Bachelor Thesis

Guides of the Falu Mine

Perceptions of Differences and Similarities on Domestic and International Visitors

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Credits: 15 ECTS
Date: 2012-06-21
Abstract

Industrial heritage tourism has been in focus for many academic studies and tourism is an alternative developmental tool for mines and contributes to their economic success. This thesis is about the Falu Mine in Dalarna, Sweden, which has World Heritage status since 2001 and is one of the biggest attractions in the region. Its history and cultural importance are reasons for the importance of preserving the heritage. The Falu Mine is under the management of the Great Copper Mountain Trust and one of their ambitions is to ensure the continuous popularity among domestic and international visitors. In order to gain a better understanding of the visitors and to find strategies to improve performance, a visitor survey has been conducted in the summer of 2011. It is the authors believe that the guides of the Falu Mine have the best available insight and that their perceptions help to add to the understanding about the visitors. Therefore, this thesis aims to explore the perceptions of the guides about their visitors, to investigate how the perceptions correspond to the statistical results and to study if there are any differences between domestic and international visitors. The mixed methods approach will increase the depth and accuracy of the results, by linking qualitative with quantitative data. The results show that differences between domestic and international visitors exist, both proven by interviews with the guides and the visitor survey. These differences occur in the factors, such as level of education of the visitors, group size and number of children in the group, knowledge of the visitors prior to and after the visit, sources of information and the fulfillment of the visitor expectations. The perceptions emphasize how these differences impact the guided tours. The guides of the Falu Mine have to be aware of those differences in order to adjust the tour accordingly, as well as the management of the Falu Mine can use this knowledge in order to identify strategies for improving performance.
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1. Introduction

The Falu Mine is situated in the municipality of Falun in the county of Dalarna, Sweden and is one of the biggest tourist attractions in this region. The mine has a history that is about 1300 years old and it was once accounted for to be the largest mine in the western world during the 15th and 16th century (Olsson, 2010). The same source confirms also that the mine became very early a place to see and to visit, which has not changed over the course of time. About 900-1000 tourists visit the mine each day during the summer season, which is also the most important season. The mine was opened for visitors already in autumn 1969 while it was still operative, up until December 8th 1992, when the mine officially stopped all mining operations (Olsson, 2010). The cultural importance and the mine’s influence on Swedish history were acknowledged on December 13th 2001 by UNESCO, when the whole industrial region of Falun (including the mine) received World Heritage status. The nomination contributed to a positive development in the region, especially regarding tourism. “The World Heritage Falun is to a high degree an important part in the future development of the community of Falun” (Olsson, 2010:136). The mine is the core element of the World Heritage Falun and has a dominant status in the region through its past economic and symbolic importance (Heldt Cassel and Pashkevich, 2011). The company Stora Kopparbergs Bergslags AB owned the mine between the years 1888 and 1992, and while continuing to operate in other industries, “the management and administration of the mine and its nearby surroundings was outsourced to a foundation called the Great Copper Mountain Trust” (Heldt Cassel and Pashkevich, 2011:62). This Trust acts in non-profitable interests to preserve the World Heritage and manage its future development. This emphasizes the importance of preserving the heritage, traditions and history the mine and the industrial landscape Falun witnessed, but also its importance to regional development.

The popularity among tourists that come each summer to visit the destination is evident for the above mentioned importance. However, there are issues and
problems the mine faces, due to its special nature. Part of the problems is high seasonality, high turnover of the staff and high fixed costs concerning upkeep and preservation. Improvement of information availability for visitors, language provision to international visitors, marketing, guiding and services for children were only some suggestions that were mentioned to overcome some of these problems (Interview with Trust Consultant, 2012). Nevertheless are the problems of the Falu Mine not in focus here. But it emphasizes the importance to constantly deliver high quality in services and activities, in order to ensure the continuous popularity among tourists and visitors. The employees at the Falu Mine are in closest contact with the tourists and are representatives that are responsible for delivering the best possible service and creating valuable experiences and images among the visitors (Interview with Guides, 2012). A big part of the overall tourist experience is the guided tour down in the historical part of the mine. Guiding is not only an important aspect of creating the tourists experience, but also the most influential factor that adds to the overall tourist satisfaction. Therefore, a guide carries a big responsibility. The biggest share of the mines visitors are domestic tourists, but the ability to offer guided tours in several different languages has contributed to the destinations popularity even among international tourists. The acknowledgement of two existing groups of tourists, namely domestic and international, is important for the course of this thesis. In the summer of 2011 a visitor survey was conducted at the Falu Mine, in order to find out more about the visitors and to answer the questions: who is it that is visiting and what is their opinion about the destination? To answer questions like this is believed to be the first step in order to be able to assess the overall performance and to be able to improve services and operations (Interview with Trust Consultant, 2012).

From the author’s personal motivation and experience, gained by working as guide at the Falu Mine, it became evident that groups of tourists are different in many ways; however the most obvious difference in those groups was nationality. It remains unclear to what degree nationality influences tourist’s
opinions and behaviors, which was evaluated by the mine through the visitor survey. Considering that the guides of the Falu Mine have the best available insight and knowledge about the tourists that they are in contact with, leads to the assessment that their perception of the visitors is important. Is the statistical survey enough to draw conclusions about the mines visitors, or will the overall picture be complemented by the qualitative insights of the guides?

1.1 Aim

The aim of this thesis is to assess differences and similarities of domestic and international tourists at the destination Falu Gruva. Specifically, to answer following research questions:

- What is the guide’s overall perception of the visitors?
- How does the perception correspond with the statistical results of the visitor-survey?
- Are there differences and similarities between domestic and international visitors?

1.2 Purpose

The purpose of this study is the attempt to contribute to the understanding of the tourists that come and visit the Falu Mine, in order to provide useful insight and possible suggestions for future improvements. An international attraction faces different groups of tourists that might have different needs and wishes and it becomes a challenge for the business to meet these, to customize service quality, as well as to attract more international visitors. Instead of focusing on tourists in general, a distinction should be made regarding the nationality of the tourists: domestic and international. Therefore, the segmentation of domestic and international tourists is in focus in this thesis.
2. Literature Review

The following literature review will explain the most important concepts that are vital for the understanding of this thesis. It will start with the broader understanding of the overall field of study (Industrial Heritage Tourism), and will then narrow down to the more distinct concepts and findings of previous studies, in order to motivate the research gap.

2.1 Industrial Heritage Tourism

“Heritage is our legacy from the past, what we live with today and what we pass on to future generations” (UNESCO 2008:5). This definition of heritage in general already implies how complex and versatile the concept of heritage tourism is, which is defined in another way by the National Trust for Historic Preservation (NTHP)\(^1\) as “traveling to experience the places and activities that authentically represent the stories and people of the past and present. It includes irreplaceable historic, cultural and natural resources.”

Industrial heritage tourism is an underlying category that lies within the wider field of heritage tourism, as Edwards and Coit (1996:342) point out. Their definition of this sub-field is: “touristic activities […] on man-made sites, buildings and landscapes that originated with the industrial processes from earlier periods.” Mines in particular, and their potential for tourism development have been in focus for several academic studies and fall within the concept of mining or industrial heritage tourism (Ballesteros and Ramirez, 2007; Cole, 2004; Conlin and Jolliffe 2010; Edwards and Coit, 1996; Jonsen-Verbeke, 1999; Pretes, 2002; Rudd and Davis, 1998; Wanhill, 2000). Many of these articles are case studies about mines and it leaves no doubt that tourism is generally perceived as a developmental tool for mines, operative or not. However, it is difficult to find a common “thread” in the available literature about this field, since all papers seem to focus on a certain aspect or issue. Edwards and Coit (1996:343) look at

\(^1\) www.mrsc.org/subjects/econ/ed-tourculture.aspx
industrial heritage tourism in the most general way, or within a broader framework. Their typological framework is said to be suitable for any case, regardless of nation or culture and leads them to the understanding of three typical disadvantages mines face when dealing with tourism. These are the size of the site (which makes upkeep very costly), destruction and pollution of the surrounding areas, and the often very remote/peripheral location. Edward and Coit (1996:360) come to the conclusion that success of tourism development at industrial heritage sites is most likely, “if they are part of a wider range of tourism attractions in the locality.” This implies that the surroundings, such as infrastructure, other attractions and mostly the local community are large contributors to the success of mining tourism. Wanhill (2000) supports Edward and Coit the most, by concluding in his case study about a mine in South Wales that the biggest factor for success was the potential reward of becoming a World Heritage site. He states that this would create the possibility to develop a whole heritage destination, instead of having only one attraction.

Another case study by Rudd and Davis (1998) contributes to the assessment that the whole destination or locality is an important success factor for any industrial heritage site. They claim that: “location should be an important consideration to those planning to create an industrial heritage site” and “seasonal demands, available accommodation, an environment that encourages tourism, easy access and novelty contribute to the popularity” (Rudd and Davis 1998:89). These findings are the most general approaches in comparison to other studies, which focus for example more on the sustainability of mining tourism (Jonsen-Verbeke 1999, Cole 2004). The importance of the community is emphasized specifically. Jonsen-Verbeke (1999) argues that success is dependent on the local population and the preserving of cultural identity. Similar findings were made by Cole (2004), who looks at social, economic and cultural factors that influence the success of mining tourism and its sustainability. His review results in the conclusion that communities have to be involved in the image creation process and in verifying that the attraction is authentic and accurate. “The relationship between these
attractions and the mining communities that they reflect will in particular benefit greatly from detailed exploration [...] and knowledge-sharing” (Cole 2004:493). The findings indicate that success of mining heritage sites is dependent on a sustainable and holistic planning approach.

The cultural approach, especially regarding identity and community, has been in focus for recent academic efforts. Local communities in Bolivia are claimed to use mining tourism as a way to encourage authenticity and to be able to stay indigenous, despite the exposure to western tourists (Pretes 2002). The same indigenous factors that influence the success of certain mining heritage sites are mentioned by Ballesteros and Ramirez (2007:685): “Without an identity based around mining, there will be no mining heritage, only remains and ruins that are not valued or used.”

All this research contributes to the broader perspective on what influences the success of mining tourism. Conlin and Jolliffe (2010:245) conclude after their own review of mining heritage literature that future research should be prioritized upon:

- Marketing and utilization of media, in order to attract new visitors;
- Objectives for the development and operation of mining heritage sites;
- Investigate impacts on local communities;
- Identify strategies for improving performance;
- Study network developments between mines;
- Regional development and packaging mine-tours;
- Research mining tourism potentials at possible locations.

Especially the point about marketing and utilization of media, but mostly the conclusion to identify strategies for improving performance, implies that one way of improving the development of mining tourism and the performance of attractions, is to gather knowledge about visitors and tourists. However, only few studies have covered this field of interest. Moscardo (1996) suggested a model
about visitor behavior, and how heritage sites can improve their performance, by using the most effective interpretation considering the concept of mindfulness. Chhabra, et al. (2003) also determines tourist satisfaction at heritage sites in their study. They conclude, after surveying tourist satisfaction measured by variables such as authenticity and tradition, that all heritage sites must acknowledge the importance of authenticity in order to be economically successful.

However, studies suggest that there is not much findings, regarding mining tourism and the assessment of tourists especially. Therefore it becomes necessary to include other concepts in this literature review, in order to highlight the importance of the assessment of visitors.

2.2 The Tourist

The previous section has shown the factors that influence the success of mining tourism and has suggested that assessing visitors is one important aspect. There is a number of academic contributions that explore the phenomena tourist/visitor in all its various aspects, such as tourist satisfaction, behavior, motivation, experience, etc. (Bonn, Joseph and Dai, 2005; Bowen and Clarke, 2002; Carr, 2002; Kozak, 2001; Kozak, 2002; Ortega and Rodriguez, 2007; Vitterso et.al, 2000; Yuksel, 2004). One consideration that all these studies have in common is the distinction between domestic and international tourists, which makes them very important for the purpose of this thesis. It is not only of interest to know about the characteristics/attributes of tourists in general, but also how recent research has addressed this field regarding tourist’s origins.

The complexity of this subject makes it nearly impossible to address every aspect of tourist characteristics in depth, as Bowen and Clarke (2002) have shown. Their research reviews the most valuable studies that have been conducted on tourist satisfaction and try to provide an overview. Bowen and Clarke (2002) conclude that this however is not easy to achieve. The concept of tourist satisfaction is so complex and needs to be investigated from different angles, perceptions and
understandings. They argue that “tourism is unique in its combination of characteristics” (Bowen and Clarke, 2002: 304) which leads to the assumption that tourist satisfaction is so “active and dynamic” that it becomes difficult to grasp the true understanding. Other studies however have tried to use such concepts in order to assess certain tourist characteristics especially focusing on a comparison between either domestic and international tourists, or tourists of different nationalities (Bonn, Joseph and Dai, 2005; Carr, 2002; Kozak, 2001; Kozak, 2002; Vitterso et.al, 2000; Yuksel, 2004). These studies will contribute to understand the approach of this thesis, as well as to strengthen the motivation.

Kozak (2001 and 2002) contributed to the available knowledge by doing two similar studies, with different focus. In his article from 2001, Kozak assesses tourist satisfaction across two nationalities. Although the focus differs, the design and execution of the research is the same as in his later study. He concludes that one nationality is more likely to be satisfied than another one, regarding the visit of one destination. However, Kozak (2001:400) states also, that these findings do not explain if these results are dependent on cultural differences or if other factors influence the outcome. He makes similar findings in his study from 2002, in which he compared tourist motivations based on nationalities and destinations using quantitative and qualitative approaches. He concludes that “motivations differ from one person (or group) to another and from one destination to another” (Kozak 2002: 230). He emphasizes the importance of the outcomes for any tourism business/managers, since understanding the tourists profile enables one to develop customized marketing strategies. This statement is supported to some degree by Vitterso et.al (2000). They claim that due to the complex nature of a concept such as tourist satisfaction and the uncertainty of other influencing factors, it is more purposeful to evaluate the whole tourist experience. Although, the results of their survey show similar satisfaction levels among different nationalities when visiting the same destinations, Vitterso et.al (2000) conclude that there is evidence for certain patterns in tourist experiences that differ between nationalities. It is therefore important for future studies to be aware of
what kind of attraction one visits and for what purpose, because these factors could influence the assessment of overall satisfactions or experiences.

Another contribution to academic literature was made by Carr (2002), who discovered in his study that there are differences even in tourist behavior, depending on the variable if it is domestic or international tourists that are in focus. He states that factors such as distance, culture and social norms, affect the behavior of tourists, depending on where and how far one travels.

There seems to be a commonality among studies that supports the general understanding that there are obviously differences between tourists of different nationalities. These differences apparently occur in different aspects and characteristics; so far satisfaction, motivation and behavior.

Bonn, Joseph and Dai (2005) expand this assessment even further, in showing differences between international and domestic tourists regarding their destination image perceptions. They state that first one needs to acknowledge the fact of existing differences, before explaining why these differences occur. Bonn, et. al (2005) conclude that these differences are due to different cultural backgrounds, but nevertheless it is important for destinations to understand these differences in order to “assess their strengths and weaknesses” (p. 301) and then to be able to apply adapted strategies. The same importance is highlighted by Yuksel (2004). It is important to understand the visitors and even necessary to distinguish between domestic or international visitors. He concludes in his study: “that domestic and international visitors differ in their evaluation of services” (Yuksel, 2004:758).

The reviewed literature supports the assumption that there are differences between domestic and international tourists, which can occur on different attributes and concepts. They also show that there are several approaches and ways in order to do an assessment that is accurate and contributes to the broader
understanding of the field. But what if one tries to capture these differences of visitors, through the perception of a third party involved?

2.3 The Tour Guide

According to the Oxford Dictionary, a guide is “a person who advises or shows the way to other people” (Oxford 2008:448) and other associations such as “directs the movement” or “providing information” appear as well. Another, more detailed definition of the concept tour guide is: “A person who guides visitors in the language of their choice and interprets the cultural and natural heritage of an area, that person normally possesses an area-specific qualification usually issued and/or recognized by the appropriate authority” (EFTGA, 2008). However, the concept is much more complex when looking deeper into the guides role and social interactions. Recent and past literature has contributed to the clarification of that field in order to provide a better understanding (Ap and Wong, 2001; Cohen, 1985; Holloway, 1981; Leclerc and Martin, 2004; Pearce, 1984; Pizam and Jeong, 1996; Pizam and Reichel, 1996; Pizam and Sussmann, 1995; Reisinger and Steiner, 2006; Zhang and Chow, 2004).

This literature explores the guide’s role and the nature of the guide-tourist interaction more in detail. Holloway (1981) studied the guide’s role and claims that it consists of multiple sub-roles, e.g. information-giver, teacher, motivator, ambassador and entertainer. The author also relates the role to two mentioned components, and refers to them as the interactional and cognitive-normative dimension of the guide’s role.

Cohen (1985) has similar findings by studying the guide’s role in an overall approach. He distinguishes between two principal components that together construct the guide’s role as a whole. One part is the instrumental component that “consists of leading the way” (Cohen 1985:11) and refers to factors, such as direction, access and control. While on the contrary one also has the social component, which includes elements such as tension-management, integration.
morale and animation. Cohen (1985) investigates also the dynamics of the guide’s role, or in other words, relates the guide to its environment and positions the guide within the tourism system. He concludes that the guide’s role very much depends on factors such as the size and the importance of the attraction/destination. It will generate a certain expectation among the tourists; on what role the guide should have (Ibid, 1985:26). Both authors are aware of the complexity this concept has and suggest that further research is needed.

The most recent research on tour guides and their role has been done by Reisinger and Steiner (2006:494), who conclude that “the guide must be able to draw knowledge from a number of disciplines other than tourism, such as social psychology of identity, group dynamics or education.”

An attempt of studying guides and their performance has been made by Ap and Wong (2001) and Zhang and Chow (2004). They evaluate the performance of tour guides in Hong Kong and explore arising issues and problems. Their results show an existing tension between the various levels of professionalism in tour guiding and the increasing lack of education and training opportunities. Ap and Wong (2001) conclude that this tension could create differences in most of all quality, but also in expectations among the tourists when traveling elsewhere and comparing their experiences. However, both authors emphasize, that not enough research has been done, in order to gain a better understanding on how these problems can be addressed in an overall approach.

Besides the guide’s role, there is a tendency in academic literature to study especially the dynamics of interactions between guides and tourists. Pearce (1984) reviewed tourist-guide interaction studies and tries to create a conceptual overview of the topic. His framework includes eight features of social situations, e.g. goals, rules, roles, etc., which helps him to assess certain variables that seem to influence the interaction between both parties. The framework “should assist researchers in considering the full range of variables which warrant attention in
tourist-guide interaction” (Pearce 1984:145). He also concludes that one needs to be aware of the different types of tours and how these could affect the interaction, which is helpful to know to persons planning on creating such tours. The conceptualization of the guide’s role and the tourist-guide interaction enables researchers to study more distinct subjects within the field. One focus in literature is the evaluation of guides or tourists perceptions toward the other group, regarding a certain topic (Leclerc and Martin, 2004; Pizam and Jeong, 1996; Pizam and Reichel, 1996; Pizam and Sussmann, 1995). Leclerc and Martin (2004) research the differences in the perception of tourists on guide’s communication competences, across different nationalities. The authors find evidence for the existence of clear differences in the tourist’s perceptions among three nationalities. Tourists have different opinions about the communication competence of their guides, but the results suggest that there is a special distinction between European and American tourists, rather than nationalities.

Leclerc and Martin (2004) present a possible approach on how to capture one group’s perception with help of a survey, by identifying important factors through prior established frameworks. Pizam and Sussmann (1995) on the contrary look at the guides perceptions on tourist behavior of tourists and investigate if the behavior differs across nationalities. They accomplish this by listing the most typical tourist behaviors, derived from their own literature review, and conduct a questionnaire. The list includes behavioral characteristics summarized in five groups: social interactions, commercial transactions, activities preferences, bargaining and knowledge of destination (Pizam and Sussmann, 1995:908). The authors conclude that they found evidence that support the assumption that there are more differences than similarities between the nationalities. They emphasize however that the evaluation of the guide’s perception is an indirect measure of tourist behavior and needs to be further researched. This implies that it might be more accurate to apply several different methods, e.g. qualitative and quantitative methods, in order to get the best results.
The same question, if the perception of tour guides is truly representative, arises in the studies of Pizam and Jeong (1996) and Pizam and Reichel (1996), who researched if nationality affects tourist behavior also through the perception of tour guides. Their findings are that tour guides perceived a clear difference among the studied nationalities in tourist behavior in both cases. The behavior was measured according to characteristics such as activities, commercial transactions, social interaction, people, writing/photography, trip type and bargaining, which were similar in all studies. Pizam and Reichel (1996:46) state furthermore: “the results of this study could be used to design culturally-homogeneous tour groups in order to create an atmosphere of familiarity and comfort among group members.”

The literature review provides a basic understanding of the different concepts that are important for this thesis. The concept of Industrial Heritage Tourism explains the context in which this thesis is situated in and shows what issues mines in particular are struggling with. These issues however are not in focus in this study, but furthermore it is the acknowledgement of the importance of assessing visitors that is important. This has been shown in the reviewed studies and they all find evidence for the influence of nationality on tourist behavior, satisfaction, etc., which motivates this study. The concepts of guide perceptions and the attempts to capture these, contribute to the understanding of the methodology. However, probably the most important aspect is that a lot of studies have been done on the evaluation of tourists, but not many within the context of mining tourism. This strengthens the motivation for the thesis.

3. Methodology

“While the findings of statistical surveys can be interesting, by themselves they can be ordinarily or little theoretical or practical value” (Pizam and Jeong, 1996:278). This statement, along with the motivation in the introduction to consider both statistical results and qualitative perceptions, supports the
methodological approach for this thesis to use both, qualitative and quantitative methods. The quantitative part will be the results from the visitor-survey and the qualitative part the perceptions of the guides, collected through interviews. Research in general can have many different approaches, or strategies how Denscombe (2010) refers to them. He explains that a research strategy is a plan aiming to achieve a certain goal. Research methods on the other hand are similar to tools that help the researcher to fulfill this goal. Qualitative research is mostly suitable for strategies like case studies, grounded theory, ethnography and phenomenology and methods such as interviews, documents and observations, while quantitative research is associated with surveys and questionnaires (Denscombe, 2010). So depending on the aim of the research, the settings and the strategy, the researcher will either collect qualitative or quantitative data, or both as it is the case in this thesis. Both types of data need to be analyzed differently and of course every approach has its own advantages and disadvantages. Of course it can be argued that a study with both, qualitative and quantitative data should be the most efficient, because the downfalls of one approach might be the benefits of the other and vice versa (Denscombe, 2010). But the main issue to consider is what the study is about. What is the research question? One suddenly might realize that it is not even necessary to collect quantitative data in order to reach the goal. The objectives, strategies and methods will automatically guide you along the study, and once knowing that one does a qualitative research, certain considerations might get answered automatically. Therefore, the aim of the study, together with the strategy, dictates which approach to use and then should be kept in mind during each decision process.

The study of this thesis uses the mixed methods strategy, which allows using quantitative and qualitative methods. Denscombe (2010) argues that a mixed methods approach will improve accuracy of a study, will provide a more complete picture and compensates strengths and weaknesses. Therefore it is important to triangulate, meaning to connect the different methods and to motivate how they
influence each other and why they are important. “There is a strong likelihood that researchers will tend to regard one [method] as the ‘main’ and the other [method] as the ‘subsidiary’ counterbalance or check” (Denscombe, 2010:145). He emphasizes the importance of in which order methods are used and how they are connected to each other, which might differ from case to case, depending on the purpose of the study.

In this research, the data of the mine’s visitor survey which was collected during summer last year will be used as quantitative part. It will provide the statistical and general findings about differences and similarities between domestic and international visitors. Nevertheless, for this study the perception of the guides of the mine is most important. How the tourists are perceived by the guides that they are in contact with? Therefore semi-structured interviews with several guides working at the mine will be used as qualitative part. The focus lies on the perceptions of the guides, while the statistics will provide the support and one of the aims for this study is to find out how these two parts correspond to each other. This results in a sequential study (Denscombe, 2010), presenting the qualitative data first which is simultaneously the “dominant” part, followed by the quantitative data.

3.1 The survey

The consultant hired by the Trust in order to conduct the survey, who was interviewed for the purpose of this thesis, became project leader of the visitor survey and together with the management of the Falu Mine worked out a plan and design. It was in general believed that there is a need to improve the public relations, together with marketing and promotion. Therefore the purpose of the survey was to capture the broad picture of the mine’s visitors and most of all to get a demographic profile. The survey would be used as pre-study, as a trial, in order to see what is in need of further research and to be able to learn from prior mistakes. To conduct the survey was challenging and not easy. The responsible persons experienced problems with the cooperation of students, who were
supposed to do the field-work, which lead to big problems in the organization and
time management. However, after the course of three month, the Falu Mine was
able to gather enough information and data out of two different surveys; Swedish
and English. As already mentioned was the survey a pre-study and it became now
clear in what ways the results of the survey could be used. The results were made
available for this thesis and are going to be presented and used later on.

The visitor survey consists actually of two parts, one for Swedish speaking visitors
(domestic) and one for English speaking visitors (international). They were
conducted with the help of stationary computers that were placed in the
reception area. Possible respondents were encouraged to participate with the
promise of a small reward at the end. Both surveys were open from June to
August in the summer of 2011, and the final numbers of respondents were 514
for the Swedish survey and 316 for the English survey. Both are large enough to
account for as statistical relevant. They consisted of 38 questions each and the
type of questions ranged from basic demographics to more specific issues such as
satisfaction and expectations.

The results will be presented with help of tables and basic descriptive statistics.
Most of the questions were constructed in such a way that the respondents were
asked to place their opinion on a scale ranging between two set definitions, also
known as Likert-scale. The data derived from these type of question is ordinal
data and calls for special attention when applying statistical tests, e.g. it is more
suitable to use the median instead of the mean to show the “average” of a
question (Denscombe, 2010:249). Another test that is used in order to analyze
the results later on is the Mann-Whitney U Test (to show if two samples have a
significant difference), which is especially designed for ordinal data.

3.2 The Interviews

In order to capture the perception of the guides, it is believed that semi-
structured interviews suit best for achieving the objective. The interviews will
start with open-ended questions about general ideas and perceptions the guides
might have regarding the topic of domestic and international visitors. As not to influence the respondents, the more structured questions will be asked at the end, more specifically aiming for perceptions about the differences or similarities that correspond with the behavioral characteristics that were listed and mentioned in the literature review (Pizam and Jeong, 1996; Pizam and Reichel, 1996; Pizam and Sussmann, 1995). The interview guide can be found in the Appendix. Where possible the interviews were personally conducted by agreeing upon a meeting. A total of seven interviews have been conducted, with guides that were working at the Falu Mine during the summer of 2011, which is the same time period the survey took place. This way it is believed to achieve greater accuracy in the results, because both sets of data will be from the same time period. However, their perception is influenced by the whole time period that the guides have been working at the mine. In some cases this amounts to several years’ time, in which certain believes and opinions have been created.

The interviews were recorded and then transcribed. After transcribing the interviews, the answers of all respondents were summarized and possible main themes highlighted. This corresponds to a latent content analysis (Hay, 2010:125). This form of analysis aims to find the underlying meanings of the answers, or dominant themes that together form the perception of the guides.

The data that will be presented has been divided into topics in order to make the presentation more understandable. The presentation of the results will include an overall profile of the respondents (including work experience and opinions about guiding), their perceptions about the visitors (including possible preferences of whom they are guiding and resulting changes), and finally the perceptions about differences in domestic and international visitors (including opinions of to what degree this is important for the mine to know). It is believed that all of this information is contributing to the understanding of the guide’s perceptions, even though it is not focusing purely on differences and similarities of the visitors.
3.3 Limitations

It is important to mention the limitations of this study, as well as possible bias and difficulties that can possibly influence the outcomes and findings. The most affecting limitations are due to constraints in time and resources. The study had to be completed over a two month period, which affected the time available for gathering data. Also the fact that some of the respondents for interviews already moved away and were working full time, lead to the circumstance that three of the seven interviews were made via e-mail. The Interview questions however were changed in a way to make them more clear and understandable. In some occasions follow-up mails were sent in order to clarify certain statements. This way it is believed that the validity of the data is not in danger.

For the survey, the author was informed by the responsible persons who conducted the survey that there might be possible bias. One was that there were only two sets of surveys, one in Swedish and one in English, which requires possible respondents to be capable of talking and understanding these languages. However, there are tourists that are not, and therefore are not included in the sample. Another bias could be the fact that both surveys were conducted on stationary computers, and this can influence the age average of both samples, due to the fact that older people might not be familiar with, or uncomfortable in using modern technology. The author of this thesis does not have any involvement in the design and execution of the survey. The gathering and the presentation of the results were made by a third party that is specialized in this field. Some of the questions were taken out of the survey at the end, due to insufficient answers. However this does not have any effect on the validity of the data. The two stated bias have to be considered carefully, but both samples are big enough to leave room for careful generalization.
4. Results

The following chapter will present the data that was collected for the purpose of this study. The first part will contain the empirical data that was acquired through conducting the interviews in qualitative form, while the second part is going to focus on the quantitative and secondary data collected by the visitor survey. The strategy of the study requires the author to distinguish between the qualitative and quantitative data, as already mentioned in the Methodology.

4.1 Perceptions of the Guides

Here the results of the interviews are presented. A total of seven interviews have been conducted and the results will highlight dominant themes and perceptions about the mine’s visitors.

The respondents are between 20-35 years old, and the length of their work experience at the Falu Mine is ranging from the shortest of only one year, to the longest of nine years. While only one of them is employed at the Falu Mine full-time, the rest of them is guiding part-time, mostly during the summer season. This is due to the fact that the high-season is in summer, with guided tours every 15 minutes. The rest of the year is considered to be low-season and the number of visitors rather low. Two of the respondents have been working as guides at other attractions and three of the respondents have university degrees in related field of subjects. All of them have backgrounds and interests in history and culture, which resulted in personal motivations to start working as guides for summer jobs. This brief description of the respondents shows that the guides at Falu Mine are professional and that all of them have a level of higher education and personal interests that motivate their choice of becoming a guide.

Table 1 presents the most dominant themes on the question, what the respondents think about guiding, asking for their overall opinion about this profession. Most of the guides like what they do, but are aware of the challenges this job creates. All of them are willing and motivated to accept these challenges,
which results in personal rewarding feelings, which was described by one of the respondents as following: “[Guiding] is a bit of a challenge because I want [the tourists] to think of me as the best guide they ever had.”

Table 1: Opinions about Guiding and the Profession

<table>
<thead>
<tr>
<th>Question</th>
<th>Most Common Themes</th>
</tr>
</thead>
<tbody>
<tr>
<td>What do you think about being a guide?</td>
<td>- Challenging</td>
</tr>
<tr>
<td></td>
<td>- Rewarding</td>
</tr>
<tr>
<td></td>
<td>- Interactive</td>
</tr>
<tr>
<td></td>
<td>- Emotional</td>
</tr>
<tr>
<td></td>
<td>- Individual</td>
</tr>
</tbody>
</table>

Source: Interviews with Guides from Falu Mine, 2012

Another respondent expressed his/her feelings about guiding in somewhat different way: “I love to teach people about history and events and it is really rewarding for me.”

There are also other dominant themes that were identified as can be seen in Table 1. One factor that seems to be important was the perception that guiding is interactive, referring to the social aspect of the profession. Social interaction and contact with other people lies in the nature of the job and one needs to be comfortable with this.

“I think that that the profession as guide consists of many fine ingredients, such as inspiration, education when it comes to understanding certain group processes, or it can be socially challenging. Being a guide requires an active presence, which I like very much.”

This statement of one of the respondents supports the perception of others that guiding includes the involvement of emotions and that a lot of the job is depending on individual motivations and experiences.
The next part will present the results of the guide’s perception about the mines visitors. The interview was aimed to first ask about the guide’s perception of what a typical tourist is in general and then direct the focus more to the mines visitors. However, it was noticed that almost all of the respondents directly associated the typical tourist with the mine specifically. This leads to the author’s decision to neglect the general perception of tourists and instead directly focus on the perceptions about the specific mine visitors. Table 2 presents the most common themes to the question on how the guides would describe the typical tourist that visits the mine.

Table 2: Perceptions about the Mines Visitors

<table>
<thead>
<tr>
<th>Question</th>
<th>Most Common Themes</th>
</tr>
</thead>
<tbody>
<tr>
<td>How do you describe the typical tourist that comes to the mine?</td>
<td>- Categories with different attributes</td>
</tr>
<tr>
<td></td>
<td>- Show interest in the subject</td>
</tr>
<tr>
<td></td>
<td>- Active</td>
</tr>
<tr>
<td></td>
<td>- Local</td>
</tr>
</tbody>
</table>

Source: Interviews with Guides from Falu Mine, 2012

Interestingly enough are the guide’s perceptions about the visitor’s only positive responses, not one mentioning any negative attributes. If this is due to the underlying work attitude of guides, to always be friendly to the visitor, or other influences is being left open. However, the most dominant theme in the answers is that all perceive the tourists to be different, making it hard for the guides to generalize, expect for two respondents, mentioning the “stereotype” tourist. Instead of seeing the tourist as individuals, guides seem to look at tourists in groups or categories: “…there are many different typical categories, for example school classes, families with children, pensioners, etc.” It is worth mentioning that already here at this point in the interviews there was often a distinction made between nationalities, mostly when respondents were referring to Swedish visitors.
The most common attributes describing the mines visitors are that they are interested in history or other mine related subjects, which was also one of the dominant themes. “[The tourists] are interested and want to have an experience”, was one statement by a respondent and “…the typical tourist would be a person that thinks that [the mine] is fun and wants to experience something” is another and refers to the same issue.

Only one respondent recognized the fact that there are voluntarily tourists, but also sometimes involuntarily: “It’s all from the mine enthusiast to those that are “dragged” here and want to get away as fast as possible.” However the majority of the guides perceived the tourists to be voluntarily that actively participate.

In order to deepen the understanding of their perceptions and to connect the tourist to the guiding itself, the respondents were also asked if they have a preference in whom they are guiding and if it influences their way of guiding, meaning the tour itself. Table 3 presents these results in summarized form.

Table 3: Preferences of the Guides and Influence on the Guiding

<table>
<thead>
<tr>
<th>Question</th>
<th>Dominant Themes about the Preference</th>
<th>Dominant Themes about the Influence on the tour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do you have preferences in whom you are guiding?</td>
<td>Group size (small groups with 10-15 people)</td>
<td>Time constraints</td>
</tr>
<tr>
<td>Do you change your way of guiding depending on whom you are guiding?</td>
<td>Commitment and engagement of the tourist</td>
<td>Adaptability</td>
</tr>
<tr>
<td></td>
<td>Individuality</td>
<td>Children vs. Adult</td>
</tr>
</tbody>
</table>

Source: Interviews with Guides from Falu Mine, 2012
The biggest distinction guides made when being asked about their preferences in whom they are guiding, was the group size. All of them prefer smaller groups instead of large ones. This corresponds with the underlying opinion of the guides that the bigger the group is, the less time they have to be actually guiding. One respondent referred to this issue in this way:

“If you have a big group then you basically don’t have as much time to tell as with a small group. We are supposed to do the tour within one hour, and that means that you have to simply “cut” a part of the tour, if it’s a big group.”

Additionally, some of the respondents emphasized that there should be a certain group dynamic, which is best achieved by having a small group size. Another commonality in the answers was that all guides seem to prefer tourists that show their interest and furthermore react to what the guides are saying, which can be expressed in many ways, e.g. laughing, asking questions, or expressing their thankfulness, etc.

“If you feel you can receive a reaction, you change something...if you don’t get a reaction when telling jokes, you stop doing that for the rest of the tour.”

Some of the respondents stated that they prefer Swedish groups, while others prefer German or English groups. This is associated with communication and one’s own capability and preference in speaking a language. Two respondents mentioned that quite often there can be persons within an International group that do not, or very poorly speak English, which results in communication problems. However, this issue was not apparent in the answers to the question how the guides change their way of guiding, depending on whom they guide. Here the most dominant theme is the general perception of that a guide needs to be aware of the group and have a feeling for the dynamics within a group and its interests. The content of the tour seems to differ depending on the groups interests. All of the respondents highlighted the fact that a guide needs to be able
to adapt: “It’s about being sensitive and have a feeling for the group.” This is even the case when differing between children and adults, as many guides did during the interviews. Here the same adaptability is needed in order to either make the tour more “children friendly” or to be able to go more into “detail and depth when telling about something.”

The last part of the interview focused on the perceptions of the guide on the actual differences between domestic and international visitors. Distinguishing between those two groups is the main purpose of this thesis and it was of interest to capture the guide’s opinions about this issue. The results differed to some degree between the respondents, but only one of the respondents did not see any difference at all and stated that both groups are quite similar and did not see it of any importance. Table 4 summarizes the respondent’s answers and shows the main perceived differences. The similarities will be addressed afterwards.

Table 4: Perceived Differences in Domestic and International Visitors

<table>
<thead>
<tr>
<th>Swedish</th>
<th>International</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Group size (Families with children)</td>
<td>• More expectations</td>
</tr>
<tr>
<td>• Distance</td>
<td>• More excitement (“wow” factor)</td>
</tr>
<tr>
<td>• Private</td>
<td>• Group size (couples and less children)</td>
</tr>
<tr>
<td>• Interest in social aspects</td>
<td>• Multi-Cultural (Communication)</td>
</tr>
<tr>
<td>• Fewer expectations</td>
<td>• Greater knowledge</td>
</tr>
<tr>
<td>• Little knowledge</td>
<td>• More satisfied</td>
</tr>
<tr>
<td></td>
<td>• Differences in nationalities</td>
</tr>
<tr>
<td></td>
<td>• More interaction</td>
</tr>
</tbody>
</table>

Source: Interviews with Guides of Falu Mine, 2012
Most of the perceived differences were found in the behavior of the tourists. Two respondents pointed out that Swedish tourists often seem more reserved and keep a personal distance to each other as well as to the guide:

“Swedish are quite often a little boring. They listen, but it’s hard to get any kind of reaction from them. They are unusual quiet and still. This way it can be more fun to have internationals, because you can get a reaction or answer.”

Being open and showing emotions seem to be less evident within the domestic group. On the contrary, most of the respondents describe the international tourists as more open and more excited. One of the respondents called it the “wow” effect, which clearly seems to influence their expectation and satisfaction.

“[Internationals] are maybe a little bit more full with expectations and excitement. It is a foreign country, so it maybe becomes more fantastic for them. Especially Americans, they get more “wow”.”

Most interesting was to find out the relevance of the guides to not only distinguish between domestic and international, but also to distinguish between nationalities within the international category. Here several attributes could be related directly to a nationality. But as one respondent pointed out, do all these different nationalities sit in the “same boat” which according to his/her believes makes the tourists more comfortable and gives them a sense of belonging together. However, this phenomenon is not perceived within the domestic visitors. Another difference that became evident was the general perception of the knowledge of both groups, regarding Swedish and European history particularly, as well as knowledge about the Falu Mine. One respondent stated that domestic tourists seem to have a rather poor knowledge about their own country, while several other respondents were of the opinion that international tourists have acquired some knowledge about the Falu Mine prior to visit. This
results in the perception that some nationalities seem to have certain interests, e.g. Germans showing an interest in geology.

Similarities in both groups were perceived to be the expectation of a great experience. Both groups come to the Falu Mine for the same purpose, mainly to have an experience and to learn more about the history of this place.

“Similarities can be that all visitors, whether they are Swedish or international, have a purpose with their visit. This can be to learn more about the history of the mine, to experience something above the usual or simply that they are visiting Falun and choose to spend some time at the mine.”

However, the majority of answers were related to differences, rather than similarities. On the question if this knowledge is to any importance for the Trust the respondents differed in their answers greatly. Half of the respondents do not see any importance in knowing who their tourists are and in what way they differ. They emphasized that everybody should be treated alike and that the individual is more important, rather than nationality. Only one respondent referred to the improvement of marketing, with help of such knowledge, however stated that in order to improve service, the main responsibility lies in the hand of the guide and his/her capability of adapting to different groups. The same was mentioned by another respondent. This knowledge could contribute to improve the tour itself, plus increase the awareness of the guides to be ready to adapt. A third respondent believes that professionalism, attitude and behavior of the guides are most important in order to compensate the previous mentioned differences.

To summarize this part, it can be said that guides clearly seem to have their own perceptions about subjects such as guiding, tourists and differences in nationalities. The only way possible to get the broad picture of the guide’s perceptions was to highlight the most dominant themes. These themes, as shown in the tables in this chapter, give on one hand evidence for the existence of
problems the guides face while guiding, as well as evidence for differences in visitors. The respondents profile helps the reader to understand the background of the guides and even though the majority works half-time, the Falu Mine manages to acquire a professional, but most of all motivated guiding staff. Each guide has its own perception about the mine’s visitors, which are seen not as individuals, but rather as groups or categories. Group size, time, communication and the visitor’s behavior seem to be important factors, not only for guide preferences, but also and mostly for the importance of adjustments in the tour according to different circumstances. This need for adjustment is result of the awareness that differences in the visitor categories exist, such as nationality. Group size, behavior, expectations, knowledge and social interaction are the main factors that were addressed by the guides.

4.2 Statistics from the Survey

Following to the discussion with the guides, the next section will present the results from the visitor survey. One part of the survey was in Swedish (for domestic visitors) and the other part in English (for international visitors). Both will be presented in a comparative form, since one aim of the thesis is to find differences and similarities between the two groups. Due to the purpose of this thesis, as well as limited time and space, only the most relevant questions are being presented and used. The criteria for this choice were based on the factors and information that have been collected through the interviews and are regarded to be most important.

Due to the nature of the questions and the data, the results will be presented in two separate sections. The first section includes simple multiple choice questions and will be presented by describing the data with the percentages and shares. On the other hand the questions of the second section were answered with help of a Likert-Scale (see Methodology) and are best presented with help of descriptive statistics, such as median, standard deviation, range and skewness. The first group of questions is referring to categories such as the general demographic
profile, as well as reason, duration and planning of the visit. As shown in Table 5, are the results as following.

**Table 5: Survey Results for the Domestic and International Sample**

<table>
<thead>
<tr>
<th>Question</th>
<th>Swedish – 514 Respondents</th>
<th>International – 316 Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1: Age</td>
<td>31% 36-45 years</td>
<td>29% 15-25 years</td>
</tr>
<tr>
<td></td>
<td>28% 15-25 years</td>
<td>25% 36-45 years</td>
</tr>
<tr>
<td></td>
<td>15% 46-55 years</td>
<td>21% 26-35 years</td>
</tr>
<tr>
<td></td>
<td>11% 56-65 years</td>
<td>17% 46-55 years</td>
</tr>
<tr>
<td></td>
<td>11% 26-35 years</td>
<td>5% 56-65 years</td>
</tr>
<tr>
<td></td>
<td>4% 66+</td>
<td>3% 66+</td>
</tr>
<tr>
<td>Q2: What is your maximum of a completed education?</td>
<td>42% University</td>
<td>59% University</td>
</tr>
<tr>
<td></td>
<td>30% High School</td>
<td>28% High School</td>
</tr>
<tr>
<td></td>
<td>19% Elementary School</td>
<td>8% Elementary School</td>
</tr>
<tr>
<td></td>
<td>7% Other</td>
<td>4% Other</td>
</tr>
<tr>
<td>Q3: If not alone, how many people excluding yourself are in your group?</td>
<td>35% 4-9</td>
<td>29% 4-9</td>
</tr>
<tr>
<td></td>
<td>21% 3</td>
<td>23% 1</td>
</tr>
<tr>
<td></td>
<td>21% 2</td>
<td>20% 2</td>
</tr>
<tr>
<td></td>
<td>18% 1</td>
<td>16% 3</td>
</tr>
<tr>
<td></td>
<td>1% 10+</td>
<td>3% 10+</td>
</tr>
<tr>
<td>Q4: If not alone, how many people in your group are children?</td>
<td>30% 2</td>
<td>19% 2</td>
</tr>
<tr>
<td></td>
<td>21% 1</td>
<td>15% 1</td>
</tr>
<tr>
<td></td>
<td>16% 3+</td>
<td>13% 3+</td>
</tr>
<tr>
<td>Q5: Why do you visit the Falu Mine today?</td>
<td>51% Experience</td>
<td>42% Experience</td>
</tr>
<tr>
<td></td>
<td>33% Family activity</td>
<td>37% Learn something</td>
</tr>
<tr>
<td></td>
<td>11% Learn something</td>
<td>16% Family activity</td>
</tr>
<tr>
<td></td>
<td>1% Other</td>
<td>3% Other</td>
</tr>
</tbody>
</table>

| Q6: In what way did you get information about the Falu Mine? | 45% Family or Friends | 49% Tourist Information |
|                                                            | 35% Internet         | 24% Family or Friends |
|                                                            | 21% Tourist Information | 21% Literature |
|                                                            | 15% Other            | 19% Internet |
|                                                            | 10% Literature       | 7% Other |
|                                                            | 6% TV-Ad             | 5% Outdoor Advertising |
|                                                            | 5% Newspaper         | |

| Q7: Have you ever visited the Falu Mine webpage? | 47% Yes | 17% Yes |
|                                                | 47% No  | 81% No  |

Source: Marketcheck AB, 2012; Survey Falu Gruva, 2011

The majority of visitors are between 15–46 years old, but the international sample shows a tendency to be younger to a small degree. Regarding their education show both samples similar results, being that the majority has university degrees. The share of international visitors with university degree is somewhat larger (59%) than in the domestic sample (42%). Here the results also show a tendency that domestic visitors are in larger groups with more children, compared to the international visitors (Questions 3 and 4).

Regarding the reason for the visit are the majority of both groups looking for an experience, however are international visitors prioritizing that they want to learn something (37%), instead of the Swedish visitors who want to do something with
their families (33%). This implies that even if the main reason for the visit is the same, there is a difference in the second priority.

On the question what sources the visitors used to get information about the mine, answered 45% of the domestic visitors that they used friends and families as main source and the internet as second most important. This differs to the answers from the international sample, where the main source is tourist information (brochures, travel guides, information centers), while friends/families and literature are mentioned more often than the internet as alternative sources. This aligns with the result that more domestic visitors have seen the mines webpage (47%), compared to only 17% in the international sample.

The other part of the survey results includes all questions that were answered with help of a Likert-Scale. It includes the overall impression about the Falu Mine, visitor’s knowledge prior and after the visit, satisfaction, expectations, preparedness for the tour, and opinions about the guide’s knowledge and commitment. The results are presented with help of descriptive statistics in a summarized form, as can be seen in Table 7. On a Likert-Scale the respondent is asked to rank his opinion or agreement about a statement or question. In this case the scale ranged from 1-10, with 10 being the most positive. The median is shown in Table 7 for each question and each sample, and is a measurement of the average of the respondents answer. It can be stated that the median is quite high in every question, ranging between 8-10, which implies relatively good opinions and positive evaluations for the Falu Mine. For example for question 11 (How satisfied are you with your visit to the Falu mine?) are both samples showing a median of 9 and therefore are very satisfied. In four out of nine cases differs the median for domestic and international visitors, (highlighted red in the table), although except for one case, by only one point difference. The standard deviation in the table shows to what extent the data is distributed around the median. The lower the standard deviation, the closer is the data distributed to
the median, indicating that the data is not as widely spread out as compared to a spread with a large standard deviation.

\textit{Table 7: Descriptive Statistics for Survey Results for the Domestic and International Sample}

<table>
<thead>
<tr>
<th>Question</th>
<th>Sample</th>
<th>Median</th>
<th>Standard Deviation</th>
<th>Min.</th>
<th>Max.</th>
<th>Skewness</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 – Impression</td>
<td>Swedish</td>
<td>8</td>
<td>1,22</td>
<td>3</td>
<td>10</td>
<td>-0,6</td>
</tr>
<tr>
<td></td>
<td>International</td>
<td>9</td>
<td>1,14</td>
<td>2</td>
<td>10</td>
<td>-1,8</td>
</tr>
<tr>
<td>9 – Knowledge</td>
<td>Swedish</td>
<td>5</td>
<td>1,42</td>
<td>1</td>
<td>10</td>
<td>0,2</td>
</tr>
<tr>
<td>before</td>
<td>International</td>
<td>3</td>
<td>1,26</td>
<td>1</td>
<td>10</td>
<td>1,3</td>
</tr>
<tr>
<td>10 – Knowledge</td>
<td>Swedish</td>
<td>8</td>
<td>1,3</td>
<td>3</td>
<td>10</td>
<td>-0,3</td>
</tr>
<tr>
<td>after</td>
<td>International</td>
<td>8</td>
<td>1,25</td>
<td>2</td>
<td>10</td>
<td>-0,96</td>
</tr>
<tr>
<td>11 – Satisfaction</td>
<td>Swedish</td>
<td>9</td>
<td>1,24</td>
<td>2</td>
<td>10</td>
<td>-1,25</td>
</tr>
<tr>
<td></td>
<td>International</td>
<td>9</td>
<td>1,17</td>
<td>2</td>
<td>10</td>
<td>-1,73</td>
</tr>
<tr>
<td>12 – Expectation</td>
<td>Swedish</td>
<td>9</td>
<td>1,35</td>
<td>1</td>
<td>10</td>
<td>-1,17</td>
</tr>
<tr>
<td></td>
<td>International</td>
<td>9</td>
<td>1,13</td>
<td>4</td>
<td>10</td>
<td>-0,86</td>
</tr>
<tr>
<td>13 – Preparedness</td>
<td>Swedish</td>
<td>10</td>
<td>1,71</td>
<td>1</td>
<td>10</td>
<td>-2,1</td>
</tr>
<tr>
<td></td>
<td>International</td>
<td>9</td>
<td>1,77</td>
<td>1</td>
<td>10</td>
<td>-1,77</td>
</tr>
</tbody>
</table>

Source: Marketcheck AB, 2012; Own Calculations, Minitab

Differences in the median are present for questions 8, 9, 13 and 14, which implies that statistical differences between the domestic and international samples seem to exist, regarding impression about the Falu Mine, visitor’s knowledge prior to visit, visitors preparedness for the tour, as well as the visitors perception if the guide was knowledgeable and committed. In the remaining questions both samples differ by the different standard deviations, range and skewness. However, in order to be able to really tell if there is a real difference in the samples, a further statistical test has to be made. This, together with a summary of the results will be presented in the next chapter.
5. Analysis

The analysis will focus on the investigation of the differences in both samples. Firstly, the most evident results will be summarized and further statistical tests will be applied to prove if a real difference exists. Secondly, an analysis on how the perceptions of the guides correspond to the statistical results will follow. It will be of interest to be able to find specific commonalities or if the perceptions can deliver an explanation to some issues. It is believed that after summarizing the statistical results and selecting the most obvious differences in both samples, the best way of supporting or explaining these findings is with a descriptive approach. By describing the qualitative perceptions and comparing them to the statistics, it will be possible to link them with each other.

5.1 Behind the Demography

This section will focus on the results of the first set of questions and the perceptions of the guide that relate to them. It is of interest to “shed light” behind the statistics with the qualitative data. Table 5 (see Results) shows the findings for questions 1-7 and shows which of these indicate differences that will be analyzed further. After reviewing Table 5, it can be stated that there is apparently a difference in the samples for almost all questions. Due to the bias that was mentioned in the limitations, the difference in age of the samples will be disregarded. It is believed that there is not enough evidence and a too great possibility of bias in order to include this factor in the analysis.

Difference in Education – The statistical results indicate that there is a greater share of international respondents with a university degree. If this is a true indicator that one person is more educated than another person remains to be discussed. However, it is a measure of educational level and corresponds to the perceptions of the guides that international visitors are perceived to be more educated compared to the domestic visitors. This was found to be relevant for topics such as European history for example. Other perceptions were that international visitors often have more distinct field of interests and ask more
questions during the guided tour. It could be that a stronger expression of interest by international visitors and more questions during the guided tour are perceived by the guides to be indicators for higher education. This can only be proven by the higher share of university graduates among international visitors. How strong the correlation between those two variables is, remains unclear. But both the statistics and the perceptions imply that there is evidence for an existing difference between international and domestic visitors regarding their level of education.

**Difference in Group Size** – The survey results show that groups of domestic visitors consist of three or more people in 56% of the cases. The share in the international sample is 45%. Although this indicates only a small difference, the perception of the guides supports the founded evidence, by stating that domestic visitors are often seen in larger groups with families with children, while international visitors are often smaller groups, such as couples. A relationship can be drawn between group size and behavior of the groups. Perceptions indicated that domestic visitors often separate themselves from the other group members, while international visitors are perceived to be standing closer together and interact with each other more. The assumption is that the larger the group one is together visiting with, the less intention one might have to interact with someone else outside that group. This could result in differences of the dynamics or interactions within a group. There is no evidence that this assumption holds, however, statistics and perception show that there is a difference in group size between both samples.

**Difference in Number of Children** – The statistics show that domestic visitors do have more children within their groups shown by the higher percentages. Furthermore, it was perceived by the guides that domestic visitors often are families with children, which makes the guide to adapt their storytelling during the tour, in order to make it more “children friendly”. This is resulting in the perception that guided tours with international visitors often are more “adult”,
regarding the content of the stories that are being told. The perceptions of the 
guides and the statistical results give evidence for an existing difference between 
both samples. By linking the two, it becomes clear that this difference in number 
of children has a high impact on the guided tour itself.

**Difference in Reason for the Visit** – The survey showed that persons in both 
samples mention that their main reason for the visit is to have an experience 
(about 50% in both cases). However, on second place are 33% of the domestic 
visitors that want to do a family activity while 37% of the international visitors 
want to learn something. If this is in correlation with the higher level of education 
of international visitors or the differences in group sizes remains open for 
discussion. The perceptions show that domestic visitors often seem more 
interested in the social and cultural aspects of the guided tour, meaning they 
want to learn about the workers at the mine and the people that were living 
there. This social factor seems to be important for both the reason for the visit 
(family activity) as well as for the field of interest. International visitors are 
perceived to have more distinct field of interests, knowledge about mining for 
example, which could be related to the fact that their second main reason for the 
visit is that they want to learn something. Another explanation might be the fact 
that international visitors do travel/visit with smaller groups, and therefore do 
not prioritize the family activity. It is unclear if the statistics and perceptions are 
enough to draw the conclusion if a real difference between both samples exist, 
therefore this subject would be in need of further investigation.

**Difference in Source of Information** – 45% of the domestic sample named family 
and friends as main source of information and 35% named the Internet. This 
differs to the sources of information that international visitors use, where 49% 
use tourist information and as second and third source family or friends and 
literature. The perception that might explain this difference is that a lot of 
domestic visitors are locals and re-visitor. This could result in positive word of 
mouth for the Falu Mine within the local community, when local visitors
recommend the Falu Mine to friends and relatives. It remains open for discussion if the preference of international visitors in written information (tourist brochures, travel guides, literature) is influencing their field of interests or is influenced by their level of education, as mentioned above. This also leaves room for including the fact that nearly 50% of domestic visitors have visited the mine’s webpage, compared to international visitors with only 17%. The source of information seems to be an important issue, considering marketing and promotional efforts and statistical results show that a real difference exists between both samples. Guide’s perceptions do not support this evidence, but leave room for possible assumptions on how this difference could correlate to other found differences.

5.2 Perceptions behind Opinions

This section will analyze the second set of questions with the same approach as the previous section. As already explained are the answers of these questions derived by a Likert-Scale, which calls for special attention regarding the analysis. Table 7 (see Results) shows the descriptive statistics and assumed differences have been already marked. However the differences in the statistics are very little and it remains open if this is evidence enough to claim that there is a real difference in both samples. Therefore, the Mann-Whitney U test has been applied on all questions, to check if there are any real differences between the samples. Table 8 shows the outcomes of this test. The smaller the number, the more probability exists that the difference between both samples is real.

To summarize Table 8, it can be said that a real difference between domestic and international visitors exists regarding the issues of knowledge about the mine before and after the visit, did the Falu Mine fulfill the expectations and was enough information available to prepare correctly for the tour and to have the right clothes (Questions 9, 10, 12 and 13). The test also gave some results were the existence of real differences is not proven (marked as No). These issues include the impression about the Falu Mine and the satisfaction of the visitor.
Table 8: Real Differences between Both Samples

<table>
<thead>
<tr>
<th>Question</th>
<th>Mann-Whitney U Test</th>
<th>Real Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 – Impression</td>
<td>0,2342</td>
<td>No</td>
</tr>
<tr>
<td>9 – Knowledge Before</td>
<td>0</td>
<td>Yes</td>
</tr>
<tr>
<td>10 – Knowledge After</td>
<td>0,0297</td>
<td>Yes</td>
</tr>
<tr>
<td>11 – Satisfaction</td>
<td>0,3290</td>
<td>No</td>
</tr>
<tr>
<td>12 – Expectations</td>
<td>0,1693</td>
<td>Yes</td>
</tr>
<tr>
<td>13 – Preparedness</td>
<td>0,0017</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Source: Own calculation, Minitab

**Difference in the Impression** – Table 8 shows that a real difference between both samples, regarding their overall impression about the Falu Mine, does not exist. However, the general perception of the guides was that international visitors seem to be more impressed during the guided tour, expressing and showing their impression as well. In the result part this was referred to as the “wow” effect. It corresponds also with the perception that the international visitor often seems more interested and asks a lot more questions, while domestic visitors are perceived to be more reserved and not as outgoing. Though, this is a correlation that cannot be proven. Impression and expressing these emotions is part of the behavior of visitors, but only the guide’s perceptions point in the direction of existing differences. This is not supported by statistical results.

**Difference in Knowledge Before and After the Visit** – The test shows that there is a real difference existing in both samples regarding both questions about the visitor’s knowledge before and after the visit. The statistics imply that the knowledge of international visitors about the mine before the visit is worse than compared to domestic visitors. This does not comply with the perceptions of the guides however. They stated that it was perceived that many international visitors are more educated about the mine and history in general. There might be several possible explanations to this perception, such as the guides might see the
interest and hunger for knowledge of the international visitors as a sign of knowledge. The statistical evidence that they have less knowledge implies that they have more to learn, which could be an explanation for their slightly more positive evaluation of their knowledge after the visit (shown by the more negative skewness of the data). There are too few perceptions to support this assumption. Nevertheless, it is interesting to see that the perception in this case does not correspond to the statistical results, but the existing difference between both samples is evident. It remains open in which way this difference is expressed.

**Difference in Satisfaction** – It is proven that a real difference in both samples does not exist, even though the statistics indicate signs (skewness and standard deviation) that imply that the international sample rated their satisfaction slightly more positive. However this is not a real difference. The perception that international visitors seem to be more satisfied after the guided tour, which shows in their expression and thankfulness, stands therefore on its own.

**Difference in Expectations** – International visitors have, according to the survey results, more positive ratings to the question if their expectations have been met by the Falu Mine. Accordingly have the guide’s perceptions revealed that international visitors seem to be more expectant in general. However it seems controversial that the higher expectations have been met, while domestic visitors on the other hand supposedly have fewer expectations, but are not rating their fulfillment as positive. It seems that there is room for discussion whether or not domestic visitors are in general harder to satisfy. Statistical results and the guide’s perceptions give evidence for the existence of differences between both samples regarding the concept of visitor expectations.

**Difference in Preparation** – Another difference that is statistically evident is about the provision of information regarding the environment in the mine and if the visitors have the right clothes for the guided tour. Domestic visitors rated this
with the highest positive possibility (Median 10), while international visitors are slightly more negative (Median 9). This could relate to the fact that more domestic visitors are visiting the mine’s website where information like this can be found. The source of information therefore becomes again an important aspect, not only for the visitor itself, but also for the guided tour. Unfortunately there are no perceptions about this issue, which leaves room for speculation.

To summarize the most important findings, it can be stated that differences exist in the following factors:

- Level of Education;
- Group Size;
- Number of Children;
- Source of Information;
- Knowledge of the Visitors;
- Expectations.

In some cases the information available (either statistical results or guide’s perceptions) is not sufficient in order to draw final conclusions, but there is some evidence for differences that suggest that following points need to be investigated further:

- Reason for Visit;
- Impression about the Falu Mine;
- Visitor’s Satisfaction;
- Preparedness for the Guided Tour.

This chapter showed that it is possible to link qualitative data to statistical results, even though not in every case. Yet, it contributes by explaining certain findings and brings up possibilities of certain correlations between some factors. The existence of differences between domestic and international visitors is proven,
where both statistical and qualitative evidence was present. To summarize the most important results it can be said that international visitors have a higher level of education, visit the Falu Mine in smaller groups and have less children in the group. Another result is that the main source of information for international visitors is tourist information, while domestic visitors rely mostly on positive word of mouth from friends and relatives. The internet is the second most important source for domestic visitors, but is used on the contrary very seldom by international visitors. Furthermore are differences also found in the knowledge of both groups, either prior or after the visit, but quantitative and qualitative data contradict each other. The last finding relates to the expectations and their fulfillments of visitors. International visitor’s expectations have been met more positively than compared to the domestic visitors.

6. Conclusion

This study used the mixed methods strategy and achieved to link both qualitative and quantitative methods with each other. The aims were to explore the perceptions of the guides of Falu Mine about their visitors, how the perceptions correspond with the statistical results of the mine’s visitor survey and to investigate if there are differences and similarities between domestic and international visitors.

Several research efforts acknowledged the importance of certain factors that contribute to the economic success of mining heritage tourism (Cole, 2004; Edward and Coite, 1996; Jonsen-Verbeke, 1999; Pretes, 2002; Rudd and Davis, 1998; Wanhill, 2000). Two of those factors are the proximity to other tourism attractions in the locality (Edward and Coite, 1996) and the World Heritage status (Wanhill, 2000). The Falu Mine is able to utilize both of these factors and success is evident in two ways: the increasing number of visitors during the summer season and the positive evaluation of visitors proven by the 2011 visitor survey. However, there are problems the Falu Mine has to deal with (see Introduction)
and the purpose of this thesis was to contribute to the understanding of the mine’s visitors. Through the visitor survey and the exploration of the guide’s perceptions it was possible to get a detailed picture of the visitors, as well as to sort out specific differences and similarities between domestic and international visitors. The most important findings are that differences exist in factors such as level of education, group size, number of children within the group, sources of information for the visitors, knowledge of visitors prior and after the visit, as well as the fulfillment of expectations. This knowledge should be used by the Trust in order to identify strategies to improve performance, as suggested by Conlin and Jolliffe (2010). In case of the Falu Mine is one part of service the guided tour, which makes the guides the main responsible persons that are in contact with the visitors. It proves to be difficult to customize the guided tour, due to certain constraints such as time. But one important finding of this study is the acknowledgement by the guides that there is a need of adjustment when guiding. The perceptions of the guides show that there are different categories and groups of tourists and that a difference between nationalities exists. It is the guides own commitment and ambition to adjust the tour to the tourists, according to factors such as level of education and knowledge of the visitors, group size and number of children within the group. By adjusting the content of the tour, the guide shows the will to satisfy the visitor by meeting their needs and wishes, which ultimately results in higher satisfaction and better performance. This awareness needs to be implemented in the guides even further, and the management of the Falu Mine needs to ensure that their guides hold a certain level of professionalism and needs to invest in their training and education.

The knowledge about visitors and the existence of differences between domestic and international visitors is important for the Falu Mine in several ways. As already mentioned does the knowledge increase the awareness and preparedness of the guides. In addition, specific issues can be discussed and studied even further. Findings show that a correlation exists between several differences of both visitor groups. Knowledge of the visitors prior to the visit
clearly seems to be related to their level of education, as well as to the sources of information the visitors use. Recommendations from friends and relatives are the main source for domestic tourists that motivate their visit, followed by the internet as second most important source. This results in a high dependency for the Falu Mine of positive word of mouth within the local community, since 31% of domestic visitors are re-visitors. To ensure that domestic visitors are re-visiting and recommend the Falu Mine to friends and relatives a high level of satisfaction needs to be achieved. However, findings support the assessment that different sources of information affect knowledge and preparedness of the visitors. The Falu Mine should utilize this knowledge more for marketing purposes, especially due to the fact that very few international visitors are using the website as source of information and instead rely on tourist information.

Knowledge of the visitors and sources of information clearly have different kind of impacts on the guided tours, as shown by the guide’s perceptions. But group size and number of children were perceived to have the largest impacts. Findings show that the size of the group and the number of children clearly affects the time the guide has available, and therefore also the content of the tour. Perceptions of the guides show that small to medium group sizes are preferred and that guides have individual preferences regarding the number of children. But to what degree does a large group and a large number of children effect the quality of the tour and therefore also the satisfaction of the visitor? There was evidence for the existence of differences in satisfaction between domestic and international visitors only through the guide’s perceptions, but not based upon statistical results. It is therefore suggested to further investigate the visitor’s satisfaction. But it is clear that international visitors come to the Falu Mine in smaller groups with fewer children and the guide’s perceptions indicate that these are preferred on guided tours and even result in greater satisfaction. Without the pressure of a large group and without the time constraints, the content of the guided tour clearly differs and more knowledge can be passed on
to the international visitor, which results in greater fulfillment of his/her expectations.

To summarize this conclusion, the Falu Mine needs to:

- invest in the training and education of their guides in order to increase the level of professionalism by raising the awareness of existing differences in visitors;
- be aware of the importance of word of mouth and tourist information as main sources of information for domestic and international tourists;
- consider factors such as differences in group size and number of children that have great impacts on the guided tours, and therefore on satisfaction and fulfillment of expectations as well;

The survey and the perceptions leave room for many more possible studies, however it is required to improve the available data, for example in order to investigate possible correlations between factors. Due to the specific instance of this case, the results and findings can be generalized only to a certain degree. It is believed that the data is valid and relevant for the Falu Mine, but for no other attraction. This study is regarded to lay a foundation for possible future studies about the Falu Mine, as well as to fill the research gap that was mentioned in the literature review; assessing tourist attributes at industrial heritage sites by using quantitative and qualitative methods. Nevertheless, this thesis clarifies the understanding about the mine’s visitors through the perceptions of the guides and makes way for future studies.
7. Acknowledgements

This thesis would not have been possible without the contribution of several people. My special thanks to: Åsa Lindgren, who provided me with the necessary data and information about the visitor survey; The staff and management at the Falu Mine, for being available for the interviews and allowing me to do this study; Albina Pashkevich, who is a great supervisor and guided me in the right direction.

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8. Appendix

8.1 Interview Guide

1. Tell me about yourself. Who are you and what do you do?
2. You are a guide at the mine. For how long have you been doing this?
   - and how did it happen that you started working here at the mine?
   - why did you decide to become a guide?
3. What do you think about being a guide?
   - challenging?, rewarding?, etc.
4. Is there something like a typical tourist for you?
   - how would you describe him/her? (demographics, characteristics,...)
   - how would you describe the tourists that come and visit the Falu mine?
   - would you say that you have different types of tourists, that come and visit the mine? If so, which ones?
5. Do you have a preference in whom you are guiding?
   - language?
   - size of group?
   - age?
   - if so, why do you think that is?
6. Do you change your way of guiding (the storytelling, the facts mentioned, the stations/tour) depending on whom you are guiding?
   - if so, how do you change it, and why?
7. Do you see differences or similarities between Swedish and international tourists/visitors?
   - if so, which ones?
   - differences in demographics?
   - groupsizes?
   - differences in their behavior?
   - are there differences in the way they interact with each other?
   - differences in the way they interact with you?
- does it seem that they prefer different activities?
- different field of interests?
- are they prepared differently for the tour?
- different knowledge?
- does satisfaction seem to differ between groups? Do they show their appreciation after the tour?

8. Do you think it is important to know for the mine and the guides, who their tourists are and how they differ in nationalities?
- Benefits? Advantages?
- changes in the way of operating?