The Appreciation of Multilingual Advertising for Spanish Tourist Destination Brands in the Target Market Germany

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Abstract: The application of foreign language in advertising has become ever more common in advertising praxis. Scientific investigation about this phenomenon is however little. As foreign languages evoke associations and stereotypes in advertisee’s minds, this work investigates the effects of foreign language in one special kind of advertising; namely the one for destination brands. The latter bear the particular characteristic that the language applied in this kind of marketing communication is already part of their actual product. Paying attention to intercultural sensitivity, the research focuses on one language/target combination and lays its interest on how German people appreciate multilinguality in Spanish destination advertising. A triple diamond research design, developed for this study, guides the research proposal administered for a three year doctoral thesis. Following a sequential exploratory strategy of a mixed method approach, the three stepped research design proposes to conceive one qualitative research being succeeded by two additional quantitative steps.

Keywords: advertising, destination branding, German target market, international marketing, multilingual advertising, Spanish destination brand, tourism and leisure, sequential exploratory strategy, mixed method approach
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Introduction

In our global competitive market, destination branding becomes ever more important: not only for a country’s tourism industry but also for its overall prosperity and progress (e.g., Anholt, 2009, ix; Morgan & Pritchard, 2001, 273). The significance of well managed destination branding is also connected with the economic strength of the tourism industry: “Travel and tourism is the second largest global industry with daily international revenues of approximately US$2 billion, and investments of 12 percent of world GDP” (Balakrishnan, 2009, 611). As the image of a country and its destinations has an impact on its economic success, the question of how to achieve a successful destination brand arises. Many authors in the field of tourist destination branding agree on one major issue for the success of a nation’s tourism industry: the nation’s as well as its destination’s brands have to differentiate themselves from their competitors (e.g., Anholt, 2009; Balakrishnan, 2009; Blain, Levy, & Ritchie, J: R: B., 2005, Morgan & Pritchard, 2001). Apart from the challenge of successfully differentiating themselves, the task of branding a destination entails another important aspect. Destination brands oftentimes need to address potential consumers, or rather visitors, beyond the domestic scope. The need to think internationally in terms of promoting the brand becomes clear. International advertising is thus one key component of successful destination branding today and this international dimension is inevitable accompanied with intercultural and interlingual aspects: “Underpinning the ability of international companies to succeed globally is one key issue: their capacity to negotiate language and culture” (Morgan & Pritchard, 2001, 171). Bearing in mind this need for differentiation in destination branding, as well as the importance of intercultural sensibility in international advertising, this piece of work will turn towards language as a key component of culture. Recent studies in the field of social communication and marketing research have investigated the role of the use of foreign language in advertising. This marketing tool is said to have a symbolic, as well as a communicative function (Hornikx, van Meurs, & Starren, 2007, 205). Hornikx, Meurs and Starren (2007) summarize the benefits of this approach as following: “The two main reasons for the use of foreign languages in advertising are attracting attention and especially creating a
favourable image of the brand and the product” (205). Whereas English functions more like a global language, “other foreign languages are used because of their associations with the countries where they are spoken” (ibid.). This statement hints at the possible benefit that national touristic brands could draw from the use of the nation’s language in foreign advertising.

To refer to the use of foreign languages in advertising, Kelly-Holmes (2008) introduced the term multilingual advertising. She defines it “as the appearance of a number of languages or voices in a market-discourse situation” (10). In contrast to the destination branding texts, which often present themselves as counselling literature for branding praxis, multilingual advertising theory bases its concept on a less economical point of view. Calling upon sociolinguistics and (post)-structuralism, the theory shows the role of multilingual advertising in society: symbolically charged, language bears the power to combine products and services with the competences assigned to the nation of that language in advertisee’s minds. Hence, on the one hand this thesis interest lies in multilingual advertising. On the other hand, it focuses on destination brands and the possible benefit arising from the use of the destinations language in foreign advertising campaigns. In appreciation of cultural studies and sociolinguistics, this work intends to reflect the phenomenon of multilingual advertising beyond a purely economic interest. Taking different cultural contexts into account, it focuses on one specific intercultural intersection: Spanish tourist destination advertising in their main target market of Germany. In contrast to the general advice given in the counselling literature for destinations brands, this thesis aims to empirically investigate about this specific relationship. This specification of a destination/target combination aims to sufficiently pay attention to the importance of cultural diversity within international advertising, emphasized by many authors from various research fields (Kelly-Holmes, 2000; Kozak, 2002; Wardhaugh, 2006). After all, the use of different languages implies intercultural understanding and not only economical motive.

The relevance of this investigation emerges out of the lack of empirical investigation surrounding the multilingual advertising phenomenon, especially in the Spanish-German context. Multilingual advertising is appearing more and more
in praxis, but research on this phenomenon is still little: there are findings on the associated use of the Spanish language as well as findings about German people as a target audience, but a combination of both has – to my knowledge – not yet been investigated. The lack of academic research is widely recognised by many authors, as this quotation of Metin Kozak (2002) illustrates: “the literature still suffers from a lack of empirical studies that investigate whether tourist motives differ between groups and destinations.” (221). A willingness to research Spanish destination brand advertising via the use of Spanish language in their main target market Germany can, however, give important insights into a) possible advantages for Spanish destination brands and hence the Spanish tourism industry and b) serve as a contribution to the not yet broadly explored field of multilingual advertising. The fact that “most international companies are not doing as well abroad as domestically” (Morgan & Pritchard, 2001, 170) is an additional motivation to contribute to the improvement of international advertising performances through this work.

The general purpose of this study is, thus, to design a research methodology in order to find out how German people perceive multilingual, Spanish-German destination advertising. The developed design, seeks to explore, understand and predict its perception by German advertisees, and its appreciation throughout the population. Furthermore, it seeks to investigate the assumption that if multilingual advertising is well appreciated, it may bring a competitive advantage to destination brands. In order to meet these objectives, a research design will be advanced subsequent to reviewing the literature. This composition is represented in the structure of the present work: chapter one will state the current knowledge in destination branding and multilingual advertising in more detail. These insights will help to develop the second chapter, which is dedicated to the methodology of the empirical research design conducted for this investigation. A last subchapter of the methodology part goes beyond the pure theoretical conception of the research design and actually tests the instrument of the first research step. It shows the implications of an initial pre-test, executed as the very first step to embark on the investigation carried out over the following eighty pages.
1. Literature Review

1.1 From Tourist Destination Branding to International Destination Advertising

This first chapter is supposed to reflect the current findings within the theory of destination branding. As its overall understanding is crucial to the conception of the investigation, the following subchapters will be conceived as funnel-shaped: after a clarification of different terms around destination branding is given, one component of destination branding will be considered more closely: the advertising of destination brands. The literature in this field is thus reviewed in connection to the special interest of the work: the significance of international advertising for destination branding.

a) Destination Branding – Terms and Definitions

Tourist destination branding as such is a relatively young phenomenon: only “In 1998, branding within the context of tourism destinations started to gain visibility [...] Since then, this concept has been further explored” (Blain et al., 2005, 328). As the merging of different terms of the notion ‘tourist destination branding’ indicates, the concept builds upon existing theories in the field of product and service branding which is being adapted to the tourism sector. Many authors depict this relation between original consumer branding and destination branding. Simon Anholt, one of the pioneers in place and destination branding sector puts it this way:

The reputations of countries are very much like the brand images of companies and products. I suggested that a country's image is just as important to its progress and prosperity as a company's brand is to its success in the marketplace, because it exerts so much influence over the behaviours and attitudes of that country's 'target audiences'. (Anholt, 2009, ix)
As such, destination brands are facing similar challenges as that of other market participants: “Destinations like corporations are subject to increasing market complexity (globalization, internal and external government policies, foreign exchange fluctuations and natural environment) and increasing marketing costs” (Balakrishnan, 2009, 613). Furthermore, “Destination brands are similar to corporate brands, as they act as umbrella brands ... Hence, corporate branding strategies can be extrapolated to the destination context” (ibid.).

Apart from these similarities between corporate brands and destination brands, existing literature states that destination branding also differs from classical corporate branding. This is mostly due to its different and more complex context, for instance influences by macro-environmental factors like the political or geographical constraints of the destination’s country (e.g. weather and natural conditions), the diversity of stakeholders and target customers (Balakrishnan, 2009, 611-612), the dependence on the country’s characteristics like the cultural heritage or the fact “that they do not own, control or manufacture the destination product” (Anholt, 2009, 15). These challenges can partly be approached by a “strong coordination between the DMO [Destination Marketing Organization] and destination stakeholders” (Blain et al., 2005, 331) – other researchers sum up this advice under the notion ‘umbrella brand’. The latter term refers to the need for a brand architecture which is developed by the nation’s brand and serves as a toolkit for sub-national destination brands (e.g. Anholt, 2009, xviii; Morgan & Pritchard, 2001, 222). The country’s overall brand and its sub-divided destination are consequently characterized as “composite brands” (Morgan & Pritchard, 2001, 222).

Depending on the focus of the particular author, several definitions of destination branding are in existence. The most overarching, even though very complex definition is given by Blain, Levy and Ritchie (2005). They base it upon statements in the literature as well as on their own empirical investigation about the application of destination branding in practice:

Destination branding is the set of marketing activities that (1) support the creation of a name, symbol, logo, word mark or other graphic that readily
identifies and differentiates a destination; that (2) consistently convey the expectation of a memorable travel experience that is uniquely associated with the destination; that (3) serve to consolidate and reinforce the emotional connection between the visitor and the destination; and that (4) reduce consumer search costs and perceived risk. Collectively, these activities serve to create a destination image that positively influences consumer destination choice.” (Blain et al., 2005, 337)

Apart from this, the authors identify visitor experience and destination image as two of the most crucial aspects of destination branding (ibid. 337). A destination brand is closely related to the destination’s image (ibid.). The latter often precedes the destination brand as the country already inherits its culture and presumptions that people make of the country and thus of the destination (Anholt, 2009).

In contrast to this rather general definition, Simon Anholt gets more specific by defining destination branding as the place’s ‘competitive identity’ which “is the destination’s brand essence that endows it with a unique identity which differentiates it from everywhere else and thereby enables it to stand out from its competitors in competing for the attention of potential visitors” (Anholt, 2009, 8-9). Other authors join into this conception (e.g. Blain et al., 2005; Morgan & Pritchard, 2001). This focus on the importance of differentiation in the branding process of a destination is especially important for this study. By connecting the search for possible distinctions for destination brands to the use of foreign language in advertising (which will be discussed in chapter 1.2), the question about the possibility to differentiate destination brands via their native language arises. However, it is not yet time to define research questions. For now, it suffices to bear in mind the importance of differentiation for a successful destination branding strategy.

Another important aspect concerning the use of terms within the destination branding context is the distinction between destination branding, destination marketing and destination advertising. As Anholt points out: “Managing a nation's image is not an advertising, design or public relations exercise, although of course
these techniques are essential for promoting the things that the country makes and does: its tourism and heritage attractions ...” (Anholt, 2009, xi). This statement stands in contrast to the focus of the first definition by Blain et al. who put the term marketing in the very first sentence of their definition of destination branding. Anholt’s point of view, however, pinpoints the important distinction between those terms. Whereas the notion destination branding encompasses the whole range of activities of that brand (including for example human resource activities inside the branding organizations), the notions destination marketing and destination advertising are only one part of this overall activities of the brand, namely its communicative actions to get in contact with its (potential) customers (Balakrishnan, 2009, 614). The destination brand’s marketing, as the external communicative entity of the brand, does furthermore include more than just advertising activities (Morgan & Pritchard, 2001), it is for example as well responsible for public relation issues. Advertising, finally, “has been exhaustively defined and is usually taken to mean either mass communication via newspapers, magazines, radio, television, billboards, the internet and other media or direct-to-consumer communication via direct mail … its two key definers: they are paid for and non-personal” (Morgan & Pritchard, 2001, 9). Advertising, in this work, is consequently taken to mean the communication from the destination brand to its (potential) customers: stable and unidirectional in the sense that it message does not enter into a direct dialogue with the recipient.

Having made these considerations, destination branding is not primary “the set of marketing activities” (see p. 5) but is to be regarded as an above which should be included in the top level of the DMO’s management. Throughout this work, these terms are hence understood as such and used accordingly: destination marketing as part of destination branding and destination advertising as part of destination marketing. The following section will deal with the latter form of communication and summarizes the important findings about advertising for destination brands in which will then in section c) be put into an international context.
b) The Importance and Challenges in Advertising for Destination Brands

As part of the brand’s marketing, destination advertising plays a significant role in the perception of the country in tourist minds (Anholt, 2009). Given that “advertising is critical to destination marketing, thus, large amount of time and money are invested in it” (MacKay & Smith, 2006, 8), it is important to appreciate previous findings about advertising in general as well as for the specific case of advertising of destination brands. This section will therefore demonstrate the current knowledge in this study field. A large amount of knowledge is thereby drawn from Nigel Morgan and Annette Pritchard’s book Advertising in Tourism and Leisure (2001).

Within the scope of his determination of tourism destination branding, Simon Anholt (2009) states that “A country's reputation determines whether its messages are welcomed, and whether they are believed” (ix). This citation hints towards the mutual relationship of advertising and its commissioning instance: the destination brand (which in turn is responsible for its image). In this regard, advertising is an important message distributed by the destination brand and will directly trace back to it. Several authors agree that it is fundamentally important to integrate the brand’s chore values into all marketing activities, and hence into advertising (e.g. Anholt, 2009; Morgan & Pritchard, 2001). Anholt (2009) additionally states a distinction among strategic and creative aspects: “It is important to differentiate between a destination's strategic message, which is based on its brand values, and its communication through creative execution: clever creative execution will ensure that the strategic message makes an impression on its audience” (55). This creative execution is eventually the function of advertising. It is its ‘job’ to appeal to customers and at the same time to transmit the brand values, not stating them as facts but mediate those values symbolically. Strategy and creativity thus have to be in line with each other (Morgan & Pritchard, 2001).

In general, “Advertising campaigns perform three basic functions, to persuade, to change, or reinforce brand values and to raise the brand's profile” (ibid. 100). Beyond these elementary capacities, Morgan and Pritchard (2001) illustrate the
benefits of advertising in the particular context of destination brands. First of all advertising can be most controlled by its marketer compared to other marketing instruments (ibid. 9). This observation is in line with Anholt’s citation on page five about the lack of control over the product(s) of destination brands, and other authors such as Loda, Norman, and Backman (2007) confirm this finding as well: “Advertising offers a controlled, consistent market presence that is difficult to achieve with publicity alone” (263). Yet another particularity resides in the nature of the products offered by destination brands:

“Clearly, you cannot test-drive a holiday beforehand, and thus promotion becomes critical, having a greater role in establishing the nature of the product than in most other markets. Promotion is the product as far as the potential tourist or leisure consumer is concerned. The customer buys a holiday, a theatre ticket or attends a concert purely on the basis of symbolic expectations established promotionally through words, pictures, sounds and so forth.” (Morgan & Pritchard, 2001, 10)

This quotation shows the crucial importance of marketing destinations because the advertising replaces testing of the products in question. Advertising then plays with recipients desire of image verification (MacKay & Smith, 2006). The nature of tourism products reveals yet another plus factor: even though the majority of markets are characterized by an oversaturation of advertising (which led to today’s difficulty to attract consumer’s attention) destination advertising has the advantage of promoting high-expenditure products. This attribute provokes the idea that many people actually pay more attention to destination advertising than to other inexpensive commodities (Morgan & Pritchard, 2001).

On the other hand, destination branding advertising also encounters challenges in our nowadays market conditions which Morgan and Pritchard (2001) summarize as “limited budgets, political pressures, a lack of product control and product parity” (275). Thereby, some items of this listing go hand in hand. One example is that limited budgets are often connected to political decisions of the country because the highest authority of a destination brand is not least situated within the federal level of a country. Destination brands only have a limited amount of
money to spend on international advertising, especially in comparison to other (private) global brands. A further difficulty is related to the fragmentation of today’s media environment which makes it difficult to reach mass audiences (ibid.). However, an “accurate targeting of consumer segments is central to advertising success” (ibid. 29). Thus it is important to reach the real target group, and destination advertisers face the “dangers of listening to peripheral groups” (ibid. 95) while executing market research. Last but not least, one of the biggest challenges might be the fierce competition within a globalized market of tourism and leisure. As stated in the introduction of this thesis, advertisers are not performing as successfully abroad as in their home country (ibid.). Apparently, the internationalization poses trouble to destination brand advertisers what can be considered as a serious problem, as the number of tourist entries from abroad exceeds 57 million per year (Ministerio de Industria, Energía y Turismo, 2013b). This is the point where we get to the matter of international advertising as important concept for a destination brand’s success. The following chapter will therefore take a closer look on the implications of international destination branding advertising.

c) International Destination Advertising: From the Country’s Image to its Advertising Strategy

The first consideration of international advertising is mostly dedicated to the question whether to embark a global or a local strategy. Without quoting all assets and drawbacks of both of these strategies, I’d like to draw upon Morgan and Pritchard’s (2001) proposal of the multinational advertising approach: “As an alternative to global advertising, many advertisers choose to maintain a brand's personality, but adapt the tone, style and delivery of the message in individual countries through multinational campaigns” (173). The idea of Morgan and Pritchard’s term multinational advertising can be found with other authors as the ‘glocal’ concept (Anholt, 2009, 55-56), which draws upon the combination of global and local aspects of advertising or general management issues. This principle meets the need “to balance the consistency of the brand identity with the particular cultural similarities in different markets” (Morgan & Pritchard, 2001, 170) and therefore points out that the actual challenge of international advertising
primarily lies in cultural differences and not such things as translation errors: “The real key to good international advertising is to balance sensitivity to the culture of the brand with sensitivity to the local culture of the consumer” (ibid. 117). Being successfully executed, “a strong international marketing strategy improves financial and brand performance through identification and achievement of specific brand values” (Balakrishnan, 2009, 611). However, the destination brand manager, and respectively the destination advertiser should, on top of that, consider two supplementary theoretical implications central to international advertising: message credibility and Country-of-origin effect.

The first premise, message credibility, goes along with the interculturality of international advertising because “when the destination product and the way in which it is presented are in harmony … there's a real chance of making a difference in terms of the country's international image” (Anholt, 2009, xxv). According to several authors, it is important that the transmitted message, and thus the intended brand image, is in line with the reality of the destination - that it is authentic (Anholt, 2009, Balakrishnan, 2009; Loda et al., 2007). This is due to the fact that branding aims for the destination’s long-term success (Morgan & Pritchard, 2001) and customer satisfaction is consequently as important as the initial customer attraction by advertising. Further positive effects such as word of mouth and the increasing market transparency (internet ratings of the destination) should not either be neglected within this context.

That international advertising messages must be based on fact, leads to the second crucial theorem, which is the Country-of-origin effect (COO). It describes the impact that a country’s image has on the perception of its products (American Marketing Association, 2014). From the simple name of the term, one can already imagine the implication for destination branding, as the destination’s product literally is the country. By reviewing the whole range of literature around this theorem, Melodena Stephens Balakrishnan (2009) shows how this theory applies to destination branding: COO can be positive or negative and is derived from the country’s assets such as history, culture and values. Anholt (2009) agrees to this by pointing out that “a destination brand generally cannot be manufactured like a consumer product brand. It inherits its core assists: its landscape, people, culture,
history. It exists in the way in which these assets are perceived by potential visitors” (xxx). As such, the COO plays a role for the credibility of advertising messages, because authenticity is achieved by matching consumer expectations and perceptions of the country. According to Balakrishnan (2009), “a positive COO creates a differential advantage” and “when brands are related to the national culture, there is greater synergy in the marketing strategy” (617).

The findings of this section show the indispensable entanglement of international advertising with intercultural issues. And as advertising messages are a specific form of communication, naturally, this cultural concern goes along with questions about the use of language. Executing international destination branding advertising, the culture of the targeted audience is addressed by the promotional message of the destination brand. Breaking it down to the core one can say: culture meets message; meets language. The latter contains a crucial significance for destination branding: “The main concern with international advertising today stems from the power of language” (Morgan & Pritchard, 2001, 171). Matching this language’s significance with the theorem of message credibility and COO, one is tempted to presume that language, as it is really spoken at the destination, could play a significant role for destination advertising communication by possibly improving the destination brand’s credibility and authenticity. As well as the COO might be in relationship with language, the latter being connected to the country and its images.

The connection between the origin of the product or service and the language of that origin is an argument not to use English as encompassing advertising language abroad. Numerous authors agree that English rather has the status of a world language (e.g. Hornikx et al., 2007; Kelly-Holmes, 2000; Piller, 2003, 2006), having a “globalistic rhetoric” (Piller, 2006, 161). As a nonnational language, it is not associated with one of the English-speaking countries but with values like modernity, process and globalization (Piller, 2003) while functioning less symbolically (Kelly-Holmes 2008). Other foreign languages, however, “are used because of their associations with the countries where they are spoken” (Hornikx et al., 2007, 206). This consideration made, it becomes clear why destination brands should not favour a globalistic advertising approach by using
English language in all foreign target countries, even though it bears the advantage of an internationally smooth image (Hornikx, van Meurs, & Boer, 2010). In fact, destination brands could benefit from the use of their official language, if evoked attitudes towards the language are positive. The assumption of such a strength coming from the use of language within international advertising for destination branding brings us back to the interrogation about differentiation detected earlier. Morgan and Pritchard (2001) state that “the skill in tourism and leisure marketing lies in creating the perceived value of the product, in packaging it and in promoting the experience in a way which gives organizations a competitive edge” (10-11). However, one meaningful weakness of destination brands is that they are often not accurately setting themselves apart from other destinations:

The relative substitutability in tourism products is well established and destinations offering a similar product at a similar price are highly interchangeable ... As a result, the need for destinations to project a unique identity - to differentiate themselves from their competitors - is more critical than ever. But most destinations continue to project very similar images. How many ads do you see which portray blue seas, cloudless skies and endless golden beaches with a less than memorable strapline? (ibid. 273)

But how many destination advertisements do you see using the above stated power of language to distinguish themselves from competitors? This interrogation brings us closer to the interest of investigation of the present study, as the overall and general research question (GRQ) can be formulated as follows:

**GRQ:** Does the use of the destination’s language in abroad advertising provoke a competitive advantage for destination brands?

The idea of using foreign language in advertising has already been appointed by researchers of marketing and language science research, but never has it been interrogated within the context of destination branding. In order to grasp the meaning of every detailed part of this general research question, we need to take a closer look at the theory of language and its appearance in advertising. The
following section will therefore immerge into the field of multilingual advertising and explore language’s impact on advertising.

1.2 Multilingual Advertising

"Language, it could be argued, is the key distinguishing feature of the European countries” (Kelly-Holmes, 2000, 68). Following up with the need for differentiation, indicated at the end of the previous chapter, this statement shows how important the interrogation of language choice is in any international context, be it European or worldwide. But Kelly-Holmes quotation does not only say something about the possibility of differentiation via language, at the same time, it hints towards the fact that language always has to do with identity, which, in turn, goes along with the external interpretation of that identity: image. Accordingly, a destination brand’s image in a target market can be suspected to be related to the use of language as well. It is not only one author who pinpoints this relation between language, image and differentiation. Piller (2003) argues similarly, by saying that the use of a language in advertising, other than the native language of the target audience, can be a mean to distance a brand symbolically (177). But serving as a symbolical tool of distinction is not the only benefit assigned to the use of a different language in advertising, another crucial “advantage of the use of a foreign language is that it impedes automatic processing and thereby arrests the attention of recipients for a longer timespan than monolingual native-language advertisements would” (Piller, 2006, 163; see also Hornikx et al., 2007). To grab the audience’s attention as well as creating a favourable image of the brand are without doubt two of the major endeavours in advertising. The foreign language issue thus becomes clearly an important one for the branding of destinations. Additionally, these findings already take positive accounts on the assumption made in the end of the previous chapter. But it would be too easy to just rely on these statements, in order to grab the meaning of multilingual advertising, it is important to deep dive further into specialist literature of the topic.
Several research fields investigate the role of foreign language in society. Apart from economical and marketing interests, another major research domain is situated within the sociolinguistics. Insights from this study field are very important to understand the functioning of different languages in society and will therefore be taken into account as well. The attention-grabbing effect of foreign language can, for example, be supported by the sociolinguistic argument, that for the majority of countries in the Western world, monolingualism “is often assumed to be a world-wide phenomenon, to the extent that bilingual and multilingual individuals may appear to be ‘unusual.’” (Wardhaugh, 2006, 96). This unusualness can then be a mean to create advertence.

Regarding more specifically the intersection of foreign language with advertising, one can find two major approaches in multilingual advertising phenomena. One interest lays in the use of foreign language to address a minority within one country, which speaks and identifies with that language. Therefrom, in this approach, it is more the foreign language of the advertiser then of the advertisee - because the message is adapted to the culture of the addressed minority. This approach is called ethnic advertising and an example for such a study is Scott Koslow, Prem N. Shamdasani and Ellen E. Touchstone’s (1994) work “Exploring Language Effects in Ethnic Advertising: A Sociolinguistic Perspective”. A second access to the topic, and this is the interest of the present thesis – investigates about the use of foreign language, one could say ‘abroad’. Asking about how a specific audience reacts to hear or see a foreign language in advertising messages, it explores the combinational effect of the country’s official language with different foreign languages. The term which best describes this phenomenon is ‘multilingual advertising’. Its characteristics, partly mentioned above, will be explicitly explored in this chapter. One author is consulted in particular: the Irish researcher Helen Kelly-Holmes, whose demonstration of multilingual advertising has grabbed expansive attention internationally. In a first subsection, her concept

1 Ethnic advertising can be part of multilingual advertising as well when it uses more than the ethnic target audience group’s language. Nonetheless, the term is more associated with the use of a foreign language in combination with the country’s official language. The majority of authors make use of the notion in this way.
of multilingual advertising will be discussed, followed by reflections about associations and stereotypes related to this topic. Section c will consult different points of views, showing some controversy in this study field and show implications of this chapter for the present study.

a) “Advertising as Multilingual Communication” – Helen Kelly-Holmes

The above title is also the name of Kelly-Holmes’ book, published in 2005. It results from the growing internationalization of our world which goes hand in hand with the increasing interest for its related phenomena in branding, marketing and advertising. To be able to use multilingual advertising, however, it is important to understand not only the economic side of it, but also the social and societal issues it implicates. Such is Kelly-Holmes’ (2005) point when she emphasizes in the first chapter of her book that it is “necessary to examine advertising as communication” (2) and thus how this form of communication functions in society. Arguing on the basis of structuralist thoughts, she sees advertising texts as a number of different, multilayered relationships and its mutual influence with society has to be pointed out: society shapes advertising as well as advertising shapes society. The societal discourse and ‘dispositive’ (as defined by Michel Foucault) of advertising presupposes underlying common sense assumptions. Advertising is at the same time “product and producer of a quantity of ‘shared knowledge’” (Kelly-Holmes, 2000, 68).

This theoretical reflection hints towards the cultural implication, that advertising messages have to build upon the cultural understandings of the target audience, for it to be correctly decoded. With destination brands being a highly international promoted product, the research not only encompasses multilingual but also intercultural advertising:

Intercultural advertising can be defined as advertising for a product which is identified as originating from one particular social, economic, linguistic, political, cultural context that takes place in and – perhaps most importantly – is directed at other social, economic, linguistic, political, cultural contexts.
Thus, not surprisingly, intercultural advertising communication is a site where much of the cultural difference between societies, regions and nations is played out. (Kelly-Holmes, 2000, 68)

Intercultural advertising meets the “the fact that the need to emphasize a product's origin, its 'nationality' seems greater than ever, despite, or perhaps because of, much hyped trends such as globalization or developments such as the consolidation of the European Union” (Kelly-Holmes, 2008, 172). Emphasizing the destination’s nationality and its inherited assets is consequently just as important as the careful consideration of the audience’s cultural specificities. After all, these two have to be matched in order for the advertising message to function. This will be met in this work by focusing on only one country as targeted audience (Germany) as well as research sample and only one destination country (Spain). Each of its assets will be discussed in the following chapter.

Having made these considerations about the relationship between culture(s), society and advertising, Kelly-Holmes finally defines multilingual advertising “as the appearance of a number of languages or voices in a market-discourse situation” (ibid. 10). ‘Voices’ in this context mean different accents or articulation of language. The purpose of all these alternations is to mark a distinction to the official speech or vocalization: “Language in this [advertising] context is being used to differentiate and divide, in order to sell products” (ibid. 172). On top of that, “language of advertising is somehow different to normal, everyday language” (ibid. 8). Like every kind of language, it follows a special purpose of persuading, convincing etc., and a main distinguishing feature is the fact that it is well planned in advance (ibid.). This, one could say ‘artificial’ characteristic provokes Kelly-Holmes to argue that advertising texts often present “fake multilingualism” (ibid. 173). Once again, this feature has cultural roots: the foreign language is exploiting difference in the way that the audience can identify with it, “hyperbolizing it against a monolingual norm” (ibid.). The foreign language is thus used in the way that the advertisee can decode it, it is ethnocentric:
Fake multilingualism does not challenge the advertisee in any meaningful way; it does not really introduce the advertisee to new words, ideas or ways of looking at the world. It is a type of decoration or linguistic colour by numbers that has everything to do with the advertiser's and the imagined advertisee's own linguistic culture or habitus. (ibid.)

The elaboration of fake multilingualism is closely linked to the ‘linguistic’ or ‘language fetish’ in intercultural and multilingual advertising. Kelly-Holmes (2000) elaborates this term in reference to Karl Marx’s theorem of the fetishization of commodities, which shows how the actual value of a commodity is mystified by being charged with symbolic value. Nothing else can show this complex theory (which is not supposed to lead away from the topic here) more simple than our current brand society, with the achievement of symbolic value being the core strategy of every brand:

Brands are the ultimate fetishes. They are the triumph of form over content, the reason why the market will demand anything from 5€ to 500€ for a white shirt ... And the 'nationality' of a brand - together with the language associated with that nationality - is part of that fetish. (Kelly-Holmes, 2008, 34-35)

This citation perfectly demonstrates the transition between language fetish and intercultural, multilingual advertising: in multilingual advertising, the foreign language is charged with a symbolic value, connected to the associations the advertisee has of this language and its originating country, and the symbolic value overlaps the actual communicative value, the actual meaning of the words, being form without content (Kelly-Holmes, 2000).

It is very interesting to return to a concept already explored from the destinations branding expert’s view in chapter 1.1: within the scope of language fetish, the Country-of-origin effect is seen as “fetishized and symbolic rather than real” (Kelly-Holmes, 2008, 28). And more importantly to the understanding of a destination brands functioning is the fact that a country’s brand or image “is
necessarily an external phenomenon, it is how the country is viewed from outside, even though it may have been formulated domestically, and it is necessarily a simplified view” (ibid. 28). A destination brand’s value lies thus in the presumptions of the targeted audience. But as the relationship between society and advertising is always two-way (as shown above), the destination marketing and advertising activities can also take part in producing such common-sense assumptions: “In this way, marketing techniques such as the Country-of-origin effect provide the paradigms within which a type of linguistic fetish operates (ibid. 27-28). Together with the use of the product country’s language, the COO can add authenticity and credibility to the advertising and the product (Kelly-Holmes, 2000). The author uses Swiss-based Raimond Weiles watches as an example raising credibility via a foreign language: the watches were advertised with the original name of its home city ‘Genève’ instead of ‘Geneva’ (Kelly-Holmes, 2008, 36). Additionally, she shows that “It seems that competencies have been assigned to nations and regions within Europe which are based on our most deep-rooted conceptions and perceptions about these nations and regions” (Kelly-Holmes, 2000, 71). Following this reflection, Kelly-Holmes adds another theoretical term to the COO, namely the ‘cultural competence hierarchy’. It is the assumed expertise of a country related to the product it produces or which is ‘legitimately’ manufacturing one sort of product (Kelly-Holmes, 2000; see also Hornikx et al., 2007). This shows that the foreign language is as well entangled with the product or service advertised and that the product or service should be in line with the associations and stereotypes made by advertisees.

One other important concept, originating from sociolinguistics but being taken into account by Kelly-Holmes and several other researchers of multilingual advertising, is that of ‘Code-switching’. In sociolinguistic terms, it describes the switching from one language or dialect to another and serves as an identity marker (Wardhaugh, 2006, 201). We have already seen that the use of foreign language can generate distinction and is therefore interesting for advertising purposes. However, the theorem of Code-switching gets interesting for multilingual advertising, when it is expanded to its emotional implications. It is then called ‘Affective switching’ and means that the switch to another language engages with
the recipients emotional state (ibid.) It supports Kelly-Holmes point of the symbolic meaning of foreign language: by pointing out the emotional effect of the use of foreign language in advertising, the actual meaning of the message takes a back seat and it is the symbolical meaning which is put up front. In multilingual advertising, then, Code-switching “is used primarily to create a communicative effect - for paralinguistic purposes - rather than to bring across referential meaning” (Kelly-Holmes, 2008, 11).

Language fetish in multilingual advertising can be summoned up as the ascription of characteristics to a product that is more related to the language then to the product itself. Simple words, when transferred from one language to another, can become highly symbolically charged. Kelly-Holmes (2000) illustrates this on an advertising of Dutch cheese in Germany where, for the word ‘cheese’ the Dutch word ‘kaas’ is used instead of the German word ‘Käse’. The word cheese is charged with the assumed Dutch expertise which the world itself in its mother tongue does not mean at all: "Kaas has itself become a brand name, superior to simple cheese which does not have the same cultural credibility" (ibid. 72). The culture of the addressee after all, proves to be highly important for successful intercultural and multilingual advertising:

The appearance of a German or French word or phrase is not really telling the individual addressee anything in German or French - at least that is not the intention - it is instead telling him/her something about German or French, from his/her own linguistic point of view (or more accurately the prevailing societal one), about the characteristics and symbols summoned up by those languages in individual's own sociolinguistic environment. (Kelly-Holmes, 2008, 22)

She argues in favour of the ‘total fetish’ which is the conception that the symbolic value of language surpasses the communicative message, which is the literal meaning of what is said (Kelly-Holmes, 2000, 77). Foreign language thus evokes a context within which associations and stereotypes with the language of the country are put to the addressee’s mind.
b) Assets and Drawbacks of Associations and Stereotypes in Multilingual Advertising

Two aspects which were hinted at all along the pages, but have not yet been explicitly talked about shall finally be taken into account now. Language fetish, Country-of-origin effect, Cultural competence hierarchy, Affective code-switching - all of these terms are closely related to associations made by the advertisee and thus to the stereotypes, deep-rooted in society and culture. For example, Code-switching is often “employed for dramatic effect or variation, using associations of both codes to produce” (Kelly-Holmes, 2008, 11). Ingrid Piller (2003) even extrapolates Kelly-Holmes point of associational value in foreign language by directly linking it to stereotypization, saying that Code-switching “does not only function stereotypically, but the form itself is also a stereotype” (173). The COO-approach as well exploits “the brand's or product's 'nationality' or 'regionality' in an attempt to extend existing, and hopefully positive, stereotypes associated with that particular country or region to the brand or product in question” (Kelly-Holmes, 2008, 29). For the case of destination brand advertising the fact that national stereotypes can serve as a persuasion tool is interesting as well: “The higher the emotional-persuasive secondary function of a product as Lifestyle product, the better it serves as a projection screen of stereotypes” (Milling, 2008, 83, translated by author). For destination products, the use of stereotypes (via the use of its national language abroad) can accordingly be assumed to be effective: after all, vacation can be defined as a Life-Style product having become an expression of self (see section 1.3a).

Language evoking associations, evoking stereotypes. There is a bitter taste about this reflection. Certainly, such a feeling arises from the negative connotation of the term ‘stereotype’. Not without a reason does this discomfort exist when one thinks about the numerous examples where negative connotated associations and stereotypes with a foreign nation are used in order to upgrade the own product (Milling, 2008). And even without a wicked intention, the use of foreign language particles can have an unfavourable impact: “Foreign words taken out of their original contexts and domesticated for commercial purposes contribute to - or at least play into - an ethnocentric view of 'foreign languages'” (Kelly-Holmes, 2008,
Again, this problem can be better captured by falling back on sociolinguistic theory. Kelly-Holmes draws upon Mikhail Bakhtin’s concept of ‘Heteroglossia’, which shows how two different voices (or languages) interact with each other. Borrowing words from another language thus results in a “dialogue of languages” (Bakhtin, 1981, 294). And where there is a dialogue of languages, there is as well the starting point for a dialogue of cultures. From this point of view, multilingual destination advertising can be seen as part of the intercultural talk between the destination country and the targeted country: it fuels and raises expectations for a positive international understanding that travellers want to experience. So on the other hand, “The effects of these multilingual advertising communications may be to challenge monolingualism by, for instance, introducing a different point of view, by normalizing bi- and multilingualism, or by raising the status of a different language and its speakers” (Kelly-Holmes, 2008, 24). This states the other side of the argument, that despite its stereotypicalizing capacity, the borrowing of foreign language nevertheless exposes the advertisee to more diversity. There are consequently two faces of the multilingual advertising coin and practitioner need to be aware of both, in order to execute the use of foreign language in an ethical manner. Simon Anholt (2009) refers to stereotypes in destination branding in connection to the country brand’s credibility. He argues that the use of stereotypes has to be balanced in so far as the population of the destination can somehow identify itself with those stereotypes transmitted. Otherwise, the brand could suffer from a lack of support from its inhabitants negatively affecting the brand personality. Considering that the thin line between stereotypes and racism can be fluent (Milling, 2008), Anholt’s (2009) proposed trade-off seems to be an acceptable solution:

The answer, which is both politically acceptable and which makes marketing sense, is to craft images that use the clichés as a hook on which to hang more detail - the clichéd identity can then be reshaped and given greater complexity through effective and consistent marketing. (275)

It is the German researcher, Hanna Milling (2008), who gives a broader insight into the aspects of national stereotypes in advertising. Though approving the potentially risky use of stereotypes, she illustrates the essential functions that they
have in society. Stereotypes facilitate the process of the human thought and cognition system by reducing complexity of the perceived outside world, serving as a sort of orientation guide. They are furthermore elements endowing meaning, helping to understand the world by combining new perceived things with known elements. Stereotypes facilitate communication. Hence, they also have a social function. Finally, they operate as a psychological protecting mechanism and serve as a generalization tool, which is in line with their function as orientation guides. In advertising, more specifically, the knowledge and perceptions about other countries are used as communicative as well as emotional links (ibid.). As such, “stereotyping of national and regional cultures is a key feature of intercultural advertising” (Kelly-Holmes, 2000, 68). Milling argues that mass media are in need for stereotypes because of their cognitive function, in order to get a message across in the shortest time possible. Of course, this is especially relevant in television or radio advertising, for instance, where time is money. In print advertising, the equivalent to time would be space. The high degree of familiarity of stereotypes within a specific cultural context causes the effect to evoke similar associations in all advertisee’s minds. They thus stabilize the uni-directional communication of advertising. As such, advertising is about anticipating the associations of recipients evoked by the use of stereotypes, or respectively a foreign language (ibid.). Consequently, and more precisely, it is the responsibility of the advertiser, and as well of the market researcher, engaged in multilingual advertising, to find out empirically if and which associations the language and stereotypes in an advertising calls forth.

This is the ambition of the Dutch researchers Jos Hornikx, Frank van Meurs, Marianne Starren and Anja de Boer. Their interest lies in the empirical investigation of multilingual advertising forms and is therefore less theoretical and more praxis-oriented. Basing their framework on Kelly-Holmes and other theories, they examine the effect of different languages in advertising. In virtue of empirical research designs, their elaborations become more specific and are mostly related to the cultural framework of the Netherlands, thus the Dutch language. In 2007, Hornikx et al empirically explored associations made by Dutch advertisees with different foreign languages and found that each language evokes
different associations and that the amount of positive associations also vary between languages. Reviewing the literature of multilingual advertising, they draw a model out of the procedural relationship of associations and stereotypes within an intercultural advertising context:

A receiver of this advertisement will first recognise (or not) the language that is used ... The receiver will then activate stereotypes of the country and of its inhabitants. Finally, these stereotypical associations are said to transfer to the product. (Hornikx et al., 2007, 207)

![Diagram of Associations with Multilingual Advertising](image)

**Figure 1** Symbolic associations of foreign languages in advertising from sender to receiver (Hornikx & Starren, 2006)

Once again, the meaning of this correlation between associations, stereotypes and countries becomes extrapolated within the destination branding context, with its country and inhabitants being part of the products and services sold. Milling points out the ambivalent structure of national stereotypes: they can be positively or negatively connotated or even both at once. Considering that Kelly-Holmes stresses that the connotation of an multilingual advertising is more important than its denotational level (Kelly-Holmes, 2008), it becomes crucial to ensure beforehand that the language and cultural symbols used in an advertising will be connotated positively by the audience and that associations and stereotypes evoked are not just “hopefully positive” (cf. Kelly-Holmes quotation on p. 22 of this work). Holland & Gentry (1997) state that “The consumer's feelings about the
ad are often the primary determination of their attitude toward the advertisement” (485). Accordingly, the associations that a multilingual advertising evokes should be positive in order for the advertisement to be perceived in a good manner by the audience. If they are positive, it is likely to assume that these positive associations have an impact on the success of the advertisement and thus its brand: “Given the strong correlation between affect and Attitude toward the ad, it is fairly safe to predict a relationship between affective response to an ad and Attitude toward the Brand” (ibid. 485). As associations via foreign languages are an affect as well (see Affective code-switching, chapter 1.2a), it can be assumed that they are in line with the findings about attitudes towards multilingual advertising. Especially in destination branding, the meaning of associations of languages is important: “Destinations have very strong and pervasive associations for tourists which, if skilfully manipulated, can provide the basis for brand-building” (Morgan & Pritchard, 2001, 278). Hence, if the advertisee’s associations with one language are positive, multilingual advertising can exploit this positive attitude in order to project it to the destination brand where the foreign language originates from. Last but not least, a positive attitude may lead to behavioural intent (Loda et al., 2007).

Reconsidering the general research question stated in the end of chapter 1.1 (Does the use of the destination’s language in advertising abroad provoke a competitive advantage for destination brands?), we can at this point add an important general research thesis (GRT) to this question:

**GRT:** The use of foreign language in multilingual advertising provokes a competitive advantage, *if the associations linked to the language are positive.*

Associations, as measurable Variables can serve as a good tool to measure reactions and attitudes toward a multilingual advertising. Anyhow, the consideration of associations evoked by foreign language also implies a need for specification, not only for the language applied in a multilingual advertising, but also for the cultural background where it will be applied. This need for specification as well as implications of this chapter for the present study will be explored in section c).
c) Controversy in Multilingual Advertising Research and overall Implications for this Investigation

As we have seen above, Kelly-Holmes’s point of view derives from the language fetish which emphasizes that the literal meaning, and thus the understanding, of the advertising message is marginal compared to the symbolic meaning of the foreign language applied. This point of view is challenged by Jos Hornikx, Frank van Meurs and Anja de Boer’s study from 2010. Empirically testing the appreciation and preference of easy and difficult to understand English advertising messages with Dutch participants, they found that the easier messages were preferred to the difficult ones. Even though they acknowledge Kelly-Holmes’ point of the symbolic meaning of foreign language in advertising, Hornikx et al argue that the understanding of the message is however not only secondary. This means that the denotation of an advertising message can be just as important as its connotation. Controversially, Hornikx et al cite as well studies that did not find any difference of preferences in between the use of foreign and local language (Hornikx et al., 2010). This variety of different point of views and even different findings regarding the application of foreign language compared to local language emphasizes the need for further and more specific investigations in this field. It shows that the question about how foreign language and local language interact, and which effect the use of foreign language and its associations in advertising has, cannot at all be generalized. In my opinion, it is likely that symbolic value and the meaning of a foreign language message often can’t be separated in praxis (in empirical testing) as it can be in theory (denotational and connotational level), because the words, even though understood, can still have a great symbolic meaning. It is therefore very questionable if it is possible to test whether the understanding of a message can be captured isolated from its symbolical associations. There are so many different languages, countries and cultures existing in the world that the complexity of multilingual advertising as a phenomenon cannot be grabbed in one single investigation. Kozak stated in 2001 “that variables such as tourist perceptions of a destination or hospitality businesses, satisfaction levels, demographic profiles and tourist activities may vary according to countries of Origin” (221). Bearing in mind that “intra-cultural communication is, by definition, necessarily culturespecific” (Kelly-Holmes,
and that common sense assumptions, associations and stereotypes may vary from one culture to another (see p. 19), we need to particularize the foreign language as well as the culture of the audience targeted. Such a specified approach in multilingual advertising can avoid contradictions arising from generalised statements about the use of foreign language in advertising. The present study aims for such a well defined context of investigation and will concentrate on only one foreign language in one cultural scope. Findings can then be generalized only for this specific constellation but are not likely to take part in the contradiction of general foreign language statements. This intention is in line with the Cultural Studies’ point of view, which emphasize the importance of taking cultural specifics into account. This implies “that adaptation of advertisements to the needs and tastes of each local culture is a precondition for successful advertising” (Hornikx et al., 2010, 171). Kelly-Holmes sees as well the need to take specific cultural aspects into account, saying that “the treatment of the foreign, its presentation and ‘sale’ to the consumer, must be couched in domestic terms” (Kelly-Holmes, 2008, 17). Piller (2006) further stresses that “linguistic meaning cannot be understood without reference to speakers’ and hearers’ identities” (2) and Kozak’s (2002) study “showed that motivations differ from one person (or group) to another and from one destination to another” (230).

Which implications finally emanate from the sometimes far-ranging excursions and theoretical findings of this second chapter? It is the awareness of procedures and consequences of multilingual advertising; the importance to know how foreign language functions in advertising and what it possibly means to combine the latter with destination branding. It is the awareness that possible advantages of the use of foreign language should nevertheless be undertaken with care because of the thin line between stereotypes and racism; that the multilingual advertising coin is two-sided. The chapter showed additionally that on the one hand, foreign language works within the framework of language fetish and that, on the other hand, this language fetish, the understanding and decodation of advertising messages, is determined by the underlying common-sense assumption of a specific culture. One last chapter of literature review will therefore finally reveal
the reasons for the choice of the specific language and the specific target chosen for this investigation and explores each of their particularities.

1.3 Getting to the Core of the Matter: Spanish destination brand(s) Meeting German Target Audience(s)

So far, the two specific aspects of this work have only been mentioned. This chapter will finally cast light on the reasons for the choice for Spanish language and German target culture as research variables. Spain, its destination brand(s) and thus its language, has been chosen on the one hand, because the present work is drafted in this country. On the other hand, and more importantly, the Spanish destination brand management has more than once been exemplified for its successful elaboration (e.g. Anholt, 2009; Morgan & Pritchard, 2001). Consequently, being a firm and established brand, it serves as a good basis to explore how variational destination advertising effects its perception. One can, so to speak, view the Spanish tourist destination brand as the dependant variable and the advertising as the independent one. The target audience of the German people arises naturally out of the choice of the destination brand Spain. The national tourist organization of Spain Tourespaña offers detailed statistical information about the behaviour of tourists in Spain. The data about the tourist entries by country of residence (Ministerio de Industria, Energía y Turismo, 2013b), as well as the statistics of expenses by country of residence (Ministerio de Industria, Energía y Turismo, 2013a) show, that German tourists pose the largest part of tourists in Spain as well as they spend the greatest amount of money while on their holiday in Spain. Germany can therefore be defined as the most important target market for the Spanish tourism economy.

There are findings about associations made with Spanish language and there are findings about German people as target audience, but a combination of both has – to my knowledge – not yet been investigated. The investigation of advertising Spanish destination brands via the use of Spanish language in their main target market Germany can, however, (1) bring important insights into possible advantages for the Spanish destination brands and hence the Spanish tourism
industry and (2) serve as a contribution to the not yet broadly explored field of multilingual advertising. A first section of this chapter will review trends in the travel industry while section b) and c) will come to the matter of the present work and state current knowledge about Spain, its destination branding and Spanish as advertising language as well as Germany as advertising target.

a) Contemporary Trends in the Tourism and Leisure Market

In order to investigate a specific target for the purpose of insights into destination advertising, it is also important to take a look at current, encompassing trends in the travel industry. The most overarching change in tourist motivations, affecting the travel industry, is the evolution of the motivation to go on a holiday from a simply relaxing and passive sightseeing activity towards a self-expressive one (e.g. Anholt, 2009; Morgan & Pritchard, 2001). This development is in line with the general change that “consumers are responding more and more to expressive rather than status-oriented values, seeking out brands which recognize their individuality and reject authority” (Morgan & Pritchard, 2001, 30). It derives from our contemporary experience society and economy (Anholt, 2009) which can be situated on the top of the pyramid of Maslow's hierarchy of needs (e.g. Anholt, 2009; Balakrishnan, 2009). Therefore, Morgan and Pritchard (2001) propose that “It is the emotional selling proposition (ESP) rather than any USP that differentiates many of today's brands” (32). Anholt (2009) breaks this idea down to the destination branding context:

People are looking to establish an emotional connection with a destination. Whether that is obtained through familiarity, adventure, learning new skills, or achieving new insights, they are looking for experiences that lead to a sense of personal fulfilment.” (xxvi)

This is where the role of foreign language kicks in. If vacation is nowadays about discovery and learning new skills, the use of foreign language, literally the language of the destination, fulfilts this desire of discovery and self-expression. Advertising including some foreign language of the destination shows the possibility to learn, at least some, of this language while on holiday. The use of
foreign language does therefore not only distinguish itself from other similar ads, it also appeals to the advertisee with the promise of new experience and the possibility to expand ones language skills at the destination advertised. Furthermore, the language of the destination is one of its inherited chore assets which Anholt’s (2009) advises to use in order to build an authentic destination image (xxiv). After all it is authenticity that travellers are looking for today (ibid. 23). On top of that, “People in larger, more established source markets are increasingly seeing themselves as 'travellers', rather than 'tourists’” (ibid.). This implies to avoid touristic behaviour of ignoring the destinations circumstances and the wish to accommodate to the host country’s characteristics. Communicating in the countries can play a large role in being perceived as traveller instead of tourist. This desire goes along with Anholt’s (2009) point that “Today's tourists are not asking 'what can we do on holiday?' but 'who can we be on holiday?'” (278).

The latter quotation can once again be explained in sociolinguistic terms. Wardhaugh (2006) states that the switch to a different language is connected with the desire to become someone else: “your choice of code also reflects how you want to appear to others, i.e., how you want to express your identity and/or how you want others to view you” (112). Using the concept of crossing (marking identity via the use of a specific language) (ibid.) in advertising for destination brands could seduce the advertisee with the offer to slip into the shoes of native people of the destination, to discover a new self during the holiday. Of course, this evoked expectation goes along with activated stereotypes of the language. As Milling stresses: “The stereotyped other serves as rhetoric argument, as a promise to escape the tristess of everyday life and to explore another awareness of life“ (Milling, 2008, 85, translated from German by author).

The aspect of self-presentation via a foreign language implies the sociolinguistic idea of ‘language display’ which “represents an attempt to point at the use of language that is not linked to the ethnic identity of the speaker. In fact, it is argued that language display, or what might colloquially be termed 'showing off’, is most successful in a situation where there is at best minimal contact with or knowledge of the language being displayed” (Kelly-Holmes, 2008, 12). As such, the idea of
language display can be employed to multilingual destination advertising. Firstly, tourists or travellers might use foreign language on their holiday in order to experience the destination more authentically. Secondly, advertising will only be able to use rather simple and non complex foreign language items (considered the short time or little space provided). Wardhaugh (2006) states as well, that language skills can function to let an individual appear to have an advantage over those who don’t understand the language (116). Good linguistic skills can consequently raise a person’s self-esteem. So finally, if the advertisee understands the foreign language in the advertisement, or at least thinks that he does so, it makes him feel good about himself, “while failure to 'get it' have the opposite effect” (Kelly-Holmes, 2008, 20). This reflection reactivates Hornikx et al’s point that easy to understand foreign language advertising messages are more appreciated than difficult to understand ones. Multilingual advertisers should therefore consider using simple foreign language if they want to raise the self-esteem of as many advertisees as possible.

The fact that the use of foreign language in advertising can make some recipients feel good while alienating others, leads to the need for segmentation of the targeted population: As “language choices are part of the social identity you claim for yourself” (Wardhaugh, 2006, 96), multilingual advertising has to appeal to the group of customer’s that enjoy and identify with their language skills. After all, “Accurate targeting of consumer segments is central to advertising success” (Morgan & Pritchard, 2001, 29) and “Positioning improves when the destination image is matched with the customer psychographic profile” (Balakrishnan, 2009, 618). So for which kind of people is the application of foreign language in destination advertising advantageous and for which is it not? Another research question arising out of this literature reflection is thus the interrogation about the possible existence of a special target group for German-Spanish multilingual advertising:

RQa: Which type of German target group appreciates German-Spanish multilingual advertising most?
To grasp the two elements included in this question, Spanish advertising language and German people, let us review the current state of knowledge of each aspect in the following sections.

b) Spanish Destination Brand(s) and its Image

As mentioned above, the performance of the Spanish destination brand is highly acknowledged by destination branding experts:

> Once a destination with an image of poor quality service and facilities, perhaps the first destination to have become a supra-brand is Spain. In the early 1980s the Spanish government began what was to become one of the most consistent and successful brand-building exercise in destination marketing supported by a significant financial commitment - which continues today. (Morgan & Pritchard, 2001, 289)

This development included a shift towards different targets: “a recognition of the interior and a focus on more discerning and higher-spending market segments all contributed to a new brand positioning for Spain throughout the 1980s and 1990s” (Anholt, 2009, 82-83).

Tourespaña is the organisation which is in charge of the Spanish destination brand management and is connected to the Ministry of Industry, Energy and Tourism. The reason for the implication of the Spanish destination brand lays in the interest for the effect of Spanish language in destination advertising. One could argue, of course, that Spain is not the only country where Spanish is spoken. Due to the origins of the language from Spain, its closely related etymology, and the physical proximity to European countries like Germany, the Spanish language is primarily associated with Spain and its characteristics/stereotypes.

Interestingly, the destination brand Spain once already edged on multilingual advertising with its ‘Bravo Spain’ campaign from 1996: “it was tested in the key markets of the UK, Germany and France where it was seen positively – the word ‘Bravo’ conjured up images of approval – allaying fears in Spain of any negative
... connotations of its associations with bullfighting” (Morgan & Pritchard, 2001, 290) With ‘bravo’ being an integrated word in the German language, meaning ‘well done’, it does, however, not completely function in the framework of multilingual advertising.

In order to continue within the framework of associations evoked by foreign languages, it is now time to explore associations with Spanish language already stated by existent literature. Hornikx et al (2007) declare that perceptions of a foreign country and the associations related to its language “may be based on direct experience (e.g. through spending one’s holidays in a foreign country), and in particular through what the media tell us about countries, their inhabitants and their characteristics” (7). An advantageous feature of travel and tourism related media coverage can be found in Castelltort and Mäder’s study of 2010 where they state that “For this kind of topics, consumers are more likely to consume more good news stories than bad ones” (735). The authors promote consequently a positive news hypothesis for tourism-related news which underlines the possibility that associations made with Spain as a destination can be considered to be mainly positive. Literature states that Spanish is associated with freedom, adventure, masculinity (Piller, 2003), design and appearance (Kelly-Holmes, 2000), flamenco, bullfight, pride, passion, sensuality (Milling, 2008), beautiful, businesslike, modern and elegant (Hornikx et al, 2007). Only some of these associations were empirically tested and never with German participants. Consequently, these statements only hint at possible associations made by German recipients but do not say to what extent they are only the assumed stereotypes instead of quantifiably proved real associations. Another, often cited association is “Spain's main area of cultural competence for many Europeans, namely its weather and the package holiday product” (Kelly-Holmes, 2008, 33). The mental connection of Spanish with holidays is crucial for Spanish destination advertising, because the simple appearance of Spanish might already evoke the actual product of destinations! This associative connection is in line with the prerequisite of the culture competence hierarchy: the type of associations of with a language must be linked to the product. (Kelly-Holmes, 2000). It shows that destinations, as product bundles, are highly suitable for the employment of
Spanish language because of the far-ranging association that connects Spanish to holidays. Yet, a multilingual advertising using Spanish can avoid to be associated only with package-holidays by appealing to more ‘sophisticated’ and ‘salvent’ target groups that enjoy authentic holidays via language crossing or language display. It can be assumed that the latter target group is more likely to appreciate foreign language in advertising. If this vague assumption proves to be right, it is in line with the Spanish destination brand’s objective to target more culture-orientated and higher-spending market segments.

The above paragraph thus leads to three more theses for the resent study:

**RTa:** Associations with Spanish and Spain made by German people are mainly positive.

**RTb:** Associations with Spanish and Spain are often related to vacations.

**RTc:** Well-educated and culturally interested people are likely to appreciate multilingual advertising most.

c) The German People as Target Audience for Spanish Destination Advertising

In order to take decisions for the multilingual advertising strategy, Kelly-Holmes (2008) states that “the nature and receptiveness of the target audience is also critical” (170). The nature and receptiveness/properties of the German travel market and tourist behaviour, explored in this section, will contribute to the insight into this target audience, primordial to the present investigation. Being the largest European outbound market in travel (ITB Berlin, 2012), Germany can be considered as having a high travel market maturity, meaning that German tourists are experienced travellers and their domestic environment is highly developed (about market maturity characteristics cf. Castelltort & Mäder, 2010). It is a growth source market for many European destinations (ITB Berlin, 2012) and Spain is by far the most chosen abroad destination among German tourists (Stiftung für Zukunftsfragen, 2013). As stated above, German tourists additionally
spend the largest amount of money compared to other foreign tourists while visiting Spain.

German travellers see themselves as highly individualistic, in the way that they distinguish themselves from the stereotyped mass tourist (Prebensen, Larsen, & Abelsen, 2003). Castelltort and Mäder (2010) draw upon an internal report of the Institute for Tourism and Bathing Research for Northern Europe from 2002 augmenting “that the most important destination choice criteria among German tourists are: ‘personal safety’, ‘suitable accommodations’ and ‘good value for money’, closely followed by ‘beautiful countryside’, ‘sunny warm weather’ and a ‘hospitable population’” (Castelltort & Mäder, 2010, 728). These characteristics match Kozak's (2002) findings about German tourists to fancy culture- and nature-based activities as well as being rather motivated for physical activities (at least compared to the control group of English people in his specific study).

Apart from the knowledge about travel motivations and behaviours of Germans, it is also important for this study to know something about their language skills. In Germany, Spanish is one of the top five most known foreign languages (Gesellschaft für deutsche Sprache, 2008). Particularly interesting for destination branding is the Eurobarometer’s (2012) finding that “Using foreign languages on holidays abroad is the most commonly cited way of using them in 14 Member States” (50) of the European with 64% of German participants responding that way (ibid.). Another motivation of speaking a foreign language frequently mentioned by interviewees is the advantage of personal satisfaction (ibid. 68). This result supports the linguistic theory of language display and self-esteem arising of foreign language skills. The Eurobarometer shows additionally, that German’s attitude towards foreign language is generally positive. This finding can be seen as advantageous for the use of multilingual advertising in Germany considering that Germans are open-minded towards different languages than their native tongue appearing in promotional messages. Piller (2006) indicates that the use of foreign languages in German advertising is already common, occurring “in all advertising modes – brand names, setting, background songs, the written
mode, the spoken mode, and combinations of these” (158). She also states that English has recently replaced other foreign languages in advertising, even borrowing the connotation of joie de vivre which originally belonged to Romanesque languages (169). This result should further motivate the use of Spanish instead of English in international advertising, in order to retrieve the originally Spanish connotations and associations. In terms of other languages in German media, one can depict mostly positive national stereotypes of romance countries. These usually function as an argument for good quality of the product, similarly promising a whole attitude of life (Milling, 2008, 84).

The above stated idea that the use of Spanish language could appeal to the more sophisticated target groups can be attested for the German context by the following statement of Piller: “The messages of advertising usually support the hierarchy of bourgeois values by defining desirability as attached to social status and prestige. In contemporary German advertising, multilingualism has been incorporated into this prestige system” (13).
2. Methodology

2.1 Objectives, Research Questions and Hypotheses

This second part of the present study is devoted for the presentation of the method developed for the investigation about the appreciation of multilingual advertising for Spanish destination brands in the target market Germany. This first section illustrates encompassing objectives, research questions and hypotheses arising out of the literature review above. A second subchapter will present the actual method developed to approach these questions, hypotheses and objectives. The steps to be undertaken are presented in the most detailed way possible. However, some specifications cannot yet be stated as the method needs room to develop during the time of investigation. The third part of this chapter is devoted to describe the execution of the first step of the research: a pre-test has been administrated in order to test the instrument of the first research step and to serve initial insights into the phenomenon of interest. Overall reflections and limitations are given at the very end of this chapter.

a) Objectives

The consultation of various authors from different research fields in the first part of this study has given many insights into the phenomenon of multilingual advertising. We have seen that this kind of advertising is said to have positive impacts for a brand as it attracts attention and strengthens the image of the product. This seems especially interesting for destination brands, as their product literally is the composition of the country’s assets, and its native language is even part of the product sold to vacationers. The literature review does however not only result in clear knowledge about the topic of this investigation. Especially empirical investigation of multilingual advertising is little and even partly controversial as diverse empirical studies about foreign languages in advertising led to different results. For example did section 1.2c illustrate that one study proved the preference for the foreign language in advertising, whereas another study did not find any differences regarding the preference between the foreign and the local language. It is possible that these differences arise out of the lack of
specification. For instance did the studies apply English language which, however, does not have the same linguistic fetish characteristics as other foreign languages do. Anyhow, these controversies and the lack of findings for specific language-target combinations show that further empirical research is needed to clarify, examine and advance the theory of multilingual advertising. On top of that, little is known about the effects of foreign languages throughout the German population. To my knowledge, no study exists which investigates the perceptions of Spanish language by German people and especially not within the focus on destination brands.

Consequently, the general purpose of this study is to find out how German people perceive multilingual, Spanish-German destination advertising. It seeks to explore, understand and predict its perception by German advertisees, and the appreciation of it throughout the population. It furthermore seeks to answer the question if multilingual advertising can provoke a competitive advantage in destination branding advertising. The results aimed for in this study are supposed to enlighten multilingual advertising phenomena and serve as base and inspiration for further language-target combinations. The general objective of this study can thus be summarized as follows:

**General Objective:** Find out how German people perceive Spanish destination advertising and if the manner of perceptions bears the possibility for a competitive edge for Spanish destination branding.

Multilingual advertising theory argues that attitudes evoked by the confrontation with a foreign language arise from the associations and stereotypes made by advertisees. Besides, precedent empirical studies successfully based their investigations on associations made by advertisee’s. This work acts in line with the literature and previous empirical studies, basing the investigation on associations and stereotypes evoked by German recipients towards Spanish language and Spanish language destination advertisings. As the “brand image is rather pre-existent than formed by the DMO”, it is important to grasp this image,
thus associations, stereotypes, and attitudes made by participants. Having captured these perceptions, they can be used by destination branding advertising. Therefore we need to ‘couch’ Spanish language in domestic terms of Germany (cf. p. 29) which means that we need to sell the German idea of a Spanish holiday to German people.

**Objective 1:** Find out associations, stereotypes, attitudes and opinions made by German people confronted with Spanish language in destination advertising.

Even though existent literature already states several associations and stereotypes related to the Spanish language (see section 1.2b), these non-empirically tested assumptions should not be left for speculation as it is often done in literature: “What such an ... approach involves is exploiting the brand's or product's 'nationality' or 'regionality' in an attempt to extend existing, and *hopefully* positive, stereotypes associated with that particular country” (Kelly-Holmes, 2008, 29, accentuation added by author). A second objective is therefore to ensure beforehand that associations and stereotypes evoked are positive and thus useful for branding:

**Objective 1a:** Provide concrete results - in form of empirical tested associations, stereotypes and appreciations - which help understand Multilingual advertising phenomena theoretically and at the same time serve as assistance for the performance of multilingual destination advertising in praxis.

However, this study is not primary conducted to serve only economical interests. In line with multilingual advertising theory and sociolinguistic accounts, the interest of this work is as well to deeply understand the societal aspects of this specific form of communication:
**Objective 1b:** Consider societal as well as ethical implications all along the research process and enlighten not only economical but as well social points of views.

Once associations, stereotypes, attitudes and appreciations of Spanish-German multilingual advertising have been fathomed, the interest will be the question arisen in section 1.3a. It asked about the possible existence of a special German group that appreciates Spanish-German multilingual advertising specifically well:

**Objective 2:** Ascertain if a specific German target group for Spanish-German Multilingual advertising exists and, if so, whereby this target is characterized.

A third objective concerns the second part of the general research objective stated above: the possibility of a competitive edge via multilingual advertising. To see if such an advantage exists, it is crucial to compare the appreciation of advertising including Spanish language, to the appreciation of advertising only stating the local language, namely German.

**Objective 3:** Explore the differences in the perception and appreciation of Spanish-German multilingual, versus only local German language in destination advertising.

b) **Research Questions and Hypotheses**

Naturally, the research questions (RQ) arise out of the above stated objectives. This chapter will state the general all encompassing RQs and hypotheses (H) arising out of the current knowledge raised by the literature review. As the different research steps of the conceived method in this work demand different kind of research questions and hypotheses, the general RQs and Hs will be adapted, reformulated and advanced at each phase of the investigation.

Reviewing the literature has already arisen a few research questions and hypotheses. Having made all previous considerations and conceptions, these can
now be adapted to the specific and detailed interest of this work. (To distinguish between the RQs and Hs of the literature review and the final RQs, the earlier ones will be marked with an ‘L’ in brakes, indicating that they are already stated in chapter one.) Section 1.1c resulted in this General Research Question:

**GRQ (L):** Does the use of the destination’s language in abroad advertising provoke a competitive advantage for destination brands?

Controversy in empirical research about multilingual advertising, as well as the insight that cross-cultural generalizing should be avoided, show the need for specification of the research variables. Upon making the specification of the destination as well as of the target audience, we can now particularize this question. Adapting it to our specific research context helps to state the hypotheses that this question assumes. The hypothesis is related to the one made in Section 1.2b:

**Specified Main RQ:** Does the use of Spanish advertising language in German destination advertising provoke a competitive advantage for Spanish destination brands?

**GRT (L):** The use of foreign language in multilingual advertising provokes a competitive advantage, *if the associations linked to the language are positive.*

**Specified Main H:** The use of Spanish advertising language in German destination advertising provokes a competitive advantage for Spanish destination brands, if the associations linked to Spain and Spanish are positive.

This broad, the whole research field encompassing, question and hypotheses bear many aspects, variables and topics to be addressed. Hence, it will be broken down in a few more detailed sub questions (SQ) and connected hypotheses. The first sub question derives from objective one and concerns associations made with Spanish by Germans. According to the literature review and in line with other multilingual
empirical investigations we can assume that the appreciation of a multilingual advertising depends on the kind and nature of associations made.

**SQ 1:** Which associations and stereotypes do German people make with Spanish language in destination advertising and in which kind of attitudes and appreciations are these resulting?

Literature regarding Spanish language and stereotypes in German advertising states the existence of mainly positive aspects related to Spain or Spanish. They are additionally often related to holidays (see section 1.3c). Additionally, Hornikx et al (2007) empirically found that the majority of associations made by Dutch participants were positive. As the Dutch tourist market has a maturity comparable to the German one (Hornikx et al, 2010) and Dutch people having a similar attitude towards foreign languages like Germans do (European Commission, 2012), similar results can be assumed for the investigation of associations with German participants. These two aspects lead to the first sub hypotheses (SH) related to SQ1 which has already been stated in section 1.3a:

- **RT a (L):** Associations with Spain and Spanish language made by German people are mainly positive.
- **RT b (L):** Associations with Spanish and Spain are often related to vacations.
- **SH 1 specified:** Associations made by German participants for Spanish language destination advertisements are mainly positive and often related to vacations. This provokes a positive attitude and appreciation towards this kind of advertisement.

Apart from the types of associations evoked, section 1.3a additionally brought up another question related to the type of people receiving Spanish-German multilingual advertising. It asks for the major target group that best suits German-Spanish multilingual advertising. This formulation may sound very economical, it does however also address the social science point of view: after all it is interesting how demographic and psychosocial variables are related to the
perception of multilingual communication. This hypothesis will be adopted from the literature section:

**SQ 2:** Which type of German target group appreciates German-Spanish multilingual advertising most?

The Eurobarometer (European Commission, 2012) showed that people with a higher educational background are likely to have better foreign language skills. Apart from that, it is probable that tourists who are seeking for a more cultural and self-fulfilling experience while on holiday, are more interested in the local language of the destination. As these kinds of German tourists prefer to call themselves traveller instead of tourist (Anholt, 2009), this notion will be adapted all throughout the investigation, naming this kind of culturally-interested segment. The related Hypotheses already stated in Section 1.3a is:

**RTc (L):** Well-educated and culturally interested people are likely to appreciate multilingual advertising most.

**SH 2:** Well-educated and culturally interested German travellers are appreciating Spanish-German Multilingual advertising most.

Answers to RQs and Hs one and two will show the relationship of the variable Spanish language destination advertising (V1) and sociodemographic variables of German people (V2) but they won’t serve insights into the nature of possible competitive edges for this kind of advertising. It is therefore necessary to investigate the differences in the appreciation of either only local, thus German language in destination advertising and German-Spanish Multilingual advertising.²

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² I would like to recall that German-Spanish multilingual advertising does not mean that German is necessary present in the main advertising components or that the slogan, for instance, is composed of both languages. Instead, the overall context of the advertising is already German as it takes place in Germany and the participants are part of the German culture. This thought is in line with the poststructuralist idea of intertextuality.
SQ 3: Does German-Spanish Multilingual advertising bear a competitive advantage for destination branding compared to only local language advertising in German?

SH 3: German-Spanish multilingual advertising bears a competitive edge compared to only local German language advertising.

Table 1 shows the overview of all final and the research encompassing research questions and hypothesis:

<table>
<thead>
<tr>
<th>General Research Questions and Hypothesis</th>
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<tr>
<td><strong>Main RQ</strong></td>
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<td><strong>Main Hypothesis</strong></td>
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<td><strong>Sub question 1</strong></td>
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<td><strong>Sub hypothesis 1</strong></td>
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<td><strong>Sub question 3</strong></td>
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<td><strong>Sub hypothesis 3</strong></td>
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*Table 1* Overview of general, the whole research encompassing research questions and hypothesis
2.2 A Mixed Sequential Exploratory Approach

In order to reach the objectives and to answer the encompassing RQs and Hs, this investigation will be conceived as a **mixed method approach in three consecutive steps** (Creswell, 2009). The concept is based on the idea that “Qualitative and quantitative approaches should not be viewed as polar opposites” (ibid. 3). As a mixed method approach, this investigation starts off with qualitative research moving on to quantitative approaches, based on the qualitative research results. According to John Creswell (2009), mixed method approaches go beyond the simple combination of both approaches as their strength comes from the mutual backing of the different advantages of each type of investigation: “Recognizing that all methods have limitations, researchers felt that biases inherent in any single method could neutralize or cancel the biases of other methods” (14). The specific mixed method chosen for the present work is the **sequential exploratory strategy**. This procedure “involves a first phase of qualitative data collection and analyses, followed by a second phase of quantitative data collection and analyses that builds on the results of the first qualitative phase” (211, accentuation is original). The purpose is as well to build a new instrument to assist in interpreting the results of the qualitative data.

Figure 2 on the following page shows the scheme of the research design constructed for the present investigation. The three different steps of investigation are shown as a **triple diamond scheme**. The idea is based on the double diamond concept which is applied in design research and practice (Design Council, 2014). The research process thus starts at the top of the first diamond with a discovery phase. Entering the research topic with a **qualitative, exploratory approach as Step 1** will help to understand and conceive the study field of German-Spanish multilingual destination advertising. Because the field to be discovered is bigger in the beginning and will be the more and more specified at each research step, the diamonds get smaller towards the bottom of the scheme. With other words will the knowledge get increasingly more concrete and more specific. At the beginning of each diamond stand ideas and basic knowledge about the step that follows (RQs, Hs, objectives). During the investigation of each step, the diamond opens
Figure 2 The triple diamond research scheme illustrates the procedure of the sequential exploratory research design of a mixed method approach.
up to permit various insights, data and variables to come along (data acquisition). Towards the end of each phase, the diamond shape narrows again as the insights arisen during the data acquisition will be summarized and end in results (analyses, interpretation, statistical tests, research report). Passing through the three diamonds, the investigation will thus run through phases from discovery to definition and development until it ends in the research goals which match the objectives stated in section a). Additionally, the intersections of the diamonds (marked by the small circles in the scheme) indicate the relationship between the steps: the results of the precedent step are the starting point for the consecutive phase of investigation.

As stated above, the first step is a qualitative, exploratory approach. The method applied consists of qualitative individual interviews with German participants (methodological details are specified in the following subsection). The qualitative nature of this first step will help to explore and understand the Spanish-German multilingual advertising phenomenon by interviewing people concerned. The insights of this phase will help to build a theory as well as instruments for consecutive steps. The second step will work with the opinions, attitudes and insights found in step one and is constructed as a quantitative questionnaire. As qualitative research results of step one cannot be generalized to a population, the analyses and interpretation of this successive quantitative interrogation is supposed to help to analyse the findings of step one. It shall test the theory as well as the generalizability of the variables raised by the qualitative data analyses. One other purpose of step two is to find out if a specific target group for German-Spanish destination advertising exists. This is being analysed via a conjoint analysis (for details see subsection b). The findings of step two will finally contribute to the last step number three. The latter will consequently be conducted after step one and two. An experiment has been chosen to investigate the different perceptions of either only local language or Spanish-German multilingual destination advertising versions. As an experiment, step three seeks to determine if the specific treatment of Spanish language in destination advertising influences the appreciation of the advertising.
The following subchapters will explain the research design in more detail. In doing so, the first step will be illustrated quite more sophisticated than the other steps. This is due to the fact that the qualitative phase is supposed to develop the theory about the phenomenon addressed. The findings of the literature review as well as the research questions and hypotheses will have to be revised and only then it will be possible to explicitly construct step two. The same applies for step three: at the end of step two, the instrument, RQs, and Hs will once again be adapted and the experiment can be worked out. Therefore, the biggest part in this research proposal will be devoted to the first research step. The presentation of step two and three will only show ideas and concepts, as far as it can be explicited at this point.

a) Preconsiderations and Ethical Assumptions

Prior to conducting and executing an empirical investigation, it is important to make a few basic considerations regarding the intended study. One reflection has to be made about the philosophical perspective underpinning the research. Along with the development of research designs and together with the spirit of the age from the point in time when a study is conducted, different philosophical assumptions existed (Black, 2005; Creswell, 2009; Merriam, 2009). The present study will be developed within a constructivist and interpretivist understanding. Sharan B. Merriam (2009) summarizes this philosophical attitude as follows:

> Interpretative research … assumes that reality is socially constructed, that is, there is no single, observable reality. Rather there are multiple realities, or interpretations, of a single event. Researchers do not "find" knowledge, they construct it. (Merriam, 2009, 10-11)

This consideration leads to the demand for the researcher to reflect his own role as well as the roles of the instruments of a study.

A second preliminary concerns ethical considerations. According to Creswell (2009), these have to be anticipated and applied for every stage of the
investigation. Apart from the self-evident, ethical pretension of integrity, this study will ethically reflect the method and its instruments. In order to protect participants, an informed consent sheet (see appendix) has been developed on the basis of recommendation of the WHO (World Health Organization, 2014).

Additionally, the research has to be reflected regarding its credibility and quality of its research design. Merriam (2009) states that a method’s credibility and controllability depend on the philosophical underpinning of the research. Thereby, this research is fulfilled while taking into account the philosophical underpinning of constructivism and interpretativism: “The overall interpretation will be the researcher’s understanding of the participants’ understanding of the phenomenon of interest” (ibid. 23-24). This consideration plays into the demand of perpetual reflection of the researcher’s role and the characteristics of the instruments. One self-reflexive thought may be that I am myself German and that I may dispose of the same attitudes as the participants do. It is therefore not a complete outsider’s perspective. However, a non-German-speaking investigator does not meet the requirements to execute the study. This bias can therefore not be avoided but will be reflected throughout the research.

Further philosophical and ethical considerations as well as means of credibility such as validity and reliability differ from qualitative to quantitative approaches and the type of methods used (ibid.). They will therefore be addressed in the section of each research step.

All material will be shown in English in order to match the language of the present theses. German versions are used for the actual data collection when participants are directly addressed.

b) Step 1: Exploratory Qualitative Individual Interviews

A qualitative approach for the first research step has been chosen because the research field of German-Spanish Multilingual advertising has not yet been investigated. Literature and earlier empirical studies only state knowledge about single components of the research question but do not supply any concrete
concepts or theory for the research interest. Merriam (2009) summarizes the purposes of qualitative approaches as discovery, insight and understanding of a not yet explored topic. It is supposed to uncover the meaning of a phenomenon: “Qualitative researchers are interested in understanding how people interpret their experiences, how they construct their worlds, and what meaning they attribute to their experiences” (5). The central questions are ‘how?’ and ‘why?’ people conceive and construct the world around them like they do. It is for these characteristics of qualitative methods, that it has been chosen for the first step of investigation. In contrast to quantitative approaches, it can grasp the meaning in its social context. Thereby, the focus lies on the perspective of the participant and not the one of the researcher (the ‘emic’ or ‘insider’s’ point of view) (ibid.). In the first step, this study seeks to inductively explore, grasp and understand the German-Spanish multilingual advertising phenomenon. The advantage is the open-mindedness of the researcher, respectively the openness of the qualitative method and instruments, in contrast to closed and narrow structures of qualitative approaches: participants can answer freely without being forced into fixed responding patterns. The goal of step one is thus, to serve insights into the phenomenon and to generate a theory and variables to be investigated in the consecutive steps (ibid.). Besides, the destination branding expert Simon Anholt (2009) suggests that “Qualitative Research is the most effective way to identify consumer perceptions of the destination” (xv). Morgan and Pritchard agree, saying that qualitative research “can provide invaluable insights into consumer's attitudes towards and experiences of particular brands” (103). Thus, this qualitative research step one may deliver insights into the language experience of such an international brand as the Spanish destination brand.

The fact that “The researcher is the primary instrument for data collection and analysis” (15) is at the same time the biggest implication for ethical reflections of this method. The role of the researcher as interviewer will therefore be included in the analyses of the first qualitative step of this study.
Qualitative Research Questions
A qualitative framework is more likely to be addressed only by research questions as the field to be explored is not known enough to make specific assumptions about it (Black, 2005). In this context, the general hypotheses cannot be specified enough to brake them down to testable Hs. Accordingly, the first step will take the above general RQs and Hs into account but it will specifically, as own research entity (diamond number one), only be approached by the following RQs. Qualitative in nature, they are more general and less narrowed then qualitative RQs (Creswell, 2009):

RQ : How do German people perceive multilingual, German-Spanish, advertising?

SubQ 1: What associations and stereotypes do German participants make with Spain and Spanish language?

SubQ 2: How do participants appreciate this kind of advertising?

SubQ 3: How do participants feel about Spanish or German language in Spanish destination advertising?

Method and Instruments
As the investigation is, firstly, interested in understanding a specific multilingual advertising phenomenon, it can be defined as a basic qualitative, namely an interpretative study (Merriam, 2009). It includes the philosophical assumptions of an interpretative, constructivist approach: “The overall purpose is to understand how people make sense of their lives and their experiences” (Merriam, 2009, 23). Individual insights and perceptions are important to understand multilingual advertising. Qualitative individual interviews meet this need best and are therefore the method chosen for step one. They allow “for adapting the content and the flow of the interview to each informant, without forcing interviewees into preconceived answering patterns. There is more room for discovering particular situations and atypical behaviours, which is important for theory generation”
A semistructured interview guide will help to frame the face-to-face interview situation and to better compare different interviews. The semi-structuring helps to get specific information from every participant while providing the possibility to “respond to situation at hand, to the emerging worldview of the respondent, and to new ideas on the topic” (Merriam, 2009, 90). The interview guide, whose completed outline can be found in the appendix, consists of three parts (University of Florida IFAS Extension, 2014). The first page is the ‘face sheet’ where circumstances of the interview as well as demographic data of the interviewees are kept. The second, body part, of the guide includes the interview questions. An introductory section contains directions to explain the research, the circumstances, and the rights of the participants. It also includes the procedure to sign the informed consent sheet (see appendix). Afterwards, five thematic blocks address the different parts of the research interest and the RQs. These thematic blocks provide an overview and help to easily switch the order of topics to be addressed if necessary.

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<thead>
<tr>
<th>Thematic Bloc</th>
<th>Topic</th>
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<tr>
<td>A</td>
<td>Projective Method: Sentence Completion</td>
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<tr>
<td>B</td>
<td>Travel Behaviour</td>
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<td>C</td>
<td>Spain as Holiday Destination</td>
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<td>D</td>
<td>Spanish Language</td>
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<tr>
<td>E</td>
<td>Multilingual Advertising Examples</td>
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</table>

Table 2 Overview of the thematic blocs of the qualitative interview guide of research step 1

The central column presents the interview questions. The bold questions are to be asked to every interviewee, the normal printed ones are optional. More open-ended questions are followed by possible probes to eventually clarify the answer given (Merriam, 2009). The left column states indications for the Interviewer as well as explanations for the choice of questions such as ice-breaker, projective questions, ideal position questions, and so on. The third column on the right of the interview guide is left blank in order for the interviewer to take notes during the
conversation with the participant. The last part of the guide is the post-interview comment sheet which serves for additional notes and to capture impressions, special conditions or circumstances arisen during the interview. Merriam’s (2009) advice “The fewer, more open-ended your questions are, the better” (104) has been taken into account in constructing the interview guide. As “Ideally…the design of a quali study is emergent and flexible, responsive to changing conditions of the study in progress” (16), the instrument of step one can be adapted and will be reflected throughout the data collection process.

Further Material

The Tourism and Leisure experts Morgan and Pritchard (2001) argue that “Projective techniques continue to be important in research that attempts to investigate and establish images, perceptions and attitudes towards brands, and also reactions to advertising” (105). The qualititative interview will therefore additionally include projective methodology. A projective method sheet has been developed for this purpose and can be found in the appendix. It is an indirect stimulus material (ibid.). Participants are asked to complete the sentences in written form. Sentence completion is a technique that "can reveal images, feelings and associations which respondents hold of particular brands “ (106). The projective sentence completion sheet can also help to compare what the participant associationally wrote down in the beginning and what he is saying during the interview – after some more time for consideration. It can show if the attitude changes with the time being confronted with the topic.

The last thematic block of the interview guide is conceived to actually confront participants with actual advertising. In order to keep the situation as natural as possible, three existing advertisings of the recent campaign of the Spanish destination brand are used (the example advertisings can be found in the appendix). Thereby, two advertisings are in Spanish language and one in German language. Simple layouts are chosen in order to avoid effects of other components. As the same kind of advertising does not exist in Spanish and German, the images and slogans are different as well. For its qualitative nature, in
contrast to the experiment in step three, the design does not call for such a rigid comparability of treatments like in an experimental design.

**Population and Sample**
As neither the literature nor empirical studies can offer specifications of tourist typologies to specify the target, the population for step one is broad and states only few criterions. The population for the present study consists of all people:

- living in Germany
- whose mother tongue is German
- who are aged 18+
- who are interested in travelling abroad

Many authors in research design methodology agree that the most appropriate and most common sample selection in qualitative research is **purposeful and criterion based** (e.g. (Creswell, 2009; Merriam, 2009; Morgan & Pritchard, 2001). The advantage of this non-random sampling lays in the possibility to “select a sample from which the most can be learned” (Merriam, 2009, 70).

A screening sheet (see appendix) is designed in order to simplify the recruiting process and to serve as an overview of the characteristics of participants. Apart from the obligatory criterions that display the population, four more criterions are stated on the screening sheet. Together with the must-have characteristics of the population, these criterions state the quota for selecting participants:

- Gender (m/f)
- Age (18-30; 30-55; 55+)
- Educational background (Univ. Degree; Apprenticeship, High School Degree, no Degree)
- General Foreign Language Skills (Fluent, Basic, None)

The purpose is to balance the criterions throughout the sample of the qualitative interviews. A high variation of sociodemographic and other relevant criterions serves to “gather information of different contexts of interviewees” (Merriam, 81). It can as well give an idea for different types of attitudes and behaviours leading to hypotheses to be tested in the following steps.

Additionally, the screening sheets state notes of information which have to be said in order to inform the probable participant. This information is divided into what
has to be said before checking the criterions of the person and afterwards. The right column serves to note contact details of the probable participant in order to invite him to the study if the person fits the quota.

Regarding the sample size, the **redundancy criteria** will be applied. It consists of the idea to execute as many interviews until no further information is being generated and until the content of what is being said replicates (ibid. 80). To quote a figure, the design is anticipating approximately 30 individual interviews.

**Data collection**

Participants are being recruited half in Spain and half Germany. This allows a comparison in between the degree of confrontation of Spain and the Spanish language. German tourists in Spain are actually experiencing the destination of interest, whereas participants in Germany are further away from the specific context and rather imagine their experience. People in Spain will be recruited at the airport El Prat Barcelona as well as downtown Barcelona close to tourist sites. In Germany, the recruitment will take place in the city centre of Weimar – a University City known for its density of cultural tourism.

The interview language is German. The conversation will be tape-recorded (after the previous agreement of the participant). It is conceived to last around 45 minutes. Notes will be taken during and after the interview. If desired, participants will be informed about the results in form of a summary of research findings of step one.

**Data processing**

The Interviews will be **partly transcribed** applying transcription rules of Dresing and Pehl (2013). The transcription takes place within four weeks after the interview. The tape-record will then be destroyed, according to the informed consent sheet signed by participants. All data will be treated by following a **step-by-step strategy**. This means that each interview will subsequently be transcribed, analysed and interpreted: first by its own and secondly in comparison to other interviews completed. After the transcription, the interviews will be
codified with help of the qualitative research software **ATLAS.ti** (ATLAS.ti GmbH, 2014). The codes developed for the transcription process can be found in the appendix (Codification Plan for Transcription). They are a first draft and will be reworked with the first interviews executed as these will enlighten further possible codes.

**Analyses and Interpretation**

As stated above, qualitative research seeks to understand how people construct their worlds and what meaning they attribute to their experience (Merriam, 2009). The analyses and interpretation of step one are bound to meet this request and in order to do so, two theoretical conceptions will be applied to analyse and interpret the data: content analyses as well as grounded theory.

Even though less common in qualitative research, **content analyses** will be used in order to prepare the following research steps. The communication of meaning is in the spotlight of interest and the purpose is to simultaneously build variables, codes and categories, whose nature can be adjusted throughout the analysing process (Merriam, 2009). That “The units of measurement centre around ... the frequency and variety of messages, the number of times a certain speech pattern is used” (ibid. 205), serves to see which associations, stereotypes and attitudes occur often in the context of Spanish-German Multilingual advertising and how they are connotated (for example positive, negative, neutral).

This content analysis will be accompanied by **grounded theory** which serves to build a theory out of the codification and hypothesizing of data. It starts off with categories being subdivided in core categories and their properties. Hypotheses are drawn from a step by step comparison between the data. Together with the codes and properties, these are continuously adjusted throughout the analysing process (ibid.).

A codification of the content will consequently be developed throughout the parallel data collection and processing of step one. The previous codes of transcription will help to structure the contents of the interviews and the grounded
theory codes will arise within the framework of the transcription codes. The codes shall help to construct the theory about German-Spanish Multilingual advertising. For example, codes can address the kinds of associations made and their valence.

**Validity, Reliability and Ethics**

In order to ensure the rigidity and quality of the research design and its findings, it is important to check and build means to ensure its validity, reliability and underlying ethics. Step one takes the general presumptions and means to control and ensure quality into account which are developed for all three research steps. For example does the self-reflexivity expectation for qualitative interviews demand for reflections about how the interviewer may influence or shape the results or what is being said by the interviewee. Additional means to ensure credibility of step one are stated below.

The need for the findings to match reality (**internal validity**) is met by **triangulation** because the findings of step one will be reengaged in the following research steps. As such, step two and three will show the degree of pertinacity of the results of step one. As far as the reliability of step one is concerned, it is difficult to ‘produce’ the same results with the instrument as the object researched are human beings which do not repeat their experiences and statements in just the same, replicable ways. Explaining this difficulty of applying the **reliability** criterion (reproducibility) on qualitative research, Merriam (2009) equalizes reliability with ‘consistency’:

...rather than demanding that outsiders get the same results, a researcher wishes outsiders to concur that, given the data collected, the results make sense – they are consistent and dependable. The question then is not whether findings will be found again but whether the results are consistent with the data collected. (Merriam, 2009, 221)

Following Merriam’s (2009) advice, reliability will be ensured by an **audit trail** where “independent readers can authenticate the findings of a study by following the trail of the researcher” (222). A rigid documentation of actions will therefore
be made in order to ensure credibility and reliability, or rather consistency of step one. The generalizability of findings (external validity) produced by step one is also met via the concept of Merriam (2009): “we need to think of generalizability in ways appropriate to the philosophical underpinnings of qualitative research” (224). Transferability is one mean to do so. It presumes that the responsibility of applicability does not belong to the initial research design. Rather it is the duty of the person who wants to apply the findings or instruments elsewhere, who has to examine the applicability of the initial research (ibid.). This study thus recalls transferability in order to ensure the external validity of step one.

**Pre-test**

As another mean to ensure the quality of the instrument and thus the research step number one, a pre-test is included in the design. As such, one qualitative interview will be executed and conducted under the same circumstances developed for the real data collection. It serves to test the instrument and materials of the qualitative individual interviews in order to verify if the questions asked and the material used will lead to insights aimed for. Misleading questions or missing explanations can for example be reworded and added to the interview guide, before the actual research takes off (Merriam, 2009). Additionally, it can serve primary insights into the phenomenon of multilingual German-Spanish advertising. This pre-test is included in the present thesis and its accomplishment and implications will be presented in the last subsection of this chapter.

**Outcome**

This first step of the triple diamond research design will provide an insight into the feelings, attitudes, and the concepts underlying the perception of multilingual Spanish-German advertising of German participants. It will show the kind of associations made, the stereotypes related to it and is able to discover new insights not yet considered. The codes, variables and hypotheses generated as well as the theory arisen by grounded theory technique will be the basis for the two subsequent research steps.
c) Step 2: Quantitative Questionnaire

The passage from step one to step two is also the transition from qualitative to quantitative research approach within the sequential exploratory triple diamond research design. In contrast to qualitative research, it is more rigid as the data collected has to fit into previously designed analysing patterns (see for example tick off questionnaires). The purpose of quantitative research is to test “objective theory by examining the relationship among variables” (Creswell, 2009, 49). Dealing with numbers and statistical analysing procedures, its greatest advantage is the generalizability of findings. It is a deductive research process and possible methods are surveys or experiments (ibid.). For the present research design, an online questionnaire will be developed. It meets the requirement to efficiently collect information about the population by questioning a small group of individuals (see sample). This second qualitative questionnaire step is crucial in order to test the theory arisen out of step one. It must verify, if the associations, stereotypes and attitudes connected to German-Spanish multilingual advertising count for the whole population and not only for the few interviewees in step one. It is additionally supposed to find out if a specific target for Spanish-German Multilingual advertising exists and if so, how it is characterized. Together with the qualitative individual interviews, the questionnaire contributes to the advantages of mixed method approaches: it tests the theory of step one and provides a comparison between the results of these two steps. This allows for a greater scope of insight into the German-Spanish multilingual advertising phenomenon.

The methodology of this step is presented only as far as the current situation allows for. As the research design is sequential, step two can only be finally designed when step one has been thoroughly completed. Besides, the RQs, Hs and statistical tests to solve these are combined in the last subsection because the design of the hypotheses and the analysing tools go hand in hand.

Method, Instrument and Material

As a survey research, the purpose of step two is to quantitatively and numerically generalize the associations and attitudes found in step one as well as stated in the
literature. It is additionally supposed to find out the target. These objectives will be met by designing a survey dedicated for this research. It will be executed as an **online questionnaire** with help from the provider *SurveyMonkey* (2014). The design of the survey will be in line with the Research questions and hypotheses below. A first draw of a possible outline of the questionnaire, including the sections, possible questions and answers and descriptions, can be found in the appendix. So far, it consists of seven sections after the introdutional part and the screening questions. Sections one to five address the travel behaviour, language skills and associations with Spanish language and Spain. The three following sections will include two sample advertisings which are concerned by the questions. The first sample advertising is a multilingual one and the second an only German one. They will have to be designed or chosen in line with the grounded theory. A following section poses questions about the comparison of both versions. The last section asks for sociodemographic data of the participant. This rough outline will have to be adopted after the completion of research step one. It is necessary to review the questions and answers and to rigidly build variables and constructs.

**Sample**

The population, as well as the sample criteria, for this step is the same as in step one, unless, the grounded theory gives a strong reason for already breaking down the population in a more specific target. A **single-stage, snowball sample** will be applied because neither a complete list of population members exists (necessary for simple random sampling), nor is the proportional distribution of characteristics known (necessary for quota sampling) (Black, 2005). However, the recruitment will provide a selection of relevant participants by **screening questions** in the beginning of the online questionnaire (see questionnaire outline in appendix). The recruitment will thus not be executed via face-to-face communication but through these screening questions. The snowball effect will help to reach further participants who are interested in abroad travelling. An incentive in the end of the questionnaire will help to reinforce the snowball effect: participants are asked to invite acquaintances to the study in order to participate in a small prize drawing.
Data collection
The questionnaire will be activated for online access during two months. A minimum number of completed questionnaires is 300. If the amount has not been reached after two months, the data collection will be prolonged.

Data processing, Analyses and Interpretation
The data collected will be downloaded and transferred from SurveyMonkey to SPSS (IBM, 2014) which is the chosen software for analysing the data. With the help of SPSS, the data will be analysed step by step. While initial univariate analyses methods will serve to have an overview of the data, bi- and multivariate analyses methods will be executed as well. The enumeration of all possible statistical tests would go beyond the scope of this proposal and not all tests needed are known yet. Nonetheless, one multivariate analyses method is already sure to be fulfilled: a cluster analyses will help to find out the existence of a specific target of Spanish-German Multilingual advertising. A specification of this analytical step can be found in the following subsection.

Quantitative Research Questions, Hypothesis, and Probable Statistical Tests
While qualitative research designs asks for the broadest questions procurable, quantitative research demands the most specific questions and hypothesis possible. RQs and Hs shall state few variables in order for statistical test to be applicable (Creswell, 2009): “Quantitative hypotheses are predictions the researcher makes about the expected relationship among variables” (131). The two main general research question (GRQ) will therefore be followed by sub questions and hypothesis that base their assumption on the findings of step one. Continuously, the hypotheses found in step one will be tested with help of the questionnaire. Two general hypotheses (HG) follow the according GRQ. Neither RQs nor Hs can yet be fixed.

GRQ1: Does German-Spanish Multilingual destination advertising theory from step one explain the relationship between the associations made by advertisees and the appreciation of the advertising?
HG1: The valence of the associations made by German people with Spanish language in destination advertising correlate with the appreciation of the advertising.

The two core variables here, that have to be defined according to the codification developed in step one, are: associations (V₁) and appreciation (V₂). These two variables will serve to explore the relationship between the association with Spanish language in German advertising context for destination brands and the appreciation of the advertising. As many statistical tests demand null hypothesis (for example Chi-square-independence test), in order to test a hypothesis (Backhaus et al, 2006), Hypotheses will be accompanied with their $H₀$ (null hypothesis). The $H₀$ of the HG1 would for example be:

$H₀(\text{GRQ})$: There is no significant correlation between the association of Spanish language in destination advertising made by German people and the appreciation of the advertising.

A second GRQ and HG relevant for step two can be adapted from the general research questions stated at the beginning of this second chapter:

GRQ2: Which type of German target group appreciates German-Spanish multilingual advertising most?

HG2: Well-educated and culturally interested German travellers are appreciating Spanish-German Multilingual advertising most.

Further probable RQs and Hs are stated below. As it is always important to know the way in which specific Hs will be analysed, they are followed by probable statistical tests. I am accentuating the world ‘probable’, because they are not to be understand as fixed at this point and will be adapted in subsequent to step one.

H1a: The majority of associations made by German people with Spanish language in Spanish destination advertising are positive.
This hypothesis can be tested via a simple **univariate analyses method**. Therefore the positive, negative and neutral ratings of associations questioned in the survey section C have to be added for each occurrence and the arithmetic average, the median and the modus can be calculated. Additionally, their statistical significance has to be tested in order to ensure the validity of the analyses.

H2a: The grade of appreciation of Spanish-German Multilingual advertising depends on the educational background and the grade of interest in cultural activities.

Further variables play into this question but cannot be fixed yet. For example may language skills be another iV (independent variable) influencing the dV of the appreciation of multilingual advertising. This already more complex hypothesis has to be tested via multivariate analyses methods. A **multivariate correlation analyses** can show the influence of the 3 independent variables (iVs: cultural interest, educational background, language skills) on the dependant variable (dV: appreciation).

Including all other relevant independent variables that are assumed to effect the appreciation of German-Spanish Multilingual advertising, a **cluster analyses** can be executed. As many variables of characteristics of appreciation are present in the questionnaire, a **factor analyses** will precede the cluster analyses in order to facilitate this statistical process (Backhaus et al., 2006). Once the factors have been extracted, the cluster analyses will show which characteristics those respondents have that show a higher appreciation of Spanish in Multilingual destination advertising.

As the effectuation of all possible questions and statistical tests would go beyond the scope of the present thesis, the probable questionnaire outline in the appendix has to suffice in order to give an insight into the design of research diamond
number two. In any case, the items will have to be adapted after the conclusion of step one and the here stated ideas and statistical tests have to be revised.

Validity, Reliability and Ethical Assumptions
Apart from statistical calculations to test hypotheses of this second research step, further statistical tests will be applied in order to ensure and determine the validity and reliability of the findings. Whereas detailed statistical tests with only few variables involved demand their own methods to ensure those quality criterions (e.g. testing if other variables may as well affect the outcome of a calculation), the general reliability will be tested via the split-half method (Black, 2005). As one mean between others to check if the findings match reality, the convergent construct validity will be tested. Therefore, the various items of one and the same construct have to show a high correlation (Black, 2005).

To ensure an ethical quality of the instrument, interviewees will participate anonymously. They are informed about the research before starting the questionnaire and no intimate or harming questions will be posed. It will additionally consider all ethical assumptions (such as integrity, etc.) valid for the complete triple diamond research design.

Pre-test
A pre-test will as well be executed for the second research step. It serves to reconsider the structure, wording and outline of the questionnaire as well as of the example advertisings designed for sections four to six. As its purpose is primary to test the quality of the instrument, up to ten participants are purposefully selected for the pre-test.

Outcome
If the investigation developed according to the presented plan, we will at the end of diamond number two have results about the associations and attitudes of German people towards Spanish Multilingual destination advertising. We will additionally have found if a specific target group for this kind of advertising exists and which characteristics the latter presents. We will see which target consumer is
consistent with the image of destination brands that apply their nation’s language in advertising (Morgan & Pritchard, 2001).

d) Step 3: Experiment

Once we reach the top of diamond number three, we have found the associations and attitudes towards multilingual advertising of Spanish destination branding throughout the German population. What we still do not know until then, however, is, if this kind of advertising does evoke a competitive advantage compared to native language advertising. The GRQ and GH for this third step can thus be adapted from the overall RQs of the research:

GRQ: Does German-Spanish Multilingual advertising bear a competitive advantage for destination branding compared to only local language advertising in Germany?

GH: German-Spanish Multilingual advertising bears a competitive edge compared to only local German language advertising.

The hypothesis, that the application of the destination’s language may bear a competitive advantage, arose out of the literature review. Languages have a highly symbolical meaning, especially when they appear in countries and cultural contexts where it is not the native language of the population. If Spain, for this special case investigated, employs Spanish language in its advertising, the advertising already sells a part of the product which is the language that is spoken at the destination and which is thus part of the holiday experience promised. The associations, if positive throughout the population (step one and two), might strengthen the brand image of Spanish destination brands because the associations and symbolical meanings with Spain evoked by Spanish language strengthen the feeling of the destination despite the long distance to the locality where the advertising is seen (Germany). If people appreciate the destination’s language more than the local language, the application of Spanish in multilingual advertising is advantageous for destination brands. The overall approach to solve this hypothesis is, thus, to find out about a possible competitive advantage via the
construct of appreciation of different languages (German or Spanish) in destination advertising.

**Method and Instrument**

In order to approach the purpose of research step number three, an **experimental design** will be applied: “Experimental research seeks to determine if a specific treatment influences an outcome” (Creswell, 2009, 12). The specific treatment of interest for this study is Spanish language applied in multilingual destination advertising in Germany.

The design of the experiment is partly borrowed from Hornikx et al (2010) but will be adapted to the purpose of this study. In their experiment, Hornikx et al were interested in two dimensions of either English or Dutch (the mother tongue of participants) language in car advertising. Apart from the appreciation of advertisings with different languages, they also investigated the comprehension of the slogans. As the actual comprehension of Spanish in destination advertising is not the objective of the present study, only the part of testing the appreciations is of interest here. Sections that are designed in line with their study are the material and the measurement of appreciation of advertising. The type of design, however, differs from their study and is originally conceived for this work.

The experiment is at the same time a **between-subject and a single-subject design**. Figure 3 shows a draft of the experiment which helps to explain the procedure: four different adverts are designed, each showing a different image of various types of destinations in Spain. The slogans of each advert will be manipulated to be presented once in Spanish and once in German. Thus, eight versions of adverts exist in total. To provide a multilingual context, all other relevant items are presented in German or English (for example will the Spanish destination brand logo not be adapted to German and the baseline “I need Spain” stays in English). **Two experimental groups** each receive four advert versions, but the language between the two groups differs for each advertising. This means that both groups receive the treatment but not the same one. This crossing of language and advertising image is executed in order to avoid that the picture influences the appreciation of the slogan. Each participant always only sees the
Figure 3 Draft of the experiment designed for research step number three. The two control groups each receive the same four adverts but the language treatment differs for each.
German or the Spanish version of one advert, never both. Additionally, each of the two advertising versions (Spanish / German) is judged from different participants. This allows a between-subject comparison between the appreciation of the German and Spanish version. To avoid a possible order effect, the advertisings will appear in different sequences. To simplify the understanding of the design, figure 3, however, shows the same order of advertisings for each group.

Each advert will be followed by questions in order to evaluate the appreciation and preference of each advert. Like in Hornikx et al’s (2010) study, this will be measured on eight 5-point Likert scales where four of the items are positive (poetic, easy going, functional, sympathetic) and four are negative (irritating, superfluous, affected, and arrogant). Afterwards, participants will see all four advertisings on one page and are asked to state their preference. The results will show if either the German or the Spanish versions were more preferred. A final section asks for sociodemographic information.

As participants are randomly assigned to the different treatment groups, it is a true experiment (Creswell, 2009).

**Material**

The sociolinguist Ronald Wardhaugh (2006) emphasizes the significance of the choice of different languages: “you must exercise that choice with great care since it can affect what happens to the message you wish to communicate” (3). This is why steps one and two are so crucial to the design of research step three. The symbolical perception measured by associations with Spanish language beforehand must help to design the research step. Kelly-Holmes (2008) also hints towards this danger of disregarding the details in conceiving foreign language advertising: “They thread a very fine line between being just foreign enough and being too much, too annoying, too incomprehensible” (172). The precise design of the symbols and words used accounts notably for the material to be conducted. The aim is to only include words with a positive connotation and picture language. Therefore, the material cannot yet be definitely designed. Therefore, the
draft of a probable material design shown in figure 3 cannot yet be exceeded. As mentioned above, the design has to be held simple in order to avoid influences of other items. In particular will other cultural symbols be avoided as Koslow et al. (1994) recommend. Each advert will be composed of: a slogan (once in Spanish, once in German); a simple image of different Spanish tourist destinations; and the Spanish destination brand logo in Miró design. The actual content of wording and picture language will have to be delayed until the precedent research steps are fulfilled.

**Sample**
Creswell (2009) points out that the generalizing of the sample is not the primary aim of an experiment: “In an experiment, investigators may also identify a sample and generalize it to a population; however, the basic intent is to test the impact of a treatment (or intervention) on an outcome” (145). Therefore, the same recruiting method and sample criteria like in step one and two will be applied. Participants are recruited face-to-face via the screening sheet and are invited to the experiment if they fulfil the quota. The screening criteria may be adapted in accordance to the findings of step one and two which means that the target found in step two will be recruited for this step.

**Data collection, processing, analyses and interpretation**
The experiment takes place in a laboratory context in seminar rooms of the university. The data collected will once again be treated via SPSS. Statistical analyses of interest are for example the mean average of each advert and especially the comparison of appreciation scores of Spanish versions compared to the German ones. Besides will the measurements of the preferences be set in correlation with the appreciation. The sociodemographic data can be used to statistically analyse how the target found in step two varies within itself.

**Pre-test, Validity, Reliability and Ethical assumptions**
As the third step is a quantitative approach just like the second step, the considerations of testing the method, validity, reliability and ethical assumptions are very similar. As such, a pre-test will show the quality of the instrument as well
as the comprehension of the experiment. Validity and reliability are tested accordingly to step two. As the experiment will be conducted face-to-face, the adapted informed consent sheet will be handed out to participants prior to the experiment.

**Outcome**

Having fulfilled the last step of the overall research design, the investigation will reach the bottom of the triple diamond scheme and thus the aim of the whole research project. Having sequentially passed through the three research steps, the study will empirically contribute to the understanding of multilingual advertising phenomena - in particular to the phenomenon of Spanish language in destination advertising in Germany. It will also show which images and associations with a positive connotation and thus preferably to be used by Spanish destination brands. If it is even competitively advantageous to use Spanish language will be shown by step three because this step finally shows if multilingual advertising is appreciated more than only local language advertising.

e) **Timeline**

![Timeline Diagram]
The research project will be carried out within three years starting from September 2014. The schedule below allows 10 months for each of the three steps. The whole procedure, from (re-)designing to the final report of each step, must be fulfilled during that time. The last six months are provided for the final elaboration of the dissertation.

f) Limitations

Like every research project, the present study encounters some restrictions. Some limitations have already been stated during the elaboration. For example has the researchers’ role for the investigation been critically reflected: being German myself, I may subconsciously dispose of the same associations and attitudes toward German-Spanish multilingual advertising. Thus, not starting the research from a complete outsider’s perspective. As stated before, the native language of the investigator is after all important for the execution of at least the first research step. Reflecting this fact, however, can help to aim for a most objective approach of the phenomenon possible. In order to avoid a cross-cultural generalization of findings, this study is devoted to the specific context of Spanish destination advertising in the German target market. Of course, this specification limits the scope of applicability of results to different destination/target combinations. Nonetheless, the insights can help to structure future studies for different destinations brands and other target markets. Besides, it is important to take intercultural differences into account to aim for meaningful results. Morgan and Pritchard (2001) stress this paramountcy as well: “Understanding difference is crucially important in today's environment of greater cultural diversity, individualism and fractured lifestyles” (166). Applying a sequential research approach, the presented research programme could not be presented in sophisticated detail. An effort has been made to design all three research steps as far as possible, but the evaluation of each step can lead to the demand of changing the design and the schedule. It is important to be aware of this adaptability of the design. This is at the same time one of its strengths. A final limitation concerns a construct underlying advertising investigations. The need to focus the investigation in order to aim for sophisticated results on the other hand suspends
some interesting aspects that could be worth measuring as well. For example can the literature presumption about the asserted attention grabbing effect not be measured with the constructed design. The presumption that foreign language in destination advertising grasps the advertisee’s attention more than native language destination advertisings has to be left for future studies. Except if the schedule allows for a broadening of the scope which would be the case if the several research steps are executed faster than expected.

2.3 Pre-test of Research Step One

In order to pre-test the methodology of research step one, as well as to produce some initial insights into the phenomenon of Spanish-German multilingual advertising, one qualitative interview has been conducted for this present work. This chapter will show the procedure and resulting implications arising out of this pre-test. The main purpose is to test the quality of the instrument and to discover probable problematic parts of the material. It shows which amendments are necessary in order to improve the interview guide and the projective method sheet. Nonetheless, the first pre-test interview also already produces some understanding of the topic. The presentation of these insights are supposed to give an idea about the phenomenon but they cannot be seen as results for the study. Actual results can only be produced by comparatively analysing the whole range of interviews throughout the complete research procedure of step one.

a) Circumstances and Procedure

The pre-test interview number one took place in a seminar room of the Universitat Pompeu Fabra on June 8th 2014. The whole procedure, including the introductional part, signing the informed consent sheet as well as the concluding part, took around 45 minutes. The actual relevant conversation lasted about 23 minutes and the task to fill in the projective method sheet took approximately seven minutes. The interview has been tape-recorded and partly transcribed. The transcription can be found in the appendix. A codification according the transcribing-code table with ATLAS.ti has not been executed, as the table has to
be reviewed after a few first interviews, before the codes are applied to the transcripts. Besides, the pre-test transcript will not be included into the analyses of step one and a coding, which serves to collect and compare contents of several interviews, is therefore not necessary. As the interview was executed in German, a translation to English has been administrated during the transcription.

b) Participant

The participant was purposefully selected and fulfilled the obligatory characteristics of the screening sheet. The participant was female and with 23 years, she belongs to the youngest group of the quota. She has a Bachelor university degree and stated fluent foreign language skills in English and basic language skills in Spanish and Latin. She spent a long weekend in Barcelona, thus experiencing the destination at the time of the interview. The Participant will in the following be stated as ‘P.’.

c) Implications for the Instrument

The pre-test showed several aspects of the method of the first research step to be improvable. As the overall procedure and structure of the interview went well, amendments mostly concern specific questions or sections of the interview guide. Section A (filling out the projective method sheet) also went well. As nothing relevant has been spoken during the approximately seven minutes while the P. filled out the form, the tape-record only needs to be turned on after section A in future interviews. It has been noted that it might be an important variable to know the purpose and length of travel of participants for the part of interviews conducted in Spain. This might be in correlation of the perception of the phenomenon. This criteria will be added to the face sheet.

In section C, the question "How do you feel about Spain as a vacation destination?" provoked some confusion for the participant. Therefore, it will be reformulated to: “Imagine you are planning your next holiday to Spain. How would you feel?”. As well in this section, the question “If Spain was a person, how would you describe it?” proved to not work well. As this question appears in
the projective method sheet, the P. stated that he already noted this. In order to check the coherence of answers between the projective method sheet and the conversation, this question should rather be asked subliminally. It will be transformed to: "Please enumerate some adjectives to describe Spain."

One question that spontaneously came up during the conversation will be added to section D: “Do you sometimes feel like another person when you speak another language?” Its purpose is to see if the sociolinguistic concept of crossing applies to participants and in which dimension it does so. It helps to understand what foreign languages mean to participants. The question "What is typical Spanish for you" (section D) did not provoke any more relevant answers as the question “What is typical for Spain?” in the previous section. It may have to be deleted. But a further pre-test must show if this happened only during this one pre-test interview.

In section E, the general questions about the example advertisements lead to too much irrelevant information: the P. first mostly talked about the scenery of the image etc. However, the order of attention tracking of advertising elements, or the way in which participants perceive the whole advertising and its composition is not the main interest. Questions in section E should consequently be focussed on the slogans right away. It would also be better to select similar picture languages of the different example advertisements, because the image hardly influenced the participant's appreciation of the advertising. Therefore, new example advertisements have to be selected. In order to simulate a most authentic context possible, new example advertisements will be given in real magazines. The introdutional part of Section E therefore has to be extended with the following remark and questions:

- I am interested in your opinion of the advertisings I will show you now. Please pay a special attention to the slogans.
- Do you think you can translate the slogan?
- Is it important to you to understand it completely?
- How do you feel about making an effort to understand it?
d) Implications with Regard to Contents

Firstly, the pre-test interview confirmed tourism literature statements about individual travel behaviour. It is very important for the P. to travel individualistically. She makes an effort not to fulfil the stereotypical behaviour and views of tourists. She would preferably be the only person from Germany in her Spanish travel destination and does not at all want to be seen as tourist. She stated to rather want to experience the authentic Spanish live as it is lived by local people:

I: “...how would you describe yourself regarding your travel behaviour? The way that you are travelling?”

P: “Well ... the most independent possible. I don’t like when plans are determined beforehand. I like deciding by myself what I do and when. [...] It is important ... also to see cultural / that I benefit from many cultural aspects. From everyday life of people there. Not only these touristy things. Well I have already been to many countries and done these kind if things there. I just dived a little bit into live. I think it’s great to drift around. See where one is attracted. Where you know someone who knows the place. And shows what you otherwise wouldn’t see. But that is anyway something special. “

Paradoxically, despite from stating that she prefers authentic activities, she also mentioned typical tourist activities throughout the interview, like going to the beach or visiting famous tourist attractions throughout Barcelona. She does not want to be seen as tourist, but however not miss out on the important tourist sites and activities. It is a new hypothesis, that advertising can convey this feeling for her: that she can visit famous attractions but still experience reality of the country via the language. Because for her, the local language is very important for this authentic experience:

P: “Because the language says a lot about a culture. Because I / When you want to get to know to a country, then this only works via the lang[usage]/ to the biggest part I think. You do this to grasp the feeling of live of the people.”
P: “Like for example, I personally think that in Spain, there are just too many German tourists. It’s funny that I say this as a German. Because when I travel to a far away country, I just want to hear the other language as much as possible. And I think you almost don’t hear it enough here. And I think it is a pity when people talk to you in German or English. I wish they would just stay with Spanish.”

These two quotations above illustrate the P.’s attitude towards foreign languages. She is highly interested in it and she stated that “It is a lot of fun“ for her to apply them abroad while travelling. Several times, she stated her regret not to be able to speak Spanish better. This leads to a further sub question if the interest for foreign language correlates with her travel behaviour to only aim for abroad destinations or with other variables as her educational background. It is line with the hypotheses about the target in research step two. This point of interest has, therefore, consequently be looked after in future interviews and can then be tested via multivariate correlation analyses in the second research step.

Concerning associations and stereotypes related to Spain and Spanish language, the P. expressed herself very carefully. She reflectively thought about how to express her attitude towards Spain and Spanish, being afraid of it to sound negative:

P: “I like the whole attitude of life as well. It is just more relaxed. ... I don’t wanna say “comfortable” because comfortable always sounds a bit negative ...”
I: “Why?”
P: “It is just always a little negatively connotated. When you say “comfortable” / As if we Germans would always say they would not work the whole time / But / Relaxed, that’s what I think describes it well. I feel like this is very pleasant.”
Most of the other associations evoked during the pre-test interview are to be found between the lines of the conversation and on the projective method sheet. They can be summarised as follows:

**Associations with Spain mentioned by P.:**

Projective method sheet: Barcelona, Spanish course, sea, tanned Spanish people, relaxed, tanned, easy-going, sunny

Conversation: P: “Sun ... Street artists ... Cute little alleys ... Colourful. I always have this association. Colourful. Colourful dresses ... Colourful and fresh.”

**Associations with Spanish:**

Projective method sheet: -- [no relevant answer]³


**Spanish words arisen during the interview** (including the projective method sheet): bailando, playa, corazon, comer, bebidass, vamos, “un poco”.

Regarding the example advertisings, the P. did not directly grasp the sense of the message but did understand it after a while without help. That her attention was mainly drawn towards the picture of the first advertising, questions the argument stated in literature that foreign language in advertising serves as attention tracker:

P: “Because I didn’t understand it, I first focussed on the picture.”

Even though the way of attention tracking is not the main interest of this investigation, it is nevertheless interesting to see, that the positive effect of foreign

³ The participant completed the third sentence of the projective method sheet with regards to herself and less with regard to the Spanish language: When I hear Spanish, I feel “that I would like to be able to speak it better”.

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language advertising might rather be the strengthening of the image of the (destination) brand than attracting initial attention. However, the P. engaged highly with the slogan when she finally focussed on it.

An aspect of this one interview, which argues against the general hypotheses, that multilingual advertising bears a competitive advantage, is the fact that the P. preferred the German advertising. Being asked about it, she however stated that this is just due to the fact that she likes the content of the slogan better:

I: “The slogan attracts you more than the Spanish ones?”
P: “But only because I like it more. Not because it’s in German. I don’t think it is because it is in German. Just because the slogan itself / I like the idea. If the slogan of the first advertising would be better, I think the first one would attract me most.”

The question which aspects influenced her preference cannot be answered at this point. It is therefore necessary, as stated above, to switch the example advertisings. Their picture language and slogans have to be more similar than the ones used in the pre-test.

Finally, a second pre-test is planned after having worked out the changes evoked by the first pre-test.
Conclusion

At the end of the development of this research proposal, the comprehension of the phenomenon of interest has already been advanced. The first chapter contributed to the understanding of the phenomenon by reviewing relevant existent knowledge. The integration of the two research fields of destination branding and multilingual advertising has led to important insights and implications for this investigation: we have seen that it is crucial for destination brands to distinguish themselves from their competitors and that one way of doing so is assumed to be the use of foreign language in advertising. Appreciating the accounts of Cultural Studies and Multilingual advertising theory, Multilingual destination advertising calls for a specification of a) the destination’s language and b) the population and culture targeted. The reflection about Spain’s destination branding as being well developed, and the German people being open-minded towards foreign languages, justifies the choice for the particular specification of this work. With the help of sociolinguistics, multilingual advertising theory has shown how foreign language can function highly symbolically, with foreign language evoking associations, stereotypes and attitudes in advertisee’s minds. This symbolical charging, however, has to be handled with great care: on the one hand, the associations have to be in line with the product or service advertised (Cultural competence hierarchy). On the other hand does the language fetish imply ethical considerations as the borderline towards racism can be fluent and thin. Being well applied, however, the use of foreign languages in advertising is assumed to strengthen the credibility and the Country-of-origin effect of the product or services. That foreign languages associationally relate advertisee’s perceptions with the country in question has led to the presumption that multilingual advertising is essentially interesting for destination brands. After all, the language, appearing in multilingual advertising, is already part of the product - namely the destination - advertised. Finally, the research design focuses on specifying this assumption using the particular destination/target combination of the Spanish language in the German target market.
The triple diamond research design, presented in chapter two, will guide the investigation scheduled for a three year long doctoral thesis, from exploration to discovery, of the German-Spanish destination advertising phenomenon. While the first step of qualitative individual interviews has been designed to grasp the yet unexplored research field, step two and three will help to test the findings generated by step one. The mutual backing of this mixed method approach is a major strength of the developed design. The questionnaire in step two will show the degree of generalizability of the appreciation of multilingual Spanish-German advertising grasped in the first step. It will additionally be conceived to provide, between other statistical tests, the possibility to execute a cluster analysis. This multivariate analysis method is supposed to find out if a specific group of the population investigated appreciates Spanish language in destination advertising more than others do. In brief, step two will additionally find out if a target exists and what it is characterized by. The third and last step planned for this research will between-subjectively and intra-subjectively test the perception of multilingual advertising compared to only German language destination advertising. The experiment administered will meet this purpose. As the triple diamond scheme follows a sequential exploratory strategy, the design of research step two and three have to be adapted to the findings of the preceding step(s).

The results of this study will contribute to the general understanding of multilingual advertising phenomena and deliver concrete insights into the special case of Spanish-German multilingual destination advertising in Germany. Furthermore, the findings will show if it is worth considering broadening the usage of multilinguality beyond the scope of the advertising of destinations. As the use of foreign language in advertising has to be in line with the core values of the destination brand, results of this study will reveal if foreign languages should even be incorporated into these core values. This consideration rests upon the idea that if foreign languages strengthen the appreciation and impact of advertising, it also strengthens the image of the brand in question and thus the brand as a whole. Future studies can take this consideration as a starting point. They can also investigate the degree of attention tracking by foreign language in destination
advertising, as this scope is not integrated in the present study and thus presents one of its limitations.

I would like to finish this work with one last quotation from Morgan and Pritchard, saying that “In this saturated environment, it will take some pretty slick advertising to attract the attention of the ad-fatigued tourism and leisure consumer” (24) - the upcoming three years will show if multilingual advertising is one mean to tackle this challenge.
Appendix
## Tourist Entries in Spain according to Country of Origin

( Ministerio de Industria, Energía y Turismo, 2013b, p. 5 )

### The Spanish Inbound Tourism Survey (Frontur)

Tourist Entries Broken Down By Country Of Residence, 1st Part.

*Stale to 2014, Provisional data.*

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Annual total that does not appear in the table, provisional information, can be obtained from the annual tables.

(*) The figures are definitively reviewed after one year.

Source: iET - www.iet.tourspain.es - When reproducing these data in any publication, the iET must be cited as the source of primary data, as well as the statistical operation where the data come from.
## Money Spend by Tourists while in Spain According to Country of Origen

(Ministerio de Industria, Energía y Turismo, 2013a, p. 3-4)

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ENCUESTA DE GASTO TURÍSTICO (EGATUR)
Gasto de los turistas según país de residencia.
 serie hasta 2014. Datos provisionales. (*)

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Millones de Euros.

(*) Los datos se revisan con carácter definitivo trascurrido un año.

El rango “**” indica que el dato no está respaldado con la suficiente base muestral (100 registros).

Fuente: TurEspaña - www.iet.turismo.es - Toda persona que utilice estos datos deberá citar, en cualquier publicación que haga uso de ellos, a la S. G. de
Conocimiento y Estudios Turísticos como fuente del dato primario y la operación estadística de la que proceden los datos.
Informed Consent Sheet
(Adopted from WHO, 2014)

This informed consent form is for all participants in the present research stated below:

Name of Principle Investigator: Linda Beck
Name of Organization: Universitat Pompeu Fabra
Name of Project: “The Appreciation of Multilingual Advertising for Spanish Destination Brands in the Target Market Germany”

This Informed Consent Form has two parts:
• Information Sheet (to share information about the study with you)
• Certificate of Consent (for signatures if you choose to participate)

You will be given a copy of the full Informed Consent Form

Part I: Information Sheet

Introduction
I am Linda Beck, PhD student at the Universitat Pompeu Fabra in Barcelona. I am doing research on the effects of multiple languages used in advertising. I am going to give you information and invite you to be part of this research. You do not have to decide today whether or not you will participate in the research. Before you decide, you can talk to anyone you feel comfortable with about the research. This consent form may contain words that you do not understand. Please ask me to stop as we go through the information and I will take time to explain. If you have questions later, you can ask them of me or of another researcher.

Purpose of the research
Different languages are commonly used in advertising products and services in Germany (“multilingual advertising”). We want to find out how German people perceive this kind of advertising and how they feel about it. To do so, we are investigating the effects of one special language, namely Spanish. In this

Participant Selection
You are being invited to take part in this research because we feel your sociodemographic background and experience as a traveller can contribute much to our understanding and knowledge of multilingual advertising phenomena.

Voluntary Participation
Your participation in this research is entirely voluntary. It is your choice whether to participate or not. You can freely choose not to participate and you may stop participating at any point during the interview even if you agreed earlier.

Procedures
We are asking you to help us learn more about multilingual advertising phenomena. We are inviting you to take part in this research project. If you accept, you will be asked to participate in an interview myself. During the interview, we will sit down in the accommodation of the University. If it is better for you, the interview can take place in your home or a friend’s home. If you do not wish to answer any of the questions during the interview, you may say so and the interviewer will move on to the next question. No one else but the interviewer will be present unless you would like someone else to be there. The information recorded is confidential, and no one else will access the information documented during your interview. The entire interview will be tape-recorded, but no one will be identified by name on the tape. The tape will be kept until the end of the research project. The information recorded is confidential,
and no one else except other persons of the University involved in the study will have access to the tapes. The tapes will be destroyed after 3 months.

**Duration**
The research takes place once and will last around 45 minutes.

**Risks**
There is a risk that you may share some personal or confidential information by chance, or that you may feel uncomfortable talking about some of the topics. However, we do not wish for this to happen. You do not have to answer any question or take part in the interview.

**Benefits**
In return for your effort, you will get a small token of our appreciation at the end of the Interview. Additionally, your participation is likely to help us find out more about the effects and character of multilingual advertising as well as it contributes to overall intercultural understanding.

**Reimbursements**
We will reimburse your travel cost for your time, and travel expense [to be specified after the approval of the University].

**Confidentiality**
We will not be sharing information about you to anyone outside of the research team. The information that we collect from this research project will be kept private. Any information about you will have a number on it instead of your name. Only the researchers will know what your number is and we will lock that information up with a lock and key. It will not be shared with or given to anyone except researchers. You do not have to take part in this research if you do not wish to do so, and choosing to participate will not affect you in any way. You may stop participating in the interview at any time. I will give you an opportunity at the end of the interview to review your remarks, and you can ask to modify or remove portions of those, if you do not agree with my notes or if I did not understand you correctly.

**Who to Contact**
If you have any questions, you can ask them now or later. If you wish to ask questions later, you may contact me:

Linda Beck  
Carrer de les Caputxes 4  
08003 Barcelona  
E-Mail address: linda.beck01@estudiant.upf.edu  
Telephone number: 0034631020821

You can ask me any more questions about any part of the research study, if you wish to. Do you have any questions?
Part II: Certificate of Consent

I have been invited to participate in research about multilingual advertising in Germany. I have read the foregoing information, or it has been read to me. I have had the opportunity to ask questions about it and any questions I have been asked have been answered to my satisfaction. I consent voluntarily to be a participant in this study.

Name of Participant________________________
Signature of Participant____________________
Date________________________
                    Day/month/year

Statement by the researcher/person taking consent

I have accurately read out the information sheet to the potential participant, and to the best of my ability made sure that the participant understands that the following will be done:
1. He/She will be interviewed once for 45 minutes by myself
2. The data will be tape-recorded and destroyed after 4 weeks
3. The data will be kept confidential
I confirm that the participant was given an opportunity to ask questions about the study, and all the questions asked by the participant have been answered correctly and to the best of my ability.
Signature of Researcher: ______________________
Date________________________
                    Day/month/year

The outline of this ICF has been adopted by the WHO ICR:
http://www.who.int/rfc/research_ethics/informed_consent/en/
Material Research Step 1
Screening-Sheet for Qualitative Individual Interviews (Step 1)
(Recruitment along quote / criterion based selection)

Addressing the proband and presentation of interviewer and project:
- My name is Linda Beck
- Universitat Pompeu Fabra Barcelona
- Research Project in the scope of doctoral thesis
- Topic: Multilingual advertising (shortly explain)
- If your profile suits our research needs, I would like to invite you to participate; once, 45 min

After check of characteristics of participation:
- Interview will be tape-recorded
- Explain confidentiality and guarantee of autonomy
- Your participation is likely to help understand interaction of advertising and languages as well as of German-Spanish interculturality

<table>
<thead>
<tr>
<th>Responder Number</th>
<th>Country of Residence</th>
<th>Mother tongue</th>
<th>Interest in travelling abroad</th>
<th>Sex</th>
<th>Age</th>
<th>Educational background</th>
<th>Foreign Language Skills</th>
<th>Contact details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quote</td>
<td>Germany</td>
<td>German</td>
<td>yes</td>
<td>m</td>
<td>18-30</td>
<td>Univ. degree</td>
<td>Fluent</td>
<td>Name</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>f</td>
<td>30-55</td>
<td>Apprenticeship</td>
<td>Basic</td>
<td>City of residence</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>55+</td>
<td>High School Degree</td>
<td>None</td>
<td>E-Mail address</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>No degree</td>
<td>No degree</td>
<td>Contact number</td>
<td></td>
</tr>
</tbody>
</table>
Interview Guide
(Step 1: Qualitative In-Depth Interviews)

Face sheet

Date of Interview:
Location:
Special conditions or circumstances that may affect the interview:

Interviewee number:
Age:
Sex: m f
Nationality: o German o Other
Educational background: o university degree o apprenticeship o high school diploma o no degree
Travel behaviour: [Categories such as “individualistic” etc. will be built during the research and analyses process]
<table>
<thead>
<tr>
<th>Indication for Interviewer</th>
<th>Thematic Block Questions and Subquestions</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>~ 8 minutes</td>
<td><strong>Welcome and Introduction</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Small-talk to comfort proband</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Explain process, duration, confidentiality, purpose...</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- ICF Sheet</td>
<td></td>
</tr>
<tr>
<td></td>
<td>&gt; Questions to elucidate understanding of the form (WHO, 2014)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Structure</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Turn on tape-record and comment</td>
<td></td>
</tr>
<tr>
<td></td>
<td>~ 5 minutes</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>A: Projective method – Sentence completion</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Explain task</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Hand out projective method sheet</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- First part: I would like you to complete the sentences on this piece of paper.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Please write down whatever comes to your mind first without thinking about it a long time</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- You are free to write whatever you want to, it will not be judged</td>
<td></td>
</tr>
<tr>
<td>~8 minutes</td>
<td>B: Travel behaviour</td>
<td></td>
</tr>
<tr>
<td>------------</td>
<td>---------------------</td>
<td></td>
</tr>
<tr>
<td>- Question about the projective method sheet serves as ice breaker to get into conversation about research interest</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Transition question to talk about travel behaviour</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Statements about travel behaviour may elicit relation to associations and attitude towards multilingual advertising</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- ideal position question</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Thank you for filling out the form.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- What is on your mind right now, related to the sentences on the sheet?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- We will talk more about the content of the sheet later. Let's get away from Spain for a second. I am interested in your preferences and ideas of different countries. Especially related to holidays.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- When was your last holiday?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Where did you go?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- How would you describe your own travel behaviour/how do you travel?</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Probes:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- With who?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- How long?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Preferred season?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Preferred destination? Domestic/abroad?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Spendings?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- What is a perfect holiday for you?</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Probes:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Which was your best holiday?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Which components are important for you personally?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- What is your opinion about package holidays?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- What do you associate with individual travelling?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>~5 minutes</th>
<th>C: Spain as holiday destination</th>
</tr>
</thead>
<tbody>
<tr>
<td>- In the Sheet you were mainly asked about Spain.</td>
<td></td>
</tr>
<tr>
<td>Question</td>
<td>Answer</td>
</tr>
<tr>
<td>------------------------------------------------------------------------</td>
<td>--------</td>
</tr>
<tr>
<td>Have you ever travelled to Spain?</td>
<td></td>
</tr>
<tr>
<td>Probe:</td>
<td></td>
</tr>
<tr>
<td>How was that? (if yes) / Would you like to go? (if no)</td>
<td></td>
</tr>
<tr>
<td>How do you feel about Spain as a vacation destination?</td>
<td></td>
</tr>
<tr>
<td>If Spain was a person, how would you describe it?</td>
<td></td>
</tr>
<tr>
<td>What is, in your opinion, typical for Spain?</td>
<td></td>
</tr>
<tr>
<td>Projective method probes:</td>
<td></td>
</tr>
<tr>
<td>What stereotypes do you encounter in Germany about Spain?</td>
<td></td>
</tr>
<tr>
<td>What is the opinion about Spain in your circle of acquaintances?</td>
<td></td>
</tr>
<tr>
<td>Yes/no question important because language skills may influence</td>
<td></td>
</tr>
<tr>
<td>appreciation of multilingual advertising</td>
<td></td>
</tr>
<tr>
<td>When we go on holiday, we often get in contact with another surrounding</td>
<td></td>
</tr>
<tr>
<td>and also with other languages. In our globalized world we might not</td>
<td></td>
</tr>
<tr>
<td>even have to go abroad to do so. Sometimes you even get in contact</td>
<td></td>
</tr>
<tr>
<td>with foreign languages in Germany, maybe in a touristic area or so.</td>
<td></td>
</tr>
<tr>
<td>Do you speak any foreign languages?</td>
<td></td>
</tr>
<tr>
<td>Which ones?</td>
<td></td>
</tr>
<tr>
<td>Do you make use of foreign language while on holiday?</td>
<td></td>
</tr>
<tr>
<td>How do you like that?</td>
<td></td>
</tr>
<tr>
<td>Control question to see if answer fits the answers of the last question in sector C</td>
<td></td>
</tr>
<tr>
<td>---</td>
<td></td>
</tr>
<tr>
<td>How do you feel about your mother tongue German instead?</td>
<td></td>
</tr>
<tr>
<td>Do you know any Spanish speaking people?</td>
<td></td>
</tr>
<tr>
<td>What is your relation to him/her/them?</td>
<td></td>
</tr>
<tr>
<td>What do you associate with Spanish language?</td>
<td></td>
</tr>
<tr>
<td>Why?</td>
<td></td>
</tr>
<tr>
<td>How does it make you feel when you hear Spanish?</td>
<td></td>
</tr>
<tr>
<td>Are your feelings different when you read Spanish instead?</td>
<td></td>
</tr>
<tr>
<td>What is typical Spanish for you?</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>~8 minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Show multilingual advertising sheet as stimulus</td>
</tr>
<tr>
<td>We have talked a lot about Spain and its language. Imagine you plan your next holiday trip and then you see this advertising somewhere on the streets or maybe online.</td>
</tr>
<tr>
<td>Does this advertising appeal to you?</td>
</tr>
<tr>
<td>Why/why not?</td>
</tr>
<tr>
<td>How does it make you feel?</td>
</tr>
<tr>
<td>What is your attitude towards advertising in general?</td>
</tr>
<tr>
<td>What is your opinion about this advertisement?</td>
</tr>
<tr>
<td>Do you understand its message completely?</td>
</tr>
<tr>
<td>We are almost done. Are you still doing ok?</td>
</tr>
<tr>
<td>Do you want to drink something more?</td>
</tr>
<tr>
<td>advertisings</td>
</tr>
<tr>
<td>----------------------------------</td>
</tr>
<tr>
<td>- Show German version as second stimulus/confrontation</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>~ 5 minutes</td>
</tr>
<tr>
<td></td>
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<td></td>
</tr>
</tbody>
</table>
Projective Method Sheet

Universitat Pompeu Fabra
Department of Communication

To be filled in by interviewer:
Date of interview: __/__/____
Interviewee number: ______
Age: ______
Male ○ Female ○

Please complete the following sentences. Thank you!

1) When I think of Spain, I think of __________________________
   ____________________________________________________________
   ____________________________________________________________
   ____________________________________________________________

2) The first Spanish words that come to my mind are __________________________
   ____________________________________________________________
   ____________________________________________________________
   ____________________________________________________________

3) When I hear Spanish, I feel __________________________
   ____________________________________________________________
   ____________________________________________________________
   ____________________________________________________________

4) People that travel to Spain __________________________
   ____________________________________________________________
   ____________________________________________________________
   ____________________________________________________________

5) If Spain was a person, I would describe it as __________________________
   ____________________________________________________________
   ____________________________________________________________
   ____________________________________________________________
Example Adverts for Step 1
(The Pre-test showed that these have to be changed.)


## Codification Plan for Transcription Step 1

<table>
<thead>
<tr>
<th>Core Code</th>
<th>Properties (Sub-categories)</th>
<th>Meaning</th>
<th>Additional remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>A_ES</td>
<td></td>
<td>Association_Spain</td>
<td>The national code ES is used in order to avoid confusion with the A_SP code</td>
</tr>
<tr>
<td>A_ES_pos</td>
<td></td>
<td>Association_Spain_positive</td>
<td></td>
</tr>
<tr>
<td>A_ES_neg</td>
<td></td>
<td>Association_Spain_negative</td>
<td>Associations include stereotypical statements as the distinction between them would lead to confusion</td>
</tr>
<tr>
<td>A_ES_neutr</td>
<td></td>
<td>Association_Spain_neutral</td>
<td>Compare to associations stated in literature and earlier empirical studies!</td>
</tr>
<tr>
<td>A_SP</td>
<td></td>
<td>Association_Spanish</td>
<td>What is meant is Spanish language</td>
</tr>
<tr>
<td>A_SP_pos</td>
<td></td>
<td>Association_Spanish_positive</td>
<td></td>
</tr>
<tr>
<td>A_SP_neg</td>
<td></td>
<td>Association_Spanish_negative</td>
<td></td>
</tr>
<tr>
<td>A_SP_neutr</td>
<td></td>
<td>Association_Spanish_neutral</td>
<td></td>
</tr>
<tr>
<td>HOL_gen</td>
<td></td>
<td>Holiday_general</td>
<td>All remarks about holidays: preferences, destinations, ideal image</td>
</tr>
<tr>
<td>HOL_es</td>
<td></td>
<td>Holiday_Spain</td>
<td></td>
</tr>
<tr>
<td>HOL_od</td>
<td></td>
<td>Holiday_other_destinations</td>
<td></td>
</tr>
<tr>
<td>HOL_ideal</td>
<td></td>
<td>Holiday_ideal_image</td>
<td></td>
</tr>
<tr>
<td>TB</td>
<td></td>
<td>Travel behaviour</td>
<td>Both partly individualistic, partly mass touristic</td>
</tr>
<tr>
<td>TB_ind</td>
<td></td>
<td>Travel behaviour_individualistic</td>
<td></td>
</tr>
<tr>
<td>TB_mt</td>
<td></td>
<td>Travel behaviour_mass_touristic</td>
<td></td>
</tr>
<tr>
<td>TB_both</td>
<td></td>
<td>Travel behaviour_both</td>
<td></td>
</tr>
<tr>
<td>AD</td>
<td></td>
<td>Advertising</td>
<td>Which is meant is the Multilingual German-Spanish advertising talked about in thematic bloc E of the interview guide</td>
</tr>
<tr>
<td>AD_gen_at</td>
<td></td>
<td>Advertising_general_attitude</td>
<td>General attitude towards no matter what advertising</td>
</tr>
<tr>
<td>AD_sp_v</td>
<td></td>
<td>Advertising_spanish_version</td>
<td>All remarks by participant about the Spanish version of advertising</td>
</tr>
<tr>
<td>AD_de_v</td>
<td></td>
<td>Advertising_german_version</td>
<td>de stands for ‘deutsch = german’</td>
</tr>
<tr>
<td>AD_feel</td>
<td></td>
<td>Advertising_feelings</td>
<td></td>
</tr>
<tr>
<td>AD_ml_pos</td>
<td></td>
<td>Advertising_multilingual_positive</td>
<td>Which is meant is the attitude towards the advertising shown, including opinions about it and thus the appreciation</td>
</tr>
<tr>
<td>AD_ml_neg</td>
<td></td>
<td>Advertising_multilingual_negative</td>
<td></td>
</tr>
<tr>
<td>AD_ml_neutr</td>
<td></td>
<td>Advertising_multilingual_neutral</td>
<td></td>
</tr>
</tbody>
</table>
Transcript of Pre-test Interview 1

I = Interviewer
P = Participant
[...] = remarks by transcriber
___ = pronounced by speaker
/ = disrupted, sentence not completed

Participant: nº1(Pre-test), female, 23 years, university degree
Interview location, date and duration: UPF, Barcelona, June 8th 2014, 45 minutes [with introductional and concluding part]
Additional remarks: Participant spent a long weekend in Barcelona. Tape record starts after the participant filled in the projective method sheet.

[1:20] I: What is on your mind after filling out this sheet?
P: ... that I haven’t noted any or enough cultural things ... because I rather think of sun and sea right now. This is what I think about because that is what I have been missing lately. Where we are in Germany. That’s why I put the focus on this. But actually I also like the architecture and the streets / and with Gaudí / that’s all very pretty.

[2:01] I: ...how would you describe yourself regarding your travel behaviour? The way that you are travelling?
P: Well ... the most independent possible. I don’t like when plans are determined beforehand. I like deciding by myself what I do and when. I like travelling with friends. Well, I also travel alone but I prefer to travel with friends. It is important ... also to see cultural / that I benefit from many cultural aspects. From everyday life of people there. Not only these touristy things. Well I have already been to many countries and done these kind if things there. I just dived a little bit into live. I think it’s great to drift around. See where one is attracted. Where you know someone who knows the place. And shows what you otherwise wouldn’t see. But that is anyway something special.

[2:55] I: What do you think is a good time to travel?
P: Off season of the high travel season. [...] Spring. Early summer. I think. But also in October. Depending on where you go. I would prefer spring or October because in the summer, for me, it’s just too crowded.

[3:40] I: How long do you think is a good time to go on holiday to relax and...?
P: That’s a difficult question. It depends. Also on how strange the culture appears to you. But if I would go to Southamerica, I think I would at least plan two weeks. For Spain or France, one week is actually enough. Well, two weeks as well. But then not in one spot. Then I would wanna see more than just one city.

[4:08] I: Do you have a favourite travel destination?
P: No. I would like to discover a lot. My next destinations are actually the ones where I haven’t been yet. I would like to go to South America, I would like to go to South Africa, I would like to go to Thailand.
I: So mainly outside of Germany?
P: [laughs] yes. Yeah. ... Well in Germany you are travelling anyways a lot because you constantly have friends everywhere who study everywhere in Germany / one’s travelling a lot anyways / It is not that I am planning this on purpose.

[4: 39] I: What was your last holiday, before Barcelona?

XXV
P: I think ... actually ... Barcelona! I’ve already been here three times.

[4:54] I: Where else have you been in Spain?
P: That’s it. That is the sad thing. Nowhere. I always wanted to see other cities. Like Madrid for example ... but it is very nice here as well with the beach. Or Valencia.
I: So is the sea is very important to you?
P: Usually, non-essentially. But /
I: In Spain?
P: Mmh [agreeing]. As long as you can combine it with culture. [...] The first time we were in Barcelona, we have only done cultural stuff. The second we also spent at least half of the time with it. And now it is the first time that I am spending really a long time the beach.

[6:39] I: And when you think of Spain compared to other countries as destinations? How do you feel about Spain as holiday destination?
P: I feel good. It is a very good holiday destination. It also has / it offers many possibilities. On the one hand culture versus relaxing at the beach. It is perfect that you have both together. The food is very interesting. I like the whole attitude of life as well. It is just more relaxed. ... I don’t wanna say “comfortable” because comfortable always sounds a bit negative /
I: Why?
P: It is just always a little negatively connotated. When you say “comfortable” / As if we Germans would always say they would not work the whole time / But / Relaxed, that’s what I think describes it well. I feel like this is very pleasant. Also, I like the culinary culture and the music.

[6:58] I: If Spain was to become a person, how would you describe it?
P: I already noted that.
I: Ok but you already mentioned some things but what is typical for Spain?
P: Sun ... Street artists ... Cute little alleys ... Colourful. I always have this association. Colourful. Colourful dresses ... Colourful and fresh.
I: And what do you think which stereotypes exist in Germany about Spain?
P: I think that many Germans have the image that the Spanish are lazier than we are. That they work less. Making siesta all the time. Drink way too much and party all the time. And of course that they are good looking.
I: Do you anyone in your acquaintances circle who think so or would say something like this about Spanish people?
P: In my circle of acquaintances no. It is more the general image. Just what you catch-up.

[9:24] I: You mentioned that you speak yourself a little bit Spanish /
P: Un poco [laughs]
I: What else?
P: English. French a little bit. [...] Latin, well I have my qualification in Latin but that doesn’t actually count as language.
[...]
I: I noticed that, when you are in another country, you like applying your languages.
P: Yes. Totally. [...] I also try, in countries which language I don’t know, to learn and grasp as many as possible. Like in Turkey it was like it.
I: Why?
P: Because the language says a lot about a culture. Because I / When you want to get to know a country, then this only works via the language to the biggest
part I think. You do this to grasp the feeling of live of the people and I think it is also just respectful towards the people who live there. That you show interest in their culture. And apart from that it is just nice. It sounds so beautiful. I think it is also general knowledge to understand some foreign language.

I: And do you just apply it as your duty abroad or is it fun as well?
P: It is a lot of fun for me!

[11:15] I: Now compared to Spanish. What do you think or what do you feel about your mother tongue German?
P: I like my mother tongue. I like / well how / I think you can express yourself very nice. I think however, especially when I am in Mediterranean countries / or in general actually I always think that German sounds really hard. And I then think it is a pity that we don’t have a softer mother tongue. Even though I personally really like it.

[...]

[12:50] I: Do you sometimes feel like you can be another person while speaking a foreign language?
P: A little bit. A little bit like you could take another role or slip in someone else’s shoes. I would sometimes wish that you don’t when speaking another language / when you speak a foreign language that you don’t hear it. But as soon as I speak Spanish here I am asked if I am German. I feel like this is really a pity. Because we don’t hear it. I don’t hear a big difference.

I: And when you speak Spanish, how do you feel? What is different than when you speak German?
P: Well, it just feels like adventurous ... Somehow also a more musical sound. Somehow just more melodic.

I: Do you know any Spanish native speaker?
P: No, not actually.

[...]

[13:32] I: What do you associate with Spanish language. So not only with Spain but with Spanish when you hear or read it?
P: I always think that I need to know it much better than I do. Because I like this language so much. And because it is just so important. As second world language

[...]

I: Is there a difference if you hear or see Spanish?
P: Yes. I like hearing better. Because when I read. You know. It is the Spanish that I speak. A little bit. Or like I have it in my head how I pronounce it. And I think it’s more beautiful being spoken because every person has also a different pronunciation. Like for example, I personally think that in Spain, there are just too many German vacationers. It’s funny that I say this as a German. Because when I travel to a far away country, I just want to hear the other language as much as possible. And I think you almost don’t hear it enough here. And I think it is a pity when people talk to you in German or English. I wish they would just stay with Spanish.

[...]

[17:00] I: What do you think when you first see this advertising?
P: Well, in any case, I feel affirmed in my imaginations of Spain. I directly thought of “la dolce vita”. And I think oh god, I would also like to do this again. Sailing. The sea has the colour that you imagine that it has to have. It is in any case a “oh yes I would like to go there right now”.

I: And regarding the message?
P: ... I don’t know what “ducha” means. The first something of the day? The first shower of the day! Probably. The message is that you live through the day, very relaxed. That you can stop wherever you want.

[18:17] I: did you pay attention to the slogan?  
P: I did see it directly but I didn’t understand what “ducha” means. Totally stupid. Because I/ Sure. The first shower of the day.  
I: Do you think, if you saw the advertising, would you make the effort to understand /  
P: Always! I actually always try to understand when I see something like this. Because I didn’t understand it, I first focussed on the picture.  
I: Does it appeal to you?  
P: I don’t think I would directly get out the travel guide and book but I think so “yeah, tomorrow to the beach again!”  
I: How is your attitude towards advertising in general? Are you rather open-minded or/  
P: Yes, absolutely. I mean I wanna work in marketing later. I love good advertising slogans. But I have to say, this one, I don’t think it’s that good. Not especially exiting.  
I: But you did understand it quite well didn’t you?  
P: Yeah. More or less. First you see the beach and the ship [...] and only then the slogan.

[20:30] I: What do you think about this one?  
P: I don’t like the slogan again. Now I first paid attention to the slogan as you asked for it before. I don’t think it’s that good.  
I: Does it appeal to you more as if it was in German?  
P: Me personally yes. But not everyone is that language affine. In our study course, of course, many would think it’s great. But I think a lot of people wouldn’t. As in Germany are a lot of people that wouldn’t understand it and then maybe don’t even get that it is about Spain at all.  
[...]  
I: And this one?  
P: [laughs] The slogan is cute. I probably wouldn’t have understood it in German. It’s a funny advertising but it’s not the image that you expect from Spain. But it is / Sunflowers also exist in Germany. It doesn’t attract me because it also exists in Germany.

[22:30] I: The slogan attracts you more than the Spanish ones?  
P: But only because I like it more. Not because it’s in German. I don’t think it is because it is in German. Just because the slogan itself / I like the idea. If the slogan of the first advertising would be better, I think the first one would attract me most.
Material Research Step 2
### Step 2: Probable Questionnaire Outline

<table>
<thead>
<tr>
<th>Section and thematic bloc</th>
<th>Possible Questions</th>
<th>Possible answers</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td><strong>Introduction</strong></td>
<td>--</td>
<td>--</td>
<td>Description and explanation of the survey. Provide information for participants (objectives, length, rights, contact details of researcher, etc.)</td>
</tr>
<tr>
<td><strong>Screening questions</strong></td>
<td>What is your country of residence? List of countries</td>
<td>Only people with residence in Germany will get further.</td>
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<td></td>
<td>What is your mother tongue? List of languages</td>
<td>Only native speaker will get further.</td>
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<td></td>
<td>Do you like travelling abroad? Yes / No</td>
<td>Only Yes will lead further.</td>
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<td><strong>A: Travel behaviour</strong></td>
<td>How often do you travel abroad within one year? [type number]</td>
<td>ratio scale</td>
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<td></td>
<td>When I travel abroad I prefer to book my flight, accommodation and activities apart from another. Totally disagree / disagree / neither agree nor disagree/ agree/ totally agree</td>
<td>“Please select the answer that suits you most” 5 point likert scale ordinal scale</td>
<td></td>
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<tr>
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<td>When I travel abroad, I am interested in visiting cultural sights and monuments.</td>
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<td></td>
<td>When I travel abroad, I mostly want to relax and only do few activities.</td>
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<td><strong>B: Language skills</strong></td>
<td>I like learning foreign languages</td>
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<td></td>
<td>My foreign language skills are generally well</td>
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<td></td>
<td>I use my foreign language skills while travelling abroad Totally disagree / disagree / neither agree nor disagree/ agree/ totally agree</td>
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<td></td>
<td>I am always interested in the language of the country I am visiting “Please select the answer that suits you most” 5 point likert scale ordinal scale</td>
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<tr>
<td></td>
<td>I like making use of foreign languages while travelling abroad</td>
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<td></td>
<td>My English skill is Poor / rather poor / ok / rather good / very good</td>
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|                          | My Spanish skill is Poor / rather poor / ok /
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<tbody>
<tr>
<td>C: Associations Spain and Spanish language</td>
<td>When I hear Spanish, I feel</td>
<td>[to be defined, but each answer has to be coded as either positive, negative or neutral]</td>
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<tr>
<td></td>
<td>I associate with Spain...</td>
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<td>A common Spanish image is...</td>
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<td>The findings of step one have to concretise this section!</td>
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<td>D: Example advertising 1 (Spanish slogan)</td>
<td>My attention was first caught by</td>
<td>The image / the slogan / the logo / I don’t know</td>
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<td></td>
<td>I would like to go there on holidays</td>
<td>Totally disagree / disagree / neither agree nor disagree / agree / totally agree</td>
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<td></td>
<td>I understand the slogan</td>
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<td>I like the slogan</td>
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<td>The findings of step one have to concretise this section! The example advertisements will be adapted according to the findings in step 1.</td>
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<td>“Please select the answer that suits you most”</td>
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<td>→ 5 point likert scale</td>
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<td>E: Example advertising 2 (German slogan)</td>
<td>I feel more comfortable with the German slogan</td>
<td>Totally disagree / disagree / neither agree nor disagree / agree / totally agree</td>
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<td></td>
<td>I would like to go there on holidays</td>
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<td></td>
<td>I like the slogan</td>
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<td>“Please select the answer that suits you most”</td>
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<td>→ 5 point likert scale</td>
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<td>→ ordinal scale</td>
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<td>F: Comparison of Example advertisements</td>
<td>I prefer advertising number</td>
<td>1 / 2</td>
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<tr>
<td>G: Sociodemographic data</td>
<td>Sex</td>
<td>M / F</td>
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<td>Age</td>
<td>[type number]</td>
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<td>Educational background</td>
<td>University degree / Apprenticeship / High School degree / no degree</td>
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<td>“A few last questions allow us to compare the results...”</td>
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<tr>
<td>Thank you and price drawing</td>
<td></td>
<td>“Thank you for participating. We are looking for further people interested in participating in this study. As a little reward for inviting people to this study you can participate in a price drawing...”</td>
</tr>
</tbody>
</table>
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Declaration

This thesis is a presentation of my original research work. Wherever contributions of others are involved, every effort is made to indicate this clearly, with due reference to the literature, and acknowledgement of collaborative research and discussion.

Barcelona, June 20th 2014,

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Linda Beck