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**AN INVESTIGATION ON HOW THE MEDIA REPRESENTS MAGALUF
AS A TOURIST DESTINATION AND TO INVESTIGATE THE VIEWS OF
PREVIOUS VISITORS TO THE DESTINATION TO ASSESS WHETHER
THE MEDIA COVERAGE IS ACCURATE?**

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**BA (HONS) INTERNATIONAL TOURISM MANAGEMENT
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DECLARATION

"I declare that this Dissertation has not already been accepted in substance for any degree and is not concurrently submitted in candidature for any degree. It is the result of my own independent research except where otherwise stated."

A handwritten signature in black ink, appearing to read 'Georgia Lee', written in a cursive style.

Georgia Lee (Candidate)

ABSTRACT

The purpose of this study is to analyse and investigate how the media represents Magaluf as a tourist's destination and to explore the media coverage, which may influence tourist's perception of Magaluf.

In order for the researcher to answer the research question and to get an insight of Magaluf's reputation, the researcher decided to obtain this research through qualitative research. Qualitative research was conducted through the forms of semi-structured interviews and a focus group. This gave an opportunity for the researcher to discover an in-depth understanding of what Magaluf is like due to focusing on personal experiences, as well as, understanding what media sources are used in order to explore if Magaluf has a bad reputation.

The dissertation includes an introduction into the topic and the researcher's reasoning for choosing this specific investigation. Which also includes the purpose of the study and the aim the researcher is hoping to get out of the research, following the objectives in which the researcher will follow throughout the study. A literature review is included within the study, which allows understanding of existing literature written by academics on the chosen subject. A methodology section is also included, in order for researchers to understand what primary research was conducted and then a detailed analysis of the data discovered. Finally, a conclusion is included which draws together the key findings of the research as well as further recommendations for further research into this study.

An overview of the study, the researcher discovered that that evidence suggests that the media portray Magaluf in a negative light, and this includes not just TV programmes but social media content, which is created by visitors themselves. That the research from the participants had been aware of the media portrayal of Magaluf before they visited the destination but it had not deterred them from visiting. They believed that media coverage can be exaggerated and not present a balanced picture. Also, the experience of the participants in Magaluf was different than the media coverage had led them to expect. However, Magaluf has put in legal measurements in place to control the worst excesses by party tourists and the participants were in favour of these. Finally, it shows that Magaluf has the opportunity through its own marketing to portray an image of the destination that will appeal to a wider range of tourists, not just party tourists.

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TABLE OF CONTENTS

DECLARATION	i
ABSTRACT	ii
ACKNOWLEDGMENTS	iii
TABLE OF CONTENTS	iv
LIST OF FIGURES	vi
CHAPTER 1 - INTRODUCTION	1
1.1 BACKGROUND	1
1.2 PURPOSE OF STUDY	3
1.3 RESEARCH AIM AND OBJECTIVES	3
1.4 METHODOLOGY AND RATIONALE	4
CHAPTER 2 - LITERATURE REVIEW	5
2.1 INTRODUCTION	5
2.2 TOURISM	5
2.2.1 PARTY TOURISM	6
2.3 MEDIA	7
2.3.1 SOCIAL MEDIA	8
2.4 DESTINATION IMAGE	9
2.4.1 IMAGE FORMATION PROCESS	10
2.5 TOURIST TRAVEL MOTIVATION	12
2.5.1 TOURIST DECISION-MAKING PROCESS	13
CHAPTER 3 - METHODOLOGY	15
3.1 INTRODUCTION	15
3.2 RESEARCH DESIGN	15
3.2.1 QUANTITATIVE RESEARCH	16
3.2.2 QUALITATIVE RESEARCH	16
3.2.3 SEMI-STRUCTURED INTERVIEWS	17
3.2.4 FOCUS GROUPS	18
3.3 SAMPLING	19
3.4 LIMITATIONS OF THE STUDY	19
3.5 ETHICS APPROVAL	19
3.5.1 RISKS	20
CHAPTER 4 - RESULTS, ANALYSIS AND DISCUSSION	21
4.1 INTRODUCTION	21
4.2 MEDIA COVERAGE OF MAGALUF	21
4.2.1 TELEVISION	22
4.2.2 SOCIAL MEDIA	24
4.3 MAGALUF DESTINATION IMAGE	27

4.3.1 DESTINATION DEVELOPMENT	31
4.4 EXPERIENCE AND EXPECTATIONS	33
CHAPTER 5 - CONCLUSIONS AND REFLECTION	37
5.1 INTRODUCTION	37
5.2 THE RESEARCH PROCESS	37
5.3 RESEARCH FINDINGS	37
5.3.1 THE MEDIA	38
5.3.2 MAGALUF DESTINATION IMAGE	39
5.3.3 DESTINATION DEVELOPMENT	39
5.4 SUMMARY OF KEY FINDINGS	40
5.5 REVIEW OF AIM AND OBJECTIVES	40
5.6 DIRECTIONS FOR FURTHER RESEARCH	41
REFERENCES	42
APPENDIX	46
ETHICS FORMS	47
PARTICIPANT INFORMATION SHEET	57
SEMI-STRUCTURED INTERVIEW TRANSCRIPTS	58
FOCUS GROUP TRANSCRIPT	76

LIST OF FIGURES

Figure 2.1: The destination image formation model	10
Figure 2.2: Maslow's Hierarchy of needs	13

CHAPTER 1 - INTRODUCTION

1.1 BACKGROUND

It is widely accepted that in the twenty-first-century humankind is encapsulated in a media-saturated world. As technology began to change rapidly in the 20th century (Buhalis, 2003), it has enabled tourists to thoroughly research tourist destinations by using the Internet before travelling. In 2016, 87.9% of adults within the UK had recently used the Internet, compared to 86.2% in 2015 (Office for National Statistics, 2017). Therefore, it is clear that Internet usage is growing year by year, which can affect the tourism industry in multifarious ways. The range of media sources that can impact the tourism industry includes the following: newspapers, televisions, social media, direct mail, radio, magazines, and word of mouth. This dissertation will specifically highlight how the media can impact the tourist destination, Magaluf.

Magaluf is located on the south-west coast of Majorca, one of the largest Balearic Islands of Spain. This destination has drawn holidaymakers for over 40 years (Thomson Holidays, 2017), regarded as the best known and most visit resort of Majorca. This is largely due to Magaluf being associated as a 'bargain-basement package holiday destination' (Lee, 2004), which refers to a destination that is the best value for money when tourists decide to book last-minute. This can include package deals such as 'all-inclusive', which is regarded as the best value for money. Nelson (2017) explains that most tourism promotions would highlight Magaluf's beaches, which promises tourists beautiful sands, clear waters and relaxation throughout their stay within the destination. However, it is clear that Magaluf has some extras for tourists to enjoy, such as multiple bars and nightclubs, cheap alcohol and a twenty-four-hour party atmosphere (Nelson, 2017). *'The principal tourist market for Magaluf tends to be young adults (from 18 to the 30s) British working-class singles'* (Nelson, 2017:54). This is because Magaluf is a party tourism destination. Party tourism is a niche within the tourism industry; it is where people under the age of 30, especially prevalent in Northern Europe, travel to warm destinations to indulge in drinking, dancing and other party behaviour (Travel Industry Dictionary, 2016). Thomson Holidays (2017) promote Magaluf's nightlife by promoting that *'Magaluf does not need an invitation to have a*

good time'. They describe the destination as a perfect place for tourists to party as they quote '*...and for people who like to party, Magaluf is always happy to oblige*' (Thomson Holidays, 2017).

However, Lee (2004:99) explains that within 1996, Magaluf lost patience with its youthful British visitors. As local authorities won a court order allowing them to demolish twenty down-market hotels, in trying to end – or at least control - the annual binge of 'violence, drunkenness, and open air sex' that they argued, characterised the resort of Magaluf (Lee, 2004:99). In recent years it is clear that Magaluf is still one of the popular, cheap party holiday destination which young adults travel to in many group sizes, as shown over 20,000 tourists visit Magaluf each year (BBC, 2013). There are many party tourism destinations around the world which attract young tourists. Magaluf is in the top ten clubbing destinations around the world for the best holiday and nightlife, following Aiyā Napa, Zante, Malia and Ibiza (Thomas Cook, 2017).

Magaluf is the chosen destination to concentrate the study on, due to the amount of general negativity the researcher has heard about the destination in the past. Many negative stories and opinions about Magaluf have been heard by the researcher, which makes Magaluf interesting to research further. By conducting further research on a party destination it is interesting to understand current tourist perceptions on the destination, as party destinations are mostly stereotyped massively throughout the media. Different media sources have shared information about the destination providing negativity to potential tourists. Magaluf has encountered multiple stories within the media comparing with other party destinations. The stories within the media have exposed information about Magaluf which is likely to impact the way tourists reflect upon Magaluf and the image of the destination. The study will investigate different media sources such as television and social media specifically, as they are the main sources used in which impact the decision-making process of holiday makers. By concentrating directly on social media, it is investigating an ongoing source which is developing and can impact a destination in a positive or negative way. A range of examples of different sources and information will be critically analysed to see if it has affected Magaluf's reputation.

1.2 PURPOSE OF THE STUDY

The purpose of the study is to analyse and investigate how the media represents Magaluf as a tourist destination and to explore the media coverage, which may influence tourist perception of Magaluf. In order to do this, the researcher will undertake primary research with participants about their personal experience within Magaluf reflecting upon the academic literature. The academic literature within the dissertation will focus closely on the following topics – tourism, media, destination image and tourist travel motivation. The specific topics will be discussed and analysed throughout the dissertation to gain a background knowledge before focusing closely on the participant's responses.

Primary research involving semi-structured interviews and a focus group will help give an understanding of selected views and opinions about Magaluf as a destination. As well as, gathering knowledge of how the media has an impact on the destination. An additional purpose of the study is to discover how the media can drastically give the destination a specific image to tourists, and how the destination can overcome these problems.

1.3 RESEARCH AIM AND OBJECTIVES

The main aim of this study is to analyse and investigate tourist perception on Magaluf by questioning previous visitors primary experience within in the destination. This will show if the media has portrayed a particular reputation of the tourist destination. In order to achieve the aim, the researcher has developed four key objectives for the study;

1. Critically review the literature around the media reporting of tourism and how Magaluf is impacted by the media in either a positive or negative way.
2. Investigate the power of the media and analysing the consumer decision-making process about travelling to a destination.
3. Investigate views and opinions of tourists who have travelled to Magaluf by using a focus group and semi-structured interviews.

4. Make recommendations and final conclusions about the media and tourism and how it has affected Magaluf reputation.

These objectives are suitable and achievable for this particular study as it provides an overall understanding of the media and how it can impact a tourist destination such as Magaluf. As well as providing primary research, which will provide information about tourist experience who have travelled to Magaluf. Drawing final conclusions about the study will help answer the research question and recommendations on how further research can be conducted.

1.4 METHODOLOGY AND RATIONALE

The researcher has included primary research and in-depth analysis within the dissertation. The analysis has allowed more knowledge and understanding on the themes within the study, for example, understanding tourism, the media, destination image and tourist travel motivation. The researcher has chosen to use two methods in the study in order to collect effective and relevant information, for instance the researcher has used semi-structured interviews and a focus group. The researcher chose the two methods, as it was appropriate for the study as it is easier for the researcher to get an in-depth understanding of how the media has impacted tourist perception of Magaluf, and how the media has portrayed a reputation of the tourist destination. By using a selection of participants who have been to Magaluf gives the researcher an understanding of the reality of Magaluf comparing with the media.

CHAPTER 2 - LITERATURE REVIEW

2.1 INTRODUCTION

The purpose of a literature review is to provide a sound base which new research can be founded (Oliver, 2012). A literature review is used to explore and report a range of information from literature which relates to the research topic. In order to write a literature review, it requires certain skills for instance; the ability to plan and structure work, think analytically, search for the correct information and to critically analyse information, as well as, writing academically. This literature review will critically review literature which supports the aim and objectives.

In the following chapter, the researcher will investigate different theories that relate to the topic of the dissertation – Tourism, Media, Destination Image and Tourist Travel Motivation. By exploring the themes, it will help understand the research topic which can be used to develop a discussion using the primary research results.

2.2 TOURISM

Nielsen (2001) explains that defining tourism is hard as it can be split into six different viewpoints such as; *'economic, technological, experiential, psychological, holistic and communicative'*. Though, *'any definition of tourism ultimately depends on the perspective and purpose requiring explanation'* (Nielsen, 2001:23).

'The term tourism refers to all trips made by residents of a country, both within the country and abroad, for non-migratory purposes' (Beaver, 2005:135). This including any journeys of more than 24 hours for recreation, business, study, or health purposes (Beaver, 2005:135). Wall and Mathieson (2005) describe that the study of tourism is a temporary movement of people moving away from their usual habitat. Tourism was previously seen as a luxury and voluntary activity, as it was once restricted as only a few could afford to travel (Wall and Mathieson, 2005:1). Throughout the years, improvements in transportation, accommodation, inclusive tours and the opportunity of cheap travel meant that more people can voluntary travel around the world for pleasure (Wall and Mathieson, 2005:1).

Tourism can be divided into different categories known as 'niche tourism' depending on tourist interests. Novelli (2004) describe that niche tourism is a way to distinguish and differentiate tourists; this can be useful within the tourism industry to identify different tourist groups when it comes to marketing and to identify specific tourism.

The term 'niche tourism' is borrowed from the term 'niche marketing'. Novelli (2004) refers to niche as an optimum location, which an organisation can exploit in terms of resources in the presence of its competitors. In marketing terms, the 'niche' is split into two inter-related ideas, that there is a place in the market for the product and there is an audience for this product (Novelli, 2004:4). This can be extended further to refer to a specific product tailored to meet the needs of a particular market segment or audience (Novelli, 2004:5).

2.2.1 PARTY TOURISM

Party tourism is a niche within the tourism industry, it is where people under the age of 30, especially prevalent in Northern Europe, travel to warm destinations to indulge in drinking, dancing and other party behaviour (Travel Industry Dictionary, 2017). This could also be related to the niche, special interest tourism. Special interest tourism is defined as a form of tourism which involves consumers whose holiday choices are inspired by a specific motivation depending on their needs and interests (Novelli, 2004:13).

There has been a rise in interest for activity-based tourism and it has allowed many players to enter what is now highly specialised and lucrative market characterised by an enormous variety of products, ranging from cycling trips to party holidays (Novelli, 2004:201). Almost every adventure activity has been capitalised upon to provide some form of tourism experience (Novelli, 2004:201). Throughout the years, party tourism has grown considerably, as tour operators have seen the opportunity to focus on targeting this market and to develop brands to satisfy the party tourists (Swarbrooke *et al*, 2014:312). Swarbrooke *et al*. (2014) explain that men and women under the age of 30, are shown to be interested in party tourism.

Considerably, it is shown that a third of youth holidays are shown to be beach-orientated, which shows a growth in young people taking holidays to pursue their interest in alternative and dance music subcultures (Novelli, 2004:41). For example, over 20,000 tourists visit Magaluf each year, who focus on coming to the destination for the intention of a party holiday (BBC, 2013).

Horner *et al.* (2004) explain that party tourism does have a major impact on destinations. For example, it can cause environmental problems, mostly notable litter and noise pollution. This is because many tourists who travel to an Island, forget to be respectful to the destination. Party tourism within a destination can also cause conflict between different cultures. As within Southern Europe, most hold strong religious influences and emphasis on family, which finds party tourism, within its excessive drinking and casual sex, highly offensive (Horner *et al.*, 2004:238).

2.3 MEDIA

Media has a great influence on society as they influence numerous changes and form different trends (Lekić *et al.*, 2015:146). Technology has developed over the years, which means that news spreads easy and fast across a country or countries. By this, it means that all information can be available from anywhere around the world (Lekić *et al.*, 2015).

The media has a big impact on the tourism industry as it is a communication process. *'Mass media is multifaceted and it is central to all interpretations'* (Nielsen, 2001:25). There are many sources of media such as; newspapers, television, social media, direct mail, radio, magazines and outdoor. Although tourism practitioners have said that television is the most effective advertising as it enters more houses and it has access to greater audiences (Nielsen, 2001:39).

Lekić *et al.* (2015) explain that the media play a role in promoting a tourist destination, this by emphasising on specific values and attractions that a destination may have. As well as helping differentiate the destination from others. *'Media can make one tourist destination different from another, by placing the accent on a particular resource which then becomes the leading "product" of a destination'* (Lekić *et al.*, 2015). More

people are using the internet to research a destination before going as; *'41 million Europeans use the web for research, planning, and reservation of their vacation and generally their travel needs'* (Lekić et al, 2015).

The powerful effects of media communications can bring sweeping changes of attitudes and behaviour among the key actors in local, national and global tourism for peace, security and sustainable development' (Tourism Management: Role of the media, 2009).

2.3.1 SOCIAL MEDIA

Buhalis (2003) explains that tourism and technology go hand in hand together as technology began to change rapidly in the 20th century. Sigala et al, (2012) explain that social media is growing more crucial within the hospitality and tourism businesses as hospitality and tourism industries offer experiential products which visitors must rely on all information provided to them. Chaffey (2009) defines online social media as *"a site that facilitates peer-to-peer communication within a group or between individuals through providing facilities to develop user-generated content (UGC) and to exchange messages and comments between different users"*. Social media is the digital version of word-of-mouth as in 2010, Facebook was ranked as the number one website online which can reach 39.2 percent of the internet population (Sigala et al, 2012:74). Social media is a good communication process in order for the hospitality or tourism industries to communicate with their consumers as it offers a two-way communication.

Manazzi (2014) focuses on how social media impacts on travellers and looks closely at consumer behaviours. *'Social media have been transforming the way people communicate with each other and with companies'* (Manazzi, 2014: 15). The use of social media has shown to play a central role in the travel planning and information searching (Manazzi, 2014). This is because people share opinions and recommendations through social media to friends and others online. An example of a social media site which is successful in the way to help promote companies is Twitter. *'Twitter was founded in 2006 by Jack Dorsey,'* and is found to be the most popular

form of social media (Manazzi, 2014:10). Twitter has 500 million users with 135,000 new users joining each day (Manazzi, 2014:10).

Social media has an influence on travel planning as '69% of the worldwide population uses social media for tourism needs', as well as, '59% of the world depend on travel operators' (Gururaia, 2017). TripAdvisor is the world's largest travel site, it enables travellers to unleash the potential of every trip (TripAdvisor, 2017). It offers advice from millions of other travellers, it provides information about destinations, hotels, accommodation and other tourists attractions. *'TripAdvisor branded sites make up the largest travel community in the world, reaching 390 million average monthly unique visitors, and reached 435 million reviews and opinions covering 6.8 million accommodations, restaurants and attractions'* (About TripAdvisor, 2016). This shows that media devices such as TripAdvisor and other social media platforms are strong communicators within the tourism industry as it gives the chance for other travellers to discuss and find more information online.

2.4 DESTINATION IMAGE

Destination image has been defined over the years as *'an expression of knowledge, impressions, prejudice, imaginations and emotional thoughts an individual has a specific object or place'* (Lawson and Baud-Bovy, 1977 as cited in Pearce, 2005). Ahmed (1991 as cited in Pizam, 2011) expands on defining a destination image as *'what tourists as buyers 'see' and 'feel' when the destination or its attractions come to mind as a place suited for the pursuit of leisure'*. Tapachai and Waryszak (2000 as cited in Pearce, 2005) simply define it as *'a mental prototype'*, by exploring other theoretical definitions it has shown that a destination image is how tourists describe their thoughts and feelings about a destination. This can be shown by memory or by the mental image of the destination.

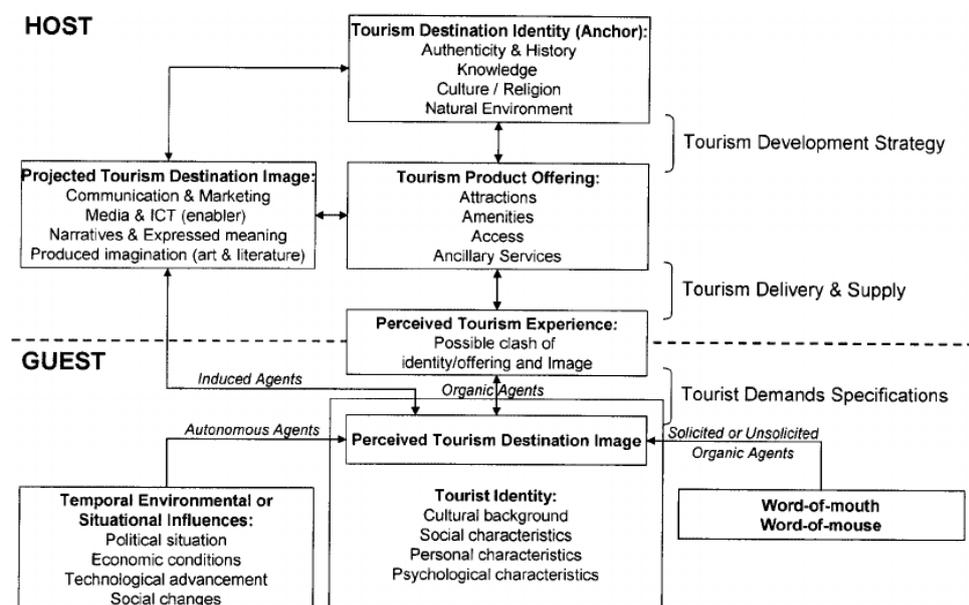
Many authors have studied destination images drawing upon historical accounts, focusing on literature, photographic and film files. By this, it is shown that images and historic information stored have given tourists a perception on what a destination looks like and what it may be like. For example, Butler (1998 as cited in Pearce, 2005) studied Scotland's destination image. The current primary image portrayed within

Scotland are that they have mountains, tartan, castles and bagpipes, whereas, the secondary features of Scotland are whisky, golf and haggis. This has come from persistent historical construction of Scotland’s image, which is highly recognisable and can be used within marketing modernisation (Pearce, 2005:98).

2.4.1 IMAGE FORMATION PROCESS

A destination image formation model has been created in order to ‘deconstruct destination image and identify those elements that have a dynamic influence on how a destination image is formulated in the mind of a consumer’ (Kozak and Decrop, 2009:35). There are many different aspects to the model provided which helps analyse the destination. For this study, the researcher has closely focused on the ‘Projected Tourism Destination Image’ section.

Figure 2.1: The destination image formation model (Govers and Go, 2003)



As tourism services are intangible, destination images are becoming more important within the information space where consumers perceive a destination by the image portrayed (Kozak and Decrop, 2009). Echtner and Ritchie (1993; 2003) concluded that a destination image is projected into two components: attributed based and holistic. Within each component, it is shown that it contains functional and psychological

characteristics (Kozak and Decrop, 2009). *'There are many aspects involved in formulating the total destination image in the mind of a tourist'* (Kozak and Decrop, 2009:37).

In Figure 2.1 it shows that tourists can get a perception of a destination image by different perceptions shown to them by different sources such as communication, marketing, media and produced imagination, such as art and literature. Gartner and Hunt (1987 as cited in Pizam *et al*, 2011) explain that temporal environment or situational influences also change people's perception in short term, this is known as *'autonomous agents'*. Guidebooks, news, articles, reports, documentaries, and programs all impact the image of a destination as it has been shown to tourists by the media.

Gartner (1993: 203 as cited in Kozak and Decrop, 2009) states;

'news and popular culture forms of autonomous image formation, because of their high credibility and market penetration, may be the only image formation agents capable of changing an area's image dramatically in a short space of time.'

Images may stay and stick to a destination in a positive or negative way, but it is shown that it is up to the destination marketing organisation (DMOs) to make a change of what the media has portrayed a destination (Kozak and Decrop, 2009:40). Tourists can get an idea of what a destination is like and can create an image of the destination through movies, TV shows, exhibitions, events and literature (Kozak and Decrop, 2009). This is a *'form of hedonic consumption that can give a 'reality like' insight into living place identity'* (Kozak and Decrop, 2009:44). Throughout the years, it is shown that the influence of movies on tourism destination image has received substantial attention. *'Leisure products such as books and movies increasingly trigger consumers to travel to certain destinations (E.g.: Harry Potter – Great Britain, The Beach – Thailand)'* (Kozak and Decrop, 2009:44). This is a way to help boost tourism within a destination as people travel specifically for that reason.

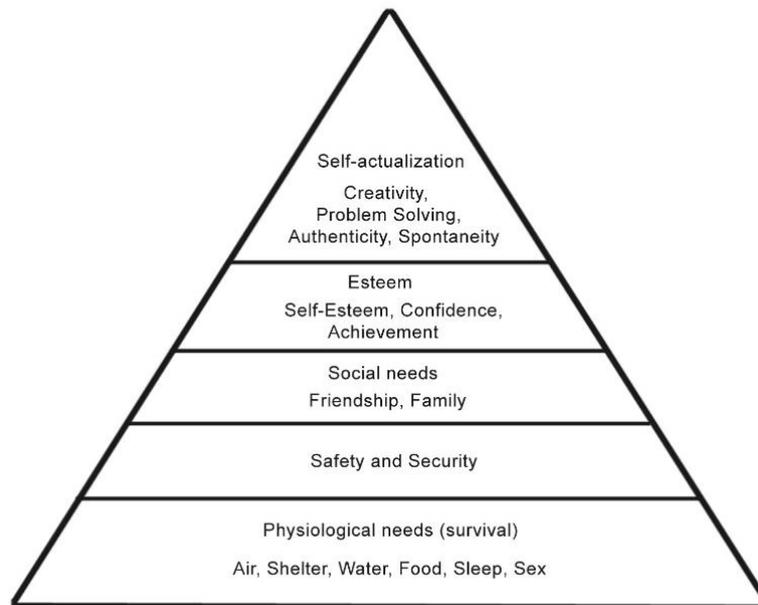
2.5 TOURIST TRAVEL MOTIVATION

'Motivation is the dynamic process in buyer behaviour, bridging the gap between the felt need and the decision to act or purchase' (Middleton and Clarke, 2001). Motivation can be categorised into a number of sections such as positive motivation (tourist need to seek to a positive situation), negative motivation (tourist needs to escape from a negative situation), internal motivation (drive from within), external motivation (promotional marketing), cognitive motivation (linked to the need of meaning) and affective motivation (linked to the satisfaction of feelings and emotional goals) (Bowen and Clarke, 2009:89).

In order to focus on tourist travel motivations, it is shown that Decrop and Snelders (2005) separated up the typologies into two groups. For instance, the first group of typologies is based on segmentation criteria which include; age, sex, education and family life cycle. This helps marketers and managers know who to target when it comes to destination marketing. The second group of typologies include; socio-psychological variables (Bowen and Clarke, 2009:97). For example, Cohen (1979) have identified five tourist types in this section which as; recreational, diversionary (seeking pleasure), experiential (seeking authentic experiences), experimental (seeking immersion in the culture and lifestyles) (Bowen and Clarke, 2009:97).

Whereas Maslow (1943) created a *'Hierarchy of Needs five-stage model'* to understand human motivation, he divided the human needs into two categories – physiological (the need to drink and eat etc.) and psychological (the need for status and respect). Maslow classified these needs into a hierarchical structure (Figure 2.2). Maslow's theory argues that the basic needs come first as a motivation in life and anything after is a higher level of needs or wants. Pearce (1982) has shown to apply tourist motivation to the model, he has suggested that *'tourists are attracted to holiday destinations to possibly fulfil self-actualization, love and belongingness and physiological needs in that order of importance'* (Woodside and Martin, 2008:16).

Figure 2.2: Maslow's Hierarchy of needs (Maslow 1943)



2.5.1 TOURIST DECISION-MAKING PROCESS

Tourist motivations reflect on the way how tourists decide on their decision of where they go on their holiday. People travel for many different reasons in order to suit them within their lifestyle, as people travel to satisfy their needs and want in consideration of the amount of time and money they have. Dann (1977) states that there are two stages in tourist decision-making process to travel; 1) push factors, such as motivation and the desire to travel; this is internal to the individual, 2) pull factors which are external to the individual. For example, the destination of their choice has benefits in order for them to choose that specific destination. By reflecting on the needs and wants from a tourist, this would be the first stage of the decision-making process. *'Tourists make their decision based on previous experiences and also based on specific criteria, such as information taken from the commercial or social network (friends and relatives)'* (Boavida-Portugal, Ferreira and Rocha, 2015:5).

Parra-Lopez *et al.* (as cited in Sigala *et al.*, 2012:171) quote that *'social media has triggered major changes in tourist behaviour in terms of organisation of travel, the actual travel and post-travel behaviour.'* This statement is shown to have an impact

on the way tourists alter their decision-making process. The internet is now used as a source of research to find information about a destination before the tourist visits. It is used in order to find information, share experiences with others, buy travel-related services, which is utilised by the use of a variety of different devices such as; PCs, smartphones and tablets (Parra-Lopez *et al.* as cited in Sigala *et al.*, 2012). Many applications are created for these devices in order to make it easier for tourists to find information such as; Facebook, Google Maps, Twitter, TripAdvisor. Because of these applications, it is easy for the tourists to share and hear about experiences online in order to get an idea of the destination before attending. Parra-Lopez *et al.* (as cited in Sigala *et al.*, 2012:172) show that the main uses of these are to see photographs, this is to get an image of the destination, as well as, also rating and commenting on other people's experiences.

CHAPTER 3 - METHODOLOGY

3.1 INTRODUCTION

In this chapter, it will clarify the methods used within the research process and a justification about why the methods were effective when conducting the research. It is important to understand what methodology means within the context of the dissertation.

'Methodology is not just a matter of method, in the sense of using appropriate techniques in the correct way. It is much more to do with how well we argue from the analyses of our data to draw and defend our conclusions' (Bellamy, 2011:11).

The research project is based on investigating views of previous visitors of Magaluf to assess whether the media coverage is correct. In order to investigate, qualitative research will be conducted to get an in-depth understanding of tourist perception on Magaluf. This will be completed through undertaking a focus group and semi-structured interviews. The sampling and procedures of these will be clarified within this section.

3.2 RESEARCH DESIGN

It is important to set out a strategy, before undertaking any research, of how the data will be collected in order to get relevant and applicable results. Data can either be collected by using different approaches such as qualitative or quantitative research depending on what information is needed from the research. For this research, the qualitative approach is appropriate for this study as it is small, it focuses on selected tourist who fit the criteria of the research question. There is a range of advantages and disadvantages of only using one approach for collecting data, in order to get an overall conclusion through using the results.

An advantage of using only qualitative research is that it gives a *'more detailed understanding of the phenomena of interest than quantitative research'* (Houser, 1998:38). As it is easy to get participants to expand on their opinions throughout the interviews. Which gives the researcher a wider understanding of the questions asked.

However, a disadvantage of only using qualitative research is that it provides limitations as it is *'generalising the results to the larger population'* (Houser, 1998:39).

3.2.1 QUANTITATIVE RESEARCH

Quantitative research is *'Explaining phenomena by collecting numerical data that are analysed using mathematically based methods (in particular statistics)'* (Aliaga and Gunderson, 2002). For example, using methods which allow the researcher to collect data by questionnaires, polls or surveys. This approach is not relevant for this particular study, as the researcher is aiming to focus on participant's experience rather than finding statistics. This approach would not benefit the quality of the results gathered. However, this approach could be taken if the study was carried out again in order to gain more information, to help the results be more accurate and reliable.

3.2.2 QUALITATIVE RESEARCH

Guba and Lincoln (1994) explain that precise qualitative approaches provide greater alter findings than other methods such as questionnaires. This form of research is useful when wanting to obtain the findings of thoughts and opinions of those who are being interviewed.

'Qualitative research involves the studied use and collection of a variety of empirical materials – case study, personal experience, introspective, life story, interview, observational, historical, interactional, and visual texts' (Denzin and Lincoln, 1994:2).

Qualitative research methods are individual interviews, focus groups which allow group discussions or observations. This approach is used in this study as it is gaining more information on the individuals about their personal experiences within Magaluf. As well as gaining their knowledge of opinions about the image of the overall destination. The researcher will use two methods of qualitative research such as semi-structured interviews and focus groups. This is used in order to gain more of an understanding of the participant's experience. Additionally, this gives a chance to go into more detail as the participants can elaborate on their answers.

3.2.3 SEMI-STRUCTURED INTERVIEWS

Using a method such as semi-structured interviews, it will allow the participants to provide more information as the respondents could elaborate on their answers. Barriball, (1994) show that semi-structured interviews are for exploring the perceptions and opinions of respondents regarding complex and sensitive issues, this enables more information and clarification of answers. Chisnall (2007) explains that semi-structured interviews are 'guided conversations', this is an advantage of using this method as the interviews were very relaxed but focused. This is suitable for the dissertation as the researcher interviewed a range of different people of different ages.

The selected participants who are used for the study, are a mixture of male and females who have been to the destination, Magaluf. The participants within the study have asked to stay anonymous due to wanting their information and personal details to be confidential. The participants used for the study are between the age of 20 – 23, as the target market of the destination is between the specific age gaps and older. Each participant has a different experience with a destination which gives a range of information to analyse throughout the results. Drawing from past experience and personal opinions on what the destination is like and what they think about different aspects of the destination.

Throughout carrying out the semi-structured interviews, the interviews will be set up in a safe environment within the University. This created a professional and effective feel for the participants allowing them to feel comfortable when providing their answers. Using a voice recorder in order to capture everything the participant's answer. This will make it easier to write up a simple transcript, in order to analyse their answers ensuring no relevant information was missed when writing up the results.

3.2.4 FOCUS GROUPS

Edmunds (1999) explains how focus groups are used within the qualitative research. It is clear that focus groups give the chance for participants to provide a flow of input and interaction related to the topic. Focus groups only reflected on a small segment of the target market, as the results will not necessarily be a representative of the general population (Edmunds, 1999). Although, they offer a more in-depth understanding of the perspective or opinions of the target than otherwise obtained by surveys (Edmunds, 1999). This is suitable for the study, as it gives one other perspective on the research question. As participants are able to expand and get into a discussion of the research topic, which will be helpful for the researcher to analyse the results.

The focus group used in the study will be a male group which contain three participants, as the researcher decided that the focus group has to be small in order to stay focused. This is used in order to get a mixture of perspectives on the types of experience the participants had within their time within the destination, Magaluf. The participants within the study asked to stay anonymous due to wanting their information and personal details to be confidential. The participants used for the study are within the age gap of 19 – 22, as the target market of the destination is between the specific age gaps and older. Within the focus group, the participants are a mixture of tourists who visited the destination at different times, which gives the chance to discuss and explore their experiences in more detail.

Throughout carrying out the focus group, the session will be carried out in a safe environment within the University. This creates a relaxed but professional environment, which will make the participants feel more comfortable in the situation. The session will also be recorded by using a voice recorder, in order to capture everything discussed. This will make it easier to write up a simple transcript, in order to analyse the answers ensuring no relevant information is missed when writing up the results.

3.3 SAMPLING

Those who are partaking within the study of either contributing within the semi-structured interviews or focus group, the researcher has chosen through convenience sampling. *'In convenience sampling, elements for the sample are selected for the convenience of the researcher'* (Black, 2001:224). Participants have been selected as they are the most convenient and suitable for the study. This is because the participants selected are those who have been to the destination, Magaluf. By the researcher knowing the participants or knowing them, makes it safe with conducting the research. The researcher has chosen to provide six interviews and a focus group, in order to get a rounded perspective of the participant's experience and opinions that relate to the research question. The participants who have taken place in the study were not aware of the questions asked within the sessions of interviews and the focus group.

3.4 LIMITATIONS OF THE STUDY

There are many limitations that could arise within the study due to using the methods chosen. By only using the qualitative approach within the study it could impact the overall results, as it could become bias. This is because the selected participants chosen by the researcher could all have the same views due to many reasons. The participants are all within the same age group and have all decided to visit the destination for the same reason. This gives limited and selected results. By including quantitative research, it could become a larger and reliable study, which would provide a mixture of results.

3.5 ETHICS APPROVAL

In order to carry out any primary research for the study, the methods had to be examined, in order to get ethics approval. This was to ensure the safety of both parties, the researcher and the participants, as to ensure that the researcher could not exploit the information given for the researcher. The research did not contravene any of Cardiff Metropolitan University's ethical regulations which are shown in the project summary C of the approved Ethics Application form in the Appendix.

3.5.1 RISKS

Throughout carrying out the research, many risks could arise within the semi-structured interviews and the focus groups. For example, for both of the methods used in the study, the participants may not feel comfortable with answering all questions. Another risk that may arise within the study, the response of the questions given in both methods may be limited. Participants may not provide enough detail on their answers which could affect the analyse of the results. As well as, all participants have the chance to withdraw from the study at any point which can lead the researcher to a risk as all results could be limited. A specific risk that could arise within the focus group session is that the group discussion could lead off topic and not contain all useful information. The researcher has considered the potential risks which have been discussed within the Ethics Applications form which is presented in section C2 in the Appendix (P56).

CHAPTER 4 - RESULTS, ANALYSIS AND DISCUSSION

4.1 INTRODUCTION

In this chapter, the results of the six interviews and a focus group will be discussed and analysed. Considering this is a qualitative piece of research, the researcher has chosen to combine the results and discussion of the results into the one chapter. The results from the interviews and focus groups will be grouped together under the main headings – Media Coverage of Magaluf, Magaluf Destination Image, and Experience and Expectations. From this, it will gather a range of information about the participant's experience throughout the duration of their stay in Magaluf. The researcher will make connections between the results of the interviews and the focus group, which will help to analyse against the literature review. The participants within the interviews will be acknowledged by numbering them one to six and the focus group participants will be acknowledged as A to C. The focus group and interview transcripts are presented in the appendix.

4.2 MEDIA COVERAGE OF MAGALUF

Lekić *et al* (2015) explain that more people are using the internet in order to research the destination before going. Through looking at the findings of the interviews, participants provide a variety of reasons for researching Magaluf before attending, or if any at all. The majority of the participants have said that they did not research the destination in great detail. Participant one said;

'We didn't really research the destination before going, we only researched hotels and prices... we had already heard a lot about the place from other people... we also weren't too fussy about what was there as all we were looking for was clubs and warm weather.'

Participant one's answer implies that young adults do not necessarily research the destination itself, but tend to research in order to find the best deal on accommodation or flights to the destination. As mentioned participant one has made it clear that the only reason they chose the destination was because of the party scene Magaluf has to offer. The participants have also mentioned that they decided

on Magaluf as a holiday destination because it has been recommended by friends and family.

Participant two mentions;

'All of us have heard about Magaluf, and some of my friends had been before.'

This suggests that word-of-mouth is another way to gather information about a destination as tourists discuss their experiences with each other, whether they be good or bad ones. This provides an example that the media does not always have an impact on tourist decision-making process.

4.2.1 TELEVISION

Kozak and Decrop (2009) explain how television can help gather information and give tourists an idea of what the destination is like before attending. A selection of the participants explains how they have seen different stories on the internet as well as seeing programs on television. This, in turn, has had an influence on their reasoning to choose Magaluf as their party holiday destination. For example, participant four explains;

'I had seen TV programmes such as 'Sun, Sex and Suspicious parents' and 'Geordie Shore' where they had been to Magaluf... We chose Magaluf because of these programmes, we knew it would be a popular destination for young people.'

Through the use of these media sources, it had given the participants a chance to get an insight into what Magaluf was really like before visiting. The programs mentioned target young adults, as they encourage them to party and drink excessively. This can be shown through looking at the reputation left by the television program 'Geordie Shore', it is one that portrays a life of excessively drinking and sex. Due to episodes being filmed in Magaluf it can give the perception that Magaluf promotes this type of lifestyle.

The researcher asked all participants if they had seen anything on the media which may give Magaluf a bad name. The participants gave a range of sources which has

shown that Magaluf has been portrayed as a bad holiday destination, as participant three mentions that;

'There has been a lot of bad publicity because of teenagers going there and causing trouble and generally drinking too much.'

As well as participant four replaying the light in which Magaluf had been portrayed to them in the media;

'I have seen TV Documentary's such as Stacey Dooley on BBC, which warned of the dangers in Magaluf. And newspaper articles which have given Magaluf a bad image.'

This television programme was first aired on BB3 in 2013 (BBC, 2017). It is clear that tourists have built a certain perception on the destination given by a television programme, as well as many other sources. Nielsen (2001) mentions that television is the most effective advertising, this statement is supported by the results shown as people can still reflect on the old television programme. Lekić *et al*, (2015) mention that news spreads easy and fast across the country or countries due to the many resources available, which allow people to revisit past news. However, the researcher asked the participants if the destination is what they expected after visiting Magaluf. The results show a mixture of opinions. Participant one explains that;

'As expected the place was full of drunk young adults but it didn't seem as chaotic as I thought it would be. I had read lots of dramatic stories about what had happened to drunk teenagers in Magaluf. But I didn't see or experience anything bad.'

Through studying articles produced on Magaluf, it is clear that it has affected the way the participants view the destination. However, on the other hand, it is clear that their personal experience within the destination completely contradicts their expectations.

Participant two mentions;

'I don't think many of the holiday destinations you go to when you're young have many differences. They're all based on the same needs that people travel to them for.'

It is clear that people have their expectations of a destination, because of the information they receive in the media or by word-of-mouth. However, after attending tourists may look at the destination in a different perspective as you view it with your experiences in mind. As participant two explained; if young people are away on holiday within a party destination, like Magaluf, it will be the same atmosphere and behaviour anywhere they may go within the destination. This is because the main motivator to travel to these destinations is for a party holiday. Following this, participant two elaborates more on how the media may give Magaluf a bad image. By mentioning that:

'Magaluf might not be for everyone or acceptable to some people but the media picks out the worst parts of Magaluf. They take things that happen rarely and make them seem like they are daily ongoings and the norm.'

This statement shows that tourists can make their own perception of the destination, due to television, without having their own personal experience. However, the media does not help Magaluf, as they do tend to pick out the worst situations that may happen in the destination, and then exaggerate on the situation to create a story that will sell. This then gives the readers a negative view on the destination as a whole.

4.2.2 SOCIAL MEDIA

Sigala *et al.* (2012) explain that social media is growing more crucial within the tourism business. By the use of social media, it is easier to find recent information that happens within the destination. The use of Facebook and Twitter makes it is easy for tourists to stay up to date on the news within the destination. Considering the findings, it has shown that participants have found information about the destination on Facebook. As participant six explains that they have seen;

'Adverts on Facebook which were promoting the destination as a holiday or a place to work within the summer months.'

Implying that social media is used in order to promote the destination to a range of different target audiences. Whereas, the focus group participants have provided

examples of what they have seen on Facebook, which can be viewed as a negative advertising or knowledge on the destination.

'I have seen stories about the Police on the strip which have been getting very rough with the tourists by beating them for no reason. Or getting the wrong view on the situation' (Participant B, 2017).

This is another example of social media creating a negative image of the destination of Magaluf. Within the focus group, it was discussed that the participant has seen a video shared on Facebook. It has shown to have an impact on participants' opinion of Magaluf, and the services they provide within the destination. Focus group participant C explains that;

'I have seen a video of the security within the hotel - Mallorca Rocks. The security was seen beating a couple within the hotel for the wrong reason. Which made the hotel very unpopular within the summer season of 2016.'

By analysing the results of the interviews and the focus group with the information they have received through social media. It is clear that the videos and articles shared on Facebook have not impacted the opinions they have on the destination dramatically. As the researcher has asked participants;

'Do you think what you have seen about Magaluf is correct?'

The participants gave some information about what their personal experience was like and compared it to what they have seen within the media. Participant A states;

'No, I think it is exaggerated by the media. There are obviously situations that happened within the destination but it doesn't all need to be posted. As Magaluf isn't that bad as a party destination.'

Participant B expands on this point;

'No, we did not see the Police treating the British any differently or being rough. The police were very disinterested in any situation that was being held around.'

Participant C, mentions how the destination was very safe. They quote;

'The hotels were very safe, as when getting drunk I didn't have too much of a worry.'

Analysing the results of the interviews has shown that the majority of the participants have mentioned that Magaluf is not as bad as people or the media make it out to be. It is clear that many different situations happen when tourists are away abroad and away from family. However, the majority say that the destination is still very calm and a safe destination to attend for a party holiday. Participant one explains;

'I don't think it's quite as bad as people often expect... I don't think the consequences of the amount of drinking the tourists do there is as extreme as the cases heard about in the media.'

This statement makes it clear that participants have heard others discussing Magaluf as being a very loud and dangerous destination for drinking excessively. As shown by the different scenarios mentioned throughout the media and social media part of this report. Magaluf's reputation as a party destination is clearly being exaggerated within the media as they have only mentioned negative situations that have happened within the destination. By analysing the participant's answers within the focus group, it has shown that they had a safe and enjoyable experience within Magaluf. Which proves that Magaluf has been negatively advertised through the use of the media and social media.

Referring to figure 2.1 (P.10), Govers and Go (2003) included marketing as an aspect for destinations to concentrate on, when developing to improve the image of a destination. Destination marketing within Magaluf needs to improve in order to promote and advertise the destination in a more appropriate way and to the right target market. It shows that Magaluf has a challenge to face within the marketing of the destination, as traditional marketing such as promoting or advertising, using methods such as flyers, newsletters etc., it is hard to compete with the media world. As information about a destination can appear online and for tourists to see in minutes. The media hold a strong influence in relation to tourist opinions, which the

destination would have trouble competing with. They need to improve and change tourist general opinions about the image of the destination.

The researcher encouraged all participants to focus on what the destination was like, excluding their personal experiences there. By this, it allows focusing on Magaluf in a wider perspective, giving an insight from different aspects of the destination. As well as keeping the key motivator to attend the destination in mind which has been discovered to be drinking excessively with friends.

4.3 MAGALUF'S DESTINATION IMAGE

Tapachai and Waryszak (2000) explains that a destination image is a '*mental prototype*' as tourists describe a destination's image through their thoughts and feelings. As mentioned, this can come from either a personal memory or a mental image. Focusing closely on Magaluf, the participants included within the study have given a range of different opinions on the image of the destination. Comparing this with the image the media has portrayed throughout many different resources. The researcher asked the participants if they had been to any similar party destinations in the past. This was done in order to give a comparison on the different destinations. Participant one compares Magaluf with their experience within the destination Malia, Greece. As quoted;

'Magaluf was much bigger than Malia...apart from the size, the destinations seemed to have the same atmosphere and the same sort of the idea behind them.'

Participant four has also travelled to Malia for the intention of a party holiday. They have also mentioned that;

'I do not think that Magaluf was any worse than Malia.'

By the participants mentioning that Magaluf was not worse than Malia, gives a general perspective on the way tourists think about general party destinations. It is clear that all party destinations are mostly focused on the same intention, which is to let the tourists enjoy their time within the destination which includes drinking excessively and

partying excessively. Participant two explains their comparison of Magaluf to Zante, Greece.

'Almost identical. Although in Magaluf it is pretty much all British whereas in Zante you see more of the people who live there and more bars and restaurants which aren't trying to accommodate the British.'

This indicates that Magaluf as a tourist destination markets to the British tourists more than the locals and young adults within the destination itself. Showing that their marketing and the image they are portraying are for British tourists, as they pay their attention to employing and advertising to British citizens. The participants were asked if the media played a role with the image Magaluf has amongst other tourists who may or may not travel to the destination. By this, it is shown that there are many ways the media creates a false image, as most of the participants explain that it is unfair. As participant three states;

'Some of it is unfair, but some of it is correct...it is exaggerated. When you are there it is nowhere near as bad as publicised.'

Participant five explains that the media gives Magaluf a bad image, however, the participant explains that Magaluf holds a reputation which the media has helped the destination portray. The participant explains that if a destination is allowing tourists to excessively drink alcohol, it will automatically get a bad reputation. Which indicates that the destination cannot help getting the reputation it has.

As participant five states;

'The fact people refer to it as Shagaluf doesn't help the reputation. The media drills it into us that a holiday away is all Booze, Sex and Sun.'

As Magaluf is recognised as 'Shagaluf', it is clear that its reputation is not a positive outlook on the destination. It is also recognised that the media plays a central role, with creating the reputation the destination has. This is because the media wants to report information about the destination in a way that may attract certain tourists to the destination. This is affecting Magaluf, as tourists are going to the destination for the 'booze, sex and sun', whereas, Magaluf could potentially attract other tourists

such as families. Magaluf has the facilities within the destination to cater for all, for example, the participants have mentioned the quality of the beach within Magaluf.

'I personally had a great time in Magaluf, it was a great place to have fun with friends... the weather was amazing and the beaches were surprisingly nice seeing as the strip was often in quite a bad state.'
(Participant one, 2017).

The media provides a negative insight of Magaluf which also has effects on other destinations such as Malia and Zante. The media forces a reputation and creates an image of the destination in a negative way, this may affect potential tourist's perception on the destinations. In turn, this can affect the destination as other tourists may decide against travelling to Magaluf, because of its known antics of being a destination full of teenagers drinking excessively every night on the strip. None the less by carrying out research on the destination, it is shown that personal experiences are different than the 'mental image' the media is portraying. As participant four mentions;

'I do not think that Magaluf is as bad as it is made out to be in the media, from what I saw it was only a small proportion of people that were drinking a lot more than they should and I only saw one incident that turned into a fight.'

From personal experiences, it has been proven that the media shares a selected reflection on what could and possibly does happen within the destination. However, these situations do not always occur on every occasion when tourists visit within the destination. By the media sharing the stories told, it gives an example rather than a general observation of the destination.

Participant one gave an example of how the media is portraying Magaluf in a negative way. As quoted;

'I do think the media gives Magaluf a bad image as the only stories you ever hear about it from the media is young people causing trouble and engaging in sex acts. The media also gives it the image of being unclean. It makes it sound like the place a lot of parents wouldn't want their children to go to.'

Due to the media portraying these images to the readers, it has an impact on the reflection of the destination as it is making the destination look unclean and not a destination people are willing to travel to. The information tourists are receiving about the 'sex acts' within the destination through the media, it gives the impression that it is a second-rate destination. The researcher asked the focus group, about how the destination could potentially change the image they already expose. The discussion pointed out a selection of aspects the destination could improve on such as drinking laws, pricing and the policing. Participant A explains;

'Magaluf could tighten the price of the drinks available and they could have restrictions on the measurements of spirits in a drink.'

Participant B provided their opinion on the price of the destination, which was to;

'Higher the price of the destination in order to get different target markets visit the destination. For example, try and aim for families and couples rather than teenagers to party.'

Participant C gave an opinion on the police within the destination. As quoted;

'Tighten security within the strip of Magaluf, by trying to reduce the number of street sellers and people fighting and throwing up on the strip. They need to focus more on protecting their tourists rather than ignoring them or hurting them.'

Reflecting on the participant's answers on how Magaluf can improve their image within the destination. It has shown that Magaluf as a destination could make changes in order to change views and opinions of other tourists. This would also bring along plenty of benefits to the image of the destination, as it could potentially attract a different range of tourists. This was discussed within the focus group, as participants explained that it could increase plenty of benefits for the overall destination as a whole.

4.3.1 DESTINATION DEVELOPMENT

Magaluf has been focusing on developing the destination and the image of the destination that is being portrayed, through introducing new drinking laws within 2015. BBC (2015) share that there are five new laws tourists need to know before heading to Magaluf. The new laws are set out in order for tourists to not drink in public within the destination, as well as restricting the shops to only selling alcohol within the day. The bar crawls which are run for tourists in Magaluf have also been given new laws to follow as the bar crawls have been pulled up in the media as rowdy and a lot of incidents occur on them which in turn impacts the image of Magaluf. The new laws provided are put in place in order to calm the tourists' behaviour on holiday, other laws have been put in place such as; tourists are not allowed to get naked in public, or urinate in public, or throw bottles, glasses or cans on the floor (BBC, 2015). If the tourists break these laws that are put in place, they are punished with a large fine. The introduction of these laws within the destination shows how they are taking action to minimise the number of incidents within the destination. As they are safeguarding the visitors, by introducing laws which will impact health and safety of the tourists within the destination.

The researcher explored the participant's views and opinions on the new laws that have been put in place within 2015. These laws have shown to be put in place after the focus group participants have visited the destination. Due to the laws being set after visiting the destination, it gives the participants a chance to reflect on the destination and provide ideas on what the destination may be like now. However, the researcher asked the participants firstly;

'Do you think it is acceptable to behave the way people do on holiday?'

This gave a mixture of opinions within the small focus group, as participant A responds;

'No, people go on holiday and do things they would never do when they are away... such as drinking all day/night whilst they are there.'

As shown, participant A describes that it is not acceptable for people to behave the way they do on holiday. This statement implies that tourists take advantage when they are on holiday and act differently than they would normally. Although, both participant two and three disagree with this statement. As participant B answered;

'Yes, I think people should be allowed to be relaxed and do what they please as they are on holiday.'

Alongside participant C states;

'I agree, but there are some limits that need to be put in place. Some behaviours are not acceptable like the sex act shown in 2014.'

Due to the mixture of response, it is clear that the idea and impression of a holiday abroad are to drink excessively. It is given that the idea of being relaxed, is to enjoy oneself by drinking a lot of alcohol in the sun. However, by participant C answer it shows that Magaluf is putting the right laws in place within the destination to counteract this image of how to behave when abroad. Tourists' behaviours within Magaluf have been shown in the media, referring to the sex act mentioned. This has given readers a negative image of Magaluf as a tourist destination, by acknowledging this problem they have made an impact on the perception of Magaluf. As the researcher asked the participants if it was right to introduce the new laws within Magaluf, the participant's answers were all agreeing that it was the appropriate acts to be set. However, participants expanded on why they agree with the laws being set in place. For example, participant A quotes;

'Yes, I don't think it is fair for the people who live there to deal with the mess and situations that happen on the streets of Magaluf and Palma Nova which is near.'

Participant B and C had similar views, it was recognised that the locals are the people who are at a disadvantage within the destination, as tourists are the people who are ruining the destination whilst spending time there. This is because the locals are the people who give their time and effort in order to make sure the strip and the beaches are tidy and clean from the night before. The introduction of the new laws will help the destination and those living within the destination. However, drawing

conclusions from the discussion of the new laws within Magaluf, the researcher questioned the participants to see their thoughts on whether or not they will have an impact on the behaviour of tourists within the destination. It was clearly stated that nothing would change the destination. Reasons being, participant A states;

'No, I don't think it will have a massive impact on the tourist behaviour or the perception of Magaluf.'

The group collectively agree with this statement and are certain that nothing will change. Though, Kozak and Decrop (2009) mention that images may stick to a destination in a positive or negative way, even though Magaluf are working on the image of the destination, it is shown that the original image the tourist may have, may never change.

4.4 EXPERIENCE AND EXPECTATIONS

In order to analyse the participant's experience and expectations of Magaluf, the researcher had to firstly understand their main motivation on why they chose to travel to Magaluf. There are many reasons why tourists have the motivation to travel around the world, Woodside and Martin (2008) explain that tourists are attracted to holiday destination's to fulfil Maslow's hierarchy of needs. However, reflecting on the participant's motivation of visiting Magaluf, it is clear that the selected participants have chosen to go to Magaluf for a party holiday with a group of friends. It is clear by analysing the results that there are many different reasons to why they went to Magaluf. For example, participant one mentioned;

'To have my first holiday with my friends abroad...was the first summer we were all 18 so we wanted to experience a party destination.'

This has shown that the participant's motivation was to visit Magaluf for the experience of a party holiday. Novelli (2004) mentions that this specific motivation to travel is all dependant on their needs and interests, which is party tourism. Swarbrooke (2014) explains that party tourism is growing considerably, especially within the target market of the participants, as it shows that the main motivation for

travelling is to drink excessively on holiday. However, participant two explains their reason for travelling to Magaluf;

'It was a group decision to choose Magaluf...it's also not that far on the plane compared to other places like Zante.'

Focusing on participant two's answer, it is shown that another motivation to travel to Magaluf was because of the location, the participant stated that they only chose Magaluf due to how long the flight was. The distance for the selected participant was convenient and easy for them and the group to travel to. However, other than the motivation to travel to Magaluf there are many expectations the participants had which have shown to have a contrast with the experience they had within Magaluf. For instance, participant four thought;

'I thought that it would be busy and there would be a lot of young tourists going out and drinking. I had seen on some programmes that there was some trouble due to alcohol such as fights and valuables being stolen so we were a bit worried about that.'

Participant three also expresses their expectation of what Magaluf would be like;

'Quite busy and run down, not a particularly nice area as it is a relatively cheap holiday destination for teens.'

Analysing the two responses, gave the impression that the image of Magaluf from the participants are negative. Although, it is clear that this indication of Magaluf being negative has come from the media. The media has shown to have a big impact on the participant's perception of the destination as of the reoccurrence throughout analysing the participant's response throughout. However, the researcher questioned the participants on their experience within the destination. There was a contrast in responses, as even though they have had a negative view of Magaluf the opinions have shown to change since visiting. For example, participant four states;

'I enjoyed my time at the destination, there was a lot of young people drinking but it did not seem unsafe.'

Participant three also mentioned;

'The area was as anticipated and the activities going on there were exactly what I expected and what we were hoping for.'

The participant's response makes it clear that the expectations of Magaluf were contrasted as the participants gave positive feedback from their experience. However, it is interesting to analyse the contrast between the expectations and experience because it shows that the media have provided a range of negative information about the destination. Although the participants still continued to travel to the destination. It is proven that the destination, was what they expected as an overall party destination. However, the views on the destination being 'unsafe' because of the footage that was shown on television were quickly wiped away after visiting. Through, reflecting on participant four's response it has shown that the destination was what they were expecting. However, the participant also mentions that the holiday was what they were hoping for. Which is a positive outlook on Magaluf, as it had clearly fulfilled their needs of the holiday they were wanting.

Throughout the focus group, it has given a clear understanding of the group's expectations and experiences within the discussion. From the focus group, it has shown that the group were expecting Magaluf to be an under developed destination full of drunk teenagers. For instance, participant B was expecting;

'...Magaluf was going to be very rough and possibly trouble and fighting involved.'

However, participant B explains that it did not meet the original expectation. As they expressed that they had a better time within the destination than they first anticipated. As they mention;

'I did not expect it to be so friendly, I had no trouble out there. Neither of the boys got in any trouble.'

In a reflection of the participant's opinions, it has shown that the media has played a particular part in showing negative images of what Magaluf may be like as a tourist destination. Though by the participant explaining that the destination is 'friendly' and explaining how they had no trouble or didn't see any trouble within the destination.

This indicates that Magaluf as a tourist destination is not as unappealing as it is made out to be due to media and word of mouth.

CHAPTER 5 - CONCLUSIONS AND REFLECTION

5.1 INTRODUCTION

In this chapter, the researcher will be drawing the research findings together and explaining the results clearly to relate the findings to the initial research question. The researcher will also be reflecting on the effectiveness of the research methods used and acknowledging any improvements the researcher could have made. The researcher will also include any recommendations for any further research into the topic.

5.2 THE RESEARCH PROCESS

This research study was an investigation into tourist perceptions of Magaluf, and to investigate whether the media portrayed a particular reputation of the tourist destination. By conducting qualitative research, it has provided a detailed understanding of the general knowledge of Magaluf, as well as understanding the reputation Magaluf has which has been provided by the participants. The methods chosen for this topic has given the researcher a wide range of information about Magaluf, although it has shown to be limited as the participants selected were all within the same age group. This has given a small collection of views and opinions which could impact the overall conclusion of the research question.

5.3 RESEARCH FINDINGS

In order to create a detailed conclusion, it is important to focus closely on the main key findings drawing from the qualitative research. Through collating the results, it has shown that the media has given Magaluf a bad reputation due to their reporting of incidents that have developed throughout the summer seasons in Magaluf. There are many reasons as to why Magaluf has been given by the media. Here are many different views on why Magaluf has a bad reputation that is shown through the results of the study.

5.3.1 THE MEDIA

Different media sources have played a part in giving Magaluf the reputation it has. As mentioned in the study, television and social media are the two main sources which have been the key source for giving Magaluf a bad reputation.

Television has allowed tourists to get an insight of what the destination of Magaluf is like before visiting as many programs have been based on the destination. By this, it is clear that television can influence the decision-making process as it allows tourists to get the feel of the destination before visiting, for example, the behaviour which is allowed within the destination. Due to the programs, it has given tourists a negative view of Magaluf, as the programs contain a lot of teenagers drinking excessively, for example, the television programs 'Geordie Shore' and 'Sun, Sex and Suspicious Parents'. The television programs give an impression that the target market for the destination is young adults. However, reflecting upon the participants results it has shown that the majority have mentioned that their expectations of the destination were different to their personal experience as participants thought the destination would be much worse in terms of the safety within the destination. The participants throughout the study, have mentioned that the media tends to exaggerate stories which may have happened in Magaluf, which may affect their perception of the destination. Whereas the media are only interested in creating a good story. However, by this, the media have shown to create a negative image of the destination, which can impact many potential tourists.

Social media has also helped develop Magaluf's negative image, as by the use of the social networking site Facebook. As participants within the study have mentioned that many videos within Magaluf have been shared online. Due to this, it has shown throughout the results that the Facebook videos online have not dramatically impacted participants opinions. The participants understand that the videos and the news that they hear on Facebook are more likely to fixate on one specific situation, which may not occur all the time. It has shown that Magaluf has been negatively advertised within the use of media and social media as tourists express their personal experiences within the destination.

5.3.2 MAGALUF'S DESTINATION IMAGE

Through focusing closely on Magaluf's destination image it has shown throughout the results that the media create a negative image on the destination. However, throughout advertising, it is shown that Magaluf is more than just a party destination as by the surroundings can attract other target markets. As mentioned in the results, participants explain that Magaluf could look at ways which can attract other markets in order to change the negative image of a party destination. Though, participant five explains that the destination can not particularly change the image the destination has because of the knowledge and the acceptance of drinking within the destination. Participant five mentions that Magaluf is a party destination, so it is inevitable to get bad press within the media even if one incident arises throughout the whole season. The media will be keen to inform tourists of the incident. However, by the media exaggerating just one incident, it can impact the image of the destination and create bad perceptions of the destination.

5.3.3 DESTINATION DEVELOPMENT

By exploring the way Magaluf have looked at changing the image of the destination, it has shown that they are trying to improve the image by introducing new drinking laws within the party destination. It has shown that they are trying to enhance the safety of the tourists within the destination. Through carrying out the research it is shown that Magaluf is putting the right acts in place as the participants within the focus group all agree it was the right action for Magaluf to take at that time. By the issue of the 'sex acts' within the season of 2014, it has given the readers of the media more of a reason to give Magaluf a negative overall image of the destination. However, the participants also all agreed that after the laws have been put in place, nothing will change dramatically in the destination or the views of Magaluf will not change because the tourists will always hold the same perception of a destination. As Kozak and Decrop (2009) mention, it is hard to get a mental image of a destination to change, whilst it has already stuck.

5.4 SUMMARY OF KEY FINDINGS

By analysing the overall key findings within the themes, it has shown that there are links that have raised throughout the study. For example, it has shown that Magaluf does hold a negative reputation due to the media. The participants explain that the media tends to exaggerate situations that may happen within the destination. However, the results have shown that even though Magaluf have been given the reputation and thus a negative image as a destination, participants still made the decision to go on their holiday to Magaluf. This is interesting within the study, as tourists create a negative image of a destination, however still attend even if it is portrayed as bad. Although, participants explain that Magaluf, was not a bad destination to attend for a party holiday. Magaluf is shown to be a party destination, which will be attracting new young adults each year. Throughout collating the results, a new theme appeared which is relevant in the study 'Experience and Expectations'. It is shown that the participants expressed their opinions on how the media provides different information than their personal experiences. Throughout the theme of experience and expectations, it has shown that all participants within the study found that Magaluf, fulfilled their needs and found that the destination was clean and safe.

5.5 REVIEW OF AIM AND OBJECTIVES

Within the study, the researcher has shown to achieve the main aim and objectives. As the researcher has critically reviewed the literature around media reporting of tourism, by investigating the types of media and how it impacts the tourism industry. By carrying out the qualitative research it has shown how the media impacts Magaluf negatively as a tourist destination, as participants within the study share their personal experiences and give a wide range of views and opinions. The literature review also has given the chance to look at consumer decision-making process by looking at tourist travel motivation and understanding why tourists chose to go to a party destination. By conducting primary research, it has given the researcher an understanding of why the participants travelled to Magaluf, as well as investigating more about how the media has impacted their opinions on Magaluf and how it would impact other potential tourists. Finally, in the study, the researcher has given a final

conclusion of the key main findings of how the media has played a central role within the reputation Magaluf currently has.

5.6 DIRECTIONS FOR FURTHER RESEARCH

There are many limitations that have arisen throughout carrying out the study, as the researcher had no control over the information provided by the participants. This could have impacted the overall critical analysis. A limitation of the research study is the amount of detail the participants gave throughout the interviews and the focus group. This has been a limitation through a selected few interviews as they did not expand on the questions that were asked. By the study being small already, the research is limited as it does not give a wide range of information.

The study could be carried out again in order to provide broader results, by using questionnaires as it would have benefitted the overall results to the study. To further the study more, the researcher could focus closely on expanding on the research as by conducting more interviews with participants who have not visited Magaluf, in order to get a contrast in results. As the researcher could get a deeper understanding of how the media impacts tourist's perception on a destination. This could also develop a deeper understanding of the reputation Magaluf has, as the researcher would understand more about the tourist's perception of Magaluf as they would only have the media's knowledge.

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