linked, and this point will be discussed later in this thesis. What is worth noticing and stressed, is that Romans already felt the need to have a break from ordinary life.

During the medieval period, people were merely supposed to work, because that was the only activity which made a man noble. In fact, *otium* was considered immoral and only religious activities were accepted during no-working time. It is therefore not surprising that religious tourism and pilgrimage were present at this time. In the second part of Middle Ages, a recreational part of life was re-established.

Despite that, even during industrial revolution in 1700, *otium* had nothing to do with workers' life. It was only part of an élite. Moreover employers believed that employees were not educated enough to enjoy properly free time, that is why they tried to reduce it as much as possible. In 1800, French officials, German office workers and English textile industry workers, could apply for temporary (partially) paid leaves. During second half of 1800, they registered a reduction of working times and the introduction of laws that protected workers' rights. In this context, trade unions helped a lot. In 1919, the World Work Organization suggested to reduce workday to 8 hours and several state members accepted it.

After First World War, in some European countries the number of workers who could benefit of compulsory holidays was increased by the central state. On the contrary, in the US, it was up to the employers, and often they tried to minimize workers leaves to impede them to take part in trade unions. It is therefore not surprising that, in the end of the 30s, US workers had only one week of

vacation while Europeans' had two. These changes concerning paid holidays led tourism to be a mass activity, instead of an élite one.

Tourism is a multifaceted product, formed by several parts, such as mobility, accommodation, food and recreational activities. That is why touristic offer is the result of several stakeholders' work. Important players in the field of tourism are local government and central state. Despite of that in 1800, the central state had not yet a key role in destinations' promotion. The only campaign was up to European royal families that supported touristic areas because they were going there on holiday. Only in the beginning of 1900, European countries understood the importance of tourism and started to establish national offices to promote tourism, and Spain was the first to open such an office, in 1905 and to organise a national commission to promote tourism abroad. In 1909, Austria opened an office in charge of taking care of foreigners visiting the country. In 1910, France established the "Office National du Tourisme" and "Conseil Superieur du tourisme". Finally, Italy, in 1919 established ENIT<sup>1</sup>. This institution had three main tasks: promotion abroad, creation of tourist agencies abroad (CIT<sup>2</sup>), opening of professional schools in the field of tourism and organizing national statistics.

Central state's participation in tourism promotion and in general in this field is a very important goal in the story of tourism, because it finally gives importance to this activity and it stresses its value in the society (Battilani, 2011, pp. 23–51). Italian railways state cooperated in Italy's promotion as well. Again, it shows that several institutions started considering the potential of tourist sector (Touring Club Italiano, 1984, p. 139). In Italy, not only central state and Institutions, but also associations cooperated in tourism promotion. CAI<sup>3</sup> and TCI<sup>4</sup> are an important example. Their aim was to let people know Italian beauties; they joined forces in editing guides, advertising material and maps (Touring Club Italiano, 1984, p. 142). This promotion focused mainly on mountains. In this sense, you can say that it was born a new form of tourism since mountains had not always been seen as interesting places; on the contrary, they were considered frightening and ugly and people thought their inhabitants were barbarians. In 1700, this idea started to change: people started to be curious about mountains, instead of scared. The myth of the "*bon sauvage*" offered a new point of view about

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<sup>1</sup> It was founded in 1919, by law 610. The first name was "Ente Nazionale per l'incremento delle industrie turistiche", then "Ente Nazional Italiano per il turismo".

<sup>2</sup> Acronym stands for "Compagnia Italiana Turismo" (Italian Tourism Company). It was founded in 1927, by law 226. It closed in 2008.

<sup>3</sup> Acronym stands for "Club Alpino Italiano" (Italian Alpine Club). Quintino Sella founded it in 1863.

<sup>4</sup> Acronym stands for "Touring Club Italiano" (Italian Touring Club). This association was founded in 1894.

mountains and their inhabitants. First, the purpose of climbing mountains was scientific, and then it became fun.

Mountain tourism developed and it is still present today, but it is not the oldest one. In fact, the first form of tourism that has been present in every society is the religious trip. Thanks to this activity, guidebooks were written and after the XII century, pilgrims had more detailed travel guides, which provided information about the cities, bed accommodation and danger that pilgrims could face. Religious tourism is not only the first kind of travel, but also the most long lasting one. It has changed during centuries, nonetheless it is still present today. The main attractors for religious tourists are relics, places where important religious figures lived, graves and location where miracles took place. Another attractor is one of the most important events in Christianity, *Jubileum*. The first one took place in 1300 (Pope Bonifacio VIII). This religious event brought so many people to Rome, that locals had to organize accommodation facilities for them. What must be stressed is that Jubileum of 1900 attracted a huge number of people from abroad. That means that international tourism is not only a phenomenon registered in the past twenty years. On the contrary, it started in the past.

After 1400, people became more interested in culture, arts and science. More importance was given to education, and these events modified the way of doing tourism. Destinations changed, people started to consider city of arts (both in central and in Mediterranean Europe), beyond holy cities. The purpose of the vacation was different since travellers were looking for cultural education. Between 1500 and 1800, young English noblemen started to do the “Grand Tour”. It was an educational trip around Europe to learn more about history, art and literature of the main countries. Some aristocrats and writers experienced this journey too, but it remained mainly a habit of the English noble class. Grand Tourists were educated in an international way, in order to be more aware of what happened outside country borders. Different tours were organized, but all of them had Italy among their destinations. The Peninsula had 100 cities considered interesting from an artistic and cultural point of view. In 1800 the duration of the Grand Tour diminished from 3-4 years to 4 months, and travellers were no more aged 20-30, but also 30-40.

One of the factors that influenced duration changes is the development of means of transport. In fact, railways introduction in 1800 reduced journey time. In the meantime, during 1800, Grand Tour went gradually out of fashion. English men started to feel like visiting the world, instead of Europe and destinations were mainly their colonies. It is clear that one of tourism’s engines is curiosity, which led people far from where they live to see diversity. This idea is very important, because it often influences contemporary tourists as well. What must be stressed is that at a certain point people need to cross their borders (both mental and physical) to find what is going on in the world. In this sense,

you can say that international tourism is not at all a phenomenon related to the present time. To sum up, in the past only few people could afford travelling, nonetheless, who could, tried to cross national borders.

The beginning of modern tourism dates back to when services (such as accommodation, structures and leisure and recreational facilities) were organized to satisfy visitors' needs. According to Battilani (Battilani, 2011, p. 95), the first example of modern tourism is thermal tourism in the United Kingdom in the XVII Century (with a great success between 1750 and 1800). Thermal resorts are not something new, in fact, they were introduced and spread all over Europe during the Roman Empire. The English city of Bath was born as a thermal centre; accommodation offer and recreational resorts gradually enriched the English destination. Soon Bath was able to guest tourists also when thermal resorts did not attract visitors anymore. In the beginning of 1800 thermal tourism did not disappear, but the target changed.

The development pattern of thermal cities in central Europe, which happened one century later than in the United Kingdom, was similar. First, it started with a promotion of therapeutic effects of the resort. Often this kind of message was conveyed by doctors, who made it more effective. Then, important cultural figures promoted the destination, carrying the idea that it was not only a curative location but also a recreational destination.

Beside thermal resorts, Great Britain offered seaside tourism. Brighton was the most famous destination in the English country, thanks to the Royal family that used to go there on holiday. During 1500, having a bath in the sea was a worker class habit, only after doctors argued that it was healthy, middle and upper class started to appreciate this activity.

After United Kingdom, Belgium, Germany, Spain, France and Italy offered winter seaside products.

As outlined before, in 1800, railways were introduced and quickly spread: as a consequence people could easily reach even minor destinations. Moreover, transport facilities innovation gave the chance to more people to practise tourism.

Soon, due to the First World War, touristic offer was stopped and then changed. After this conflict, only a minor part of tourists went to northern seaside sites. They started to be attracted by the Mediterranean Sea, also thanks to doctors' suggestions it. In fact, they argued that sea, air and sun were a healthy combination and tourists started visiting the Southern Europe for tourism. Gradually tourists started enjoying beaches, which had never been so lively before 1900. Going to the seaside became even more popular during the Twenties and the Thirties, thanks to suntan fashion. Bath became a recreational activity, instead of a therapeutic. Southern destinations came to be competitors

of Northern sites, which in this period registered mainly local tourists. Not only destinations changed, but also tourists. In fact, between First and Second World War office workers and middle class were the most important tourist target and this led to a new kind of accommodation, such as small hotels. Second World War stopped this process, but only for ten years.

In the XX Century transportation facilities (bus, train and even airplane) offered faster connection than in the previous century and these factors made tourism centre shift from the North to Mediterranean countries. As said before also mountain tourism started late, and in the end of Twenties both Switzerland and France started to build ski lifts and the development of ski structures' systems started.

XX century is the period when mass tourism started because almost every social class practiced it: it was no more an élite activity, but a ritual for everybody. As said before, going on holiday gradually became a necessity for everyone, instead of a privilege of few people. Tourists needed to escape from everyday life and experience something (totally) different. On holiday, timetables were not fixed like in their everyday routine and people wanted to be free from duties. At the same time, it seems that mass tourism was a sort of “must”, because it made people feel part of the society.

Tourism development is highly related to transport facilities. As stated before, railways introduction influenced positively tourism during 1800. In the same way, cars and airplanes did with mass tourism. Cars especially influenced domestic tourism both in Europe and in the US. Air mobility started after Second World War, when military planes used during the conflict and pilots, were used to transport tourists. After some time, technology innovation brought newer and more comfortable planes.

The idea of charter flights was to rent a plane and try to sell all seats to offer reduced prices, compared to small airlines that could not provide such affordable prices. First countries that founded charter airlines were United Kingdom (in 1975 founded Dam-airline and Britannia), Denmark (Sterlmg), Germany (Condor) and Spain (Spantax) (Battilani, 2011, pp. 154–158). These are exactly the countries from where tourists leave: it is not surprising that such airlines were founded there, since the most common flight routes was north-south. Tourists could visit destinations that were not reachable by car and, in any case, charter flights were much more used than scheduled flights. What must be stressed, is that this kind of transport facilities development increased international tourism.

Tourism did not stop changing, in fact after mass tourism we can talk about postmodern tourism. It started in the last twenty years of XX century. Industrial cities set an offer of services that can be used by locals (such as swimming pool, wellness centres, cultural events, theme parks...). The growth of recreational activities gave people the possibility to do extra-ordinary activities also in their everyday life. That brought to the necessity of changing tourist experiences since tourists did not want to do the same activities on holiday. They were looking for new experience.

In 1980-1990s, touristic products had to be planned in a different way. Tourists asked for tailor-made holidays. In this context, products like wine routes, literary routes, and gastronomy routes started to be offered. In this context, nature and environment are protagonists and products (wine, etc.) are useful to promote territories. What is interesting is that in postmodern tourism, tourists were not a homogeneous target. On the contrary very different people were interested in the same experience.

Medieval festivals, “sagre” and historical reconstructions are tourist attractions too. Thanks to new routes and such festivals, minor destinations have the chance to be visited by tourists as well as bigger destinations, that have an additional factor to be attractive. In the last chapter, we will see how this kind of offer could be set for Danish tourists, who love Italian culture and gastronomy.

After charter flights, which were the most used transport during mass tourism, postmodern tourism welcomed low-costs flights. They allowed not only short-track trips but also more low-income tourists to use them. First low-cost airlines in Europe was Ryanair (in 1992) an Irish company. After 1995, the number of low-cost airlines increased and their customers did the same. Affordable prices were possible because low costs spared on organisational issue. For example they offer no free-services on board, and the cabin crew is in charge of cleaning the airplane. They have very few diverse models, for this reason pilots’ training is easier. Moreover, airplanes are used as much as possible every day, not to waste time and money. Usually, low-cost flights do not have any stopover and use minor airport, instead of major one. Sure is that, the offer of low-costs tracks, gives the chance to minor destination to become interesting and easily reachable (example given is Girona airport, not far from Barcelona). This kind of transportation facility let international tourism increase since low prices allowed more people to travel abroad (Battilani, 2011, pp. 164–166).

Today, as will be outlined in the next paragraph, Europe is the leader in terms of tourist arrivals and Mediterranean countries such as Spain, Italy and France are the most visited. Both Italy and France were Grand Tour’s destinations but Grand tourists were not interested in Spain. Only at the end of

the XVIII Century it started to be considered as a tourist destination and soon it became the most visited country in Europe. Tourism has been the engine of growth of Spain, it is therefore not surprising that also Danish outbound tourists love the Iberian country and in fact it is their favourite holiday destination. What we want to stress in the next chapters has much more to do with the second favourite destination of Danish tourists: Italy. We want to focus on the potential of Danish tourists for Italian tourist market.

Italy has always been a traditional tourism destination. Pilgrims used to visit not only Rome, but also San Michele sul Gargano and Loreto. Italy was a famous destination also during the Grand Tour period. Actually, young noblemen travelled through a country, which was not yet Italy. Their classical route consisted in the following cities: Turin, Genoa, Florence, Siena, Rome, and Naples (which was the southeast city visited), then Ferrara, Padua, Venice (especially during carnival), Vicenza and Verona. Only after 1750, Southern Italy (Puglia, Calabria and Sicily) started to be included in Grand Tour's itineraries. In the middle of 1800, whole Italy was visited (Battilani, 2011, pp. 212–214). In the first half of 1900, as outlined before, tourism started to gain importance in people life. Both World Wars slowed down this process. Anyway, conflicts did not impede Italian golden age registered in the 1960s. In fact, in 1965-68, Italy was the first European country in terms of tourism receipts and it was second in a worldwide ranking, after US (Battilani, 2011, p. 263).

The main Italian point of strength was the huge variety of different kinds of products: here they could find seaside, mountains, lakes and thermal offer.

Concerning the last twenty years, as you will see in the next paragraph, Italy lost positions in terms of tourism receipts. Despite that, it remains one of the most well-known destinations all over the world. That is why Italian tourism has to do some efforts to go back to its Sixties success. In this sense, innovative and competitive offers have to be set (Battilani, 2011, pp. 53–278).

The main issue is that tourists' preferences change very quickly and touristic offer is often too slow. Moreover, today competitors are spread worldwide, thanks to new technologies that allow tourists to find out and reach destinations all over the world. In this sense, touristic offer has to be thought internationally; otherwise, it will not reach expected success.

## **1.2 International tourism today**

“Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their *usual environment* for *personal* or *business/professional purposes*. These people are called *visitors* (which may be either *tourists* or *excursionists*; residents or non-

residents) and tourism has to do with their activities, some of which involve *tourism expenditure*.” This is the definition of tourism given by World Tourism Organization (UNWTO, 2014 ).

Tourism is a very important phenomenon, which has become more and more important in nowadays life. We must consider that tourism matters for many reasons, as you can see in the following figure.



Figure 1. Source: UNWTO Tourism Highlights 2015.

It is 9% global GDP (direct, indirect and induced), 1/11 of jobs are in the field of tourism (direct or indirect), 1.5US\$ trillion in exports. Moreover, 6% of world exports are touristic and 30% of service exports too. This data overview gives an idea of the value of this sector. It will therefore not be surprising that many worldwide destinations are opening to this sector market. It can be the key that facilitates countries growth. In fact, it can create new jobs, enterprises and other activities at large.

UNWTO<sup>5</sup> Tourism Highlights report that this sector has been expanding for six decades. It has become one of the largest fast growing one in the world. International arrivals increased a lot. Consider that in 1950 ITA<sup>6</sup> were 25 million, then they topped 1 billion in 2012 and increased to 1133 million in 2014. Consequently, global receipts increased too. In 1950 they were 2 billion US\$ and in 2014 1245 US\$. Tourism sector's growth occurred despite crisis (both economic and geopolitical). Worldwide ITA are supposed to increase by 3.3% per year between 2010 and 2030. In 2030 ITA are expected to reach 1.8 billion. In this regard, UNWTO Tourism Highlights reports that at the beginning, the growth will be of 3.8% and in the end of 2.9%.

With reference to international tourist arrivals' growth, the Americas' ITA increased by 8%, Asian and Pacific's and Middle East by 5%, followed by Europe's growth of 3%. Last Africa with 2%. Travelling to other countries is becoming more and more common. Technologies, means of transports

<sup>5</sup> United Nations World Tourism Organization <http://www2.unwto.org/>

<sup>6</sup> ITA is an acronym that stands for International Tourists Arrivals.

and media encourage people to cross the borders; it seem that tourists do it more easily and frequently than in the past.

Regarding outgoing tourists, China is the world’s top source in terms of expenditure. It registered a growth of 27% in 2014 (UNWTO, 2015a). Since 2012, it is the world’s top spender in international tourism.

In 2014, ITA’s receipts (accommodation, food, drink, entertainment, shopping, other services and goods) increased of 3.7%. It reached 1245US\$ billion (93€ billion).

Globally it increased of 48 US\$ billion (36 € billion). Data show that tourism is a very dynamic and fast-growing sector; it facilitates cultures encounters and leads to diversity’s discovery.

As far as Europe is concerned, it counts 41% of international tourism receipts. Europe registered the biggest growth, an increase of 17 US\$ billion, that it reached 509US\$ (€383). In relative terms, Middle East was the fastest-growing area with 6%. Asia and the Pacific and Europe 4%, the Americas and Africa 3% (UNWTO, 2015a).



Figure 2. Source: UNWTO Tourism Highlights 2015.

Rankings of ITA and receipts show that both top four positions are held by the same countries: China, France, Spain and United States. In 2014, France counts the biggest number of international tourist arrivals (1<sup>st</sup> position with 83.7 million) and it is 4<sup>th</sup> in international tourism receipts (55.4 billion US\$). United States held the 1<sup>st</sup> position regarding international tourism receipts (177.2 billion US\$) and 2<sup>nd</sup> position in arrivals’ ranking (74.8 million). Spain is 2<sup>nd</sup> in earnings (65.2 billion US\$. First in Europe)

and 3<sup>rd</sup> in arrivals (65 million overnights). China is 4<sup>th</sup> in arrivals (55.6 million) and 3<sup>rd</sup> in receipts (55.9 billion).

	International Tourism Receipts in 2014 (Billion Dollars)
1. United States	177.2
2. Spain	65.2
3. China	55.9
4. France	55.4

*Table 1. Source: World Tourism Organization. Tourism Highlights 2015.*

	International tourists arrivals in 2014 (million)
1. France	83.7
2. United States	74.8
3. Spain	65.0
4. China	55.6

*Table 2. Source: World Tourism Organization. Tourism Highlights 2015.*

Italy is 5<sup>th</sup> in ITA rankings (48.6 million) and 6<sup>th</sup> in receipts (45.5 billion US\$).

The growth of European region is due to an increase of Southern European countries of 7% and in the North of 6%. In particular, Greece increased of 23% and Spain of 7%. Italy only of 2% (UNWTO, 2015a).

Majority of international travels takes place within continent's borders (UNWTO, 2015a). Europe is the most visited continent; in fact, 51.4% chooses Europe as destination. Most of the visitors prefer Northern and Mediterranean countries.

With reference to Europe as a destination, on 29<sup>th</sup> of October 2015, “Destination Europe Summit 2015” conference took place in Barbican Centre in London. Thanks to free streaming video on ETC<sup>7</sup> website, I could attend the event. Many speakers discussed about European situation from a touristic point of view.

Gideon Rachmann<sup>8</sup> supported the idea stated above, that tourists do not care much about newspapers; they do not seem much worried about economic crisis. On the other hand, terrorism is a threat. This idea is confirmed by sectors growth registered by UNWTO reports. Rachmann argues that Schengen Agreement<sup>9</sup> is a big help for tourism: thanks to it people can easily cross borders within European Union. He states that usually tourists have a natural propensity to travel close; that is why, in his opinion, on one hand Asian will travel to Europe more, but on the other hand, they will do even more in Asia. That will lead to a growth of tourist arrivals in Asia.

The journalist argues that often places tourists want to visit are predictable (e.g. Colosseum in Rome), but sometimes it is not so easy. In fact there are some attractions, which are well known in other cultures due to famous personalities, and he gives a clear example that is reported as follows: in Cambridge, Chinese tourists love going to visit a commemorative statue of a famous Chinese poet Xu Zhimo<sup>10</sup>, who studied in Cambridge in the 1920’s. First and last sentences of one of his most famous poems are written on the statue in Cambridge. Every pupil in China learns this poem by heart at school, so this statue is a great attraction for Chinese tourists. This makes us reflect on the importance of cultural background in tourism: a poet that in Europe is not so popular can be a tourist attraction for people from a different continent. In my opinion, that can happen also among people from the same area; professionals in the field of tourism have to care about differences among tourists interests and set the right offer.

A relevant issue has been discussed during the presentation of Chinese market at “Destination Europe Summit 2015”. Chao Fang<sup>11</sup> and Jing Li<sup>12</sup> argued that in the past, language was considered a barrier, but now it is no more like this. In their opinion, culture plays a big role in misunderstandings. Again it is culture that creates diversities among people from different countries (and continents). In this

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<sup>7</sup> This acronym stands for European Travel Commission.

<sup>8</sup> Chief Foreign Affairs columnist at the Financial Times on the perception of Europe around the world.

<sup>9</sup> This agreement was signed in 1985 in Schengen (Luxembourg). Its aim was to abolish borders’ controls in order to create an Europe’s borderless Schengen Area. That led to a facilitation of travels within the area.

<sup>10</sup> Information about this poet can be found: [www.bbc.com/news/uk-england-cambridgeshire-24902748](http://www.bbc.com/news/uk-england-cambridgeshire-24902748)

<sup>11</sup> Business Development Manager, Business Horizon UK Limited

<sup>12</sup> Head of London Office, CAISSA Touristic (group) AG.

regard, they provided an example: Chinese tourists would like to try European gastronomy, but they consider the “European process” too slow. That is why professionals in the field of tourism must be aware that different points of view on the same topic can occur. In the specific case of Chinese idea about European meal process, professionals need to find a solution to facilitate the meeting of two different ways of thinking. So that it can lead to a successful encounter. This complex idea will be analysed deeper in the next chapter (“Conference Destination Europe Summit 2015,” n.d.).

With regard to European region, Flash Eurobarometer 414 (European Commission, 2015) deals with data concerning “Europeans towards tourism” that help have an overview on this market. After this summary, you will have a picture of Europeans preferences concerning travelling. Data are reported as follows.

Sun and beach seem to be the most popular reasons for a holiday. Almost half of the respondents (48%) answered in this way. Second most voted reason (36%) is visiting family, friends and relatives. Regarding the main reason why Europeans would go back to the same place, it is interesting to see that natural features play a key role. Almost half respondents (47%) would return because of that. On the other hand, 33% and 30% would do it because of the quality of the accommodation and cultural and historical attractions, respectively. In terms of source of information during decision making process before going on holiday, European seem to trust friends/relatives/colleagues’ personal recommendation (55%). In contrast, 46% goes for Internet websites. The Internet seems to be the most used way of organising a holiday, because 66% of respondents admits to use it. According to this report, majority of Europeans travels a lot. Consider that 72% of them travelled at least once in 2014 and the most popular holiday duration (56%) is between 4 and 13 nights. The second one (49%) is the short stay trip (up to 3 nights). Concerning destination, Europeans seem to like both travelling in their own country (40%) and within European borders (39%). First and second top destination in 2014 are Spain (15%) and Italy (11%). If domestic tourism is included, Spain and Italy rank joint with 20%. Europeans seem to prefer booking separately the parts of their holiday. The most used accommodation facilities is the one with more than 20 beds. Generally, Europeans express their satisfaction for most of the aspect they were asked to judge (safety, quality of the accommodation, natural features, quality of activity and services...). 93% of respondents say that they complain of none of safety issues listed (e.g. food poisoning, swimming pool incidents...). It will therefore not be surprising that only 4% of respondents registered a formal complaint in 2014. Sure is that, not all Europeans went on holiday in 2014 and 42% of non-travellers did it because of financial reasons. The current economic situation can influence Europeans’ holiday, but as stated above it does not affect it

so much. As we can see, only 11% of respondents will renounce to holidays. While 32% will change some plans, on the other hand, 45% will not change any plans. That confirms again what stated above, that is that tourists do not seem to be easily influenced by the economic situation. According to Eurobarometer, ITA to Europe increased by 5% (UNWTO, 2015c). It is a good result for a mature region; moreover, both inbound and outbound European tourism show positive results (IPK international on behalf of ITB Berlin, 2015). Data confirm us that tourism sector is growing and it is becoming more and more international.

Concerning destination chosen by Europeans, the top 2 for planned holiday in 2015 are Spain and Italy, 11% and 9% (excluding domestic tourism) respectively, 17% and 16% if you include domestic tourism (European Commission, 2015). This research shows that Italy seems to be top rated and that word-of-mouth is still very important during decision-making process. Sure is that internet is a key channel for communicating products, but tourists and potential one seem to trust a lot friends and relatives. The important result is that European economic situation is not affecting too much tourism sector, but it has to be taken into consideration.

Data do not mention Europeans' preferences in terms of means of transports used to travel, which are interesting if we want to consider which kind of transport facilities are requested. An UNWTO study gives us this information in a worldwide scale: in 2014, the most used means of transport by international tourists was plane (54%); the rest (46%) used surface means of transport (only 2% on rail). The same UNWTO's research confirms what stated above in terms of holiday purpose, because international travellers in 2014 travelled for leisure (53% of tourists). Only 14% of ITA travelled for business and professional purposes. While 27% travelled to visit friends and relatives (VFR), religious purposes, health treatments (UNWTO, 2015a). Knowing vacation's purpose helps predict in some way tourists needs and preferences. In fact, a business tourist has opposite needs from a leisure tourists.

You will see in the next chapter that not only holiday's purpose influences tourists' needs, but also culture. In fact, a business tourist can have different behaviours depending on his own culture; professionals of tourism need to be aware of factors that build different tourists' personality.

### **1.3 Italy as a tourist destination**

Italy is well known all over the world and the travel and tourism competitiveness report 2015 affirms that it ranks 3<sup>rd</sup> in the list of countries that can rely the most on their cultural resources to develop their tourism industry. That gives the idea that Italy should invest on its potential. Despite that, Italy

does not even appear among the first ten economies that prioritize travel and tourism the most. Moreover, Italy is ranked 8<sup>th</sup> among top 10 tourism-ready economies (UNWTO, 2015b). In terms of protecting natural environment for tourism, Italy again is not present in the ranking. That is not at all encouraging, because a research reported above stressed the fact that natural features are the first reason why Europeans go back to a destination.

Data (both of Flash Eurobarometer and UNWTO) just reported give a general overview about Europeans and tourism, highlighting Italian potential and features. The idea conveyed is positive and confirms that tourism is a growing sector that can help European and Italian economies.

What must be stressed, is that Italy not only is one of the most visited countries within the European frame, but also one of the long-haul top destinations (IPK international on behalf of ITB Berlin, 2015). On the other hand, if you consider individual source's top performers, you will see Denmark at the first place. This Nordic country registered a growth of 6% (IPK international on behalf of ITB Berlin, 2015). Moreover, Denmark is the most dynamic countries in terms of expenditure, followed by Portugal, Netherlands, Luxembourg and United Kingdom (ENIT, 2014a). Danes' high willingness to pay is one of the reasons why chapters 3, 4 and 5 focus on this Scandinavian outbound tourism market's potential towards Italian market.

In this regard, the Corporate Annual Report 2014 of ENIT, analyses the main Scandinavian market features as follows:

- Nordic countries people have high willingness to travel.
- In 2014, they spent €1061 million in Italy: the first product they bought is sea.
- In Italy, they like going to the seaside, but they also like other products, such as active vacation, gastronomy and city-break.
- Scandinavian people give importance to direct flights.
- "Italian brand" is well known, especially because of fashion, design, gastronomy/food, "dolce vita" myth (ENIT, 2014a).

All these data and information about Italy and Denmark support the main aim of this thesis, such as highlighting strong points of Danish outbound tourism towards Italy.

Then data reported, especially by UNWTO Tourism Highlights, underline positively the importance of tourism sector in a global perspective.

The main idea that has been explained in this section, is that not only tourism sector is a dynamic and growing one, but also that international tourism arrivals are becoming more and more important. In fact, it is the fifth year in a row that they increase. That brings to a growth of intercultural encounters and a huge need of professional aware of complexity of intercultural communication. Next chapter will deal with this topic in deep.



## CHAPTER 2: INTERCULTURAL ENCOUNTERS AND TOURISM: FEATURES AND ISSUES

### 2.1 Intercultural encounters

Living in a big world means having a lot of differences and diversities among people.

Nowadays contacts among individuals from different environments are frequent and people cope with cross-cultural encounters. When individuals from different cultures get in touch and subsequently communicate, we refer to intercultural communication. These kind of meetings happen very often, because not only travelling from one country to another is easier than in the past, but also information technologies allow us to communicate with people all around the world at virtually no cost, both for business and leisure. In fact people need very few efforts (both in terms of time and money) to reach foreign countries and to communicate with foreign people. Transportation facilities are faster than in the past. Furthermore, most of the people can afford plane tickets and easily reach places that before were not so simple to get to. Cross-cultural encounters occur not only among adults, but also among students. School trips are more often taken abroad to help them learn foreign languages. University students have more chances than before to travel abroad. For example, thanks to the Erasmus programme, they can study in a foreign higher education institution for a semester or longer. Often it is not only a matter of studying in a foreign language: during their stay abroad, they have the chance to plunge in a different culture. They learn new ways of doing things, new habits, and different traditions. Travelling to a new place helps people discover different points of view and ways of dealing with situations. Sometimes people need to go to the opposite side of the world to realize that they have assumptions that they did even not know they had. That is to say, they discover that the opposite (of what they were used to do) could also be true. Derek Silvers (Silvers, 2009) in his TED<sup>13</sup>'s talk gives a clear example of that issue. He states that in America, streets have names and people are used to orientate using streets' names. On the other side, in Japan buildings have names and streets do not. Nonetheless, both Japanese and Americans manage to orientate, but in opposite ways. The main difference is not in the objective (orientation), but in how they reach it. You can imagine how weird and interesting can be an encounter among people from different cultures.

Many researchers tried to find suitable metaphors to explain what happens when people come together to a multicultural society. According to Wendi Adair (Wendi Adair, 2012), the most famous

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<sup>13</sup> TED is a non-profit devoted to spreading ideas. It started in 1984 as a conference of Technology, Entertainment and Design. Today TED's talks cover mainly all topics (sciences, business...) in one hundred languages. More info on [www.ted.com/about/our-organization](http://www.ted.com/about/our-organization)

is the “melting pot”, which gives the idea of ingredients that put together are more than their sum. Another metaphor is the “multicultural salad” because if you add salt and other dressing, ingredients still maintain their uniqueness, cultural heritage and colours. Wendi Adair argues that the “mosaic” metaphor can fit too. In this way, each individual maintains his/her own uniqueness. Nevertheless, it is not so clear who is who in the entire mosaic. Furthermore, in the end you can see a masterpiece that is better than the sum of its parts. At the end of her speech, Adair argues that the best metaphor is the one of an “impressionist painting”, because every single brushwork is unique without having sharp edges and being clearly separate from others (Wendi Adair, 2012). The metaphors listed above give us an idea of the complexity of the intercultural situation. Since it is so hard to describe intercultural meetings, it is difficult as well to talk about the communication that occurs during this kind of encounters.

As we stated before, the exchange of messages among interlocutors coming from different cultures is known as intercultural communication. As outlined in the previous paragraph, today intercultural communication occurs for many different reasons: business, leisure, education. Therefore, everybody needs to be a competent intercultural communicator, to avoid conflicts and to have a successful communication. Everyone has to handle intercultural encounters and communication every day, therefore they should become skilled cross-cultural communicators. Thinking about different cultures and diversities, we tend to forget that each human being has the same needs. The point is that everyone satisfies them in different ways. This could be hard to understand, because you really need to see others achieving their purposes to realize that there are many ways to get to the same objective. That is basically what James W. Neuliep means when he says that *more we learn about others, more we learn about us* (Neuliep, 2011, p. 5).

## **2.2 International tourism and intercultural encounters**

Cristina Elena Albu argues that culture gives tourists the chance to plunge in history, traditions and customs of other countries. That helps development of self (Albu, 2015).

As pointed in the previous chapter, international tourism deals with people going to a foreign country on holiday and, as a consequence, this means encountering different cultures.

Differences among cultures are not random: they are the result of political, historical, geographical and environmental issues that strongly influences tourists’ own identities. Tourists’ subjective interpretation of elements and relationships of the outer world, can create differences in the way they perceive and enjoy their holidays.

According to Cristina Elena Albu, in tourist communication there are three main groups of characters:

- Institutional actors (governmental organization that deals with tourism)

- Associative actors (connection between associations and public authorities)
- Individual actors (companies and single people).
- She also argues that tourists can be grouped according to the following variables:
- Social-demographics;
- Geographical (where he/she lives, where he/she comes from, behavioural differences due to the region or country, distance from the tourist destination...);
- Psychographic (cultural and ideological values, lifestyle...)

Being aware of these criteria can help communicate better (Albu, 2015).

When you refer to international tourism, you should bear in mind all cross-cultural meetings that might occur. Firstly among tourists (a hotel hosting people from different cultures, who share common areas and can behave in very different ways); secondly among tourists and locals (locals sharing public means of transport with tourists) and thirdly among tourists and professionals in the field of tourism (receptionist and guest from different cultures). When such encounters occur, you can talk about international communication. Being a competent intercultural communicator is very important in the field of tourism too. According to Albu, staff should constantly check that the information have been understood by different tourists (Albu, 2015). According to Florian Witulski (Witulski, 2010), human's mind changes when you travel. During his speech at TED<sup>14</sup>, he states a list of juxtapositions that describe travelling. They are listed as follows:

1. curiosity vs fear,
2. security vs insecurity,
3. individuality vs conformity,
4. inner world vs out world,
5. dependence vs independence,
6. focus vs abstraction.

What must be stressed most is the fourth juxtaposition. According to Witulski, everybody should go out from his comfort zone. He gives a simple example that can suit every tourist, no matter which destination s/he chooses: give a try to typical dishes, do not eat the same food you would have eaten at home<sup>15</sup>. In my opinion, this is a very simple advice that every traveller should bear in mind, because experiencing local gastronomy means in some way discovering history and culture of a destination. Another aspect that tells you more about a culture is small talk. You do not need to live in a country for a long period to experience that. A holiday period can be enough to see that small talks differ from

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<sup>14</sup> [www.ted.com/about/our-organization](http://www.ted.com/about/our-organization)

<sup>15</sup> In questionnaire's analysis' chapter, you will see how much Danes are interested in food.

culture to culture. What is important for a culture shapes small talks. For example in the Middle East family is very important, so small talks are mostly related to this topic (How is your wife? How are your children?...). On the other hand, in Europe they are more about job. In Thailand small talks focus on food (Have you eaten?). Instead, Japanese small talks are about dreaming (What have you dreamt last night? Which are your dreams for your future?). Tourists and professionals in the field of tourism must be prepared to this kind of cultural difference every time they experience intercultural meetings (Witulski, 2010). An important characteristic of a tourist is curiosity. We should learn from children, in fact, when we are young it is all about questions, but when we grow up, we lose this attitude. We tend to remain in our comfort zone and this makes us less curious. Travelling can re-activate our minds.

### 2.3 Defining communication

Going back to communication, it must be stressed that it is very hard to define it, because it is everywhere and everybody uses it. It is a very important humans' ability that basically separates them from animals (Neuliep, 2011, p. 8). Neuliep gives a clear summary of communication's properties. It is listed as follows:

- *process*: you can say neither when communication starts nor when it ends, because it is an ongoing process;
- *dynamic*: it is connected to the fact that communication is a process;
- *interactive / transactive*: it is connected to the fact that communication needs minimum two active and conscious participants. One sends the message and one receives it.
- *Symbol*: communication is made of symbols representing something else. Symbols are arbitrary and selected. They do not have to have special connection with what they represent (e.g. CAT).
- *Intention*: as pointed before, participants need to be consciously engaged in interaction;
- *Contextual*: context where communication takes place can influence interaction;
- *Ubiquitous*: communication is everywhere and made by everybody;
- *Cultural*: communication is culture and culture influences communication.

This list of properties gives us a picture of communication's complexity.

As pointed by Neuliep, this list symbolizes and uses language (Neuliep, 2011).

Language is the most visible characteristic that differs between two cultures, but it is not the only difference. In fact, speaking the same language does not necessary mean sharing the same culture,

since culture influences non-verbal communication too, which includes body language, gestures, facial expressions, voice, smell and the use of personal space.

An example of differences that can occur among people sharing the same verbal code is explained as follows: the amount of perfume and lotions you use before going out, is driven by our culture. That shapes our opinion about what to consider good and bad smell.

## **2.4 Defining culture**

As said before, communication is a dynamic process of coding and decoding messages (most of them non-verbal) within a cultural, psychological, sociorelational and perceptual environment.

Culture plays an important role in shaping non-verbal code. In addition defining culture is very complex too, because it is ubiquitous, invisible and pervasive. You need to plunge in a different one from your own to feel the huge impact of culture. It will not surprise that there is a huge number of definitions of culture. The following one is by Neuliep: “an accumulated pattern of values, beliefs and behaviours shared by an identifiable group of people with a common history” (Neuliep, 2011, p. 17). What follow are examples of how people from the same culture share the same values and beliefs: American people think that personal independence is very important. On the contrary, Japanese have a strong sense of collectivity. Then the idea of having the same history is explained by the custom of teaching children important historical events of their culture. What happens is that pupils at primary school are taught about relevant facts happened in the past. Depending on culture, events learned are stressed in a different way. Here follows some examples: in the United States, students learn the declaration of independence. Instead, in Japan children are taught the importance of political and religious revolution. That can be seen as a sort of glue binding members of a culture.

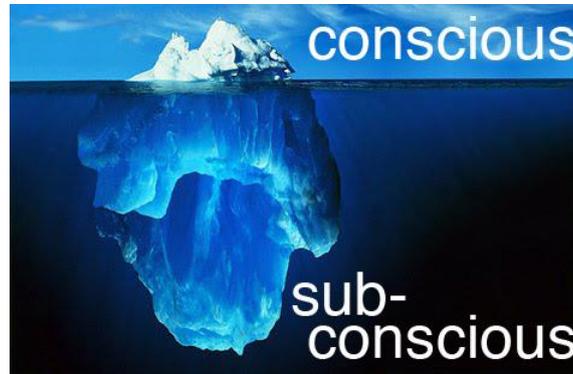
Culture is so complex to define, that you can find many different definitions that suit. The following one is by Pellegrino Riccardi (Riccardi, 2014), who gave a presentation at TEDxBergen<sup>16</sup>. He argues that culture is a system of behaviour that helps us to act in an accepted or familiar way. What changes is opinion on what is accepted and familiar. It is as if you look at the same picture, but you use completely different words to describe it. People tend to see what they want to and often it is not what others see.

Riccardi affirms he himself has three different cultures: English, Italian and Norwegian, because he has Italian parents, he grew up in Great Britain and now he lives in Norway with his Norwegian wife. In some way, he tries to take the best of each culture and he is actually creating a new culture.

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<sup>16</sup> <http://tedxtalks.ted.com/video/Cross-Cultural-Communication-%7C;TEDxBergen>

According to him, it is not a matter of crossing borders, but extending them, creating new one, and in this sense we are creating a global mind set. As stated before, curiosity will be helpful in this process. Complexity of culture is hard to be explained. An additional way of describing it is using the iceberg metaphor.



*Figure 1 Cultural Iceberg*

(Source [http://www.personaltrainer-perth.com.au/blog/What's\\_New](http://www.personaltrainer-perth.com.au/blog/What's_New) )

B. Du Mesnil and G. Naschberder explained this idea at TEDxMinesNantes<sup>17</sup> (Du Mesnil & Naschberder, 2013).

The iceberg metaphor is often used to describe culture. The main characteristic of an iceberg lies in its two parts: one is visible and the other is invisible. Those layers can be seen also in culture, in fact, only 1/10 of an iceberg is visible, while the rest is below the water surface. The observable part of culture is made of behaviour (how a person acts), spoken and written words (language, fairy tales), food, dress, artefacts and symbols. On the other hand, beliefs, values, assumptions and thought processes are not visible; they belong to the hidden part of culture. People from a different culture need more time to discover the hidden layer of another culture. It is difficult, in fact, to realize that culture is much more than what you can see above the water. A competent intercultural communicator avoids judging the whole iceberg before having discovered the invisible part of it. Otherwise, s/he will have the incomplete picture of culture that leads to misunderstandings.

Talking about culture, it has to be mentioned a researcher, who gave a great contribute to the study of communication and culture: Geert Hofstede. He was one of the first who looked for different dimensions of culture. He listed factors that change from culture to culture:

- individualism/ collectivism: a collectivistic country gives more value to the group, than the individual, on contrary focus is more on single person in an individualistic culture;

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<sup>17</sup> <http://tedxtalks.ted.com/video/The-survivors-guide-to-cross-cu>

- masculinity/ femininity: in a feminine culture, success means well-being. Scandinavian countries are a perfect example of this type of culture because there the state takes care of its citizens, it offers a well-structured health system.
- power distance: it is about the way people accept equality and inequality. Furthermore, it has to do with vertical versus flat structure and the idea of hierarchy. E.g., Scandinavians have a horizontal style, on the contrary Italy has more power distance and a vertical structure. Just think about the relation between teachers and students. In Scandinavia, you do not have as much distance as you have in Italy.
- uncertainty avoidance: in some cultures, people try to avoid uncertainty, because they dislike both ambiguity and taking risks. They do not feel comfortable in changing.
- long/short term orientation: Hofstede added this factor in a second moment. It has to do with people's view of time. Long term oriented cultures focus on future, instead of concentrate on present, as short-term oriented cultures do. Usually Western countries are short-term oriented and Eastern are long-term (Lustig & Koester, 2013, pp. 113–124).

Hofstede's dimensions are very useful to compare and study different cultures. Using such criteria people engaged in intercultural encounters and communication can interact better, because they have more information about others. In this way they can understand more easily some attitudes, that at first glance they could have misinterpreted.

Misunderstandings can occur also when people have different "software of the mind".

Balboni (2011) explains clearly the idea argued by Hofstede. He introduced the idea that human beings have a "software of the mind" that drives them. It tells them how to speak, how to move, which words to use, which kind of tone of our voice to use. It is a sort of pattern we learn when we grow up. It differs from culture to culture. Differences among software can lead to misunderstandings.

The way we dress, the distance we keep from the person we are talking to, gestures and similar are cultural influenced too. The mistake we do is considering them natural and globally accepted. Examples of how misunderstandings can occur are listed as follows:

- Eyes: eyes contact can be interpreted in opposite ways. In fact in Western countries if you look straight in the eyes a person during a conversation it shows your frankness. On the contrary, in Arabic countries it seems a provocation.
- Smile: in Europe if you smile it means that you are agreeing, on the contrary in Asian countries it shows that you are embarrassed.
- Facial expression: in Western countries is common showing your own feelings with facial expressions, however in Oriental countries children are taught to hide their feelings.

- Hand gestures: some hand gestures, like thumb up, can be misunderstood by people from a different culture to the point that it can lead to a conflict.
- Body distance: human beings keep distance basically because they need to keep their vital space, to escape in case of danger. 60 cm of distance are considered enough for this kind of necessity.

Then what differs from culture to culture depends on a person's software of the mind. We should bear in mind this aspect, to avoid misunderstandings or conflicts due to lack of attention to the distance among interactants.

Speaking loud is common in southern European countries. It shows that people feel very involved in a conversation. On the contrary, Asian and European people do not accept it so much. Then Southern European people tend to interrupt others while Nordic countries people are very jealous of their turn to speak during a conversation.

All diversities listed can lead, if not well managed, to a misunderstanding and/or a conflict. A competent communicator must pay attention to all these factors.

Silence pauses are important too. Italians, for example, fear silence; in fact after a few minutes of gap in a conversation they simply start talking of nothing to avoid an embarrassing pause. On the other hand, Scandinavians like silence and people talking without a precise scope can irritate them (Balboni, 2011). As we can see, Scandinavians and Italians seem to have many differences both in verbal and in non-verbal communication.

Another very important scholar is Edward T. Hall. He was the first who talked about context: according to him, there are two types of culture's contexts: a low and a high context.

Low – context cultures are characterized by the following properties:

- information is given in a logical and linear sequence;
- it is very explicit, linear and unambiguous;
- the focus is on the speaker;
- impatience with high context cultures;
- often miss non-verbal cues;
- individualistic;
- monochronic: they pursue one task at once;
- deadlines are very important;
- people are equals.

Swiss, Germans and Scandinavians are low-context cultures.

On the other hand, high-context culture's characteristics are listed as follows:

- meaning is in the context not in words;
- non-verbal communication conveys many messages;

- misunderstandings easily occur;
- more group oriented and consequent mutual dependence;
- polychronic: they pursue more tasks at a time;
- authority is rarely questioned;
- courtesy and kindness are very important.

After reading this list, you can imagine how many misunderstandings can occur among people belonging to different contexts. A competent communicator should be aware of those diversities and manage them in a successful way (Lustig & Koester, 2013, pp. 109–113).

Edward T. Hall focused his research on another important aspect: proxemics. It deals with the use of space. Differences among cultures concern the distance that people keep between them and others. For example, Italians and Scandinavians are quite different as far as proxemics is concerned. Southern people tend to stay quite close to people while they communicate, on the contrary, Nordic people tend to keep some distance between them and their counterparts. If during intercultural encounter, the sender and the receiver of messages do not expect the other to have a different proxemics attitude, this can lead to an unsuccessful communication.

The act of communication involves a sender, a receiver and a message sent through a medium. Noise of course can occur and disturb the conversation, especially if A and B are culturally different. It is as they look from different lenses and can easily misunderstand each other. According to Balboni, communication is an exchange. It has always been important in fact, talking alone is often seen as a symptom of madness (Balboni, 2011, p. 12). People need to communicate to others and they do it in different ways.

Pellegrino argues that in exchanging messages exists an economy of language. “Italians say a lot of words meaning less, Nordic countries people say very few words meaning a lot”. This aspect can seem pointless. On the contrary, bearing in mind that people can use words and silence dissimilarly from each other, can let us avoid misunderstandings.

Very little of what we say is explicit, hence the majority of messages is non-verbal. 75%-80% of information that reach human brain comes from sight and only 15% from hearing (Balboni, 2011). When you talk about non-verbal communication, you mean kinesics behaviour, which includes facial expression, hand gestures, touching, body language and eye contact, proxemics (use of space), Public Display of Affection (PDA), time.

Discussing about features of messages’ exchange among people is relevant, because communication is the basis of our relations, both private and business.

There are many dimensions of cross-cultural communication that are more important than others. For example public behaviour (the way people act in public spaces), taboo, how people relate to power,

stereotypes and prejudice, saving face, miscommunication, negotiation style, practical accommodation and time (the way people conceptualize it).

## 2.5 Culture shock

Diversity's discovery can have several side effects on people, no matter why they move to a new place. It can be to work, to study or to travel. In any case, each of these motivations can lead to experience what is different. Tourists (as well as students and workers) should gather some information about their destination before leaving home, to be familiar to the location and avoid the so called "culture shock". When an international tourist deals with a new culture, it is like going back to new-born stage, because he needs to learn everything (how to greet, which words to use...). That of course leads the tourist to disorientation and discouragement. The encounter should be based on acceptance of the other.

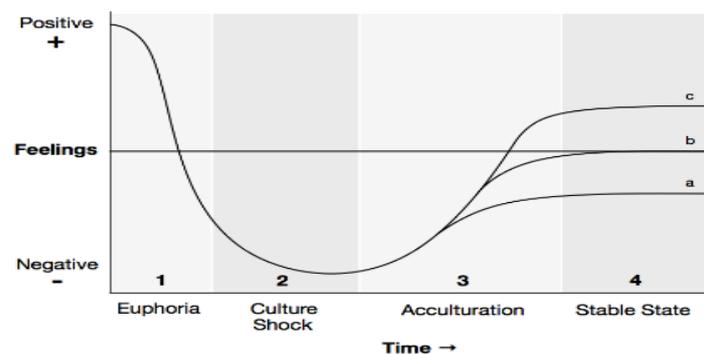


Figure 2 The acculturation Curve

(Source <http://hyraxllc.com/content/leading-and-management/is.culture-shock-ruining-your-chances-overseas/>)

According to Cristina Elena Albu, culture shock consists of the following phases (as shown in figure 2):

- 1<sup>st</sup> phase: short period at the beginning, when everything is new and seems fantastic. Tourists feel euphoric;
- 2<sup>nd</sup> phase: culture shock. The tourist gets in touch with the foreign culture;
- 3<sup>rd</sup> phase: acculturation (or adjustment), when the tourist understands how to behave in the new culture. Integration starts;
- 4<sup>th</sup> phase: more and more adapted in the new country. You understand it better. Anyway this phase has three different degrees of adaptation; the first is when the tourist feels better than at home, he has become an indigenous, the second is when the mood is the same than at home, and we can refer to this as being bicultural, and the third is when tourist's mood is still worse than the one he has at home (Albu, 2015).

It must be taken into account that when tourists (as well as students and workers) go back home, they can experience reverse culture shock too. This happens when they need to re-adjust to their country culture.

Since nowadays people travel a lot, both for business and leisure, it is very useful that they learn to quickly adapt to a new culture.

## 2.6 Intercultural communication

According to Neuliep, all communication exchanges occur within several contexts, as shown in the figure.

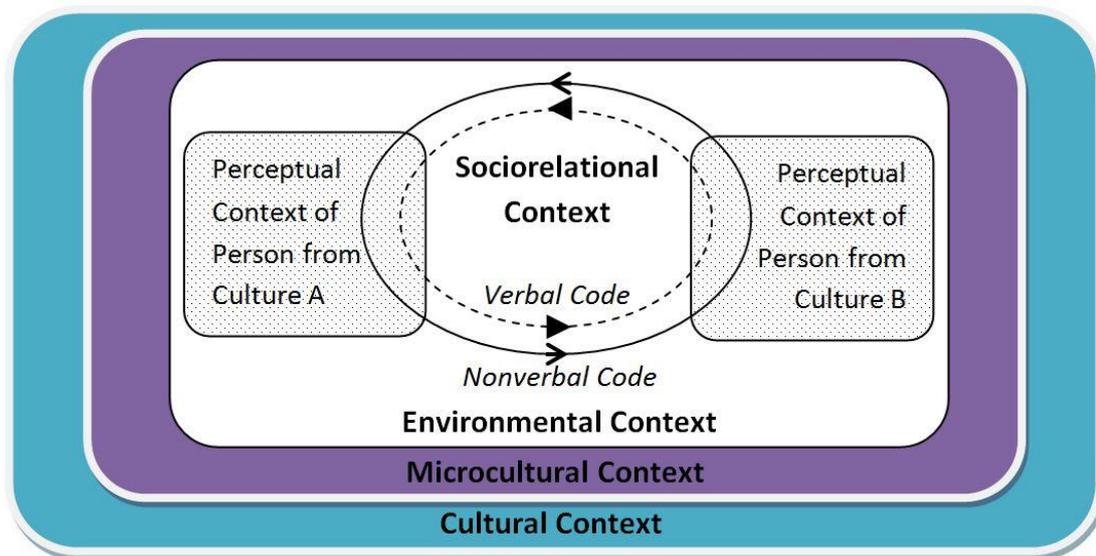


Figure 3 A contextual model of intercultural communication. Source: J. W. Neuliep 2011

Contexts are listed as follows:

1. Cultural context, as already analysed, it is about an accumulated pattern of values, beliefs and behaviours shared by group of people that share the same history.
2. Micro cultural context: within a culture can exist some smaller groups, that differ for language, ethnicity.
3. Environmental context: physical, geographical location of the interaction. It is influenced by cultural and micro cultural context. (Yelling in a church is not permitted, but you can do it during a football match).
4. Perceptual context: it refers to individual characteristics of each interactant. It is how a person gathers, stores and retrieves information, e.g., what smells good for you might not be the same for another person.

5. Socio-relational context: it occurs whenever two people interact and each of them assumes a role. The role that you have influences the interaction (student-professor, friends...). Roles vary from culture to culture. All relationships are defined by the verbal and non-verbal messages we send.

6. Verbal and non-verbal code (a great part of our communication is non-verbal).

Communication, as already stated, is not only a matter of talking. It does not stop when people do not speak, because non-verbal communication continues.

James W. Neuliep lists some interesting assumptions about intercultural communication as follows:

- usually the message sent is not the message received. Sometimes it happens because you judge others' way of communication referring to your own way to communicate.
- it's primarily a non-verbal act (silence);
- it involves a clash of communication styles;
- it is a group phenomenon experienced by individuals; in some way intercultural communication gives us the opportunity to know people like individuals, rather than as part of a group.
- it is a cycle of stress and adaptation. Intercultural communication is a challenging act. A competent communicator should start understanding that people from a different culture are not worse nor better than us, but simply different (Neuliep, 2011, pp. 26–32).

## **2.7 Improving intercultural competences**

Unfortunately, intercultural competence cannot be taught. First because it's constantly developing thank to tourism, mass media, exchange...; second because you do not know how many cultures are there. Moreover, it is not possible to learn all the intercultural problems that occur among cultures, even if we consider macro-areas as Middle East, Latin America and so on.

On the other hand, it is possible to learn a pattern that help people become competent (Balboni, 2011, p. 16). This scheme has to list all possibilities that can occur and it can influence people's behaviours. This pattern has a hierarchy, and, according to Balboni, the pattern must be easy to understand and to use. This simple surface covers a very detailed reality in depth. It has to consider all kinds of communication exchanges occurring in intercultural events.

As already stated in this chapter, people do not notice the existence of the software of the mind and they are not aware of how much influence it has on communication. This leads to a common mistake: thinking that some behaviours and values are natural and accepted by everybody (Balboni, 2011, pp. 19–20). This happens when we consider “natural” something that is “cultural” (Balboni, 2011, p. 142).

People should also be aware that the world consists in a huge variety of different individuals and situations, and, on the other hand, individuals should bear in mind that having an intercultural perspective does not mean abandoning their own values.

According to Balboni (2011), it is useful to make a list of features to use every time you face with people from a different culture. It helps understanding both your own culture and other's. The list is summarized as follows:

- Social relations (relationship with a stranger, relationship young-adult, courting...);
- Social organization (election system, kind of govern, industry, agriculture, religion...);
- Home and family (family's dimension, roles in the family, relationship parents-children, the cleaning, autonomy degree of children, and kind of house...);
- The city (relationship centre-suburbs, city and culture, city and schools...);
- School (public and private school, relationship school-job, foreign languages, family's role in the school...);
- Mass media (public and private, relationship mass media-politic, television: information and entertainment, radio, cinema...).

Having a list facilitates observation. In fact, if we have a pattern to use, it is easier to find out differences and similarities. If we do not know what to observe it might be possible that we do not notice some features. The list is not exhaustive, since everybody needs to add elements related to his/her experiences.

The aim of this first part of the chapter was to underline the complexity of intercultural communication, trying to explain both communication and culture. In the field of tourism, people meet different cultures and need to manage diversity. Professionals should bear in mind that diversities occur and cannot be avoided. Only in this way you can have a fruitful intercultural encounter. As it will be discussed in the next chapters, Denmark and Italy have many cultural diversities. Some of them have been stressed in the previous part about intercultural communication (e.g. differences in Hofstede's dimension, such as power distance). On the other hand some differences can work as attraction' factor and drive Danes to spend their holiday in Italy. As pointed before, curiosity is very important in tourism field.

## **2.8 Stereotyping**

The aim of this section is to explain characteristics of stereotypes and prejudices to gain a wider awareness of the misunderstandings that can occur because of them. Furthermore, it will be outlined an idea of their complexity and importance in intercultural communication. As will be described in

the next chapter, stereotypes occur in the field of tourism too. For this reason, they must be recognised and managed in the best way to minimize their negative influence on tourism sector.

Every time we communicate with people from a different culture, we can feel anxious, because we are facing an uncertain situation. To feel better and have a successful communication, we need to reduce uncertainty (Neuliep, 2011, p. 26).

A factor that can drive us to be mistaken is ethnocentrism. It gives the certainty that your own cultural set of norms, values and beliefs is superior to others one. It affects people of the same cultural identity, who share the sense of belonging to a cultural group and are members of particular culture. In some way, it shapes a person's sense of self and it makes you believe that the way you learned doing things is the right one. This is a learned belief of superiority. A clear example of this concept is given as follows: try to imagine how you clean your nose and compare it to the way people do it in other cultures. The way you do it will look to yourself the best way to do it, but there are no evidences to say that. The only reason you feel that is the best way to do it is because you learned to do it that way. Usually people tend to label as right and natural what seems familiar and comfortable. As you can imagine, the idea of familiar is influenced by individuals' culture (Lustig & Koester, 2013, pp. 149–152).

The reality you are surrounded by is not only made of familiar factors. It consists of a complex variety that you tend to simplify creating patterns and over generalizing things. Florian Witulski argues that usually you label people that you do not know, as strangers (Witulski, 2010). Labelling reality is very common. It helps you to manage world's complexity, but a competent intercultural communicator has to move beyond simplifications (Lustig & Koester, 2013, pp. 142–162).

People's way of thinking and judging reality is not so elastic and free as you use to suppose.

In renaissance courts were established some codes that described national characters. The idea that an English man is a gentleman, that an Italian man is a Latin lover are opinions that come from aristocracy (Montanari, 2002, p. 5). In some way, national states formation gave birth to national behaviour. This kind of cliché (Latin lover, English gentleman, German hard worker...) are used both in auto-description and in defining others' characteristics. Everybody is aware that generalizing too much does not lead to truth. In fact, most of the patterns used do not give you a realistic picture. On the other hand, they use them because it simplifies the way they relate to others. Before communicating with a person, people use patterns to figure out which type they are talking to. For example you can label a person using some categories: man, young person, European. Those three labels can help you predict some aspects of your interactant and it might simplify encounters (Montanari, 2002, pp. 11–12). On the other hand, objectivity is hard to be used, because people look for facts that confirm their position (Montanari, 2002, p. 17).

In the field of tourism, stereotypes are used to describe tourists and locals. When they are positive, they can attract visitors to a destination, on the contrary if negative can keep them away. According to Cristina Elena Albu, stereotypes creation depends on the observed group status, because a high status is considered competent. Then it depends on the nature of relations between groups. Social roles played by group members influence stereotypes formation too. Once created they are used to describe members of a social group and their activation time is very short (Albu, 2015).

In the questionnaire analysis chapter, you will find some of the most common Danes' national stereotypes about Italians and some Danes' auto-stereotypes. These data are strategic information if you want to understand what Danes like and dislike about Italy and Italians, especially in a touristic point of view. Stereotypes have a long history and you need to learn their structure to understand how they work.

Already at the beginning of XVII century, Bacon argued that individuals are driven far from truth by their tendency to choose data that confirm their idea about a topic and to forget data that contest their thesis. Most standing out data, especially those that most fit to their needs influences them. This rigidity reminds us of stereotypes. This word comes from typography field (end of 1700), it referred to mould they used to copy images.

Then it was used in psychiatry to describe a particular behaviour of some gestures' repetition. Finally, it was introduced in social sciences. It happened in 1922, when a journalist, Walter Lippman, published a book about public opinion's formation. He argued that people judgment about reality is filtered by images they create of the reality. These representations are often a rigid simplification of the world. Rigidity is due to the lack of summary skills of human brain. It is not able to abstract all reality's information.

Stereotypes are driven by culture and in some way, they facilitate its existence. In fact, individuals not only use stereotypes to understand reality, but also to look for and judge data. Experiences that contradict their expectations are simply not considered (as pointed by Bacon). Basically, you look for a combination of information and beliefs of a category to summarize in a coherent and rigid image that is able to produce and maintain the idea you had of that group. When people give a judgment before having experience of what they opine, they have a prejudice. Then it is also a tendency to judge in negative way people that belong to a specific social group; in fact, often prejudice refers to social groups, instead of events. The error in judgment often tend to be wrong in a negative sense.

On the other hand, we can argue that negative prejudice can hide a positive one, because if you judge badly a different group from yours, you consider yours very good. Consequently, you have a positive prejudice on your group.

Stereotype refers especially to social groups and often is negative too. The main difference is that it is a mental process, which aim is to simplify ideas (B. Mazzara, 2010a).

Rarely empirical evidences confirm judgments you express about facts. Both ideological and cultural orientation influence your opinion. You cannot be free of them.

In some way, love can be considered the highest kind of prejudice, because it sees qualities but any lack.

This selected process used to organise and simplify perception of others, is a sort of generalization of a group of people. Unfortunately, stereotypes do not care of big differences among members of a group.

According to Lustig, they can be wrong in three different ways:

1. outgroup homogeneity effect: it ignores differences among members of the same group;
2. the group average is not correct;
3. degree of error and expectation differs for positivity and negativity.

Stereotypes inaccuracy can lead to errors and wrong expectations. Despite errors, it is a necessity, because you need to save “mental energy” and this is possible only categorizing informations.

Competent intercultural communicators should try to understand better their own beliefs to have a more successful interaction (Lustig & Koester, 2013, pp. 154–156).

There are several opinions about stereotypes. Some people think that they are individual thoughts that influence people in different ways and degrees. On the contrary, other people think that they occur when this mental figure is a group idea (Mazzara, 2010, pp. 30–46). In any case it can be defined as the amount of characteristics of an object category.

Generally, people say that the core of stereotype often is true. The point is that they exaggerate it (Mazzara, 2010, pp. 46–58) Human beings usually prefer similar than diverse (Mazzara, 2010, pp. 159–168). In every culture, the diverse drives to fear, but also to curiosity. This is a very important aspect that can be analysed from a tourism-field point of view, because it can give some elements about travels to foreign countries. Sometimes it is hard to understand why people prefer a destination instead of another. A complex set of factors influences the decision-making phase. Opinions, ideas and stereotypes that we have about a destination influence us in this process. The combination of fear and curiosity about diverse plays an important role too. In the chapter about questionnaire analysis, it is very important to focus on questions about stereotypes to understand Danes opinion of Italy and Italians and to use them in a successful way. Being aware of differences and similarities between two cultures can help in interaction.

Successful encounters occur only if communicators bear in mind that different does not necessary mean inferior (Mazzara, 2010, pp. 46–58). As stated before, individual nature drives human brain to

minimize, organize and simplify reality. It is a cognitive explanation of stereotypes and prejudices. It relates more to human mental processes that consists of gathering and elaborating information in a specific way.

On the other hand, there are historical motivation that influences prejudice and stereotype as well as a biological tendency to hostility towards unknown and diversity (Mazzara, 2010, pp. 185–207).

They can be seen also as tools to save himself from natural selection.

Seen the biological motivation, Gordon Allport (1954) published a study titled “Nature of prejudice” where he defines it as an exaggeration of natural processes. Necessity of reducing huge amount of informations drives people to formation of homogeneous groups. After grouping formation, you tend to see more similar (than they actually are) elements that are grouped together. Consequently, more different (than they are) elements that belong to different groups. Obviously, characteristics of a group are not spread homogeneously in the set (Mazzara, 2010, pp. 185–207). Every person has an identity, that is basically the idea that every individual has about himself. The important presence of an in-group and an out-group is clearly described in the following paragraph. Evidences show that favouritism is made for in-group.

In ‘60s, Carolin and Muzafer Sheriff conducted a study about children in summer camp. Participants were divided in groups. Set formation was not based on specific characteristics of individuals. Friends and already established groups were divided, to facilitate extremely mixed groups’ creation. Then different colours were assigned to recognise every set. In this way children after some time of being related to the same colour, started to feel the in-group and out-group feeling (Mazzara, 2010, pp. 361–366).

This study is extremely interesting, because it shows how much influence can come simply from a team-colour. A simple label as colour can lead participants to feel group belonging.

In such way, stereotypes are manifestation in language, images and behaviours of this feeling of in-group and out-group. Usually, when people talk about in-group and out-group, they tend to generalize. Basically, what their group does is positive, on the contrary what others’ group does is negative. Moreover, when you describe out-group’s positive behaviour you tend to be detailed. It happens also when you talk about negative in-group’s behaviours, because it seems an exception (Mazzara, 2010, pp. 207–232).

As outlined at the beginning of this section, this idea that in-group culture is superior to out-groups’ is called: ethnocentrism.

Identifying the different is very useful to define own identity. People are surrounded by an undifferentiated mass of events. Once they choose some of these happenings and describe them, people create facts. Otherwise, they won’t be recognised as real facts.

Communication is not only the mean, through which stereotypes and prejudice are conveyed, but also their home and substance. In fact, two of the most important places where stereotypes and prejudice are created are means of communication and interpersonal communication (Mazzara, 2010, pp. 241–250).

Often when you expect a person to have some characteristics, you tend to notice behaviours that confirm your expectations (Mazzara, 2010, p. 292). Different data are not considered relevant, especially if data contradict expectations. Stereotype will be stronger after this test. In fact, it will be considered more valid in next expectation about a similar topic. On the contrary, contradictions to stereotype are easily forgotten. Your memory works in a particular way (Mazzara, 2010, pp. 293–302).

Stereotypes not only influences your opinion, but also your behaviour. In fact, when you act in a specific way (driven by your stereotype), you influence others to behave in the way you expect from them. This phenomenon is called “self-fulfillment of prophecy”. It happens during integration process, when minorities want to be accepted by a bigger out-group. Majority has for sure some expectation towards them. Consequently, the latter tries to behave in the expected way, in order to be integrated in a quicker and easier way (Mazzara, 2010, pp. 302–319). Integration is a very delicate topic. Mazzara argues that if you know better a person, you tend to mistake less. In fact, a deep and long interaction can help avoid mistakes. Despite stereotypes are very rigid and tend to repeat, cooperation between people can drive to a successful integration. According to Mazzara, sharing the same objective helps people realize others qualities. Having the same (or a similar) status can be helpful too (Mazzara, 2010, pp. 337–361).

Finally, Mazzara gives an interesting summary of three main constituting factors of stereotypes and prejudices. They are listed as follows:

1. Characteristics and limits of cognitive system. It needs to simplify reality and to have expectations about people and events’ development.
2. Necessity of belonging (biological, psychological and cultural motivation) to a group. A repulsion against different groups.
3. Historical and social reasons that define relation among groups (minorities...) (Mazzara, 2010, pp. 361–366).

Both intercultural communication and stereotypes are topics not easy to explain. This chapter’s aim was to give an overview on their complexity, to highlight some key aspects that shows their importance in everyday life and especially in the field of international tourism. If professionals do

not pay much attention on intercultural encounters' complexity, it will lead to misunderstandings and unsuccessful interaction in international tourism.



### **CHAPTER 3: FOCUS ON THE NORDIC COUNTRIES: WHY DENMARK?**

Nordic countries is the name traditionally used for denoting a large geographic area located across Northern Europe and North Atlantic, formed by Denmark, Finland, Iceland, Norway and Sweden with the addition of the autonomous regions of Åland Islands, Faroe Island and Greenland.

The focus of this thesis is on one of the Nordic countries: Denmark. There are several reasons for this choice. First because, as it will be outlined in the following paragraphs, this market has huge potential and possibilities, in terms of outbound tourism towards Italy. In addition, I had the possibility to spend three months at the Italian Institute of Culture of Copenhagen, thanks to Erasmus Placement grant of Cà Foscari University. This internship gave me the chance to know better the country and the people. I could experience not only how Italy is highly appreciated by Danes, but also how the Italian Institute of Culture promotes Italy and Italian culture organizing events and activities. Moreover, I prepared an online questionnaire in English to gather information directly from Danes concerning their idea about Italy and Italians. The results of this survey will be outlined in the next chapter.

I am aware that nowadays nationality cannot be considered the only variable segmentation in tourism. Tourists can have multiple nationalities and their country of birth can differ from their country of residence. Hence coming from the same country does not necessarily mean sharing the same culture. As in Canada, for example, where British and French speaking Canadian have different cultures. Nowadays it is really hard to define a national entity. Despite of that, nationality is an important aspect to be considered (Dann, 1993). As Pizam and Sussmann suggested in their article entitled “Does nationality affect tourists behaviour?” (Pizam & Sussmann, 1995), nationality can influence tourists’ behaviour. Their research consists of an indirect way of appraisal of nationality’s influence on tourists’ behaviour, where a group of London tour-guides were asked to fill in a mailed questionnaire about their perception of tourists of four different nationalities (French, Italian, Japanese and American), that they had known during coach-tours in London. The questionnaire consisted of a list of twenty usual tourists’ behaviour, selected by a group of experienced tour-guides. Respondents were supposed to give a score (choosing from a scale 1-5) to each statement, depending on how they experienced different nationalities tourists behave. The statements given could be summarized in five main factors: social interactions, commercial transactions, activities preferences, bargaining and knowledge of the destination. The results of this research show that there are differences in behaviour between different nationalities tourists. In effect, 18 out of 20 behaviours are perceived differently depending on tourist’s nationality. For example, variable as socializing,

interacting and photographing show big differences among different nationalities' tourists. The authors of the research affirm that results can be related to national cultural characteristics. For example, in the case of socializing, there is a huge difference between Japanese and Italians, which probably depends on the way they grew up. Japanese culture teaches to be reserved in unknown situations; on the contrary, Italian culture wants people to interact a lot with others, in fact, Italians seem to be highly interested in "people" (Pizam & Sussmann, 1995).

The research conducted by Pizam and Sussmann made me reflect on national culture, and the influence that it has on tourists' behaviour. Then I thought that starting from cultural national characteristics could not be so wrong. Actually, it could be an interesting point. That is one of the reasons why I decided to focus my thesis on Denmark and Danes. So that the aim of my thesis is to show how much Danish outbound travel market is fruitful for Italian tourism. My decision could still seem quite weird, because Denmark is a small country compared to other European nations. However, in the following paragraphs I will discuss several strong points that portray Nordic tourists, and in particular Danish one, as the suitable tourist for Italy. The Danish tourist's profile that will be outlined shows all the positive aspects that Danish tourists have and on which Italian tourism market should aim for.

### **3.1 Denmark, one of the Nordic countries**

Denmark is one of the Nordic countries. On 1<sup>st</sup> January 2014, it counted 5.627.235 inhabitants. It is a small country, especially if you compare it to its neighbours Sweden and Germany. Denmark's area is of 43.000 km<sup>2</sup>, but its coastline is extraordinary long: 7300 km. It means that there is 1,5 km of coastline for each inhabitant. Moreover, Denmark consists of several islands, the biggest are listed as follows: Zealand, Vendsyssel-Thy, Funen, Lolland and Bornholm. Denmark has also a peninsula called Jutland, which borders on North of Germany.

Denmark is a constitutional monarchy and currently its monarch is Margrethe II. Since 1973, it is a member of European Union, but it is still maintaining its own currency: Danish krone. Elections to the Danish Parliament are held every 4 years. The Parliament is made of 179 Members, which are elected in the following way: 175 in Denmark, 2 in Greenland and 2 in the Faroe Islands.

Population, as said before, is around 5,5 million. It is increasing first because of the higher life expectancy; currently Danes live longer than in the past<sup>18</sup>. Second because of immigration. Indeed 11,1% of the population is made of immigrants.

In Denmark the ICT are particularly popular: 95% of Danes has access to the Internet, 98% of Danish families has a mobile phone and 81% a laptop. Social media are extremely widespread also among enterprises; indeed 40% of them uses them. This is a key aspect, which will be discussed further, because it plays an important role in tourism communication and promotion (Statistics Denmark, 2014).

As the research “Figure in Denmark 2014” affirms, Danes’ habits concerning culture have changed during last decades. In fact in the 80’s going to the cinema was one of their favourite cultural activity, but then because of an increase in popularity of home-TV’s in Danish houses, tickets sale has seen a decrease. Unexpectedly in ‘90s cinema tickets sale increased again, unlike theatre tickets sale, which has seen a decrease. State theatre count 133.000 visitors less every year. On the other hand, Danes seem to have a special consideration for museums, because tickets sale for them has been growing year in year out.

Travelling is one of the favourite activity of Danes. They travel a lot both within the national borders, as confirmed by the fact that in Denmark, in 2012 Danish tourists made 58% of overnights in Danish hotels, and resorts and especially abroad. In 2012 their favourite destination was Spain (15% of them travelling abroad chose it as holiday destination), with Italy’s right after (8%).

The favourite mean of transport is airplane (66%) for travelling abroad and car (77%) for travelling in Denmark (Statistics Denmark, 2014).

### **3.2 Italy and Denmark – Italy as Danish tourists’ destination**

As said in the first chapter where I dealt with the topic of tourism, Italy is one of the most famous destination all over the world. The Joint report Italian Embassy and ENIT 2016 (ENIT, 2016) about Denmark explains in detail several important aspects about the existing Danish outbound tourism to Italy that will be outlined in the following paragraphs.

Italy is one of Danes’ favourite holiday destination. According to the Embassy and ENIT’s report 2016, it is the second favourite destination: 9% of Danish tourists goes to Italy on holiday, at the first place is Spain (16%). Since 2005, the number of Danes travelling to Italy has increased; only in 2009

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<sup>18</sup> Nowadays life expectancy is 78 for men and 81, 9 for women, while in 1970 both men and women lived around six years shorter.

and in 2011, it registered a slight decrease. Still in 2014, Italy had 591.000 Danish arrivals and 3.637.000 Danish overnights (ENIT, 2016). The most visited Italian regions by Danes are listed as follows:

1. Veneto, 1.358.997 overnights;
2. Tuscany, 413.920 overnights;
3. Lombardy, 346.119 overnights;
4. Lazio 330.706 overnights;
5. Trentino A.A. 133.536 overnights.

The majority of Danes visiting Italy (almost 60%) prefers to visit those five regions. The regions listed above consist not only of seaside destinations, but also of mountain, lake and city of art. That means that Danish tourists are interested in different type of tourism. That is confirmed by the two main reasons why Danes love travelling to Italy: climate and culture. Danes want to escape from their climate and enjoy the Southern European one. During summer, especially in July, Danes love spending seaside holiday in Italy. Most of them likes the classical 3S tourism (sea, sun and sand). However, they seem to appreciate Italian lakes and city-breaks too. Those Danish tourists' features are confirmed by results of the research "Flash Eurobarometer 370. Attitudes of Europeans towards tourism"<sup>19</sup>. The first three main reasons for going on holiday in 2012 according to Danes are:

- sun/beach: 39%,
- nature (mountain, lake, landscape...): 30%,
- culture (religious, culinary purpose, arts...): 29%.

Danes then are strongly attracted by Italian gastronomy and by the so-called "human factor". Therefore, the reasons why they travel to Italy are many: landscape and climate, but also the possibility to experience the "Italian way of life". Furthermore, they can learn more about Italian history and culture (practise the language)(European Commission, 2013).

All these Danish tourists (in Italy)'s features will be confirmed by the questionnaire's results discussed in the next chapter.

As the research "The Nordic outbound travel market, potential and possibilities" outlines, Danes have preferences in travelling. Important factors are listed as follows: climate, culture and local people; Danes' favourite activities are relaxing, sightseeing, shopping and restaurants.

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<sup>19</sup> This survey has been conducted by TNS Political & Social at the request of the European Commission, Directorate-General for Enterprise and Industry Survey co-ordinated by the European Commission, Directorate-General for Communication (DG COMM "Research and Speechwriting" Unit).

[http://ec.europa.eu/public\\_opinion/flash/fl\\_370\\_en.pdf](http://ec.europa.eu/public_opinion/flash/fl_370_en.pdf)

The importance of climate is highlighted also by the Research “Flash Eurobarometer 370. Attitudes of Europeans towards tourism”. Indeed according to this research, climate/weather is the main reason why 50% of Danes would decide to go back to the same place for a holiday (European Commission, 2013).

It must be stressed that the “brand Italy” is already well recognised in Denmark; because in general Danes appreciate everything is made in Italy, as for example fashion. That means that not so many efforts have to be done in order to catch Danes’ attention towards Italy. Most of Danish tourists are repeater tourists, so they have been to Italy several times and in different parts of the country. That means that they know Italy better, than an average mass tourist does. Danes appreciate Italy because of its rich history, its culture and its art. Indeed, they usually have long-stay holiday so they can really plunge into Italian atmosphere. According to the Embassy ENIT report 2016, 72% of Danish holiday abroad lasts 4-13 days, the highest level among EU28. Their long stay in Italy could influence their willingness to study Italian. Because Danes are high-language-skilled people, unlike Italians. According to Eurobarometer 386 (European Commission, 2012)<sup>20</sup>, 89% of Danes can speak at least one foreign language, 58% of Danes has skills in two foreign languages and 23% can speak at least three foreign languages. On the contrary, in Italy only 38% of Italians can speak at least one foreign language, 22% of population has skills in two foreign languages and 15% can speak three foreign languages (European Commission, 2012)<sup>21</sup>. Finally in Denmark only 11% cannot speak any foreign languages, on the contrary in Italy 62% cannot speak any foreign languages. Those percentages let us strongly believe that Danes really need to speak some Italian if they spend quite long holiday in Italy.

### **3.3 Why should Italy invest in the Nordic countries? The portrait of Danish tourists**

According to the Report of Medieministeriet “the Nordic outbound travel market-potential and possibilities”, Nordic countries are one of the best outbound travel market. That is one of the reasons, why I chose to focus my thesis on Denmark. There are several explanations why Denmark should become an important market for Italian incoming tourism.

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<sup>20</sup> Special Eurobarometer 386 is a survey, which has been requested by the European Commission, Directorate-General for Education and Culture, Directorate-General for Translation and Directorate-General for Interpretation and coordinated by Directorate-General for Communication.

<sup>21</sup> The average European: 54% can speak at least one foreign language, 25% at least two foreign languages and 10% at least three foreign languages and 46% cannot speak any foreign languages.

According to the research “The Nordic outbound travel market, potential and possibilities” (2011), although Nordic countries only count 25 million inhabitants, they are the third outbound market in Europe.

Nordic countries are one of the best outbound travel market for several reasons:

1. Nordic tourists spend a lot. Nordic countries have a high level of income and people have a high quality of life; what is important for this research is that Nordic people are likely to spend their money for tourism. They like travelling and they want to use part of their high income in travelling. Despite the small size of Nordic countries if compared to other, they are the 9<sup>th</sup> biggest economy in the world. Nordic people have a high quality of life and that influences their willingness to travel. Because usually everyday-consumption is related to holiday-consumption. Hence, the more people spend in their everyday life the most they are likely to spend in travelling. Nordic tourists spend around 20 billion US\$ every year for holidays; in the particular case of Denmark, tourists aged more than 15 spend 1167€ for their vacation (transport, accommodation and consumption included). According to the research “The Nordic travel market” (2011), the average Nordic tourist spends 90% more than the European one does. Furthermore, during last years, Danish travel spending has increased of 63%. Finally, Nordic tourists are the third most spending European tourists, Germany and UK come in first and second place, respectively.
2. Nordic tourists have a lot of vacation. In Denmark, workers have 5-6 weeks of vacation per year. That means that they have a lot of time to go on holiday. Usually they prefer to have three consecutive weeks during summer (especially in July) in order to travel abroad (usually 50% of their travels are abroad). Nordic tourists travel often abroad. Indeed, they are one of the most frequent travellers abroad all over the world. On the other hand, during autumn vacation<sup>22</sup> and during Eastern vacation they like having city-breaks. In 2010, 30% of Danish holiday was taken during July.
3. Nordic people like travelling. As said before Nordic tourists travel a lot, because they really like discovering new countries and cultures. They tend to go on holiday at least once a year, but the number of frequent travellers is increasing. The frequency of their holiday is changing their needs. In fact, Nordic tourists are becoming more demanding towards their destinations. They really want to experience the places they visit; they look more and more for authenticity, sustainability and they want to meet local people. According to the research “The travel

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<sup>22</sup> Every year in October, schools are closed for a week, because of *Efterårsferie* (autumn holiday). In the past, during this week of vacation, people were used to harvest potatoes.

Nordic outbound market” (2011), this type of tourist is called “career tourist”. He wants to experience in an authentic way the destination visited. He wants to experience a unique holiday and to avoid “staged” experiences.

4. The research “The Nordic outbound market” reports the features that should be determinant in defining Nordic tourists as the best tourists in the world. They are listed as follow:
  - Willingness to speak the local language;
  - Kind and polite;
  - Willingness to adapt to the local culture;
  - Willingness to try the local cuisine.

All these features are important, because each of them shows Nordic tourists’ propensity to experience deeply their holiday destination. Gastronomy, language and culture are essential aspects that let tourists plunge in a destination.

### **3.3.1 Important segments**

Both “The Nordic outbound travel market, potential and possibilities” (2011) and, “The Joint report Italian Embassy and ENIT” (2014) analyse segments.

The first focuses on three important segments:

1. Families with children,
2. Singles with no children,
3. Empty nesters.

Families with children often use school holiday to travel. Usually the main aim of the vacation is spending time together. This segment tends to prefer all-inclusive package vacation, to calculate in advance the total amount of the holiday. This segment of Nordic tourists pays attention to child-friendly destinations, because they want to enjoy the vacation with their small tourists. They look for facilities, such as child menu at restaurants, access to attraction for children and staff child-friendly. In this way, they feel more secure.

Singles are part of a completely different segment. First, they can travel either alone or with others. Nowadays travelling alone is no more seen as a taboo. Singles look for new friends and experiences. In addition, this segment does not have to follow school’s calendar and can travel in different period of the year. The segment that most of all can travel also during low season is empty nesters’ one. This segment consists of people aged more than forty-five that live no more with their children. That means

that they have more free time and they can travel for longer periods than other segment does. They are usually a rich segment and they like spending their free time and their money in travelling. They look for new experiences. According to the research, this segment is growing. In fact, within 2050 21% of world's population will consist of empty nesters. In Denmark, people over 60 years old will be 33% of Danish population.

The analysis of segments in "The Joint report Italian Embassy and ENIT" divides tourists depending on age:

- 15-24 years old: medium income that let them travel. They want to escape from climate and routine, have fun and meet new friends; their favourite accommodation is hotel (60%) and they prefer to travel during July (25%). This segment does the 19% of Danes' travel abroad.
- 25-44 years old: medium income let them travel abroad more than once a year. This segment wants to escape from climate and routine to experience holiday with family and friends. They look for cultural destinations; their favourite accommodation is hotel (44%) and their favourite month is July (26%). They do the 35% of Danes' travel abroad.
- 45-64 years old: medium income let them travel abroad more than once a year. This segment wants to escape from climate and routine. This segment seems to be particularly interested in gastronomy; hotel is the favourite accommodation (52%) and they prefer to travel in July (21%). They do the 36% of Danes' travel abroad.
- Over 65 years old: medium income let them travel abroad. They need to escape from climate and routine. They are interested in personal enrichment and in gastronomy. Their favourite accommodation is hotel (60%) and they prefer to travel in October (14%) (ENIT, 2014c).

As most of the European tourists, Nordic tourists prefer hotel or similar accommodation facilities. 54% of Danish tourists, overnights in a hotel during holiday (Medieministeriet expert in tourism, 2011).

Another important aspect, that has been analysed both by Italian Embassy/ENIT report and Medieministeriet research, is planning and booking's behaviour. According to Italian Embassy/ENIT report, all segments look for information using catalogues, specialized and not magazines and word-of-mouth. The only segment that uses guidebook instead of website in order to plan holidays is the over 65 segment. That is because senior prefer to avoid new technologies.

The way of booking vacation changes according to different segments too:

- 15-24 years old: 32% via Tour Operator or travel agency, 68% by themselves;

- 25-44 years old: 27% via Tour Operator or travel agency, 73% by themselves;
- 45-64 years old: 28% via TO or travel agency, 72% by themselves;
- Over 65: 47% via TO or travel agency, 53% by themselves.

Those data confirm that age influences the way of planning and booking holiday. According to Medieinisteriet research, Nordic tourists are much more active in searching for information online, than other Europeans. 60% of Nordic tourists books holiday online, 57% used three or more websites to plan their holiday and 39% will plan their next vacation by themselves. Among booking sources, online sources are very important, in fact 3 out of 5 of the most important are: Google.com, official website for travel agency and official website for hotels, attraction etc. What does not seem effective at all are TV spots, exhibition visits and travel programs on TV. That confirms what stated above: Danes are well advanced concerning ICT<sup>23</sup>. Both penetration and use of ICT are very high in Nordic countries. That is why efforts have to be done in order to promote and communicate destinations through those channels. According to the research “The Nordic outbound travel market, potential and possibilities”, 46% of Danes are active users of Facebook. 52% of Facebook users says that, holiday destination’s pictures posted by Fb’s friends have influenced them. Pictures on Facebook seem to encourage people to travel either to visit friends living abroad (42%) or to travel to the same destination visited by friends. Thereby social media and mobile media have an important role in the communication and promotion of tourist destinations.

All the information given above strongly support the thesis, that Nordic countries, in particular Denmark, has to be considered as an outbound travel market towards Italy. Because Danes have a particular attitude towards Italy and Italian culture. Moreover they have a high willingness to spend for tourism. They love travelling abroad and they have the chance to travel more than once a year. They are in need to discover new places and new people. They are looking not only for 3S tourism, but also for lake, mountain, city of art and gastronomy. I think that Italy can be the answer to Danes’ need of escape from climate and routine. First, because some Danes already decided to spend their holiday in Italy (as said above it is the second favourite abroad destination in Denmark). I am aware that this market cannot be compared to other (bigger) outbound travel markets that have huge numbers. However, it is not only a matter of quantity. On the contrary, it is time for quality. Therefore, the idea is that it is no more time for mass tourists, on contrary we should aim for authenticity, sustainability and unique experiences. We should aim for a tourism that has not only tourists as protagonist, but also local people. The World Tourism Organization has stressed this important aspect

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<sup>23</sup> According to “Figures in Denmark 2014”, 89% of families has access to the Internet.

of tourism, too. In fact, the theme of World Tourism Day 2014 was “Tourism and community development”.<sup>24</sup> On the official webpage of the World Tourism Organization, you can find the following statement, which explains the meaning of World Tourism Day’s topic 2014: “Focus on the ability of tourism to empower people and provide them with skills to achieve change in their local communities.” (UNWTO, n.d.)<sup>25</sup>

The main features of Danish tourists analysed in this chapter seem to be the suitable one for Italian tourism needs. In order to strongly support this idea, in the next chapter I will examine the results of the questionnaire I did to a sample of Danes to gather information about their attitude towards Italy as a touristic destination. The analysis will confirm the idea that Danish outbound travel market is a fruitful market, not only from an economic point of view, but also from a social and cultural one. For this reason, Italy should aim for this market.

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<sup>24</sup> Since 1980, World Tourism Organization celebrates the World Tourism Day on 27<sup>th</sup> September (WTD), in order to stress the cultural, social, political and economic value of tourism all over the world. Every year WTO chooses a specific topic to focus on.

<sup>25</sup> <http://wtd.unwto.org/>

## CHAPTER 4: ITALY IN THE EYES OF THE DANES

### 4.1 The questionnaire

This chapter focuses on the questionnaire about Italy that I created<sup>26</sup>. The goal of the questionnaire is to gather information about Danes' idea of Italians and Italy as a touristic destination.

Since in 2014 I was living and doing an internship in the area of Copenhagen, I planned to create a questionnaire to gather information about Danes living in this Denmark's area. The population I took into account was Danes living in the area of Copenhagen aged between 15 and over 75 years old. Since my research goal was to find out Danes' idea about Italians and Italy as a touristic destination, I thought to focus on Danes who could have some interest in this topic.

Having no access to any official list of citizens' contacts, the sample I based my research on is non-probabilistic. In this sense, I had to focus on a sample I could reach quite easily and that was in some way interested in Italy as a touristic destination and in Italians. Thus, I decided to hand out the online questionnaire among Danes, who were in some way in touch with the Italian Institute of Culture of Copenhagen, where I was doing an internship of three months. Therefore, I had the chance to get in touch with people working there and collaborating with the Institute.

Aware of the population and on the sample I wanted to study, I created an online questionnaire using Google Drive, trying to formulate a set of questions, which had to gather the highest quality of answers possible. In this sense, I had to formulate questions that could make respondents concentrate and understand the query, find useful information in their memory, formulate an opinion and then choose or give (in case of open questions) the proper answer (Campostrini, 2005).

The questionnaire I created is in English and consists of six sections:

1. Questions 1 to 4, are thought to find out respondents' inclination to go to Italy on holiday. This section is very important because it shows whether Italy is considered as a touristic destination or not. Questions are very short and all of them are multiple choice that facilitates respondents in filling in.
2. Questions 5 to 12 represent the biggest section of the questionnaire, which consists of open queries, 4-point agreement scale and multiple-choice queries. In this part, respondents are asked to express their opinion about Italy and Italians (first freely then using a 4-point agreement scale. That is useful to crosscheck their answers). They are asked also about the reason why they choose or would choose Italy as a destination. This section is very important,

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<sup>26</sup> In the Appendix A, you can find the complete version of questionnaire.

because it shows their preferences, ideas and inclinations concerning Italy as a touristic destination and Italians. Open questions are very brief, not to influence respondents' idea and let them more time to concentrate on their answers. Four-point agreement questions are more structured, but I tried to express idea in the most neutral way I could, taking inspiration from a research about Nordic outbound travel market conducted by Danish Medie ministeriet expert in tourism (Medie ministeriet expert in tourism, 2011).

3. Questions 13 and 14 concern respondents' auto stereotype. I wanted to know how they consider themselves. This information is important to know a potential touristic target.
4. Questions 15 to 20 are about language skills and interest. Because I wanted to test respondents' willingness to study Italian. That is a useful information to know about potential tourists.
5. Questions 21 to 25 are focused on the Italian Institute of Culture. Since I did an internship there, I wanted to see respondents' opinion on this Institution and its work of promoting Italy abroad.
6. Questions 26 to 30 are demographic. This kind of information can help figure out the characteristics of potential tourists.

There are no questions about holiday's expenditure and favourite means of transport to go on holiday, because I wanted to focus only on their inclination towards Italy and Italians. For the same reason I preferred to avoid questions about the presence of "Italianity" in Denmark. Anyway, this topic will be presented in chapter 5.

The distribution of the questionnaire started at the beginning of June 2014 and finished at the end of August 2014.

The link of the online questionnaire was published on the Italian Institute of Culture's Facebook page; it was e-mailed to professor Tullisso (teaching Italian at the University of Copenhagen), who forwarded the link to all students enrolled in the Italian course. Students were allowed to forward it to others too. Then I e-mailed the link of the questionnaire to some of the Italian teachers of the Italian Institute of Culture asking to forward it to Danes they knew. One of the teachers of the Italian Institute of Culture is the director of two free magazines about Italy and Italians present in Denmark (that will be described in chapter 5). Sure is that, she forwarded the link to Danes interested in Italy. Moreover, I handed out the questionnaire to students taking Italian classes at the Italian Institute of Culture during the period the questionnaire was available online (from June 2014 to the end of August 2014).

Since the IIC<sup>27</sup> gave me the chance to distribute them my questionnaire during classes where they had no computers, they have been the only one who filled in a paper-version of the questionnaire<sup>28</sup>. Before giving the paper questionnaire to Danish students, I explained them the main purpose of my research. I stayed there during the filling in, so that they could ask for help if they had doubts. Very few people (three) needed help and all of them were in doubt about an adjective present among answers to question number 12. This point will be outlined in the paragraph about this question. Except for these three people, no one of the students filling in the paper version of the questionnaire asked for help.

Forty-eight out of more than 80 paper-version questionnaire were given back to me. That is not only because some students did not want to take part in the survey, but also because in June some students enrolled in Italian classes were already on holiday and did not show up in class.

Some friends of mine living in the area of Copenhagen forward the link to my online questionnaire to their Danish acquaintances.

The idea was to get at least 100 respondents. Before starting the survey, I tried to predict a possible number of respondents and I did not expect to be able to reach more than this number of Danes. The distribution lasted three months and the total amount of respondents is 219.

The questionnaire consists of thirty questions. Nineteen are multiple choices, eight are open questions and three are 4-point agreement scale. In this way, respondents need to concentrate in different ways while they fill in the questionnaire. For example, they need less concentration to answer a multiple choice, than an open question. Mixing and alternating different questions let respondents less tired by completing the set of queries.

The questionnaire starts with a brief explanation of the main aim of my research. That is important, because the possible respondents must be aware of the purpose of the questionnaire. So that, they can be more motivated and they are likely to answer paying more attention and being precise. What follows is the beginning description of the questionnaire:

“Hi everyone! I am Gianna Paterno, an Italian student. I am finishing my Master degree in Tourism at Ca’ Foscari University in Venice. My thesis deals with Danes' opinions about Italy and Italians,

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<sup>27</sup> Abbreviation, it stands for Italian Institute of Culture.

<sup>28</sup> Then all the filled in paper-version-questionnaire have been registered in the online-version, so that answers could be collected together in the same way.

and your help is highly appreciated. The questionnaire is anonymous and takes less than 10 minutes. When you're finished do not forget to click on "INVIA".”

This brief presentation has been given orally to the people that were asked to fill in the paper-version of the questionnaire.

Right after the introduction the questionnaire begins. It is preferable to start asking easy questions to make respondents feel comfortable. More complex and demanding queries have to be asked in the intermediate part of the questionnaire, when respondents are more likely to make some efforts and pay attention to answer properly. In fact, completing a demanding series of questions at the beginning can discourage respondents and make them stop filling in the questionnaire. In the last part of the questionnaire, they can be tired and tend to answer paying less attention to demanding questions.

For these reasons, the first question of my research is extremely easy. It is a yes/no question, so that respondents are not asked to do much effort to answer. As I said before, at the beginning of any questionnaire respondents do not have to feel stressed or forced to think a lot. They need to get to know how to do it. They could be a bit shy in saying personal information. That’s the reason why demographic questions are generally asked at the end, because if you do not let respondents feel comfortable they can decide to stop filling in the questionnaire (Campostrini, 2005) and in this way you loose precious information.

## **4.2 Questionnaire analysis**

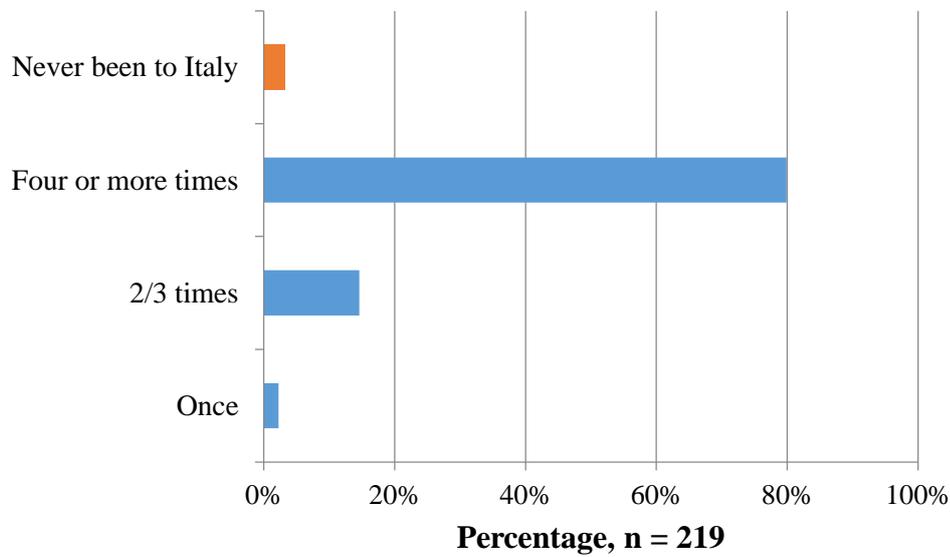
### **Question nr. 1: Have you ever been to Italy?**

212 out of 219 respondents (97%) answered yes to the question, meaning that they experienced Italy by themselves. For this reason, all the following answers concerning their ideas about Italy and Italians are the result of a “real” experience of Italy and Italian atmosphere. Rather than ideas given only by personal imaginary, by books, brochure, fliers or films.

The second question’s aim is to check if respondents are repeaters or if they went to Italy only once.

### **Question nr. 2: How many times have you been to Italy?**

## 2. Answers to question: "How many times have you been to Italy?"

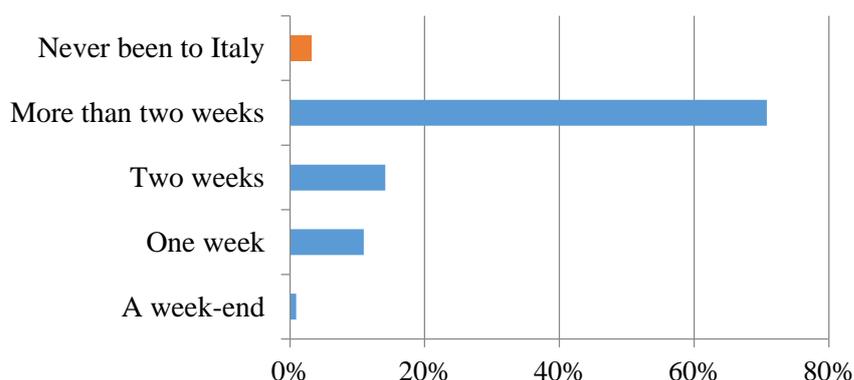


Surprisingly 80% of respondents says that they have gone to Italy 4 or more times. That states that they are repeaters. This very important result shows respondents' propensity for Italian holidays. This aspect will be outlined in the following pages.

The third question is about the duration of Danes' stay in Italy. It is useful to find out how long they have been staying in Italy. Because it is important to understand how deeply they experienced Italy, Italians and Italian atmosphere. This is far from asserting that if they have been to Italy 4 or more times, they know it for sure very well. Because that depends from person to person. Still the results of this question should give you an idea about respondents' travel habits.

### Question nr. 3: How long have you been in Italy?

### 3. Answers to question: "How long have you been in Italy?"



**Percentage, n = 219**

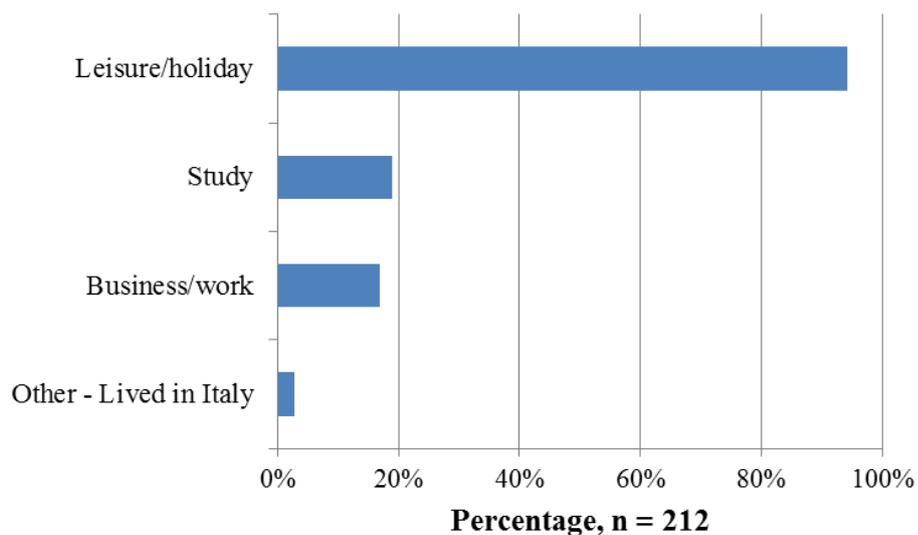
As you can see in the graph nr. 3, again respondents confirm their passion for Italy. Because more than 80% of them says, they have been staying in Italy for 2 weeks or more than 2 weeks. It is not so surprising, because a research about “Nordic outbound travel market” conducted by Danish Medie ministeriet expert on tourism (Medie ministeriet expert in tourism, 2011) argues that normally Nordic people have 5-6 weeks holidays per year and they use to have 3 successive weeks during summer period to go abroad (Medie ministeriet expert in tourism, 2011). Moreover, this result is confirmed also by a research concerning Europeans’ preferences about tourism that was mentioned in the first chapter (European Commission, 2015). It argues that in 2014 the most popular holiday duration (56%) was between 4 and 13 nights. On the other hand, the short stay trip (up to 3 nights) that was ranged 2<sup>nd</sup> (49%) (European Commission, 2015), is not very common among Danish tourists in Italy.

The fourth question has been made to find out the main purpose of Danes’ stay in Italy. In fact understanding the reason why they chose Italy as their holiday destination is important. First of all because you can figure out which kind of tourists they are. Second, you can analyse their specific needs and preferences and set the right offer.

#### **Question nr. 4: What was the purpose of your stay in Italy?**

Respondents had to choose one of the three options given (study, business/work and leisure/holiday). In case they felt like adding some extra comment, they could complete the field “other”. Answers registered show that 52 respondents complete this field. Most of them add one of the reasons given in the multiple choice, while other said that they lived (for a period) in Italy.

#### 4. Answers to question: "What was the purpose of your stay in Italy?"



As you can see from the graph, holiday/leisure is the most popular reason to go to Italy. This answer recurs 200 times (94%), meaning that majority of respondents said he/she went to Italy for leisure. Study and business' reason recur only 40 and 36 times respectively. While 6 people said they had lived in Italy for a period. As this remark suggests, respondents' main reason to go to Italy is undoubtedly leisure. The "*Danish Travel Awards 2013*"(ENIT, 2013), a reward won by Italy in Denmark, confirms this result. Italy got the better of important competitors as Spain and Greece and turned out to be Danes' favourite holiday destination. In October 2015, Italy confirmed its importance in Danish market winning again the prize as the "best touristic destination in Europe". Both individual tourists and Danish trade operator voted for "*Danish Travel Awards 2015*"(ENIT, 2015). It confirms again that brand "Italy" is well known in Denmark. Danes really appreciate Italian quality of life, climate, history, art and culture. They like what is Italian: from delicious food to all Italian products. This idea has been confirmed by the Corporate Annual Report 2014. It adds that "Italian brand" is well known, especially because of fashion, design, "dolce vita" myth (ENIT, 2014b).

After question nr. 4 they are asked to answer some more demanding questions. Effectively the fifth question is the first one that requires an effort to respondents. It is not a multiple-choice question, but it is an open one. I decided not to give a multiple-choice question, because I wanted respondents not to be influenced by a list of given words. I wanted them to say what they thought.

**Question nr. 5: List at least 3 words (up to 5) that come to your mind when you think about Italy.**

5. Answers to question: “List at least 3 words (up to 5) that come to your mind when you think about Italy.”

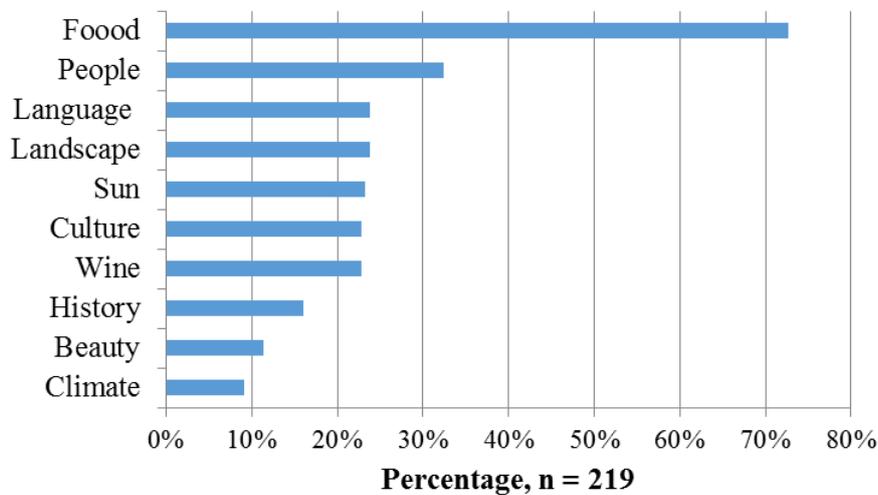


Source: <https://tagul.com/>

Respondents were asked to list up to 5 words describing Italy. The total amount of words collected and clustered depending on the topic is 133<sup>29</sup>. The word cloud above shows records collected. While the following graph includes the first ten most recurring answers:

<sup>29</sup> The complete list of answers to Question nr. 5 is in the Appendix B.1.

### 5.1 Most recurrent answers to question: “List at least 3 words (up to 5) that come to your mind when you think about Italy.”



This graph shows that respondents’ imaginary about Italy is full of several words related to different topics, such as climate, culture, language, food.

According to “The Nordic outbound travel market – potential and possibilities”, the most important factors for Danish tourists are climate, culture and local people (Medieministeriet expert in tourism, 2011). Furthermore, this research has shown that Nordic tourists have a strong willingness to try the local cuisine (Medieministeriet expert in tourism, 2011). Even though respondents of my questionnaire were not asked to list what they love about Italy in question nr. 5, it is clear that “food” plays a big role in their imaginary of Italy (this word recurs 159 times).

Since I did not expected so many answers concerning Italian people in the fifth question, I had prepared a specific one (nr. 6) about “Italian people”. As you have seen this answer recurred 71 times, hence you could expect detailed and positive answers to the following question:

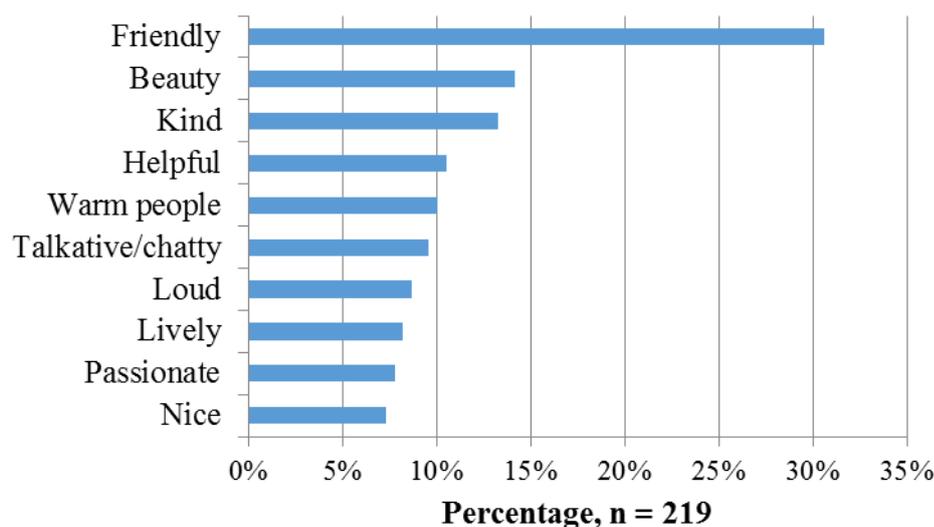
#### **Question nr. 6: List at least 3 adjectives (up to 5) that according to you describe Italians.**

The total amount of words collected and clustered depending on the topic is 196<sup>30</sup>. The records are summarized in the following word cloud.

<sup>30</sup> The complete list of answers to Question nr. 6 is in the Appendix B.2.



### 6.1 Most recurrent answers to question: “List at least 3 adjectives (up to 5) that according to you describe Italians”



A huge number of different adjectives describing Italians has been collected. It is probably due to the fact, that 97% of respondents has been to Italy and majority of them did it several times. They experienced Italian people in person. Probably it is easier to say what they think about them. It must be stressed, that the most recurring adjectives are positive: friendly, beauty, kind and warm people. On the other hand, it has been registered also a couple of adjectives that could be defined as non-positive: talkative and loud. They cannot be defined totally negative, but still they show that sometime Danes' idea about Italians is not so positive. I would be tempted to claim that the last two adjectives should not be seen as negative. Because they show you some of the differences between Nordic Countries' people and Southern Europeans. I will return on this argument later, when I will discuss the results of the question about Danes' idea about themselves. So that you will see how they see themselves and consequently what they could perceive as a negative aspect.

The next query is an open question. Respondents are not asked to list a fixed number of words, but simply to answer. That means that Danes are allowed to express themselves, as they prefer. They have not a limited amount of words to list. They are allowed to write a full sentence, couple of words or simply one word. Despite this chance to express freely, most of them tend to use single words to answer. It is not surprising, because people usually do not spend much time doing a questionnaire and they tend to avoid demanding question. Query number 7 is the following one:

**Question nr. 7: What do you like about Italy?**



different answers has been collected, respondents in this question had very different opinions among each other<sup>33</sup>. The following word cloud includes the most recurring one:

### 8. Most recurrent answers to question: What do you dislike about Italy?



Source: <https://tagul.com/>

As you can notice from the word cloud, the majority of answers refers to mafia and politics environment (politics, politicians, government, Berlusconi). That may have something to do with the amount of news about Italian politics conveyed by TV news. In addition, the big difference between Italian politics and Danish one can lead Danes to perceive Italian politics as something really far from their experience and consequently noteworthy. Because it is hard to believe that tourists can perceive Italian politics during their vacation. Sure is that, it has to depend also on how much mass media talk about that. Furthermore, it depends also on how long they stay and on how many times they have been in Italy and the kind of accommodation. In fact, staying in a hotel is very different from owning or renting a summerhouse in Italy. In the latter case, they need to cope with Italians and Italian bureaucracy and they can experience in some way Italian politics. That can influence their perception of Italian bureaucracy. Even interacting with locals might influence foreign tourists' opinion. It is very common that Italians complain about the political situation. Furthermore, most of

<sup>33</sup> The complete list of answers to Question nr. 8 is in the Appendix B.4.

the respondents are “repeater tourist” and have been staying in Italy more than four weeks. This might lead repeater tourists to be more interested in Italian situation, than other people.

Then another aspect that Danes dislike is “corruption” (21% of respondents). That may have something to do (again) with the huge difference between Italian’s (perception of) corruption and Danish one. According to the Transparency International, the global coalition against corruption (Transparency International, 2015a)<sup>34</sup>, in 2015 Denmark was the least corrupt country. Every year TI publishes the corruption perceptions index, which measures the perceived levels of public sector corruption in more than 100 countries and territories. This Index ranks countries and territories depending on how corrupt their public sector is perceived to be. The score scale of 0-100, shows how corruption is perceived. Zero means that it’s perceived as an highly corrupted country, while 100 means the contrary. In 2015’s Index Denmark turns out to be the least corrupted country (rank 1, score 92). On the other hand, Italy got rank 69 and score 43 (Transparency International, 2015b). That huge difference should lead Danes to perceive this aspect as something noteworthy. In fact, in general people tend to be more shocked by aspects that differ a lot from their culture and life.

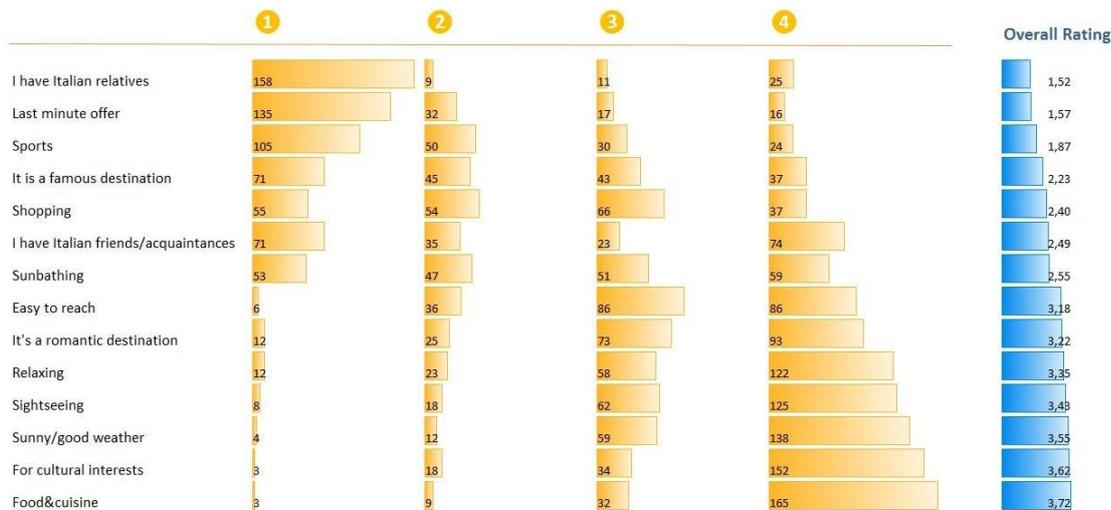
**Question nr. 9: You chose/you would choose Italy as your destination because...**

Question 9 is about the reason why respondents chose Italy as their destination. After several open questions, I skip to a 4-point agreement scale question with one being “totally disagree” and four being “totally agree”. Respondents were free not to express their opinion. Despite of that, total amount of “I don’t know” in question number 9 is only 159, while 2907 answers show an attitude within four point scale given.

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<sup>34</sup> Transparency International is an international non-governmental organization founded in 1993 in Berlin by several members, as for example: Peter Eigen, Hansjörg Elshorst and Joe Githongo, Fritz Heimann. It has a Secretariat in Berlin and more than 100 local organization’s branch all over the world. Its main aim is to implement and develop tools by which fight against corruption.

## 9. Answers to question: "You chose/you would choose Italy as your destination because..."



Results of question nr. 9 confirm (again) what is stated in the research “The Nordic outbound travel market” (Medieministeriet expert in tourism, 2011). In fact, according to this research, Danish tourists’ favourite activities are relaxing, sightseeing, shopping and restaurants. The only activity that does not find an acknowledgement by respondents is “shopping”. In fact, they are split in two: 50% answered they do not choose Italy because of that, instead the other half does. Again, evidence shows that gastronomy is a key factor when respondents choose their holiday destination. On the other hand, they do not seem influenced by “last minute offer”, the possibility to practice sports and by having Italian relatives.

Focusing on booking behaviour, almost all respondents seem to have the same habits. In fact, almost all respondents answered in the same way to the following question:

### Question nr. 10: How have you planned/would you plan your Italian holiday in Italy?

73% of respondents answered that they use internet, instead of a travel agency/Tour Operator (8%). This result is confirmed by the research “Nordic outbound travel market (Medieministeriet expert in tourism, 2011), which shows that 60% of Nordic tourists books vacations online and 63% of respondents prefers to do it by themselves. It has to do with Nordic countries’ forefront of penetration and use of ICT (Information and Communication Technologies). Then Nordic tourists prefer booking online because it is a flexible way to do it and they can fix every single detail as they prefer. In addition, they can book their holiday in every moment.

This research points out a list of the five most important sources of information:

1. Been there before

2. Google.com
3. Recommendations from friends or families
4. Official website for travel agency
5. Official website for hotels, attractions etc. (Medieministeriet expert in tourism, 2011)

It must be stressed, that three out of five are ICT sources. That highlights again the importance of ICT in promoting and communicating tourist destinations.

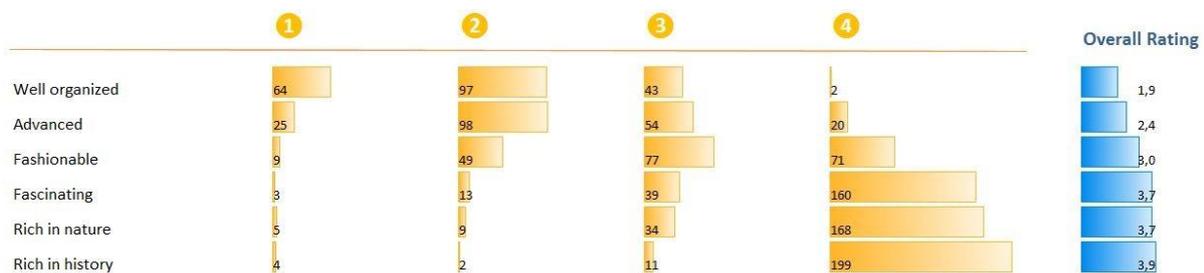
On the contrary, information sources that do not seem effective are TV spots, exhibitions visits and travel programmes on TV. According to the report,(Medieministeriet expert in tourism, 2011) women decide more than men do. They not only look for information in Internet and talk with friends, but also read magazines.

The following questions, nr. 11 and nr. 12, are four point agreement scale question about Italy and Italians. Score one stands for “totally disagree” and four for “totally agree”. A “don’t know” answer is included too. Respondents are supposed to cross the number that best expresses their idea. In this way, they have the possibility to answer in total freedom, without being forced not to remain neutral. Asking those questions, I wanted to check if respondents would have changed their mind if they had some fixed choices, instead of an open question (such as questions nr. 5 and nr. 6).

### Question nr. 11: You think Italy is:

In this question, “I don’t know” answer recurs only 59 times, while 1256 answers show an opinion within four points scale choices.

#### 11. Answers to question: “You think Italy is:”



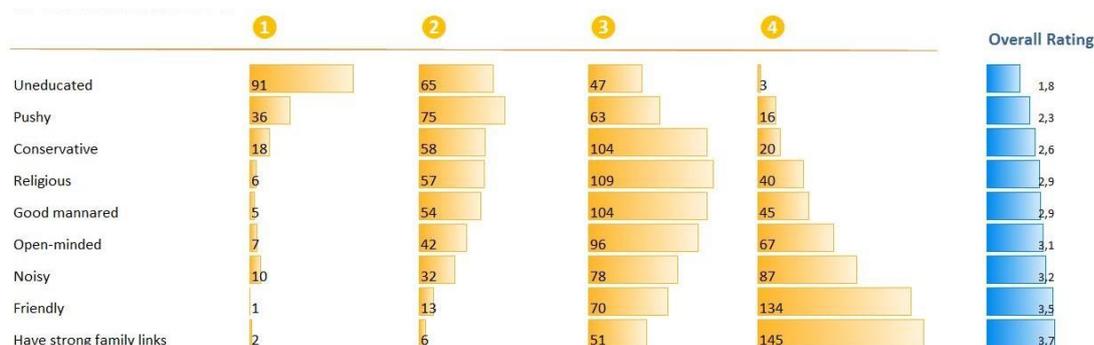
As you can see from the graph, respondents confirmed what they said in the previous (open) question about Italy: they are fascinated by Italian history and nature, but here they add that Italy is neither well organized, nor advanced.

The next question is about Italians.

### Question nr. 12 You think Italians are:

In this question, “I don’t know” answer recurs only 114 times, while 1857 answers show an opinion within four points scale choices.

#### 12. Answers to question: 12 You think Italians are:”



In all the other answers, you can see that results confirm the idea that Danes expressed in the previous (open) questions about Italians. Indeed, you can see that the majority of respondents agrees on the fact that Italians are friendly. This result was conveyed by question nr. 6<sup>35</sup>, where 31% of respondents wrote “friendly”. In second place respondents disagree on the fact that Italians are uneducated and agree on the fact that they are good manners. Finally, respondents indicate that Italians are noisy. That confirms again the idea that respondents had in the open question about Italians’ characteristics. As outlined at the beginning of this chapter, some respondents who filled in the paper-version of the chapter asked for my help in this question. All of them asked for the meaning of “pushy”. Sure is that other respondents had some doubts about this word, because 29 respondents did not express their opinion. It could be that this adjective did not seem too clear to the respondents, maybe they were not certain about the meaning of it, or they really do not know if Italians are pushy or not.

Question nr. 13 and nr. 14 have been asked to focus on respondents’ idea about themselves and what they believe Italians think about them.

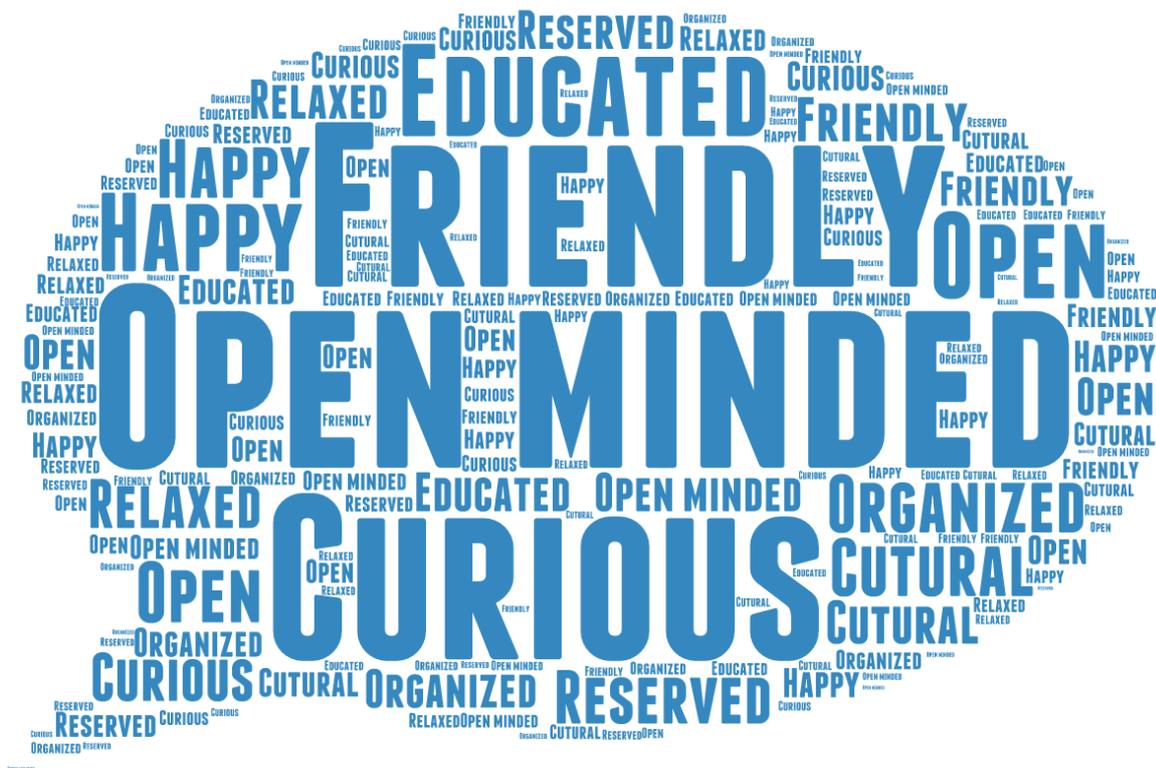
### Question nr. 13: How do you think Italians would describe Danes? List at least 3 words (up to 5).

<sup>35</sup> “List at least 3 adjectives that according to you describe Italians”.



**Question nr. 14: How would you describe yourself as a Dane? List at least 3 words (up to 5).**

**14. Most recurring answers to question: How would you describe yourself as a Dane? List at least 3 words (up to 5).**



Source: <https://tagul.com/>

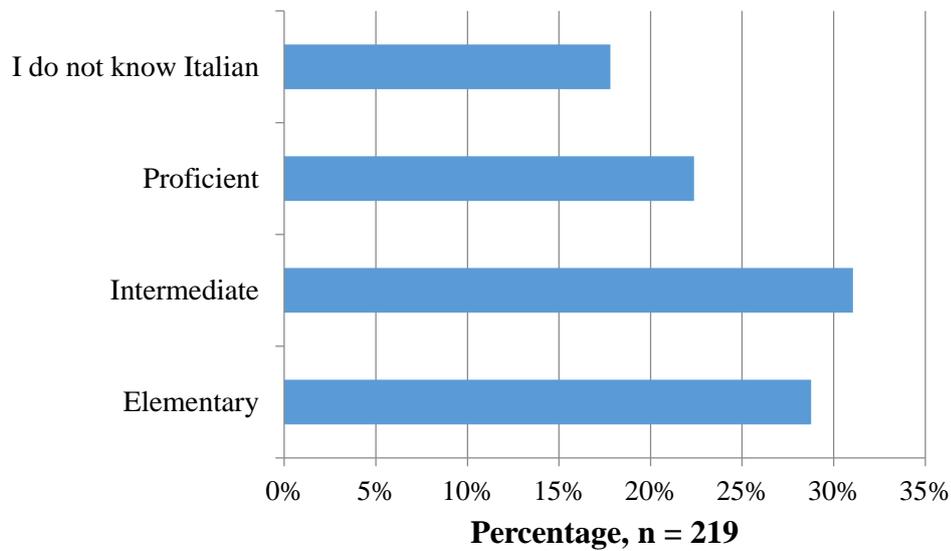
As you can notice all the adjectives mentioned are either positive or neutral. It is interesting to see that respondents see themselves in a positive way, but they are more critical if they are asked to put themselves in Italians' shoes. For example, only 13 people feel that they are reserved, but 32 thinks that Italians believe they are.

Data gathered in questions 13 and 14 are interesting to understand how respondents see themselves. Sure is that from a touristic point of view is useful to have an idea about potential tourists characteristics. It could help set the right offer.

In the next section, respondents are asked some question about Italian language. First, because language is an important part of a culture and it allows you to plunge in the local life. Second, because, as pointed out in the previous chapter, Nordic countries tourists have high willingness to speak the local language and they are high language-skilled people.

**Question nr. 15: Which is your level/competence in Italian language?**

**15. Answers to question: "Which is your level/competence in Italian language?"**



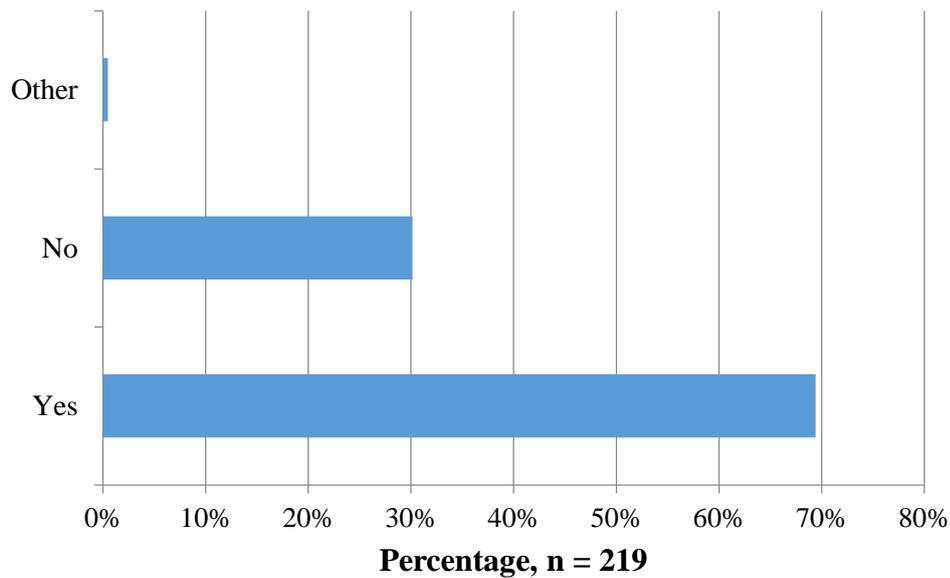
As you can see from the graph, only 18% of respondents does not know any Italian. It is interesting, because it confirms Danes' willingness to speak the local language and their aptitude for foreign languages. 60% of respondents has either an elementary level or an intermediate one. Finally, 22% has a proficient competence. That means that they really want to plunge into Italian culture and life. They are not disinterested tourists; they really want to experience their holiday.

It is confirmed by the research "The Nordic outbound travel market", because it states that Nordic tourists have a strong willingness to learn and speak the local language (Medieministeriet expert in tourism, 2011).

Question nr. 16 shows you that 70% of respondents who knows Italian, has attended a language course.

**Question nr. 16: Have you ever attended an Italian language course?**

## 16. Answers to question: "Have you ever attended an Italian language course?"



Now it would be interesting to find out where they attended it. If they did it in Denmark or in Italy and if it was an Italian organization that offered the course.

One of the most important Italian organization that offers Italian Language Course worldwide is The Italian Institute of Culture. It is a worldwide non-profit organization held by the Italian Government. There are 90 IIC<sup>38</sup> around the world. The Institute has several aims, as defined by the law 401/90 and by the regulation 392/95. One of them is promoting the Italian culture through events (such as exhibitions, conferences, concerts, films...) and language courses. Some of the following question focus on the IIC, because it is important to find out whether, it is known or not.

Question nr. 17 directly asks whether respondents have attended a course at the Italian Institute of Culture or not.

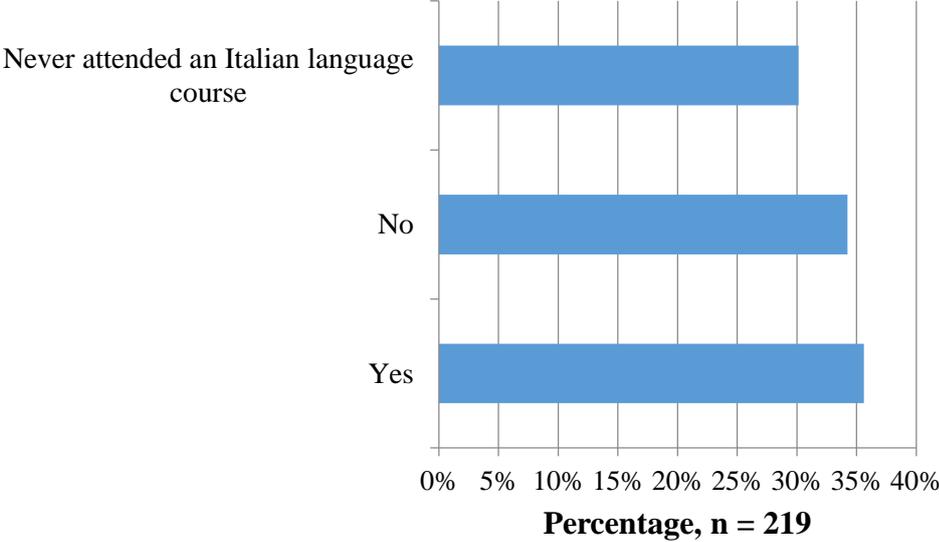
Respondents are split in two: half attended a course there, the other half did not.

## Question nr. 17: Have you ever attended an Italian language course at the Italian Institute of Culture?

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<sup>38</sup> Abbreviation for Italian Institute of Culture.

**17. Answers to question: "Have you ever attended an Italian language course at the Italian Institute of Culture?"**



34% of respondents has not attended a course at the Italian Institute of Culture.

**Question nr. 18: If not, where have you attended it?**

Several respondents wrote more than one answer. The following list includes the answers listed by country:

- In Denmark (50 respondents): University, Language course in Denmark, Dante Alighieri Society<sup>39</sup>, VUC<sup>40</sup>, Gymnasium, AOF<sup>41</sup>, evening school, FOF<sup>42</sup>, HF<sup>43</sup>, Studeskolen;
- In Italy (25 respondents): Language course, Private course in Verona, University in Italy;
- Private lessons (3 respondents);
- European Parliament in Luxembourg (1 respondent);
- Online (1 respondent).

Majority of respondents has taken an Italian language course in Denmark. However, several of them attended a course in Italy too. That makes us understand how important are promotion and offer of Italian language courses both in Italy and abroad. Danes seem to be deeply interested in studying foreign languages. That is why several of them go to Italy to attend a language course or to practise Italian language. It is an important information, because it highlights Danes' interest in such type of holiday. It could be a fruitful segment to invest in resources. Because this kind of touristic offer could be suitable not only for young people, but also for senior tourists, who are looking for a cultural holiday. They are repeater tourists, so they are not looking for famous destinations they already visited in the past, but for unique experiences that let them get in touch with local people and authentic culture.

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<sup>39</sup> Dante Alighieri Society is a society founded in Italy in 1889. This cultural society promotes Italian culture and language worldwide. There are 423 chapters in 60 countries

<sup>40</sup> VUC: the Danish Voksenuddannelsescenter (VUC) is the general adult education programme and it is part of the public education system. Its aim is to enhance adults' ability to improve their future job and educational possibilities.

<sup>41</sup> AOF Denmark (for the Workers' Educational Association), founded in 1924, is a Danish association of 130 evening schools, day schools and language centres. AOF is formed by LO, the Social Democrats, The Co-operative Federation and the labour movement's youth. Its aim is to spread knowledge and understanding of the values of social and cultural nature, including importance of international cooperation. AOF also seeks to contribute to the spread of democracy in society and to stimulate interest in active participation in community life. The President of the AOF Denmark's Ole Wehlast from NNF and manager John Meinert Jacobsen. AOF is a member of the co-operative.

<sup>42</sup> FOF for International Education Association is a Danish education association that offers evening classes and cultural events in more than 80 municipalities. Every year almost 250.000 people take part in it. FOF describes itself as a modern, value-based business via an association with evening classes and language centres throughout the country. The FOF's goal is to help give people a richer social and cultural life. FOF's mission is to expand the individual's insight, foresight and quality of life. FOF's vision is public education that includes both learning and experiences. FOF's slogan is a more rewarding life. FOF's logo is: spiral - the eternal development that knows its roots)

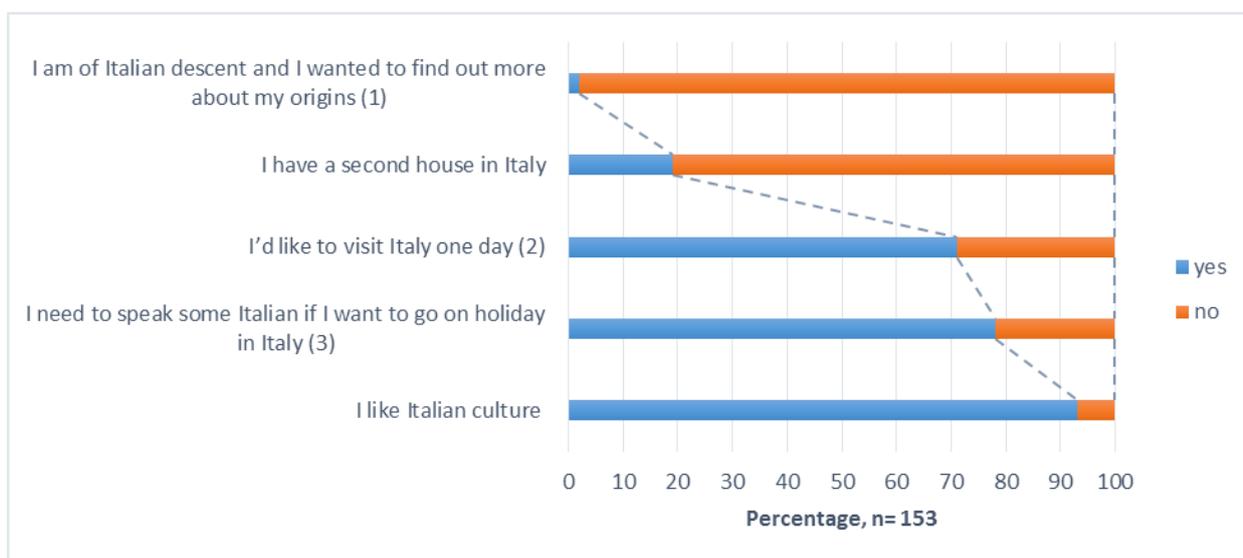
<sup>43</sup> HF: The Higher Preparatory Examination (in Danish: Højere Forberedelseseksamen or HF) is a 2-year general upper secondary program building on to the 10th form of the and leading to the Folkekole higher preparatory examination (the HF-examination), that qualifies for admission to higher education, subject to the special entrance regulations applying to the individual higher education programmes.

Next question is about the reason why respondents started to study Italian. Therefore, it is curious to understand the motivation. Respondents had a list of possible reasons and they had to cross “yes” or “no” to each of them. Then they were given an optional field “other” to add other motivations.

**Question nr. 19: Why did you decide to study Italian?**

The following graph shows that, three out of five possible choices given to respondents can be considered strong motivations that led them to study Italian language. While the other two options given are seen as weak motivations, because only 2% and 18% of respondents chose them as reasons to study Italian.

**19. Answers to question: Why did you decide to study Italian?**



(1) Here, confirms that almost none of respondents has Italian origins.

(2) This answer is a bit tricky, because most of the respondents has already been to Italy, so maybe some of them answered “no” just because of that. By the way you can see that majority answered positively, that means that they had been able to interpret the question in the right way

(3) This option confirms one of the idea that 4% of Danes conveyed by question nr. 8 (What do you dislike about Italy?): Italians have no language skills.

In addition to motivations given, respondents had the chance to add some extra comments in the field “other”. 42 of them filled in the field

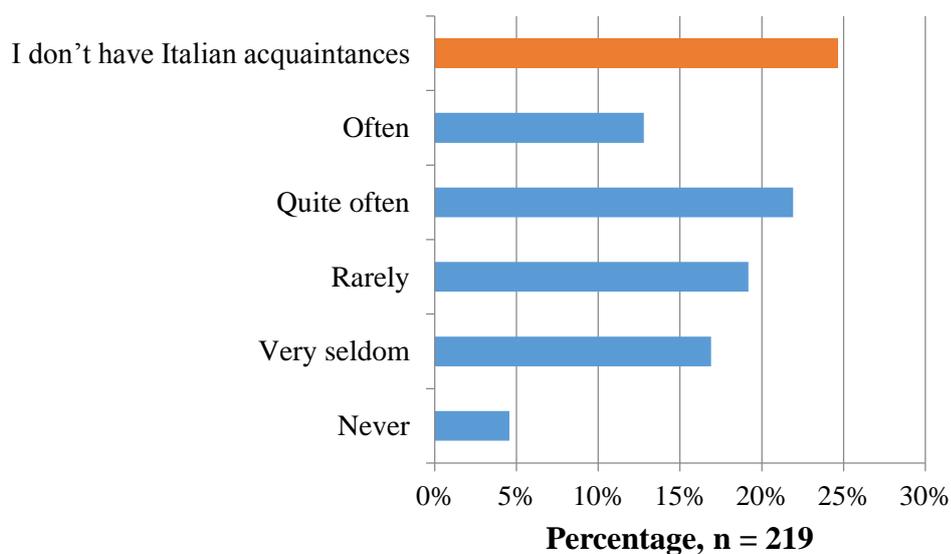
- 13 people said they studied Italian because they have/had partner's family/friends/relatives in Italy;
- 13 respondents because they love languages/Italian language;
- 8 respondents said that they did it because of their job;
- 8 people said that they decided to study Italian language because they had lived or would like to live in Italy.

The fact that 13 respondents felt like adding a comment stressing the idea that they love languages and in particular Italian is interesting, because it shows their willingness to be able to speak a foreign language.

The following question has been made to find out how often Danes practise Italian with Italian friends. We want to find out if Danes study Italian language and then practise it with friends or not.

**Question nr. 20: How often do you talk with your Italian acquaintances / friends?**

**20. Answers to question: "How often do you talk with your Italian acquaintances / friends?"**



Only 35% of respondents talk with friends/acquaintances often or quite often. It means that respondents do not talk Italian with Italians. Maybe they prefer to practise the language during their trips, or reading books, or watching films.

The following section focuses on the Italian Institute of Culture, where I did an internship of three months at the beginning of 2014. The answer to the following question shows how much this organization is known among Danes who, as you saw, have already been to Italy and are interested in Italian culture.

**Question nr. 21: Do you know the Italian Institute of Culture?**

45% of respondents does not know the Italian Institute of Culture. It is a quite unsatisfying result, because 97% of respondents went to Italy (most of them did it many times) and 70% of respondents who knows Italian, has attended an Italian language course. That means that respondents are interested in Italian culture, in travelling to Italy and in studying Italian. Despite that, only half of them knows the Italian Institute of culture. This is a critical point, because the Institute should be known at least by “Italian lovers”, so that they could improve their knowledge of Italian culture through events, books presentations and conferences held by an Italian Institution.

**Question nr. 22: It is the cultural office of the Italian Embassy. Its main aim is to promote the Italian culture through/via concerts, conferences, events, films, Italian language courses. Would you be interested in joining some events?**

What is encouraging is that 63% of people, who does not know the IIC, after a short explanation about its aim and events, would be interested in taking part in IIC’s events. That makes us think that IIC should be more promoted, so that more people could know it.

On the other hand, people who already knew the IIC were asked if they had ever taken part in IIC’s events. Unfortunately, results are not encouraging at all.

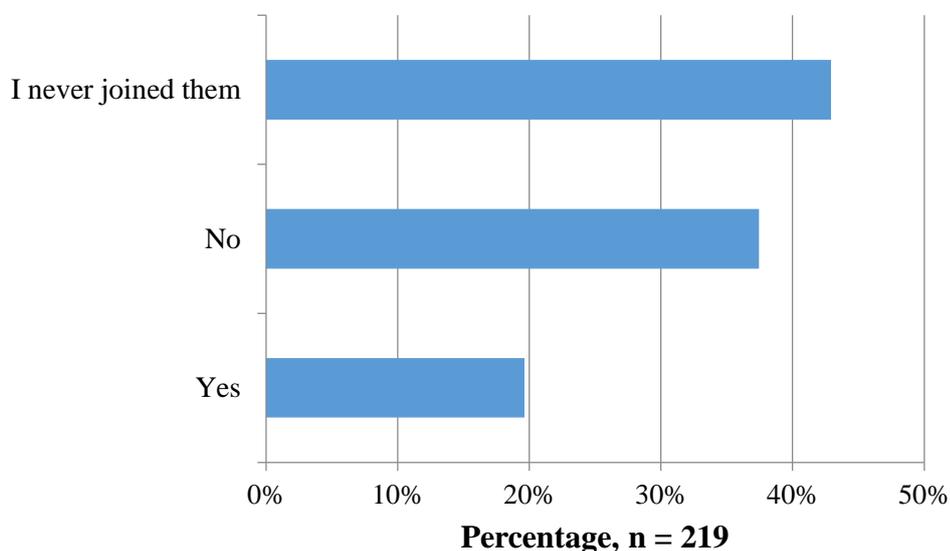
**Question nr. 23: Have you ever attended the events organized by the IIC?**

- 39% answered never (*never because it is too far/I am not interested*);
- 29% once/twice a year;
- 20% once a week/twice a month/once a month.

Listed answers are not encouraging at all. IIC organizes every week some events and 39% of respondents had never taken part in events. Moreover, 29% of Danes interviewed had taken part once/twice a year and only 20% has taken part more than once a month. Despite the low level of participation, it is interesting to find out whether attending IIC’s events and courses had changed Danes’ idea about Italy. The following question focuses on this topic.

**Question nr. 24: Has joining the Italian Institute environment (or an Italian language course) changed your idea about Italy?"**

**24. Answers to question: "Has joining the Italian Institute environment (or an Italian language course) changed your idea about Italy?"**



Only 20% of respondents states that joining the IIC environment has changed his idea about Italy. In the following list are summarized the reasons why respondents feel they changed their mind about Italy and Italians:

- *I know Italy/ Italians in a deeper way. 18 respondents (one respondent said: if you can speak Italian, then they smile immediately.);*
- *Better idea about Italy/Italians 8 respondents (One interesting answer is the following one: stereotypes fade to the background and you appreciate Italians as people with more to offer than food and history);*
- *I have seen good films;*
- *I have become even more in love with Italy;*
- *I have been surprised to learn, what a great job the Institute is doing in terms of promoting the Italian language and culture;*
- *Italy is a country with big cultural differences and issues to be solved, not just a holiday paradise;*
- *More dedicated to the language and culture;*
- *Talking to people;*

- *Understanding how different from each other italians can be;*
- *It made me even more interested in Italian politics, food, etc.*

Thanks to the Italian Institute of Culture, most of respondents who take part in offered activities seems to be more aware of Italy in general and of Italians' features. They have been learning not only Italian language, but also Italian culture, customs, tradition and differences among Italians. Eight people state that they have a better idea about Italy after having joined the Institute. That brings with it that the IIC is doing an important work offering events and language courses. Indeed people joining its activities gain more awareness about Italian culture and people.

The following question is about respondents' origins. Because I wanted to test, how many of them have Italian origins.

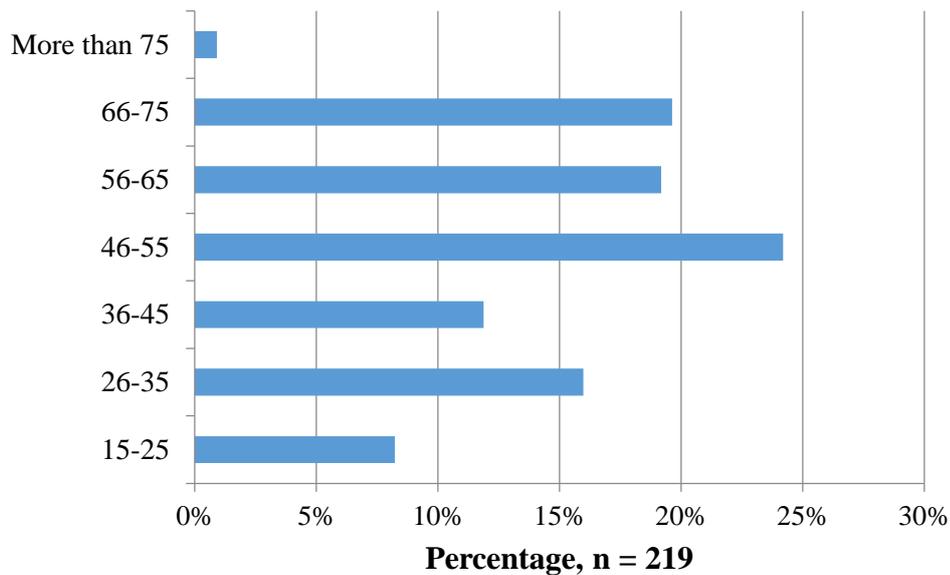
As you can see almost all respondents, do not have Italian origins. That means that Danes' love for Italy is not due to family affair/links. On the contrary it is genuine passion for Italy and Italians.

Most of the results of this questionnaire confirms that they are much interested in what is Italian, as language, food, wine, history, landscape, people, culture... That is an encouraging result because it means that respondents love Italy not only for a single aspect, but for many. Therefore, the number of Danes that join organization (as for example the IIC) promoting Italy has to increase. In this way, they will become more and more interested in Italy and they will be more predisposed to go on holiday to Italy.

Last section of the questionnaire concerns demographic questions. As said at the beginning of this chapter, demographic questions have to be asked in the last section of a questionnaire, because queries about age, profession, and personal information are too personal to be asked at the beginning, when respondents feel more insecure and not confident with the questionnaire. If respondents do not feel comfortable, they could decide to quit filling in the questionnaire.

### **Question nr. 28: Age**

## 28. Answers to question: "Age"

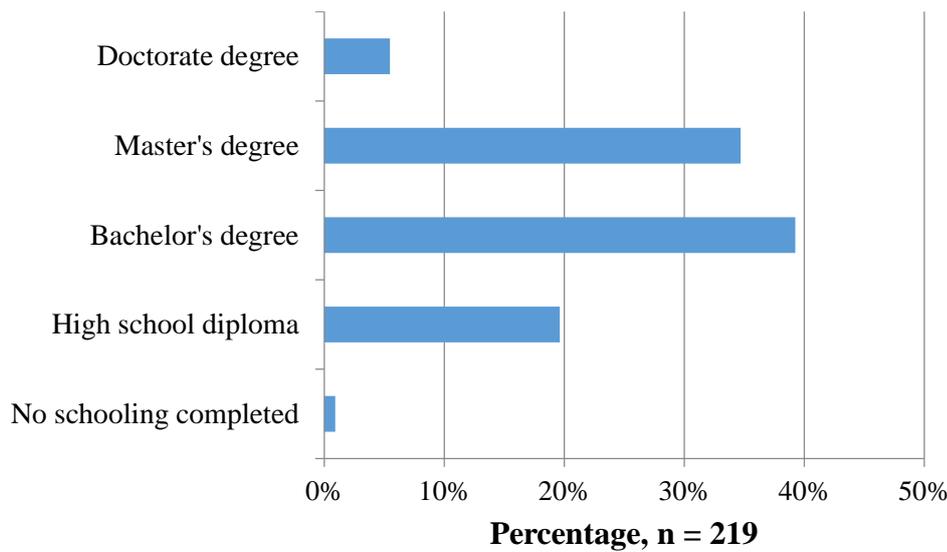


As you can see in the graph, more than 60% of respondents are aged between 46 and 74 years old. According to the research “The Nordic outbound travel market, potential and possibilities”, this segment is called: “empty nesters”, because they have no children living at home. This segment is one of the most important, because its number is increasing. In Denmark, people over 60 will get to 33% of Danish population within 2050. That is why this segment should be interesting for the outbound market. Then, as outlined in the previous chapter, “empty nesters” have more free time than other segments, they are a wealthy segment and they love travelling. Moreover, “empty nesters” can travel not only during high season, but also in low season because they do not have to follow school’s calendar. The outlined features have to be considered carefully during destination promotion, because “empty nesters” segment is a fruitful segment, but also a demanding one.

Next question is about education. It is an important aspect, which gives us useful information about the kind of tourist we have to communicate with.

**Question nr. 29: What is the highest degree or level of school you have completed?**

**29. Answers to question: "What is the highest degree or level of school you have completed?"**

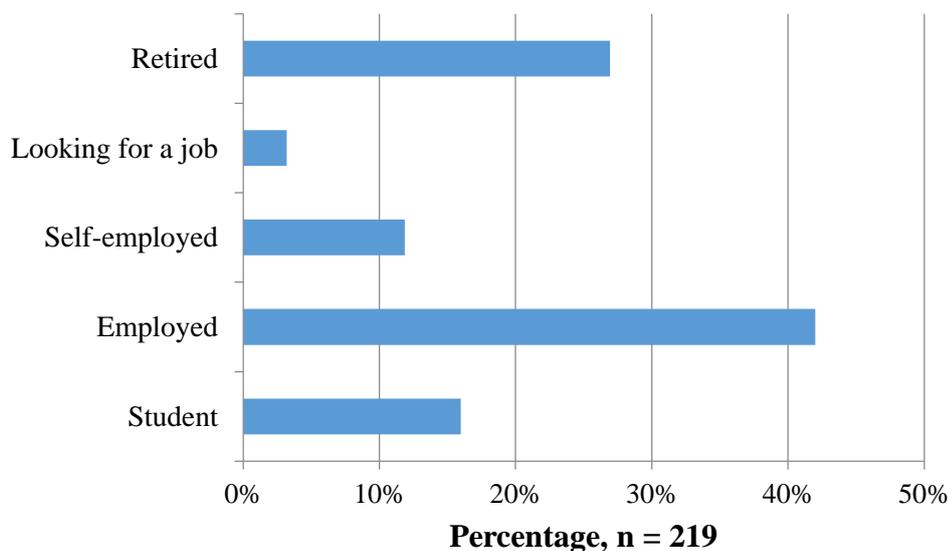


Despite the age of our respondents (more than 60% are aged 45+), the majority of them has completed university education. 39% of respondents has a bachelor's degree, 35% has a Master Degree and 5% a Doctorate. That means that Danes interviewed have a high education level. That affects for sure their needs during holiday. They might have different needs in comparison to less educated people.

Last question is about profession.

**Question nr. 30: Are you currently...?**

**30. Answers to question: "Are you currently...?"**



More than 50% of respondents is working (as employed or self-employed), that means that they have annual leave. On the other hand, 27% of respondents is retired, that means that they do not have any fixed period for holidays, so they can travel also in low season period and they are not committed to children schools' calendars.

In conclusion, this questionnaire has been extremely useful, because it let me find out several features of 219 respondents. Then most of the informations gathered by the questionnaire confirms what had been outlined by official researches and reports, such as Embassy/Enit joint report, Medieministeriet study about Nordic outbound travel market and Eurobarometer reports about tourism. That is a positive result. Because it shows, that Italy is an interesting holiday destination for respondents. Despite the small sample, the questionnaire succeeded in finding interesting information supporting the thesis that Denmark is an outbound travel market very interesting for Italian Incoming Tourism Market. Because respondents come often to Italy on holiday and stay more than two weeks. They consider Italians friendly people and their idea about Italy is highly related to food. Gastronomy turned out to be what they like most of Italy and the main reason why they choose Italy as a destination. On the other hand, they dislike mafia. Potential and possibilities of the Nordic outbound travel market have to be considered carefully in order to improve the existing relations between Italy and Denmark.



## **CHAPTER 5: “ITALIANITY” IN DENMARK**

The aim of this chapter is to highlight the existing links between Denmark and Italy. In this regard, we want to find out how much “Italianity” is present in Denmark. After that, it will be outlined a potential touristic product for a Danish target.

Going back to the XVIII and XIX century, as outlined in the first chapter, European élite, included Danish one, was interested in Italian art, history and way of life. Very famous Danes like Frederik IV, Thorvaldsen and Andersen used to travel to Italy to do the so-called “Grand Tour”. According to Battilani, there are evidences that king of Denmark went to Bagni di Pisa for thermal tourism (Battilani, 2011, p. 231). It will therefore not be surprising that Danes are still interested in Italy and Italian culture. Nowadays it is not difficult any more to get in contact with Italian culture. First because there are affordable tickets and fast connections, such as direct flights connecting Denmark to Italy, second because Danes can meet Italy and Italian culture without leaving their own country. I tried to summarize the main ways they can experience Italy and Italian culture directly from Denmark, as follows:

### **Museums and cinema**

In Copenhagen, you can find several ways to get in contact with Italian art and culture. In this regard, “Ny Carlsberg Glyptotek”, a famous museum in the heart of the city, is an important example. It has a huge number of Roman artefacts. Every Sunday the entrance is free of charge, so that everybody has a chance to have a look at the exhibition.

At the end of October 2015, “Ny Carlsberg Glyptoteket” hosted a concert organised by the Italian Embassy, the Italian Institute of Culture and Metro Team celebrating the Italian Language Week and the end of EXPO2015. An Italian and Danish public took part in the event. The Italian Ambassador opened the event, which consisted in a concert played by a Quartet of “Scala di Milano”. Then a light refreshment offered by a well-known Italian restaurant in Copenhagen (FAMO) closed the evening. Sure is that this kind of activity is a way of facilitating network creation between Danes and Italians living in Copenhagen. Moreover, such events help promote Italian culture. The State Museum of Fine Arts in Copenhagen has Italian drawings and paintings. While Roman Gladiators will be protagonists of an exhibition held in Moesgaard Museum of Aarhus in 2016 and Odense City Museums have an exhibition of Roman artefacts from II century. The fact that Italian art is present both in Zealand and in Jutland, can be due to the fact that exhibitions are

thought mostly for Danes and not only for tourists since foreign tourists visit mainly the island of Copenhagen when they go to Denmark.

Both Opera Houses offer every year numerous Italian masterpieces. Moreover, classical and jazz concerts of Italian famous artists are often set in the Danish capital city. Soon, an Italian Maestro (Fabio Luisi) will conduct Danish National Symphony Orchestra, fifty years ago another Italian Maestro (Eugenio Barba) helped by the municipality, founded the Odin Theatre in Jutland.

In the city centre of Copenhagen you can find Gloria cinema, which in August 2015 started an Italian contemporary movies series. The project “Grazie Gloria”<sup>44</sup> lasts until March 2016 and consists of one Italian movie per month with English subtitles. Sure is that this project helps enrich Danes’ idea of contemporary Italy and Italian culture. In fact, it is very common that Danes know very well the past of Italy, instead of the present. I think it is extremely useful to give potential tourists an idea about Italy today; otherwise they have an incomplete picture of the Peninsula. In this regard, Danish public has the chance to have an updated overview on actual Italian cinema.

### **Books and magazines**

In Denmark, the most famous magazines that talk about Italy and Italians are “Italia, ja tak!” (“Italia, ja tak!,” 2015) and “Il ponte” (“Il ponte,” 2015).

The first one is in Danish and updates Danes about Italian events in Denmark (movies, exhibitions...) and curiosity about Italy, such as gastronomy and important Italian characters. Its aim is to keep a link between Danes and the Italian world. In this regard, Danes can be informed every month about Italian happenings and events in Danish language. On the other hand, “Il Ponte” is a magazine written in Italian. Its purpose is to inform Italians living in Denmark or Danes who know Italian about main happenings in Denmark, such as new Italian initiatives, special events, important topics related to life in Denmark. Usually you find articles written by Italians living in Denmark that talk about their projects or important facts. In the last pages of this magazine, you can find a list of contacts that can be useful if you are living in Denmark. Both magazines are free and can be read either in paper- or digital version (directly on the websites). Grazia Mirabelli is the director of both magazines; she also works as Italian teacher at the Italian Institute of Culture, where IIC’s members can borrow Italian books from the library.

Regarding books, it must be highlighted that in June 2015, a new bookshop opened in Copenhagen. It is “ItaloLibri” and, despite the name we must draw attention to the fact that the owner is 100% Danish. She is a 27 years old lady who loves Italian literature. She lived both in the North and in the

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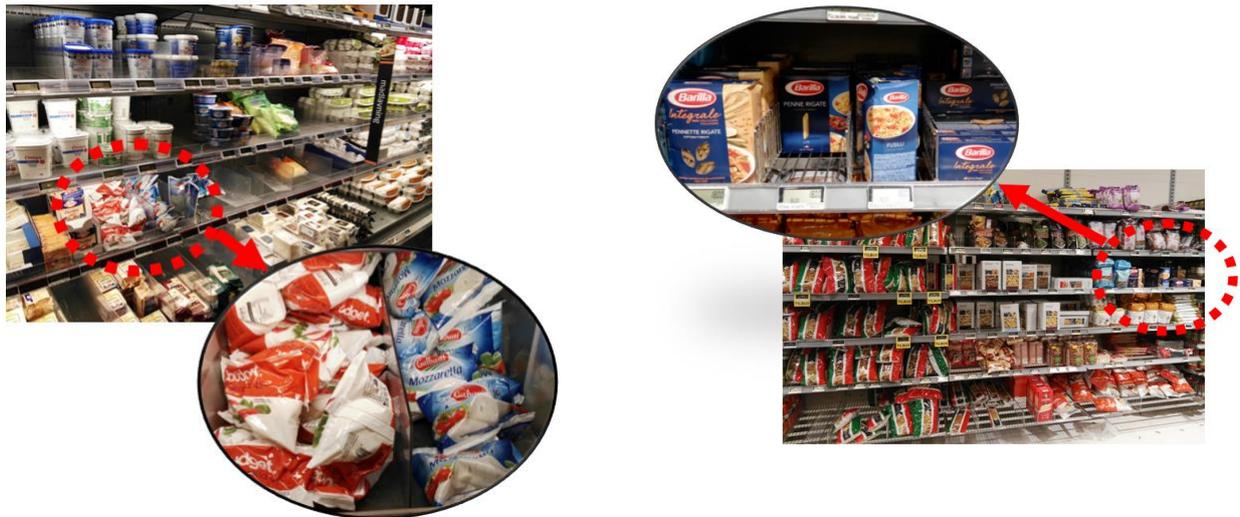
<sup>44</sup> “Grazie Gloria” program is available at the following link: [www.gloria.dk/Grazie%20Gloria](http://www.gloria.dk/Grazie%20Gloria)

South of Italy, first thanks to a year-culture exchange and then to an Erasmus project. Her activity has started a few months ago, and she would like to raise interest towards Italian literature and let Danes travel to Italy thanks to it. According to her, Danish tourists could become reader-tourists. For this reason, Italolibri project sounds interesting also from a touristic point of view (“Il ponte,” 2015, p. 21).

Concerning Italian literature, it has to be mentioned that in 2015 the character of King Christian VII inspired the book of the Italian Nobel Prize Dario Fo “C’è un re pazzo in Danimarca” (“There is a crazy king in Denmark”). The book was translated into Danish and the author presented it at the Book fair of Copenhagen in November 2015. As you see, Denmark and Italy are connected from several points of view. Again, it is important that also actual literature create links between the two countries.

### **Food and supermarkets**

In present-global world, it is common to find food from your own country on the opposite side of the earth. Then, if you think that Italian gastronomy and food are famous all over the world, it will therefore not be surprising that in Denmark you can find several ways of buying and eating Italian food. Products such as pasta, mozzarella and lasagne are sold in almost every Danish supermarket (E.g. Føtex (“Føtex,” 2015), Netto (“Netto,” 2015), Fakta (“Fakta,” n.d.) and Meny (“Meny,” 2015)). What is interesting is that they are not even placed in a special “Italian corner” and this can lead us to think that they are not at all considered “ethnic food”. This idea is stressed by the fact that Danish supermarkets sell both the Italian and the supermarket brand of mozzarella and pasta. For example, Føtex sells Galbani mozzarella and Budget mozzarella, Budget pasta and Barilla pasta. It may therefore be argued, that not only a high-spender target buys Italian products, but also a medium-low one. Indeed, it is an evidence that buying some Italian food is very common. Otherwise, you would find only few and expensive Italian brands. Then you can easily buy mascarpone and ladyfingers to prepare Tiramisù and Pizzadej (pizza dough) is sold almost in every supermarket.



*Figure 1: Italian and Danish products in a Danish supermarket.*

We can say that Danes like eating Italian not only on holiday, but also in their everyday life. In the previous chapter, you saw how much food was present in Danes' mind. Some of respondents mentioned specific dishes, like "Saltimbocca", this stresses even more the idea that Danes are high-qualified consumers. In this regard, if we want to set an interesting touristic offer we should bear in mind their features.

In Copenhagen, there is a famous Italian supermarket, where you can find a huge number of Italian products, "Supermarco" ("Supermarco," 2015). In this shop, you can see both Italians customers living in Denmark who miss Italian food and Danes who want to taste something typical that they don't find in local supermarkets (listed above).

Danes' passion for Italian gastronomy is confirmed by a Tv program offered by Danish channel DK4 about Italian food. "Det ægte Italien" ("Det ægte Italien," 2014) ("The real Italy") is a Danish television programme that talks about Italy. Claudia (an Italian woman) and Claus (a Danish man) are a couple living in Denmark. In each episode, they travel to a different Italian place to find out more about Italian unknown villages, beautiful landscapes, old traditions and tips about Italian gastronomy. In some episode, you can see them milk cows, prepare pasta and harvest the grapes. They travel through Italy by an Italian car: a FIAT 500. According to Claus, before they did this trip to Italy he only knew few things about the Peninsula: pasta, pizza and football. That confirms in some way the results of my questionnaire about Danes' stereotypes about Italy. On the other hand, it is a promotion of Italy and TV programmes like this can help Danes to understand Italian culture more in depth.

Since food has a key role in Danes' idea of Italy, the Italian Embassy organized a cuisine course focused on that (Mirabelli, 2015, p. 11). Thanks to this course, participants could improve their skills in cooking Italian recipes.

If you live in Denmark and you want to eat Italian, you do not necessary need to buy Italian food and cook it, since you can find several Italian restaurants. "Era ora", "FAMO" and "NOMA" are the most famous in the capital city. Then, of course, you can find Italian cafés and restaurant that offer Italian food as well. Pasta is usually present on the menu of most restaurants in the city. As said before, it is very common to find Italian food around the world; what is difference is that Danes who used to travel to Italy several times (in the questionnaire you saw that majority of them visited Italy four or more times), tasted local food in Italy, this is why they know it quite well.

Since Danes are so in love with Italian food, it could be interesting to organise a contest with prizes in some Danish supermarket, to increase Italian products purchase. Accordingly, customers are more likely to buy Italian food because they could win a prize. In Sweden, they used this kind of co-marketing, in fact, some Swedish supermarkets cooperated with Barilla and the Tourist Office of Emilia Romagna (ENIT, 2014b).

### **The Italian Embassy**

According to the Italian Ambassador in Denmark, Stefano Queirolo Palmas, consular relations with Denmark started even before the unification of Italy, in 1861. He argues he found an agreement between Denmark and the old Maritime Republic of Genoa of mid-XVIII century. The Ambassador's residence in Copenhagen (bought in 1922) is very close to Amalienborg (which is the Danish Royal family residence) thanks to Royal Houses friendship ("The Copenhagen Post, weekly edition. Supplement about Italy," 2015). The Italian Embassy in Denmark offers an important support to Italians living in Denmark and Italian enterprises working in Denmark. Moreover, it works towards fruitful cooperation between Denmark and Italy.

### **Chamber of commerce**

It was founded in 2011 in Aarhus, by a group of Italian and Danish managers. Today it counts one hundred members. It is one of the 79 Chambers of Commerce (in 54 countries) recognised by Italian State. Its aim is to support commercial exchange between Scandinavia and Italy. In this regard, the Chamber helps Italian and Danish organizations, enterprises and institutions.

### **Italian Institute of Culture**

The Italian Institute of Culture<sup>45</sup> of Copenhagen is the main institution which aim is to promote Italy and Italian culture in Denmark. It was opened in 1958.

The following list includes examples of Italian Institute of culture's main activities (Farnesina, 2015):

- Organising cultural events of art, music, cinema, design, literature, photography.
- Supporting and giving information to private and public subjects, both Italians and Danes.
- Supporting Embassy and Consulate's activities.
- Building networks to help create integration and facilitate cultural exchanges and cultural production.
- Choosing the right ways of communicating and promoting Italy and the past and present Italian culture.
- Supporting activities that facilitate intercultural dialogue.

The Italian Institute of Culture in Denmark is set northern of Copenhagen, in Hellerup. This area hosts several Embassies, as the Italian one. A Danish architect, Speye built the villa in 1918. After 50 years (in 1966), this building became a gift of the Danish Royal family to the Italian State. The first opening took place after some year, in 1969 at the presence of both Danish Queen and Italian Ambassador (Luciano Conti).

Denmark has his Cultural Office, "Denmark Academy" in Italy. It is curious to see that it is located in an area not far from Rome (Valle Giulia), which is a gift offered by Italian Government. You see that collaboration between Italy and Denmark is not something new. Every year Italian Institute of Culture teaches Italian to more than 450 adults. It has ca. 600 members and it offers an interesting program of events, usually twice a week. Once a month an Italian movie is shot for free either with Danish or English subtitles. Several concerts, conferences, exhibitions and book presentations are held in the Italian Institute of Culture. In this way, the Institute promotes actively the diffusion of the Italian culture in Denmark. Despite its important efforts in terms of promotion, you have seen in chapter 4, that many respondents of my questionnaire were not aware of the IIC's activity.

### **Tour Operator and Trade show**

Since Danes love travelling to Italy, it will therefore not be surprising that in Denmark there are several travel agencies and Tour Operator that sell Italy as holiday destination. The most important

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<sup>45</sup> Italian Government established Italian Institutes of Culture in 1926. At the beginning they were called "Casa del Fascio" and their main aim was supporting integration of Italians living abroad. Nowadays they are ruled by a law 401/1990. Today there are 90 IIC all over the world.

tour operators that do it are FRI FERIE and FDM TRAVEL. The first is the biggest in terms of purchasing Italian holidays. Its offer is focused mainly on families with children, but also other targets are served. The products they sell most are seaside (relax and fun) and ski. Products' purchase is mainly done online and in Travel Agency.

FDM TRAVEL has not a specific target; it sells to every kind of customer. This Tour Operator offers several different products, such as business, MICE, enogastronomy, lakes, seaside, and city of art. It is interesting that they sell also the so-called "minor Italy", that, as outlined in the next paragraph, should be very attractive for Danes who already visited Italy several times.

Despite very few among questionnaire's respondents said that they book via travel agency/Tour Operator, it is very important that an organised offer is present in Denmark. Because professionals can set high-qualified package to reach high-qualified customers, as Danes are.

Concerning promotion, the most famous touristic trade show in Denmark is "FERIE FOR ALLE". It takes place every February in Herning (North of Denmark). In 2015 edition, 62.855 visitors took part in the event to gather information and get inspiration (ENIT, 2016).

## **Tourism**

"Italianity"'s presence in Denmark helps create qualified tourists going to Italy. As stated in chapter three about Danish tourism to Italy, around 1/10 of Danes travels there every year. Most of Danes' that answered my questionnaire said that they went to Italy several times. With regard to that, I agree with "The Copenhagen Post" article when it says that tourists can discover the main Italian cities without getting bored. Italy offers plenty of them (Rome, Florence, Venice...) that need more than a city-break to be visited. In this way, you can assume that even if the average Danish tourist has visited Italy several times, he still has to find out the "unknown" Italy. Very interesting suggestions are given to discover the "real Italy", such as looking for the week-market and "sagra" (a sort of festival). Taking part in these events, tourists can experience "real Italian people". Often locals think that their villages have nothing special, but at this point, it becomes clear that this supposed "nothing" is everything for tourists. Accordingly, they can really plunge into Italian way of life. This is an interesting point, because it emphasizes the idea that Italy consists also of less famous areas that have to be discovered by tourists. Sure is that, this kind of tourism is far from the idea of mass tourism. On the contrary, it could be considered a unique experience, which let small groups of tourists get in touch with locals and get involved in a unique experience.

In the previous chapters, we have studied the main features about Danish tourism outbound travel market, Danes' ideas about Italy and the presence of Italian character in Danes' everyday life. All these data show a very interesting picture.

Danes are mostly repeater tourists to Italy and they travel for leisure. They visit main cities of arts (Rome, Florence, Venice...) and they like Italian people. Although cultural differences between Nordic and Southern people are evident, they love Italian way of life. That is probably due to curiosity of what is different, which plays a key role in tourism, as outlined in the second chapter. We also said that empty-nesters tourists are an interesting target, because they do not have children home anymore and they are either retired or they have more free time because after work they do not need to take care of children. Then they have a high willingness to spend and to travel. Danes are considered high-qualified tourists, because they know Italian main destinations very well, but most of them have not yet discovered the “unknown Italy”. That is why I think it would be important to improve the offer of this kind of destinations.

Evidences show that one of the strong points of Italy, as a Danes’ touristic destination is food. The idea that Danes have about Italy, most of the time is related to it. As we have seen in the section about food and supermarket, Danes do not eat Italian dishes only on holiday. On the contrary, they do it at home too. Pasta and lasagne are sold in almost every Danish supermarket. Even though they have a bit of Italy in Denmark, they might miss Italian authenticity. This aspect is very important for nowadays tourists in general. Especially for those who visited several times the same country and feel like looking for the “real part” of it, as defined by the Danish TV broadcast’s title mentioned above, “Det ægte Italien”.

### **A potential touristic product**

At this point, it becomes clear that key features of a touristic product that could be interesting for Danish tourists are authenticity, “unknown Italy” and gastronomy.

Authenticity is necessary because, very often tourists dislike being considered tourists and they do not like “staged performances”. After many trips to Italian main cities, they should have the chance to visit places that are not yet too touristic, because they want to experience local life, instead of staged activities. As outlined in the first chapter about tourism history, “sagre” and festivals are typical events of post-modern tourism. Because visitors start looking for unique experiences and not only for holidays. In this sense, repeater tourists like Danes in Italy can be seen as a potential target to whom offer authentic experience in Italy.

“Unknown Italy” should become the new destination. Because Danish career-tourists, who have already been to Italy many times and know the main cities, instead of small one might be interested in such destination. While local people find it hard to see what is special in their small villages, high-qualified tourists do not, because they are attracted by authentic experiences. Visiting small villages, Danes can enjoy a new side of Italy.

The third feature that has to be included in a touristic product for Danish tourists is “food”, because they love Italian gastronomy, as confirmed by questionnaire’s results. Moreover ENIT Joint Report 2014 states, that segment 45-64 (that can be defined as empty-nesters) is particularly interested in gastronomy.

In this sense, a combination of authenticity, “unknown Italy” and food has to be set, because peripheral destinations have to offer more than we think. Today, in many Italian small towns you find a week-market where locals sell and buy fruits, vegetables, fish and local specialties. This occasion could become the key of the authentic touristic product for Danish career-tourists.

Their experience-holiday could consist of a tour of small villages in a limited (but it depends on the duration of the trip) area of Italy. Danish travellers should go to the weekly market and buy local ingredients helped by local guides, who are supposed to introduce them to gastronomic tradition of the destination. After the purchase, they are supposed to prepare local recipes helped by a local cook and then have a common meal to share their ideas and know better each other’s cultures.

This experience will let them plunge in the local culture. After that, they continue enjoying their holiday taking part in local festivals and tasting local food prepared by locals. Before leaving for the next village, they can visit attractions present in the area. They could be offered to do it (if possible), by bike, considered that most of Danes uses bicycle every day. After that, they can move to a new village, where they will find new ingredients, recipes, festivals and attractions to experience.

The choice of the region has to be made by the tourist helped by a professional in the field of tourism, depending on traveller’s preferences (south of Italy, north, mountains, seaside or countryside). This kind of touristic product is thought to let visitors experience local tradition and people, without feeling like tourists, but guests of the village.

Reaching peripheral villages is not so easy, because often connections are not very frequent. Even though empty-nesters target has high willingness to spend, we can think of combining low-cost peripheral airports<sup>46</sup> to this project. So that tourists can spare money on the flight and use them in high-quality ingredients purchase and in renting a car. Fly&drive solution is the best one to visit “unknown” Italy, which often is far from big and chaotic centres. Then if tourists want to make a tour of small villages is highly recommended. A coherent solution would be renting an Italian car, to experience Italian style fully. Like in the Danish television broadcast mentioned before, where protagonists drive a FIAT500.

The tour suggested has to be planned in detail before departure and both organizer and traveller have to cooperate to find the best factors’ combination to create an authentic experience through Italian

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<sup>46</sup> In the Appendix C, you can find a table summarizing actual low-cost’s connections between Denmark and Italy.

villages. Accommodation offer in small towns cannot be compared to main cities' one, where you can find also international hotels chain. According to me, an authentic experience tour like this consists also in a stay in rural accommodation or in a small hotel, where Danes can experience the contact with local culture.

I think that plunging in the “unknown Italy” and experiencing authenticity of local everyday life will fascinate Danes.

The idea outlined is based on data and informations collected and described in the rest of the thesis. It is a suggestion about a touristic package for Danish tourists that has to be studied more in detail. Sure is that additional information and data are needed to set the offer, but it could be a starting point to create an offer consisting of a new side of Italy for Italian lovers.

This kind of touristic package consists of experience, authenticity and intercultural encounter, which are three factors that will enrich both travellers and locals.

## CONCLUSION

The importance of tourism sector has changed during centuries. In the past, it was considered an élite activity, since only noble-class had free time and could afford this practice, while in the second part of the last century it became a mass activity, thanks to paid leaves and reduction of workday hours. Several factors, such as for example transport facilities' development, support tourism sector growth. Hence, today people can easily reach far destinations quickly and spending less than before. Official reports outline that international tourists' arrivals increased from 25 million in 1950 to 1133 million in 2014. International tourists are supposed to reach 1,8 billion in 2030. The growing amount of tourists travelling outside their countries' borders makes intercultural meetings between people from different cultures increase. Consequently, professionals in the fields of tourism should be aware of complex features of intercultural communication to handle successful encounters. Issues like culture shock and the iceberg metaphor, give some interesting advices about the complexity of this topic.

The importance of international tourism and intercultural communication highlighted gives a background to understand the focus on a potential and fruitful intercultural encounter between Danish tourists and Italians.

The focus on the Nordic countries, especially on Denmark, has shown that Italy is the second favourite touristic destination, after Spain. In 2014, 591.000 Danes went to Italy on holiday. What is encouraging is that only in 2009 and 2011 the number of tourists registered a slight decrease.

Official data reported by ENIT Embassy Joint report highlight the potential of the Danish outbound travel market. Moreover, a research conducted by Danish Medie ministeriet expert on tourism, lists several strong points of Nordic tourists, first their high willingness to pay. In fact, they spend 90% more than the average European tourist does. Then they have a high willingness to speak the local language, to try local cuisine and to adapt to local culture. All these features can bring to a successful intercultural meeting.

Nordic tourists are frequent travellers abroad; since they travel often, they have become more demanding towards their destinations; this is why they have been defined as career-tourists. This kind of traveller looks for authentic experiences during holidays.

Tourist's features highlighted support the idea of focusing on Danish outbound travel market.

It is therefore not surprising that the results of questionnaire prepared and handed out to a sample of Danes living in the area of Copenhagen and interested in Italy, show several correspondences to the

data outlined in the chapter about Denmark and Danish tourists. For example, gastronomy has a key role in respondents' imaginary of Italy; in fact, 73% of them listed "food" as one of the words that come to their mind when they think about Italy. Respondents' idea about Italy is also related to Italian people, which is one of the most frequent words listed. Respondents' idea about Italians is mainly positive; they are principally described as friendly, kind and helpful. On the other hand respondents dislike mafia, politicians and corruption.

The main reason why respondents chose or would choose Italy as a touristic destination is "food&cuisine", followed by cultural interests and sunny/good weather. That confirms the idea that Nordic tourists have a high willingness to try the local cuisine. Their preference for Italian gastronomy is highlighted even in the last chapter, where an overview on the main links between Italy and Denmark shows the main evidences of "Italianity"'s presence in Denmark, especially in the area of Copenhagen. Since gastronomy seems to play a key role in Danish tourists' mind, supermarkets selling Italian products are listed, stressing the high availability of Italian food in Denmark. Even a Danish television programme talks about a trip around the Peninsula discovering the "real Italy".

In the end of the last chapter, after having described strong points of Danish outbound travel market, I presented a potential touristic offer for Danish career-tourists who look for authenticity, gastronomy and the "unknown Italy". Since they are habitu  and have already visited main Italian destinations, this potential offer might be interesting, because it let them discover the "minor" Italy, get in touch with locals and learn some traditional recipes. This proposal consists of a tour of villages and towns of Italy, where Danes can plunge in the local everyday-life and experience it fully. The main activity is supposed to be the visit of week-markets to buy local ingredients and prepare local dishes helped by locals (tourist guides and local cooks). In this way, tourists can plunge in the local traditions and learn more about gastronomy. Then a common meal to taste dishes they prepared could give a chance to share ideas and learn more about each other cultures. Local guides then are supposed to show main attractions of the area, before Danes leave for the next village. This holiday might combine an authentic experience of Italian unknown areas and Danish career-tourists' willingness to try local cuisine and experience local culture.

As international tourists' arrivals are constantly increasing, as well as Danes interest towards Italy, "unknown Italy" should emphasize its strong points to become more and more attractive for Danish career-tourists, bearing in mind intercultural communication complexity and Danes' features outlined in official data and in this thesis.

## APPENDIX

### Appendix A: Questionnaire about Italy

**1.** Have you ever been to Italy?

- Yes
- No (**Go to question 5**)

**2.** How many times?

- Once
- 2/3 times
- 4 or more times

**3.** How long have you been in Italy?

- A weekend
- One week
- Two weeks
- More than two weeks

**4.** What was the purpose of your stay in Italy?

- Leisure/holiday
- Business/work
- Study
- Other .....

**5.** List at least 3 words (up to 5) that come to your mind when you think about Italy.

1. ....
2. ....
3. ....
4. ....
5. ....

6. List at least 3 adjectives (up to 5) that according to you describe Italians.

1. ....
2. ....
3. ....
4. ....
5. ....

7. What do you like about Italy?

.....

.....

8. What do you dislike about Italy?

.....

.....

9. You chose/you would choose Italy as your destination because...:

*Cross the number that best expresses your idea.*

*1 stands for "totally disagree" 4 stands for "totally agree"*

	<b>1 (totally disagree)</b>	<b>2</b>	<b>3</b>	<b>4 (totally agree)</b>	<b>I do not know</b>
<b>It's a famous destination, so it's cool</b>					
<b>Sunny/Good weather</b>					
<b>Easy to reach</b>					
<b>It's a romantic destination</b>					
<b>For cultural interests (museums, conferences, events...)</b>					
<b>Food&amp;Cuisine</b>					

<b>I have Italian friends/acquaintances</b>					
<b>I have Italian relatives</b>					
<b>Last minute offer</b>					
<b>Shopping</b>					
<b>Sunbathing</b>					
<b>Sightseeing</b>					
<b>Sports</b>					
<b>Relaxing</b>					

10. How have you planned/would you plan your holiday in Italy?

- Via internet
- Travel agency/Tour Operator
- Other .....

11. You think Italy is...

*Cross the number that best expresses your idea.*

*1 stands for "totally disagree" 4 stands for "totally agree"*

	<b>1</b> <b>(totally disagree)</b>	<b>2</b>	<b>3</b>	<b>4</b> <b>(totally agree)</b>	<b>I do not know</b>
<b>Fascinating</b>					
<b>Fashionable</b>					
<b>Advanced</b>					
<b>Rich in history</b>					
<b>Rich in nature</b>					
<b>Well organized</b>					

**12.** You think Italians are...

*Cross the number that best expresses your idea.*

*1 stands for "totally disagree" 4 stands for "totally agree"*

	<b>1</b> <b>(totally disagree)</b>	<b>2</b>	<b>3</b>	<b>4</b> <b>(totally agree)</b>	<b>I do not know</b>
<b>Uneducated</b>					
<b>Conservative</b>					
<b>Religious</b>					
<b>Open-minded</b>					
<b>Good mannered</b>					
<b>Pushy</b>					
<b>Friendly</b>					
<b>Noisy</b>					
<b>Have strong family links</b>					

**13.** How do you think Italians would describe Danes? List at least 3 words (up to 5).

1. ....
2. ....
3. ....
4. ....
5. ....

**14.** How would you describe yourself as a Dane? List at least 3 words (up to 5)

1. ....
2. ....
3. ....

4. ....

5. ....

**15. Which is your Italian level now?**

- Elementary
- Intermediate
- Proficient
- I do not know Italian

**16. Have you ever attended an Italian language course?**

- Yes
- No (**Go to question 20.**)
- Other .....

**17. Have you ever attended an Italian language course at the Italian Institute of Culture?**

- Yes (**Go to question 19.**)
- No

**18. If not where have you attended it?**

.....

**19. Why did you decide to study Italian?**

	<b>Yes</b>	<b>No</b>
<b>I'm of Italian descent and I wanted to find out more about my origins</b>		
<b>I'd like to visit Italy one day</b>		
<b>I like Italian culture (literature, art, cuisine, fashion, etc.)</b>		
<b>I need to speak some Italian if I want to go on holiday in Italy</b>		
<b>I have a second house in Italy</b>		

**Other**

.....

**20.** How often do you talk with your Italian acquaintances/friends?

- Never
- Very seldom
- Rarely
- Quite often
- Often
- I don't have Italian acquaintances

**21.** Do you know the Italian Institute of Culture?

- Yes (**Go to question 23.**)
- No

**22.** It is the cultural office of the Italian Embassy. Its main aim is to promote the Italian culture through/via concerts, conferences, events, films, Italian language courses.

Would you be interested in joining some events?

- Yes (**Go to question 26.**)
- No (**Go to question 26.**)

**23.** Have you ever participated in the events organized by the IIC?

- Once a week
- Twice a month
- Once a month
- Once every 3 months
- Twice a year
- Once a year
- Never
- Never because it's too far from where I live
- Never because I'm not interested
- Other .....

**24.** Has joining the Italian Institute environment (or an Italian language course) changed your idea about Italy?

- Yes
- No (**Go to question 26.**)
- I never joined them (**Go to question 26.**)

**25.** How?

.....  
.....

**Demographic questions**

**26.** Are you of Italian descent?

- Yes
- No

**27.** Gender:  M  F

**28.** Age:

- 15-25
- 26-35
- 36-45
- 46-55
- 56-65
- 66-75
- more than 75

**29.** What is the highest degree or level of school you have completed?

- No schooling completed

- High school diploma
- Bachelor's degree
- Master's degree
- Doctorate degree
- Other .....

**30. Are you currently...?**

- Student
- Employed
- Self-employed
- Looking for a work
- Retired

**Thank you for your help!**

## Appendix B.1: List of answers to question n. 5.

### Question nr. 5: List at least 3 words (up to 5) that come to your mind when you think about

#### Italy.

1. Food: (89, 19 good food, 4 delicious food, 4 wonderful food, 3 cuisine, 2 “lovely food”. pasta 11, pizza 9, ice cream 7, spaghetti 2, cocomero 1, saltimbocca 1 olive oil 1, gastronomy 1, nice food 1, tasty food 1, tasty 1, eat 1, restaurant 1) 159
2. People: 71 (kind people 4, lovely people 2, polite and helpful people 1, very friendly 1, people's kindness 2, nice and friendly people 2, nice people 9, open hearts 1, beautiful people 3, italians' hospitality 30, the Umbrian people 1, people 1, 10 creative people, Italians 3, happy people) 71
3. Sun: (48, sunshine 3) 51
4. Landscape (beautiful cities 4, beautiful country 4, beautiful landscapes 6, Canal Grande, different landscape, esthetic surrounding, Dolomiti, Garda lake 2, the village, landscape 7, the big Sct. Peters church, Venice 2, Tuscany 3, mountain 7 nice landscapes, nice country, old towns, Marche, Rome 7)52
5. Wine (wine 44, wonderful wine 2, red wine 2, good wine 2) 50
6. Culture (47, nice culture 3) 50
7. Language (musical language 20, language 10, italian language 6, lovely language 3) 39
8. History (29, lots of history 2, ancient 2, Romans, Ancient Rome) 35
9. Beautiful: (6, beauty 19) 25
10. Climate (7, nice weather 3, Weather 3, good weather 3, warm 2, warmth 2) 20
11. Art 17
12. Aesthetic
13. Always challenge
14. Antidemocracy 2
15. archeology
16. architecture 3
17. atmosphere 3
18. atmosphere "take it easy"
19. authenticity
20. beach 2
21. beautiful design

- |                                      |                                      |                                 |
|--------------------------------------|--------------------------------------|---------------------------------|
| 22. beautiful life                   | 46. fascinating                      | 69. interesting historic places |
| 23. being late                       | 47. Fellini                          | 70. Joy 4                       |
| 24. Berlusconi 2                     | 48. Football 5                       | 71. literature                  |
| 25. Bernini                          | 49. Pirlo                            | 72. Lively 3                    |
| 26. black hair                       | 50. Free                             | 73. long walks                  |
| 27. bureaucracy 2                    | 51. Friendliness 3                   | 74. Loud                        |
| 28. calm                             | 52. Friendly 2                       | 75. Love 3                      |
| 29. car Lancia Ferrari<br>Alfa Romeo | 53. Friends 3                        | 76. mafia 7                     |
| 30. chaos 3                          | 54. gentle                           | 77. make a good impression      |
| 31. charm                            | 55. gestures 3                       | 78. markets                     |
| 32. clueless                         | 56. glass                            | 79. Men 2,                      |
| 33. Coffee 2, espresso 2             | 57. happiness                        | 80. Horny men                   |
| 34. Colors                           | 58. haute couture                    | 81. mentality                   |
| 35. complex                          | 59. Style                            | 82. modern,                     |
| 36. corruption 3                     | 60. Style shoes clothes<br>jewellery | 83. motor scooter               |
| 37. criminality,                     | 61. fashion 5                        | 84. music 4                     |
| 38. Cultural innovations             | 62. clothing 1                       | 85. my house                    |
| 39. cycling                          | 63. helpless                         | 86. narcissism                  |
| 40. design 6                         | 64. holiday 4                        | 87. nature 19                   |
| 41. Easiness                         | 65. Hot 4                            | 88. beautiful nature 2          |
| 42. emotions                         | 66. humanism                         | 89. Nice 6                      |
| 43. enjoying                         | 67. illogical                        | 90. Old buildings               |
| 44. enthusiasm                       | 68. interesting                      | 91. Old fashion                 |
| 45. family 4                         |                                      |                                 |

92. olive trees
93. openness
94. opera 4
95. patina
96. perfection
97. pleasant 2
98. political chaos 3
99. politics 2
100. provocative
101. quality 2
102. relax 5
103. Renaissance 2
104. richness
105. romance
106. romantic
107. Romeo and Juliette
108. sea 5
109. shopping 3
110. siesta
111. ski 3
112. slow life
113. smile
114. south
115. the great south  
European  
atmosphere
116. sport
117. summerhouse
118. superficiality
119. temper
120. the want or need for  
beauty
121. to compliment
122. Tourism
123. Tranquillity
124. Useless
125. view
126. vivacity 3
127. women 2
128. Girls
129. Beautiful women,
130. Hot girls
131. Italian girls
132. Wonderful 2
133. Work



## Appendix B.2: List of answer to question n. 6.

### Question 6. List at least 3 adjectives (up to 5) that according to you describe Italians.

- |   |                     |                                     |
|---|---------------------|-------------------------------------|
| 1. Friendly 67  | 18. colourful 2     | 39. Impatient 2                     |
| 2. Beauty (26<br>beautiful, 3 beauty,<br>1 beautiful women,<br>1 beauty-fixated) 31 | 19. conservative 2  | 40. hospitable 5                    |
| 3. Kind (17, 6 gentle, 6<br>polite) 29  | 20. cordial 2       | 41. interesting 2                   |
| 4. helpful 23   | 21. corrupt 3       | 42. relaxed 11 laid back<br>2       |
| 5. Warm people 22   | 22. Cosy 2          | 43. latin-<br>lovers(!),flirting 3  |
| 6. talkative/chatty 21  | 23. Crazy 7         | 44. lazy 2                          |
| 7. Passionate 17  | 24. Creative 4      | 45. loving 3                        |
| 8. Nice 16  | 25. Cultural 4      | 46. messy 2                         |
| 9. lively (15 lively, 3<br>vivacious) 18  | 26. Curious 4       | 47. music 4                         |
| 10. Loud (16, 3 loud<br>speaking) 19  | 27. Dark haired 2   | 48. Noisy 7                         |
| 11. Elegant 9   | 28. Emotional 5     | 49. Old 2                           |
| 12. family-focused 12   | 29. enjoying life 3 | 50. open 9                          |
| 13. Charming 10   | 30. expressive 2    | 51. Openminded 8                    |
| 14. alive 2   | 31. fantastic 3     | 52. Outgoing 4                      |
| 15. Arrogant 3  | 32. fiery 2         | 53. Proud 9                         |
| 16. Busy 2  | 33. foodie 2        | 54. Shy 2                           |
| 17. chaotic 3   | 34. fun 3 Funny 9   | 55. Smiling 9, Sunny 5,<br>positive |
|   | 35. good looking 4  | 56. Social 2                        |
|   | 36. green 2         | 57. romantic 3                      |
|   | 37. Happy 5         |                                     |
|   | 38. hard working 4  |                                     |

- |   |                              |                                      |
|---|------------------------------|--------------------------------------|
| 58. Stylish 4   | 76. ambitious                | 99. educated in an old fashioned way |
| 59. Superficial 3   | 77. authentic                | 100. effusive                        |
| 60. tasteful 2  | 78. believers of authorities | 101. enjoying life                   |
| 61. Temperament 6   | 79. black hair               | 102. Energetic                       |
| 62. Traditional 2   | 80. brown                    | 103. enjoyable                       |
| 63. Trendy 2  | 81. calm                     | 104. entertaining                    |
| 64. unorganised 4<br>disorganized 2   | 82. Career-orientated        | 105. enthusiastic                    |
| 65. Welcoming 3   | 83. challenged               | 106. Fascinated                      |
| 66. well dressed 4  | 84. Cheating (in big cities) | 107. fascinating                     |
| 67. don't speak other languages, not good in English, speaks only italian, bad at English | 85. civilized                | 108. fashion                         |
| 68. good sense of humor, humored  | 86. clothes                  | 109. fast                            |
| 69. gestures, body languaged  | 87. cold                     | 110. fast driving                    |
| 70. Words that recur only once:   | 88. communicative            | 111. feeling                         |
| 71. Abundance   | 89. confused                 | 112. Feeling full                    |
| 72. accomodating  | 90. creative                 | 113. feeling of history              |
| 73. Active  | 91. cunning                  | 114. Flamboyant                      |
| 74. actors  | 92. cynical                  | 115. flexible                        |
| 75. always talk about food  | 93. delicious                | 116. focused on aesthetics           |
|   | 94. design                   | 117. full of heart                   |
|   | 95. do not go the strait way | 118. furious                         |
|   | 96. Drinking                 | 119. generous                        |
|   | 97. easygoing                | 120. good                            |
|   | 98. Eating                   | 121. greed (in big cities)           |

- |                                       |                                 |   |
|---------------------------------------|---------------------------------|---|
| 122. homebound                        | 144. loyal                      | 166. pretty                             |
| 123. hot                              | 145. macho                      | 167. Private                            |
| 124. hot temper                       | 146. Make good<br>impression    | 168. quick                              |
| 125. ignorant                         | 147. male-dominant              | 169. rich in history and<br>art         |
| 126. Immodest                         | 148. manipulated                | 170. self-absorbed                      |
| 127. Impulsive                        | 149. modern                     | 171. self-concerned,                    |
| 128. innovative                       | 150. Mustache                   | 172. self-esteem                        |
| 129. interested                       | 151. narrow-minded,             | 173. selfsatisfied                      |
| 130. inventive                        | 152. national pride             | 174. Sense for beauty                   |
| 131. inviting people                  | 153. nature                     | 175. severe                             |
| 132. irritating                       | 154. non-intellectuals          | 176. Small                              |
| 133. jealous of their<br>honour       | 155. not afraid of<br>strangers | 177. small status                       |
| 134. joyful                           | 156. Not dull                   | 178. Smart                              |
| 135. late                             | 157. old fashioned              | 179. Smooth                             |
| 136. latin                            | 158. out spoken                 | 180. solutionminded                     |
| 137. Liars                            | 159. people                     | 181. spiritual                          |
| 138. life-enjoying, lovers<br>of life | 160. perverts                   | 182. spoiled with good<br>food and wine |
| 139. likeable                         | 161. pessimistic                | 183. sportive                           |
| 140. likes to party                   | 162. pleasant                   | 184. Stressed                           |
| 141. love to eat well                 | 163. Pleasure                   | 185. Stubborn                           |
| 142. Loveable                         | 164. polluted                   | 186. sweet                              |
| 143. lovely                           | 165. pope, religious            | 187. tranquil                           |



### Appendix B.3: List of answer to question n. 7.

#### Question 7. What do you like about Italy?

1. Food: 87
2. Landscape: 42
3. People: 40
4. Culture: 36
5. Climate: 26
6. Nature: 26
7. Weather 30
8. History: 23
9. Wine: 23
10. Language: 23
11. Almost everything 7
12. ancient art
13. approach to life
14. architecture 7
15. Art 11
16. artists of the Renaissance
17. atmosphere 4
18. Beauty 5
19. Being a language freak
20. Celibacy 2
21. clean towns/cities
22. coffee al banco al bar :)
23. colours 2
24. contact
25. Costa Amalfitana
26. Country 2
27. countryside 3
28. cultural memories
29. cultural possibilities
30. dark haired girls
31. design 3
32. diversity
33. early days
34. emotional people
35. Environement 2
36. Everything 10
37. family
38. fashion 2
39. Fernet Branca
40. finding the beginning of our Commons civilization
41. football.
42. Friends/friendly 6
43. heritage
44. hills
45. houses are open for anyone
46. icecream 2
47. inhabitants
48. interesting towns/cities, for instance Venezia, Siena, Roma
49. it seems you are committed to whatever you do (food, football, cars)
50. Italian islands
51. laid back attitude
52. life style
53. light
54. liveliness
55. long summer
56. major sights
57. many options (sports, relaxing, sightseeing)
58. Marble

- |  |  |  |
|--|--|--|
| 59. mentality 3  | 76. quality of life 2  | 91. The culture and family constructions   |
| 60. monuments 6  | 77. Relaxation   | 92. the culture today  |
| 61. museums  | 78. richness in art including the awareness of art (among some!) | 93. the difference   |
| 62. music 2  |  | 94. The impact of history  |
| 63. nice   | 79. romantic 2   | 95. The renaissance artists  |
| 64. north  | 80. sea  | 96. Town 3   |
| 65. old buildings  | 81. sense of humour of the people                                | 97. Umbrian people   |
| 66. olives   | 82. Southern Italy   | 98. Venice biennale  |
| 67. open minded 3  | 83. space  | 99. Vestige od the Greek-Roman era   |
| 68. peace  | 84. spirit   | 100. Warm  |
| 69. passion  | 85. sport  | 101. way of life 3   |
| 70. passionate   | 86. style  | 102. well all of it . The beauty wouldn't be as beautiful without all the ugly stuff |
| 71. Pizza  | 87. Summertime   | 103. Whistler  |
| 72. Places with no tourists                                    | 88. Sun 6  |  |
| 73. play tennis and basketball                                 | 89. That I can set up "house"                                    |  |
| 74. politics   | 90. The cultural and natural beauty                              |  |
| 75. praising of the joyous things in life such as food and art |  |  |

## Appendix B.4: List of answers to question n. 8.

### Question 8. What do you dislike about Italy?

1. Mafia 28
2. Politicians / politics 26
3. Corruption 26
4. Berlusconi 15
5. traffic 13
6. Bureaucracy 10
7. Crime 7
8. no language skills 5
9. Government 4
10. (((corruption all over, I mainly go to one comune - and it is so striking who gets which restaurant-work etc. You are not(do not have equal possibilities/nepotism, hard to see how to change the my&my family/friends first approach...)))
11. absolutely nothing
12. almost nothing 3
13. annoying immigrants selling products on the streets of big cities
14. Arrogance 4
15. behaviour of some men
16. being late 2
17. big contrasts
18. body language
19. cannot think of anything
20. Canterbury find any dislikes
21. change of government very often
22. chaos 6
23. church
24. Confusion
25. crowded buses in Rome
26. culture
27. dirtiness 2
28. dishonesty
29. disorganisation 3
30. doesn't feel safe
31. Egoism
32. Entertainment
33. expensive Rome
34. fascisme
35. football
36. garbage 3
37. Gender roles
38. gypsies
39. handling of garbage
40. heavy traffic
41. high pollution
42. homophobia 2
43. In Napoli I felt that could not necessarily trust that agreements would be honoured
44. Incompetence
45. Indifference 2
46. inefficient
47. irresponsibility
48. Italian drivers 2

- |   |  |   |
|---|--|---|
| 49. Italians 2  | 62. niggling                                     | 83. red tape  |
| 50. Italians loose their temper a lot 2   | 63. no structure                                 | 84. Religion  |
| 51. lack of democracy (again on many levels)  | 64. noise 3                                      | 85. responsibility for society  |
| 52. lack of environmental protection i.e. the large abandoned concrete buildings along the highways | 65. Not sure if I get cheated                    | 86. right wing politicians  |
| 53. lacking ability to listen (in some individuals)   | 66. not working                                  | 87. slacker   |
| 54. landscape   | 67. Nothing 3                                    | 88. social system   |
| 55. Loud people 2   | 68. often the showers don't work properly        | 89. speaking Italian in company of non-natives  |
| 56. lunchtimes are so had to figure out   | 69. paperwork                                    | 90. systems sometimes work a little slow  |
| 57. many Italian women are hostile towards other women  | 70. People often sounds mad                      | 91. tax evasion   |
| 58. Mentality   | 71. people there are dress like italien legionar | 92. taxes   |
| 59. messy   | 72. pickpocket in the big cities                 | 93. temper 2  |
| 60. midset that sometimes become very conservative and authoritarian                                | 73. Pollution 3                                  | 94. tendency to selfrightiousness   |
| 61. nature  | 74. Postoffices                                  | 95. that sometimes italians think they are the only ones, who can do things right               |
|   | 75. Poverty 3                                    | 96. That the county's economy is bad and they have bad working conditions and too low salery... |
|   | 76. Programs                                     |   |
|   | 77. Public offices                               |   |
|   | 78. public transport 3                           |   |
|   | 79. pushiness                                    |   |
|   | 80. Queing                                       |   |
|   | 81. quite demanding                              |   |
|   | 82. racism                                       |   |

97. That the people are getting screwed by the government time after time, but keep voting for the same ones
98. the gap among rich people and poor people
99. The italians can be a little 'too much' - they tend to be a bit pushy
100. the lack of "understanding of society"
101. The lack of transparancy (on many levels)
102. the men can be a bit intrusive
103. The strive for money at all costs.
- at the same time to see my hardworking friends having less and less, and worrying about their pensions, no trust in the government politics
104. The Way everybody always tries to benefit and take a short Cut to get things solved faster.
105. the way of taking money from tourists
106. too expensive compared to other holiday destinations
107. Too hot 2
108. too many beggars
109. too much use of cheese
110. too religious
111. tourist areas 3/ too many tourists, too many tourist shops and restaurants/ That so many other People also come there!
112. trick thieves (I have been robbed by two young roman girls 8-10)
113. Tv 3
114. Unemployment
115. Unorganized 2
116. very confident about themselves
117. weather
118. When they speak German to me
119. work conditions



**Appendix B.5: List of answers to question n. 13.**

**Question 13: How do you think Italians would describe Danes? List at least 3 words (up to 5).**

1. Closed (18, cold 34, not open, sealed, difficult to talk to, Introvert 9 not friendly 5, close to themselves, unfriendly 9 keeping to themselves) 80
2. Friendly (40, kind 6, nice 8, gentle, pleasant 2, Polite 4) 58
3. organized 42
4. Reserved 32
5. Blonds 22
6. Open minded 16
7. boring (Dull) 15
8. rich 14
9. Quiet (10, Calm 3) 13
10. a bit busybody
11. Advanced
12. angry
13. annoying
14. antisocial, shy 3, hard to get to know 3, Silent, aloof, detached
15. Arrogant 2
16. Attractive
17. bad food 3
18. Bad Football
19. bad mannered 3
20. bad weather
21. beautiful
22. beautiful girls 2
23. beauty
24. behaved
25. Beige
26. blue eyes
27. busy 4
28. Careless
29. cautious
30. civilized 2
31. classy
32. conservative 4
33. cool 7
34. Copenhagen is nice,
35. correct
36. closedminded 2
37. could
38. crawfish
39. Creative
40. cuddled
41. curious 3
42. Democrats 4
43. design
44. disciplined 2
45. distance
46. drinkers 10
47. Easy going 5
48. Educated 6
49. Effective 2
50. Efficient 3
51. Emancipated, Independent
52. energetic

- |   |  |   |
|---|--|---|
| 53. English speaking 2  | 71. If they haven't been to dk: cold, advanced | 93. no football talent  |
| 54. Expressionless  |  | 94. no respect for authorities  |
| 55. Facinating  | 72. If they have been to dk: open, educated.   | 95. Noisy 5   |
| 56. fast  |  | 96. Non stylish, Relaxedly dressed, Not well-dressed, badly dressed 3 |
| 57. Fat 3   | 73. impatient                                  |   |
| 58. Free  | 74. Informal 3                                 | 97. non-corrupt2  |
| 59. Fun   | 75. Intellectual                               | 98. non-religious   |
| 60. Funky 3   | 76. Interesting 2                              | 99. non-spontaneous   |
| 61. good looks (Scandinavian)   | 77. lack of temper                             | 100. Not making good impression                                       |
| 62. good taste  | 78. law-obedient                               | 101. not service minded   |
| 63. happy 6   | 79. liberal 4                                  | 102. Not so emotional   |
| 64. helpful 4   | 80. liberated                                  | 103. not sophisticated  |
| 65. high  | 81. like germans                               | 104. on-time 2  |
| 66. history   | 82. Loud                                       | 105. Orderly 2  |
| 67. honest  | 83. lucky 2                                    | 106. pale 2   |
| 68. humorous  | 84. mean                                       | 107. peaceful   |
| 69. I don't think they know where Denmark is.   | 85. mediocre                                   | 108. people from north  |
| 70. I think it depends whether Italians only have met Danes in their own country or in Denmark. (I hope), not very religious, not very familiar | 86. Melancholy                                 | 109. practical  |
|   | 87. Modern 2                                   | 110. precise  |
|   | 88. Morbid                                     | 111. pretty 3   |
|   | 89. more advanced about private life           | 112. private 2  |
|   | 90. mumbling                                   | 113. professional   |
|   | 91. Naive                                      |   |
|   | 92. no culture                                 |   |

- |                                      |   |                                     |
|--------------------------------------|---|-------------------------------------|
| 114. proud                           | 129. slow speaking  | 146. they don't know<br>Denmark :)  |
| 115. provincial                      | 130. Snobish  | 147. Think in boxes                 |
| 116. pushy                           | 131. socially aware   | 148. Tolerant                       |
| 117. rational                        | 132. socially minded  | 149. tourists                       |
| 118. Relaxed 4                       | 133. sporty   | 150. trustworthy                    |
| 119. respecting the laws             | 134. Square   | 151. Uncultivated 2                 |
| 120. Rige                            | 135. stiff  | 152. unflexible                     |
| 121. Rude 3                          | 136. straight   | 153. Unpolite 8                     |
| 122. rushy                           | 137. Strange 3  | 154. Unsofisticated                 |
| 123. Self centered 4<br>egoistic 2   | 138. Strict 2   | 155. very structured                |
| 124. sex without beeing<br>married   | 139. strong   | 156. vikings                        |
| 125. sexual free                     | 140. structured   | 157. welfare                        |
| 126. sitting outside                 | 141. Stupid   | 158. well educated 3                |
| 127. Skilling.                       | 142. superficial  | 159. withheld                       |
| 128. slow                            | 143. Sweet  | 160. without manners                |
|                                      | 144. Tall 3   | 161. without moral                  |
|                                      | 145. Taxpayers  |                                     |
| 162. without ties to their<br>family | group of friends<br>who are adult, but<br>continue to bahave<br>as college students | (partying, drinking,<br>pranks)     |
| 163. Workaholics –<br>Sitcom about a |   | 164. young people drink<br>too much |



## Appendix B.6: List of answers to question n. 14.

**Question 14. How would you describe yourself as a Dane? List at least 3 words (up to 5).**

- |   |   |                                  |
|---|---|----------------------------------|
| 1. Open minded<br>77 <sup>47</sup>  | interested in<br>culture,<br>consumer of<br>culture) 16 | 22. bad manners                  |
| 2. Friendly 65  |   | 23. blunt                        |
| 3. curious 27   | 9. reserved 13  | 24. boring                       |
| 4. Educated (14,<br>well educated 6)<br>20  | 10. Relaxed 10  | 25. brunett                      |
| 5. organized 18   | 11. "italian"   | 26. busy 4                       |
| 6. Happy 18   | 12. accurate  | 27. Calm 3                       |
| 7. open 17  | 13. Active  | 28. caring                       |
| 8. cultural (5,<br>culturally<br>interested 2,<br>history and<br>culture oriented,<br>interested in<br>history,<br>interested in art,<br>interested in<br>other cultures 4, | 14. Admiring beauty                                     | 29. caring of the<br>environment |
|   | 15. adventurous   | 30. chatty                       |
|   | 16. aloof   | 31. closed 3 Cold 4              |
|   | 17. amazing   | 32. Colourful                    |
|   | 18. Arrogant  | 33. constructive                 |
|   | 19. Atheist 2   | 34. controlled                   |
|   | 20. attractive  | 35. cool people                  |
|   | 21. Atypical  | 36. correct                      |

---

<sup>47</sup> One respondents added :  
*"At least I want to be and try  
my best to be"*

- |                                      |   |   |
|--------------------------------------|---|---|
| 37. cosmopolitan                     | 58. equality is in my<br>blood :-)      | 78. hospitable 3                                  |
| 38. cozy                             | 59. explorative                         | 79. hot   |
| 39. Creative                         | 60. extrovert 2                         | 80. humorous 5                                    |
| 40. culinarian<br>intereserd         | 61. famlily                             | 81. I don't consider<br>myself Danish             |
| 41. democratic 4                     | 62. Fat 2                               | 82. Impatient                                     |
| 42. direct                           | 63. Flexible                            | 83. Impulsive                                     |
| 43. disciplined                      | 64. food lover                          | 84. incredible food                               |
| 44. dissatisfied about<br>high taxes | 65. free 2                              | 85. independent 6                                 |
| 45. down to earth 3                  | 66. Free minded                         | 86. individualistic                               |
| 46. Drunk                            | 67. Fun                                 | 87. Intellectual 3                                |
| 47. dull                             | 68. funky                               | 88. Intelligent                                   |
| 48. dutiful                          | 69. funny 6                             | 89. Interested 6                                  |
| 49. easy to meet                     | 70. gentle 3                            | 90. interested in<br>fashion                      |
| 50. Easygoing 5                      | 71. glad, Good<br>humor, enjoys<br>life | 91. International 2,<br>internationally<br>minded |
| 51. Effective 2                      | 72. good cook                           | 92. introvert 5                                   |
| 52. Efficient                        | 73. good job                            | 93. kind 5  |
| 53. egocentric                       | 74. hard to get to<br>know well         | 94. left-wing                                     |
| 54. emancipated                      | 75. hard working 5<br>hardworking       | 95. liberal 2                                     |
| 55. empathic 2                       | 76. Helpful 9                           | 96. like to meet<br>other people                  |
| 56. Energetic 2                      | 77. honest 5                            | 97. Logic-minded                                  |
| 57. engaged in new<br>experiences    |   |   |

- |   |                                |                                 |
|---|--------------------------------|---------------------------------|
| 98. Lucky                               | 119. passionate 2              | 142. socially aware 2           |
| 99. Mediocre                            | 120. Patient 2                 | 143. sometimes<br>critical      |
| 100. Melancholic                        | 121. people hate each<br>other | 144. speak english              |
| 101. Modern                             | 122. perfectionist             | 145. speak with<br>everybody    |
| 102. more open than<br>average          | 123. Polite 5                  | 146. speaking many<br>languages |
| 103. musical                            | 124. Positive 3                | 147. sportsfan                  |
| 104. naive                              | 125. practical                 | 148. Straightforward            |
| 105. narrowminded 2                     | 126. precise                   | 149. stressed                   |
| 106. natural                            | 127. preserved                 | 150. Strong                     |
| 107. nature lover 2                     | 128. private                   | 151. structured                 |
| 108. Nice 5                             | 129. punctual                  | 152. sweet 3                    |
| 109. noisy                              | 130. Quiet 6                   | 153. sympatic                   |
| 110. non-currup                         | 131. rational                  | 154. systematic                 |
| 111. Normal                             | 132. realistic                 | 155. tall 2                     |
| 112. not polite                         | 133. respectful 2              | 156. Thankfull                  |
| 113. not so<br>temperamental            | 134. Responsible               | 157. tired                      |
| 114. not so wild                        | 135. rich                      | 158. tolerant 6                 |
| 115. not too tolerant<br>of long delays | 136. self critical             | 159. tourist                    |
| 116. orderly                            | 137. selfcontent               | 160. trustful                   |
| 117. out looking                        | 138. silent                    | 161. trustworthy                |
| 118. outgoing                           | 139. Smiling 6                 | 162. unconventional             |
|   | 140. sober                     |                                 |
|   | 141. social 3                  |                                 |

163. unfriendly
164. unhappy
165. Unromantic
166. use a lot of irony  
and sarcasm in  
our humor
167. Warm 3
168. Warmhearted
169. Well-mannered
170. Welltravelled
171. ... I don't feel dk  
is try right  
country for me...  
So difficult for  
me to answer...  
It's too cold for  
me, the weather  
effects my mood  
and sunshine  
makes me happy,  
which we don't  
have much of

**Appendix C: Table of flights connection between Denmark and Italy today.**

Departure Airport	Destination Airport	Airlines	Annual/Seasonal
Copenhagen Airport – Kastrup	Florence	Vuelig	Annual
	Milan (Malpensa)	Easyjey	Annual
	Milan Bergamo (Orio al Serio)	Ryanair	Annual
	Venice	Norwegian	Seasonal
	Rome (FCO)	Norwegian Airlines	Annual
	Rome (CIA)	Ryanair	Annual
	Olbia	Norwegian Airlines	Seasonal
	Catania	Norwegian Airlines	Seasonal
	Pisa	Norwegian Airlines	Seasonal
Billund Airport	Rome (CIA)	Ryanair	Seasonal
	Bergamo	Ryanair	Seasonal
	Treviso	Ryanair	Seasonal
	Pisa	Ryanair	Seasonal

Source Rapporto Ambasciata ENIT Danimarca Italia 2016



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