Insta-dreaming of Greece

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I hereby declare that the work submitted is mine and that where I have made use of another’s work, I have attributed the source(s) according to the Regulations set in the Student’s Handbook.

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Abstract

This dissertation was written as part of the MSc in Hospitality and Tourism Management at the International Hellenic University with the help and guidance of Dr. Buhalis.

Today, social media enjoy a phenomenal success and very high usage levels. At the same time, they have transformed many industries globally. This is also the case with the tourism industry, which already was a very dynamic and complicated system. Social media like Facebook or Instagram are used by millions of people regardless the age, sex or background companies try to include them more and more into their strategies aiming for more efficient targeting of their audiences and updated data. This, along with a Google study on the different stages of traveling, triggered the researcher’s thought to conduct a research about how people dream of Greece through Instagram. Though the title is short, the research is complex as it consists of three different and difficult concepts. An adequate number of researchers have attempted to reveal aspects of each one separately but none was found that would attempt to include all three. Instagram, dreaming and Greece are under the microscope in this dissertation, the relationship between them was studied in search of gaps in the literature. The objectives are: to explore Instagram use and impact during the stage of the holiday travel process and reveal the functions of Instagram within the context of the holiday travel process, to understand what is considered as a dream destination by travelers and if Greece or destinations inside the country are considered one and to provide a deeper understanding of Instagram potential implications for travel and tourism related stakeholders taking Greece as an example of how a destination image is managed and how it affects consumer behavior.

Finally, this dissertation aims to contribute to the already existing knowledge on the studied topics by shedding more light into consumer behavior theories, social media impact and implications and to link Greece, which is so rarely studied, to all this technology.

Zoi Filippidou
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Thank you.
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<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Full Form</th>
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<tbody>
<tr>
<td>DMO</td>
<td>Destination Management Organization</td>
</tr>
<tr>
<td>TDI</td>
<td>Tourism Destination Image</td>
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<tr>
<td>GCI</td>
<td>General Country Image</td>
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<tr>
<td>UNWTO</td>
<td>World Travel Organization</td>
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<tr>
<td>WEF</td>
<td>World Economic Forum</td>
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<tr>
<td>WOM</td>
<td>Word Of Mouth</td>
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<tr>
<td>e-WOM</td>
<td>Electronic Word Of Mouth</td>
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<tr>
<td>UGC</td>
<td>User Generated Content</td>
</tr>
<tr>
<td>GNTO</td>
<td>Greek National Tourism Organization</td>
</tr>
<tr>
<td>ROI</td>
<td>Return On Investment</td>
</tr>
<tr>
<td>C2C</td>
<td>Customer To Customer</td>
</tr>
<tr>
<td>S-D</td>
<td>Service Dominant</td>
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<tr>
<td>C-D</td>
<td>Customer-Dominant</td>
</tr>
<tr>
<td>CAQDAS</td>
<td>Computer Assisted Qualitative Data Analysis</td>
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<tr>
<td>D-I</td>
<td>Dreaming through Instagram</td>
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<td>D-G</td>
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1. Introduction

By 2017 tourism has become one of the largest economic sectors globally and the biggest job provider on the planet with a great array of heterogeneous stakeholders and a significant contribution to economic development. This has intrigued many researchers to shed some light into the still unknown and undiscovered parts to understand the real potential of this industry.

Destination image has been important for destination marketing as it reveals the perceived strengths and weaknesses of a destination in the eyes of the tourist. Previous studies have examined its conceptualization, measurement, destination choice, destination image formation etc. Although the phrase “dream destination” was widely known, it was only until recently that it was included and researched in the tourism literature. Either through quantitative or qualitative research, researchers are searching for the top desired destinations, the trail of thought of the dreamers, their motivation, destination image formation, sources of inspiration and influence that lead to the decision-making process. Greece has always been on the list among other popular dream destinations and is often discussed in literature. But what triggered again the search for all the aforementioned is the growing usage of social media, especially those that are image-centric, like Instagram. This dissertation aims to discuss and analyze the relationship among dreaming, Greece and Instagram. Insta-dreaming of Greece.

The topic of this dissertation is of major importance for a variety of tourism professionals and stakeholders of the industry since it tries to investigate the very beginning of the process and motivation of people to travel. Research has showed that travelers who search on the Internet tend to spend more at their chosen destination (Bonn, Furr, & Susskind, 1998) thus DMO’s, travel agencies, tour operators, airlines, tourism ministries are only some of the potential beneficiaries. Because of the fast-changing nature of technologies and consumer behaviors the practice of the tourism industry demands more frequent and up to date agile strategies.

After this introduction, the literature review follows, with term definitions, various theories and research results from other researchers on the topics of dreaming, Instagram and Greece. Because the 3 keywords on their own are very wide and could be analyzed in perpetuity, the analysis of one will always be through the scope of the other two. Regarding the methodology
of the research, qualitative research was chosen, as a better fit for the topic chosen, in the form of in-depth interviews. All this will be described in detail in the third chapter together with the rationale, sampling method, objectives, questions, limitations and interview design of the research. The dissertation continues with the presentation of the findings and a discussion that compares the findings to the existing literature. It ends with the author’s conclusions and recommendations for future research on the topic but also how the image of Greece as a destination can be improved via Instagram.

Conclusions and recommendations of this and similar dissertations, can help guide strategic planning and marketing activities. The outcomes of this research are expected to be useful for theory in terms of informing literature in area of travel dreaming through images deriving from social media.

2. Literature Review

Homer (8th century B.C), the classical traveler, created through his verses a classical itinerary that has been followed by travelers for over 3000 years. Christopher Columbus (1451-1506) discovered the "New World" of the Americas in an attempt to find a shortest route to Asia. Since Columbus, Yuri Gagarin (1934-1968) was the one to take the greatest leap into the unknown making space tourism from a joke to reality. Today, Kira Salak (1971- present), holds the title of the “boldest adventuress” of National Geographic dreaming of places “where most people don’t want to travel“. What do they all have in common? They are dreamers.

As the generations evolved, from the silent generation (approximately 1925-1945) to the baby boomers (1946-1964), the Generation X (1965-1980) the Millennials (1981-1997) and the still unnamed postmillennial generation, so the consumer behavior and traveling style changed. Travel and tourism industry is an early adopter of the internet with social media becoming a daily routine. As a result, today’s technologically savvy travelers are more educated and thus more demanding. But the question is: how has all this technology and access to images changed the way we dream about a destination? And, if money and time was no object, where would one’s dream travel destination be?
2.1 Google study on dreaming as an inspiration

“The 2014 Traveler’s Road to Decision” was the initial inspiration for this dissertation. Google partnered with a marketing research company, Ipsos MediaCT and in order to better understand the decision-making process it interviewed a sample of 5,000 people. There, the term “dreaming” was considered the first stage as “every holiday starts with a dream”. The study focused on micro-moments and the great opportunity for all the stakeholders to take advantage of the mobile technology and social media to intrude and influence at this early stage of destination decision-making process. The most important results regarding the dreaming stage that derive are that:

- 65% of leisure and 69% of business travelers begin researching online before deciding where to travel
- 77% use smartphone for travel inspiration in spare moments (waiting, commuting etc.)
- 66% view online travel videos when thinking about taking a trip and 65% when choosing a destination

As previously mentioned Think with Google also focused on Micro-Moments and how these are reshaping the traveler’s journey. In the report of July 2016 one can find many interesting facts which should be food for thought for tourism professionals. Among these are:

- for 60% of leisure travelers a trip was their largest discretionary purchase
- over 40% of travelers state they bounce back and forth between the dreaming and planning stage
- micro-moments start when people begin dreaming of a trip with an I-want-to-get-away moment
- dreaming of vacation one in three travelers haven’t decided on a specific destination
- 54% of leisure travelers say that pictures are important when choosing a destination

The key takeaways from this research are that digital is the primary source of travel inspiration, mobile technology is crucial during all stages and video content is key for inspiration. It seems that everything is hidden in the micro-moments and that image plays a crucial role in the dreaming stage, even when users haven’t chosen a specific destination.
2.2 Dreaming theories

Gloria Steinem, journalist and activist, said that “dreaming after all, is a form of planning”. If only she knew how accurate that would be today. But, the term “dream” denotes a vague and abstract concept that lends itself to subjective interpretation.

Merriam-Webster dictionary defines it as “a series of thoughts, images, or emotions occurring during sleep”. More loosely, it is also associated with daydreaming, reverie, vision, a strongly desired goal or ideal. Although there is no official definition of the dreaming stage, when it begins nor when it ends, there seems to be a general agreement that it takes place before the traveler’s active search for related information (Pearo and Caroll 2011). Fotis et al. (2011) assume a cyclical travel process and the dreaming stage is found before the pre-trip stage of the next travel but also after the post-trip stage of it as shown in Figure 1. It can be seen as an ongoing process that never ends, and one dream is satisfied, it’s replaced with another one.

Figure 1: The holiday travel process.

Source: Fotis (2015)
Jerome L. Singer, father of *daydreaming*, and his long research have shed some light to the concepts of daydreaming and mind wandering. Among other he has found that although daytime fantasies are mainly used by people to pass the time and escape from routine they really consist precursors to action. In his interview for the Scientific American in 2013 he strongly insisted on further research including the influence of all the electronic media on daydreaming and whether they are interfering with private thought to some extent.

Dreaming is an interdisciplinary concept studied and researched in a variety of fields like sociology, psychology etc. In the tourism industry, it is still under investigation. Reading Mihaly Csikszentmihalyi’s “*Finding Flow*”, one could include Singer’s daydreaming among such flow experiences and wonder if “dreaming a flow-inducing activity”. Mihaly Csikszentmihalyi describes this blissful state as intense moments of living in a self-contained universe, against the dull everyday life, and names them “flow” experiences. Flow is also described as the “state in which people are so involved in an activity that nothing else seems to matter, the experience itself is so enjoyable that people will do it at great cost, for the sheer sake of doing it” (Csikszentmihalyi, 1992). Flow focuses attention which then motivates action and people describe those moments of mental energy as the best in their lives.

In more detail flow is described in terms of nine dimensions: balance between challenge and skill, merging of action and awareness, clear goals, unambiguous feedback, concentration on the task, sense of control, loss of self-consciousness, transformation of time and the autotelic experience (Csikszentmihalyi, 1975, 1988, 1990). Since then many studies have examined the validation of the *flow theory* with interesting results like the possibility that flow experiences are not as immediate as thought but rather are cumulative in nature (Jones, 2000). Ivana Rihova (2013) explains that “*the notions of flow and extraordinary experience in service and tourism research in particular represent a positive turn toward the co-creation of more authentic, individual experiences and phenomenological value that emerges in their course*” at the same time pointing out that such an approach does not exactly explain how value is created and that such experience-based studies are usually on positive flow-like states. Her writing brings closer flow to value suggesting that a more holistic approach would give more insight (Rihova, 2014).
Flow is linked to skill as without skill one experiences anxiety and fear of failure (Csikszentmihalyi, 1975). Therefore, involvement and ability are also of great importance in order to reach a full understanding of flow. *Involvement* and *ability* are also concepts researched in tourism and the relationships between purchase decisions of travelers with different involvement levels are examined. Studies are linking the success or failure of a digital message to the involvement and ability of the recipient to “read” it. In tourism, this has been examined regarding images of destinations and traveler’s intention to visit those in the era of the Internet and social media. The traveler’s high or low message involvement along with her/his previous Internet experience have various effects on the image one initially had of a destination. For instance, when message involvement is high but the Internet experience is low, information overload occurs to the user and the final result depends on the user’s ability to process this information.

Trying to dig deeper into the notion of C2C co-creation in tourism, S-D logic (Vargo & Lusch, 2008) is replaced by C-D logic (Heinonen et al., 2010) and the “for tourists” becomes “with tourists”. A conceptual framework is proposed where value is not only features and benefits but rather a complex, multi-layered, socially dynamic construct in common social practices (Rihova et al., 2014).

*Figure 2: C2C co-creation framework in tourism.*
In this framework, a tourism experience is seen as a liminoid phenomenon where they get away from everyday routine and create time periods of “play and relaxation”, the stage before that and the stage after that (Turner, 1995). Dreaming in this framework would be found in the pre-liminoid stage. The “communitas”, “social bubble” and “detached tourist” are the levels of social practice, and those are influenced by personal resources, shared images and social structures. Exactly like flow experience is influenced by ability and involvement. The C-D logic approach can be seen in the bottom part of the framework as tourism organizations as shown supporting and facilitating the C2C co-creation process but not actively involved. The same way that DMOs, as will be more in detail described next, can manage and support the image but cannot entirely control it. Tourists are the protagonists, actively co-creating value in an often work-like manner.

The complexity of dreaming lies in the fact that it is an intrinsic and implicit mental operation. We mostly dream visually, some may claim other senses are also involved, but that is really subjective. What most people would agree on is that while dreaming our mind creates images in the form of photos or even movie-clip of a fantasy they would prefer to be magically transferred to. Therefore, image and image formation are so strongly linked to dreaming that one cannot be researched and discusses without the other.

2.3 Destination Image Formation

A destination is “anywhere that people travel to, that is distinct from the place they live” (Dredge & Jenkins 2007), an amalgam of tourism services and experiences. Tourists perceive the destination as a brand and during their holiday they “consume” destinations as a comprehensive experience (Buhalis, 2000). Image, in tourism, is the meaning of a destination and what the destination is in the mind of the tourist (Kouris, 2015). It is crucial in the traveler’s decision-making process thus destinations mainly compete based on their perceived images. DMO’s usually create that meaning for destinations.

In schema theory (Mowen and Minor, 1998) image is not a single element but rather a mental structure, built by multiple nodes and associations. Its formation includes the process of
gathering information from various sources which leads to a final result. It is a complicated process, which will probably never be clearly defined as it is very subjective.

According to Crompton (1979), destination image can be defined as “the sum of beliefs, ideas, and impressions that a person has of a destination” (p.18). In psychology, destination images are referred to as schemata (Atkinson et al. 1987) and include references and associations about places, cross-linking images even in case of contrast. Each person has different images of the same destination which Urry & Larsen (2011, p.2) named the “tourist gaze”. Destination images are perceived differently depending on nationality, culture and background of the individual.

*Destination image theory* continues to be attractive for tourism research. While some claim it is a “nebulous concept” (Hughes & Allen, 2008) more would rather describe it as a “multidimensional concept” (Gallarza, Saura, & Garcia, 2002). According to Gunn’s (1972,1988) *stage theory*, the formation of destination image is created in three stages. First, an organic image is formed, then this image is induced by commercial information sources and lastly this image is modified by an actual visitation. Tourism researchers have frequently conceptualized destination image based on *attitude theory* (Fishbein, 1967) analyzing it as cognitive image, affective image and travel intention.

Often a destination is approached as a business brand. A brand which comprises of three elements: brand name, brand logo and brand slogan. The latter is the most dynamic one and can act as a “bridge between brand’s legacy and its evolving image” (Kohli et al., 2007, p.416). When the brand is a tourism destination the slogan aims to communicate the main features of that destination (Supphellen & Nygaardsvick, 2002) and project a certain image. The famous “I love New York” or “What happens in Las Vegas stays in Las Vegas” are characteristic examples of well-known slogans. In that way slogans and words can also be sources for destination image formation.

Because of its complex nature destination image cannot be approached in a mathematical way. Studies show that the attractiveness of a destination depends more on emotions than facts (Kim & Richardson, 2003). Images, except from strict depiction of places, also evoke certain emotions and feelings to their recipients, which then in turn create expectations from these
destinations. Somewhere there, value is created for the consumer. Holbrook’s notion of value describes it as something that “resides not in the product purchased, not in the brand chosen, not in the object possessed, but rather in the consumption experiences derived therefrom and ‘status’ or ‘esteem’ consumer value are used to determine perceived utility during the decision making stage (1999, p.9).

Very often, the meaning and value are created by DMOs through branding. Those should make researches every year to see changes in trends, follow researches for people’s perceptions like the Nation Brand Index and take actions towards creating a unique, worthy, attractive but also realistic image for their destination. Overselling a destination is not a strategy that will benefit long-term and comes with a greater loss than gain much like the “Paris Syndrome” (Huffington Post, 2013). With the international tourist industry having become an increasingly competitive marketplace only the best-managed destinations are likely to prosper (Buhalis, 2000) and since it is difficult to alter the image of destinations (Buhalis, 2000) it should be approached with consistency and a long-term scope. For example, Turkey still tries to get over the “midnight express” that influenced the image of Turkey in tourist’s minds. Because when an image is dominant it becomes reality.

So, slogans, TV commercials, celebrities, relatives, friends, magazines, travel brochures, the radio, festivals, concerts, fashion shows, fairs, congresses and mega-events, such as Olympic Games, have always been sources of information to boost the image of a country as a tourism destination. Though the process of image formation may have not changed over the years, the sources involved in it have surely multiplied, at the same time changing the dynamics. Baudrillard (1988, pp.16-17) observed that with via internet and social media people have been endowed with a “telematic power” where individuals have taken control of things. The authoritative, often manipulative, one way projection of a destination has now become an online social construction (Hunter, 2016). This of course again depends on both the traveling and technological experience of the individual. For instance, destination-naïve travelers mostly rely on professional sources when selecting their destination and therefore tour operators and travel agents are still considered image creators. Or, for some millennials “the no-cost expertise and planning work of a travel agent is a strong motivator” because they “are bombarded with a flood of apps,
emails and paid ads on social media, and may find themselves overwhelmed by the choices.” (USA today, 2017).

Previously mentioned, Urry & Larsen (2011) describe the emergency of photography as a very crucial moment for tourism. Pointing out the limited discussion on technology and the potential change of it on the tourist gaze, one might only wonder how all those apply in 2017 with Instagram being the king of social media when it comes to images.

2.4 Social Media in Tourism and their impact on dreaming

The internet has become the number one source of information in trip planning across all generations with blurry generational gaps in the adoption of the internet. Younger generations are not only more digitally savvy but also more involved in the process of travel planning. (Xiang et al, 2015). They are sophisticated, experienced and much more difficult to please. In a few words, all this availability of information on the Internet has revolutionized the way we travel. Humanity is facing a digital revolution that will radically change all industries. Soon, anything will anywhere anytime in any device.

The knowledge and perceptions of a destination are not conceived only by visiting places but also by mediated, simulated and imagined space (Campbell, 2005). This is why social media, which increase real-time experience sharing, and their tremendous growth, have changed the dynamics of online communications (Sigala et al., 2012). The impact of social media on travel planning has been describes as “enormous (Xiang et al. 2015, p.246).

Social media, often called Web 2.0, is an umbrella term and can be found in many forms: Wikis (e.g. Wikitravel, blogs (e.g. travelblogs), social network sites (e.g. Facebook), media-sharing sites (e.g. Youtube), review sites (e.g. Tripadvisor) and others. Social media platforms allow tourists to digitize and share online knowledge (Buhalis & Law, 2008) and the same time has created opportunities for electronic WOM, e-WOM.

WOM is considered to be the most trustworthy and believable communication channel and as found by researchers, using the theory of planned behavior, they found it is one of the main determinants of tourists’ decision for choosing a destination (Jalilvand and Samiei, 2012a).
Baloglu and McCleary (1999) also found that WOM from family and friends is the most important source in forming touristic images. In the social media era, the effect of eWOM has only been enhanced. Abubakar (2016) found in his study on medical tourism that eWOM is positively related to travel visit intention and trust in the destination. In another recent empirical research in foursquare, overall image was found to influence the expression of intention to revisit a destination and share word of mouth on Foursquare recommending the destination to others (Majid, Reihaneh, Hoda, 2016).

The rapid growth of social media in our everyday life has alerted various stakeholders to include them in their marketing strategies, especially when targeting ages under 50. Some indicative numbers of the use of social media are that:

- 83% of respondents are 18-29 years old (Duggan and Brenner, 2013)
- 94% of all businesses used social media as their main marketing platform as express marketing (Bosari, 2012)
- 85% of the above reported an increase in market exposure (Bosari, 2012)
- 43% of people 20-29 years old spend more than 10 hours a week on social media (Bosari, 2013)
- 42% had/planned to share visual content from their travel experience, in a study of motivations on sharing tourism experiences through social media (Munar & Jacobsen, 2014)

The impact social media have on tourist’s and the potential gain those can achieve. In a recent research about Facebook and its importance for the travel industry, among others, very interesting results came up regarding the dreaming phase:

- 84% agreed that friends and family vacations are an inspiration
- 64% that without Facebook where the above went on vacation
- 52% said that while using Facebook they started dreaming of a vacation that they were not even planning
- 58% were encouraged to visit a place that they didn’t consider before

Today, social networks are more trusted than traditional advertisements and tourism websites (Fotis, Buhalis and Rossides, 2012) and that alone accentuates their great importance
for tourism. People are often exposed to all that UGC not intentionally but through passive attention (Wilson, 1997), when scrolling through their newsfeed, and that is described as the inspiration space (Fotis, 2015). In total there are three routes of UGC reception: passive attention, ongoing search of editorial through organizations, ongoing search through strangers’ holiday experience or any combination of those. This reception is not always positive but can also result in a rejection of a destination or experience. None of the above though is the case when the user enters the “inertia state” (Fotis, 2015), uninterested both in the last holiday travel but also in receiving any stimuli for a next travel.

2.4.1 Instagram: Numbers, Characteristics & Operation

Instagram captures the old cliché “A picture is worth a thousand words”. Among other popular picture-based social media such as Snapchat, Pinterest, Twitter, one could easily say Instagram is the current leader in terms of images, with 700 million registered users, more than 400 million daily visitations. (Independent, 2017) and more than 40 billion photos uploaded so far (Omnicore, 2017).

Regarding its advantages, this visual platform, is inspirational, democratic, immediate and allows insider access to distant rare places. On the other side, it has been also accused of being unreal and misleading, because of its filters, vain and boring because of repeating identical images or concepts and mainly of losing the moment, as people think more of the concept of the photo to attract more likes than of experiencing and living in the moment. There are Instagram-related deaths of users losing their lives in an attempt to get the perfect selfie in dangerous places (BBC, 2016). National Geographic used the same tool, the image, and with just 2 photographs it made its point loudly and clearly as can be seen in the photos below.
It is a characteristic example of social-media fueled tourism. From 2009 to 2014, visitation in Trolltunga increased from 500 to 40,000. “But where do they get the inspiration to travel? Instagram.”, says photographer Corey Arnold who has 266,000 followers on his Instagram profile.

Instagram classifies as a UGC application and within users create images that are produced, discussed and shared with the “silent” WOM model (Fatanti & Suyadnya, 2015). Since tourism is image-driven (Elliot & Papadopoulos, 2016), the contribution of Instagram showed a positive tendency in creating a destination brand through e-WOM (Bronner & de Hoog, 2011). Therefore, it is often used as a tool, a promotion agent, to increase the popularity of a destination.
while reducing marketing costs. Instagram is free, it’s founders think of Instagram “as a living, breathing being” (Independent, 2017).

When it comes to traveling one could say that Instagram posts during traveling may have replaced the traditional postcards. Both are: evidence for their travel and are shared with family and friends. With the emergence of new technology and social media, many travelers replaced postcards with Instagram photos to express their feelings toward a destination. Yuksel & Akgul (2007), in their study on postcards as image makers, conclude that postcards raise awareness of the destination and determine to some extent the degree to which the destination would be valued as a potential travel destination.

The success of Instagram is hidden in the details. The names of the accounts, the hashtag, the geotagging and other options, each serve their purpose. Accounts build a network with other accounts using the “explore” label (eg. ExploreGreece). Several hashtags like #ThisIsAthens, or #exploreGreece are used as keywords to help users find what they are looking for. The use of hashtags connects the appropriate account with the user who is seeking information about a destination. Then geotagging option makes it easy for users to see on map the exact location where the photo was taken.

Instagram enhances the online presence and identity of a destination (Abbott et al., 2013) and since it is predicted to grow it is only prudent to research it further.

2.5 The case of Greece

From 25 million in 1950 to 1186 million in 2015, the number of people traveling has grown significantly (WTO, 2016) and Greece is no exception to that. Tourism in Greece saw a significant growth during the post-World War II period and has been exponentially growing ever since (Galani-Moutafi, 2005). Today, it is a favorite tourism destination for travelers and with an increasing number of tourist arrivals.
2.5.1 Tourism in Greece: characteristics and numbers

The UNWTO annually classifies the top 50 tourism destinations globally, also known as the World Tourism Barometer, and Greece always makes it to that list. According to the release of August 2017 it ranks 14th in terms of arrivals promising a good year for Greek tourism.

Sea, sun and its rich history have been its important drawcards until now but, as a destination, it covers a wide variety of tastes having something to offer for everybody. It is urban (eg. Athens), seaside (eg. Aegean Islands, Cyclades Islands), alpine (eg Mount Olympus), rural (eg Dadia) and unique (eg Santorini). The GNTO sums the 9 ingredients of the product Greece as follows: seaside, culture, diving, health & wellness, luxury, nautical, city breaks, business and touring. And promotes them as a package of experiences.

Regarding the destination life cycle (Butler,1980) of Greece different locations around Greece are found in different stages of the life cycle. Koufonisia could be an example of a new trendy destination, Thessaloniki of a growing destination, Mykonos of a mature one, Santorini saturated and most probably areas like Faliraki or Malia would be the declining destinations. The latter are characteristic examples of traditional destinations that suffer from their own success (Buhalis, 2000)

2.5.2 Image of Greece as a destination

All image, from various sources, contribute to the storytelling of Greece as a destination. GCI may function as an umbrella concept that influences TDI (Elliot & Papadopoulos, 2016). Therefore, analysis of the destination Greece will be through that scope.

As mentioned before, destinations compete based on their images and, according to the WEF, Greece ranked 24th in 2017 in the index of tourism competitiveness among 136 other countries. Greece can be seen in a position between east and west, European and oriental, ancient and modern. Its image is perceived differently throughout the decades.

Travel writing can be integral and may have an impact on tourism. As evidenced in Greece, the writing of Byron (1788-1824) created a rich variety of images for consumption. Taking stereograph images, which could be considered an early form of virtual tourism in Greece (Mahn,
2014), or the first guidebooks, is helpful to understand the evolving change of image. Guidebooks’ purpose was to produce an “exact transcription of reality” (Allen, 1996, p. 218). They were published in the Murray and Baedeker series. Murray guidebooks contained extensive material on Ottoman Greece while Baedeker concentrated on the Hellenic and neo-Hellenic descriptions of Greece. This alone proves that, although the purpose was an exact depiction of reality, this is not realistic when approaching so subjective matters. The first organized tours by Thomas Cook and the Hellenic Traveller’s Club gave the chance to people to get their own image of Greece up close.

Pricing definitely played and plays an important role in the image of a destination. The depreciation of the Greek Drachma for instance has determined the pricing of Greece as a destination and influenced its competitiveness. When often the biggest travel expenditure is transport, the price determines whether travelers are willing and able to visit a certain destination. Baloglu & Mangaloglu (2001) studied, among others, the image of Greece as perceived by US-based tour operators and travel agents and found Greece strong in terms of beautiful beaches, islands and relaxing environment but weak in terms of “good value”, infrastructure and cleanliness compared to Turkey, Egypt and Italy. Italy was the only ranking even lower in that category. Although today one’s first thought would be linking this to these high prices to the economic recession, this is not the case for results of 2001. A more recent study on Moldovan perception of Greece (Cazacu, 2017) has found that Moldovans, whether they have visited Greece or not, they perceive Greece similarly, and although those that have visited the country have satisfied their interest, they still intend to visit it again which means Greece met or exceeded their expectations.

Since, international tourism is one of the most dynamic sectors and is considered one of the pillars in Greece’s economy (Kasimati, 2016), pricing strategies and quality of the facilities provided should be of priority for the country to remain competitive. People are willing to pay more, but only if the product is significantly better than that of competitors.

As image is a very delicate concept, it can be greatly affected by crises. New York, after the hit of September 11th, is still a very good example of image management by its DMO and other stakeholders. Fear was replaced by compassion and so the destination quickly recovered
after the incident. Economic crises also affect images. In the case of Greece, after analyzing 109,460 TripAdvisor messages at the Athens Travel Forum for the period 2005-2015, Gkritzali et al. (2017) investigated the capital’s image during the recession. The findings suggested a strong positive image despite the recession. Interestingly though, non-Greek residents were found to have a more favorable image of Athens compared to Greek residents.

As mentioned before, slogans through words also consist a source for destination image formation. Intending to highlight some of the characteristics of the destination, using its historical roots as appeal, resulted to the slogan “Greece, all time classic” or “This is Athens” which intends to reaffirm the uniqueness of the destination (Gali et al., 2016). The GNTO, though, has been rightfully accused of mundane, non-engaging actions, inconsistency, lack of unified voice which resulted in slogans, logos and strategies changing with every communication. This is very often an issue when there is high reliance on government funding and DMOs are left at the mercy of political masters.

Currently the GNTO’s official Instagram page is “Visit Greece”, followed by more than 271,000 people. It always uses the hashtag #VisitGreece and #Greece followed by the hashtag of the place it depicts. Depending on the season, it uploads relevant pictures of beautiful destinations inside the country, mostly places and not people and faces, without promoting specific businesses. Other popular account profiles are “grecestagram”, “reasonstovisitgreece”, “ilovegreece”, “wonderlust.greece”, “Greece.online”, “perfect_greece”, “discover.greece” etc with many thousands of followers and engagement. For example, Fotis (2015) describes that a user may follow the official page or account of the GNTO simply because she likes Greece as a tourism destination, among other Mediterranean countries. As a result, the user receives travel related stimuli from the brand-GNTO as part of an ongoing search process for travel related inspiration.

In its report for 2014-2015-2016 the GNTO claims that the country has gained much of its loss after 2010 and that the image of Greece has significantly improved since. In a report for the GNTO (Lekatsa, 2016) Spain was found as an alternative option for Greece, 8-9 out of 10 tourists described their experience of Greece as excellent, 31% of people arriving by car said their expectations were exceeded,
Greece is also unintentionally promoted by celebrities that visit its islands mainly during the summer season. While 10 years ago, the public would read about it in magazines, now they know where their favorite singer or actor is exactly the moment it is happening just by following her/his account on Instagram. Eva Longoria visiting Cyclades (CNN Greece, 2017), Goldie Hawn in Skiathos (Athens Voice, 2017), Carla Bruni posting from Athens (Mononews, 2017) are only some of the celebrities that visited Greece in 2017 while Tom Hanks is seen every year in his house in Antiparos mingling with the locals. More flashy celebrities like Lindsay Lohan or Giorgio Armani are loyal to the party island of Mykonos and help the island keep its celebrity status.

Instagram has become very powerful in Greece counting more than 1,2 million users in Greece, 55% women, 36% between 18-24 and 44% between 25-44 years old (Kathimerini, 2016). Nearly every event that takes place is accompanied by its own hashtag, which is a very characteristic function of the application. “#my_Greece” is a photo exhibition that was organized this October and presented Greece through the eyes of 270 Instagram photographers (Newsbeast, 2017).

In “The case of Greece”, Kouris (2015) concludes that the image of Greece is centered upon the seaside and cultural features, holding strongly to old stereotypes. And stereotypes, whether positive or negative, tend to be more much more powerful than images. He suggests that Greek themselves should protect the precious authentic assets of their destination and help tourists fulfill their dream-seeking motivation to experience Greece.

But an interesting question arises. How much Greece has changed in the eyes of the traveler from stereoscopes of Underwood & Underwood to Instagram? How is Instagram helping users to dream of Greece?
3. Methodology Review

In this chapter, the approach to the empirical work is described explaining the train of thought of the author and the gaps found in the academic literature. With Google’s study as the trigger, the author firstly investigated the concepts of dreaming and image formation and then the influence of social media and the role of Instagram in the image of the destination Greece. Fotis and Rihova from the academic literature were the authors found closest to the topic of this dissertation thus some of the rationale is based on their findings.

3.1 Explanation of research rationale

3.1.1 Why dreaming?

John Fotis (2015), who was also a great inspiration and role model for this dissertation, explains that most academic research studies on social media within tourism examines the post generic decision stage. It is only lately that the notion of dreaming appeared in academic literature as a separate stage. Therefore, examining in-depth how social media affect the stage before even decision-making starts was the first challenge.

Tom Mulders, Industry Manager Travel, Google, shared in interview that “When we look at the phases of the travel cycle - Dreaming, Researching, Booking, Experiencing and Sharing - we see potential for innovation, particularly in the early stages of Dreaming and Researching, and the final stage, Sharing” (Eyes For Travel, 2015?).

Furthermore, tourism is expected to reach international arrivals for leisure, recreation and holidays of 970 million by 2030 with an annual growth of 3.3% (UNWTO,2011). Limited research on the dreaming stage, statements from tourism experts along with the forecasted positive numbers for tourism give the dreaming stage many reasons more to be researched and understood.

3.1.2 Why Instagram?
As consumers are aware of the fact that destinations control their images, they tend to trust independent sources more and many previous studies have come to confirm that. Instagram, compared to Facebook, Twitter, LinkedIn etc. is the only social media based only on images, both photo and video. The attention span of today’s user and the overload of information, give Instagram a very advantageous place among the rest of social media. Truth is that was always the case. Even back in the guidebook phase, Baedeker guidebooks outsold Murray’s because, revealing a preference in using the image (photographs, maps, etc.) instead of text to represent places (Mahn, 2014). The creative class opinion-formers (Florida and Tinagli, 2004:8), like industry decision-makers, journalists or savvy tourists, are found to use social media, Instagram more specifically, as their tool. It is often said that the goal is to convince the 10%, the influencers or e-fluentials, and the rest 90% will follow. For example, in 2015, Wanaka, a small alpine town in New Zealand, invited and hosted influencers. The result was a 14% increase, proving that influencers are a great ROI (National Geographic, 2017).

Given its huge numbers, with 32% of all internet users being on Instagram (Omnicore, 2017) and 17% of teens saying that Instagram is the most important social media, the impact it has on industries is significant. Instagram is seen as a kind of incubator for budding businesses and a crucial publicity social media platform for the simple reason that it is still free. It is used by 48.8% of brands, it is expected to rise up to 70.7% by the end of 2017 and generate about $5 billion in mobile advertising sales in 2018 (Independent, 2017).

Research to understand the impacts of social media in tourism is of top-priority (Williams, Stewart, & Larsen, 2011) as still the impacts of social media on tourists are seen as not well documented (Liu et al. 2013, p.8). Some research has been found about Facebook in relation to dreaming but since people engage with Instagram 10 times more than with Facebook Instagram was chosen as the most appropriate fit for this dissertation.

The GNTO has also focused on influencers of social media and intent to “fuel those with anything to consists added value for the total traditional and expected image of authentic Greek destination” knowing that more than 80% of travelers use internet for their destination decision-making choice. 2 out of 10 tourists claim that their decision was influenced by the official GNTO
site or online campaigns and 4 out of 10 that WOM played a major role, bringing to the surface again the topic of e-WOM through social media.

Lastly, in an attempt to connect the research to the existing academic literature and theories, the answers will be also viewed through the scope of the C2C co-creation conceptual framework (figure 1). Therefore, social media are considered a social practice in 2017, many of those are considered value-creating platforms, they follow a C-D logic and there are various levels of ability and involvement of the users, exactly like in the framework. But from all the social media, only Instagram is so image-centric.

3.1.3 Why Greece?

Greece has always been on the list of the top dream destinations for travelers and as a destination it offers and covers a variety of tastes and expectations. It seems that Greece is a destination consisting of many different destinations. There is a personal interest in the destination as the nationality of the author is Greek but this would not be the case if it was also not a competitive holiday destination.

The Instagram mentions of Greece are increasing and the Greek Instagram users as well. Furthermore, tourism is a very important sector for Greece and despite the recession and its great impact on the country it is often said that even when everything else fails Greece will still have the sea and the sun, meaning that tourism will survive.

Finally, having noticed limited research about Greeks and Greece, it is believed that this choice of destination will help fill gaps in the literature on Greek image as a holiday destination. Bozbay & Ozen (2008) conclude that people with very high intention levels to visit Greece rate high in destination image and the opposite.

3.2 Objectives & Questions

The research aim of this dissertation is to explore the use and impact of social media in general, and Instagram specifically, on the dreaming stage regarding the destination of Greece,
in order to contribute theoretically to tourism marketing theory. The objectives and questions presented resulted from gaps in the literature, not enough analysis or not through that scope.

Though the title of the dissertation may seem short, in only 3 words it touches big concepts that even if analyzed alone would be complex, let alone in combination. So, the 3 words of the title were combined in the following 3 pairs to formulate the objectives and questions:

- Instagram and Dreaming: dreaming through Instagram
- Dreaming and Greece: dreaming of Greece
- Instagram and Greece: Greece on Instagram

Then, objectives were set, each one with a focus on one pair from the above and the corresponding literature. These can be summed up in the following 3 objectives:

- To explore Instagram use and impact during the dreaming stage of the holiday travel process and reveal the functions of Instagram within the context of the holiday travel process.
- To understand what is considered as a dream destination by travelers and if Greece or destinations inside the country are considered one.
- To provide a deeper understanding of Instagram potential implications for travel and tourism related stakeholders taking Greece as an example of how a destination image is managed and how it affects consumer behavior.

To achieve the objectives above, the following research questions have been formulated:

- Is Instagram used during the dreaming stage of the holiday travel process? If yes, how?
- Is Greece considered a dream destination? What destinations inside Greece are considered dream destinations?
- How is Greece Instagram-ed and what is the first image of Greece that comes to mind?

3.3 Research approach

Tourism products are experiential but are approached both through quantitative and qualitative research. From the research aim, objectives and questions formulated the dissertation will follow an inductive reasoning and qualitative interpretative approach was selected. The present dissertation attempts to explore a phenomenon through a wide-angle lens,
and provide an understanding and description of participants’ experiences in real life, in an effort to contribute in the existing academic literature on that matter.

The data will be collected from semi-structured in-depth interviews as they favor an informal productive conversation between the questions, especially in cases like this, where the terminology and concepts may not be familiar to the interviewee. Semi-structured interviewing is like a conversation and there is a need of flow from the responses previously given by the respondents (Brophy et al., 2008). Those Interviews provide verbatim quotations and access to people’s perceptions, opinions, experiences and feelings. Compared to the method of a focus group, for example, the one on one interview allows the interviewer to ask more questions. Given the lack of experience of the researcher in moderating focus groups the selected approach gives the researcher a questioning route but also the flexibility to divert in case of stimuli or need of emphasis from the respondent on specific parts.

All interviews were voice recorded using a digital voice recorder. Although participants were informed about recording they were also asked to sign a consent paper (Appendix 1) agreeing with audio recording and with potential use of their answers, anonymously, in academic publications. The recorder was hidden and out of sight during the interview in order to recreate a natural atmosphere of a casual conversation. In order to make the identification easier for later each interview started with the researcher asking the participant her/his name.

3.4 Sample & Sampling Method

Business trips are not flexible so it is often difficult for travelers to select their destinations. Leisure travelers on the other side use many criteria and have a price elasticity when selecting their destination. This is the reason the latter one are more attractive and useful in academic research and also chosen as the researcher traveler type for this dissertation.

Qualitative research uses non-probability samples. When selecting the participants of the research the emphasis is on the characteristics of the participants rather than on the equal chances to be selected. As Patton (2002, p.230) suggests: “Studying information-rich cases yields insights and in-depth understanding rather than empirical generalizations “and “the purposeful selection of participants represents a key decision point in a qualitative study” (Creswell 1998,
In order to achieve information-rich cases though the sampling will be criterion-based. Criterion-based sampling ensures that all participants meet some set criteria and also provides quality assurance (Miles and Huberman 1994).

The first idea was to select a certain amount of participants representing each generation, both male and female. Conducting an informal preliminary research among different ages and realizing that not all generations are knowledgeable users of Instagram while some don’t use it at all, the idea failed the aim of information-rich discussion. For the same reason, given the fact that even from the title it is obvious that the focus is on Greece, it was considered essential to add a criterion of nationality. Therefore, in terms of the participant selection criteria for this dissertation, it was considered essential that interviewees should meet the following criteria:

1. To have traveled for holiday during the last year.
2. To be an active Instagram user.
3. To be of Greek nationality.

### 3.5 Limitations of Chosen Method

Each research method comes with its own advantages and disadvantages. The greatest limitation of the qualitative method of interviews is that the moderator may become “an instrument of influence” (Kleiber 2004, p.98). This of course is the case in all the research methods wherever human factor is involved either to conduct the interview, analyze or interpret the results. The lack of experience in conducting interviews for academic purposes is also considered a limitation of the dissertation.

Regarding the sample chosen there is a criteria limitation as participants were not asked to prove they meet the 3 criteria. The researcher did not ask for any factual evidence in good faith and in order to build an environment of trust.

Then, because the topic of discussion is very wide and sometimes it proved to be difficult to recall behavior or information regarding the last holidays, cell phone use was allowed as a help to recall accounts visited, hashtags etc.

Lastly, some of the interviews were conducted in Greek language thus in order for the results to be used in the dissertation translation was needed. Although the discussions revolved around
everyday life behavior analysis and not strict technical terms, given that the author is not a trained translator a data distortion may have resulted unintentionally that should be included as a potential limitation.

3.6 Interview Design

After a warm welcome, the interviewee is asked to sign the consent paper approving the audio-recording and then is asked to answer questions regarding name, age, sex and profession. The interview continues with the researcher guiding the participant through the process in a relaxed atmosphere and manner using an interview route (Appendix 2) just for guidance and to keep the flow of the discussion in case it derails. The interview consists of both open-ended free spirited questions that can lead smoothly from one question to the next one but also of “complete the sentence” style questions in the final part.

4. Data analysis

4.1 Data analysis approach

Unlike questionnaires, and quantitative methodology in general, in interviews there are no standardized procedures to follow. Each research can be approached from a variety of perspectives.

During the verbatim transcription process, of the voice-recorded interviews into Microsoft Word, the names of the interviewees were replaced with pseudonyms in order to both keep confidentiality but also not lose the interviewee’s sex, as it would be in the case of initials replacing the real names.

The basis for the data analysis is transcript based as it was considered the most rigorous compared to others. It follows the five-phased cycle of compiling, disassembling, reassembling, interpreting and concluding (Yin, 2011). Various CAQDAS are used for analysis of qualitative data but more common programs such as Word and Excel can support nearly the entire process (Yin, 2011) and so the latter were chosen as less troublesome, less limiting and more familiar to the researcher. For the same reasons, among various data analysis methods, the thematic data
analysis method was chosen as more flexible and independent from theory. Thematic analysis is described as a “method for identifying, analyzing and reporting patterns (themes) within data” (Braun & Clarke, 2006 p. 78) by encoding qualitative information into themes and is described “as a way of seeing” (Boyatzis, 1998).

First, a quick browse, reading through all transcripts as a whole was done and notes with first impressions were taken. Then the transcripts were read, one by one, very carefully, line by line, and some important for the researcher words or phrases were labeled. Afterwards, this was coded. Data considered important to be coded was mostly words, phrases or sentences that were repeated, surprising or stated as important by the interviewee. From the answers, sections that reminded or were relevant to a theory or concept from the literature review were also noted and coded. All this process aimed to find patterns in the trail of thought and behavior of the interviewees that deductively could be considered representative of people that are traveling at least once a year and are users of Instagram. As the researcher is also the interpreter, these phenomena are only subjectively considered important and relevant and this is influenced by the researcher’s background, education and worldview. As the analysis proceeded many of the initial codes were dropped and only the ones that were still considered important and could be grouped in themes, categories, were kept. Being unbiased, creative and open-minded was the researcher’s priority as this stage was conducted via a more abstract approach, on both a semantic and latent level. The researcher examined the answers within the context, taking into consideration the tone of speech, consistency, frequency, intensity and specificity of responses.

4.2 Results

In the results sections the categories are described and how they are connected is explained in a neutral voice without interpretation. Direct quotations are used to support the conclusions bringing the reader of this research closer to the reality of the situation that was studied not focusing on the individuals but rather on the perceptions and opinions, in a cross-person manner (Yin, 2011). The results, exactly as the questions asked, were categorized in three pairs consisting of the title keywords. Microsoft Excel was used for the transcript and categorization into D-I, D-G, and G-I which were representative of each pair-category as can be seen in figure 4.
Good organization in the excel sheet was considered of major importance so each column was named. The Reference column will be used whenever quotes are used in the results section. In the Answer column only the relevant to the research parts were transferred from the raw transcript in order to keep more relevant to the topic data. The first impressions of the researcher were highlighted and kept in notes in the relevant column, later. The above concerns only one of the interviewees. The same process was followed for all the interviewees but will not be displayed for reasons of length. After all, what matters to achieve the objectives of the dissertations are the cross-person conclusions on the questions and not the views of each interviewee.

Figure 4: Screen capture of data management on Excel spread sheet

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Source: Author

The interviews were 10 in number, in different ages, various backgrounds and a variety of professions. More specifically, the interviews consisted of 6 females and 4 males. A 50-50 balance regarding the sex of the interviewees was not a priority for the researcher but rather more emphasis was given on the different personalities and backgrounds in relation to the answers given.
4.2.1 Dreaming through Instagram results

Results regarding the dreaming through the social media of Instagram came from all 8 questions. Although they were designed with a specific direction, to fall into 1 of the 3 pairs, depending on the answer each one could provide valuable data for all the themes. In this section, the results from the code-theme-category “D-I” from the Excel sheet will be presented in a quantitative manner to avoid repetition.

The users of Instagram ranged from 5 minutes daily to even 5 or 6 hours daily. Some showed absolutely no interest in influencers, some others followed influencers only from their field of interest (hobby or profession) and others followed mainstream accounts with thousands or even millions of followers. The last ones remembered the names of accounts and were able to describe the content of the post of their influencers. There were also signs of including DMO’s, the visitgreece more specifically, in the influencers but this was described more as a support action as it was clearly stated “…being Greek I also like to support accounts like visitGreece” (Zoe, 4.1). Interviewees working for the tourism sector either were very active travelers tended to follow more travel related accounts, while accounts like NatGeo or NomadicMatt appeared more than once despite the fact these are not Greek accounts.

Regarding question 2a, about where the interviewee gets the best ideas and inspiration when dreaming of holidays, the researcher wanted to see if Instagram would be a first choice. So, most answers didn’t give Instagram as an answer but most of the answers included social media or the internet in general. Facebook, YouTube, Google, TripAdvisor and Booking.com were some of the answers with the people answering not being sure whether those are considered social media or not. Friends and family was the most popular answer. When asked why the answers was that this source is more realistic, independent and trustworthy: "I find it the most trustworthy source. Though an image is a thousand words I still prefer to listen to the thousand words and be able to ask questions I might have regarding a destination. On social media, you don't get that or even if you do, you don't know who is answering and what are their intentions and benefits from promoting a certain product or destination or service." (Jolanta, 3.2a). TV, films and magazines were also answered as sources of inspiration.
Then about question 2b, asking what happens when the interviewee sees an Instagram photo of holidays from one the followed accounts, the results varied from positive feelings like “Wanna go there” (Felix, 1.2b) or “wander” (Yolanta, 3.2a) to negative feelings like “angry” (Maria, 8.2b) or “jealous” (Kiki, 10.2b) but with a positive feeling towards an action of visiting the destination and others with a negative like “bored” (Thomas, 9.2b).

4.2.2 Dreaming of Greece results

Results that concern this section of results came from question No3 and below where the interviewee is asked to recall the last holiday trip in Greece. The destinations included all the type of Greek destinations with an emphasis on summer destinations, mainly islands as a preference. Bigger islands like Chania (Felix, 1.3), smaller ones like Spetses (Yolanta, 3.3) and less popular and secluded like Chalki (Gregory, 2.3). Winter destinations were also given, less though, like “Palaios Agios Athanasios” (Zoe, 4.3). “Kamarina” (Thomas, 9.3) and “Pelion” (Aphrodite, 5.4) are considered all year-round destinations, serving both as winter and summer destinations and this was highly valued by the interviewees that chose those.

The destinations alone didn’t reveal much for the researcher as the stated reason behind this choice. Beautiful scenery was a common ground for almost all the interviewees, with the sea having a main role either in the form of “beautiful beaches” (Felix, 1.3) or in the form of “restaurants by the sea” (Yolanta, 3.3). “Away from mass tourism” (Gregory, 2.3) and “not crowded” (Mary, 7.3) were also reasons to choose a destination. Finally, Greek gastronomy was also found an important reason to visit Greece with people describing vivid images of Greek foods that make them dream of Greece as a destination. Felix (1.7) said: “Mpougatsa! (...) But whenever I see a photo of my friends posting Greek food on Instagram I get so angry because I usually want to eat that so badly and I am currently not living in Greece!”.

When asked whether Instagram played a role while dreaming of Greece, only 2 out of 10 gave a positive answer, like “Yes! For sure!” (Mary, 7.4). Most didn’t deny Instagram could be a social media they could dream through but answered that it was not the case with their last choice of destination in Greece. Finally, 5 out of 10 interviewees gave a negative or somehow negative answer to the relation of Instagram to dreaming. Interestingly though, Gregory (2.4)
said: "It influenced me by making me want it more among my choices but it didn't influence me enough to decide to go to this destination just because I saw magnificent photos of it on Instagram."

At that point, in question 5, when asked whether other social media had an influence on the dreaming of the Greek destination, YouTube was an answer for 3 interviewees, all male, and Facebook was the most popular answer alone (Gregory, 2.5) or together with Instagram (Zoe, 4.5). In dreaming of Greece other sources that helped were: LinkedIn, TripAdvisor, Booking.Com, and the website www.discoverGreece.com.

4.2.3 Greece on Instagram results

In case the previous questions hadn’t triggered answers for data on the matter of how is Greece portrayed on Instagram, questions 6 and 7 were designed to make sure some would be collected in this direction.

Being asked what was Instagram in relation to their trip, most interviewees answered “nothing”, with only 2 out of 10 saying that it was a source of inspiration before deciding to travel to their last Greek destination. "A source of inspiration and a way to check out places to visit. Instagram and the users’ pictures allow someone to get a real view of what a place really looks or feels like even it is a thousand miles away” (Anthony, 6.6).

The next question was twofold, first the interviewee was asked what is the first image that comes to mind when thinking of Greece and then about where this image comes from. Greek gastronomy, and Greek street food more specific, was again answered more than once. Food images mostly came from the interviewees’ own experiences. Then, under what the researcher liked to name under the category “The Aegean Blue” were answers like “Santorini” (Anthony, 6.7), “Sea and Sun” (Maria, 8.7) and the “Aegean Sea” (Aphrodite, 5.7). Many of the interviewees couldn’t limit their answer only to one image. “If I think as a tourist, the sea, beach bars, cute islands and beautiful mountains. All these pictures fill up my mind at the same time! So, a combo of pictures rather than just one” (Kiki, 10.7).
5. Discussion

In this chapter, the researcher allowed for more subjective writing, personal opinion and views at the same time linking the results to the academic literature and theories according to her understanding. The most important, according to the author, findings are discussed.

Having read all those definitions, theories and studies as presented in the Literature Review chapter and screening for the first time at the actual interview results, the generation differences were more than evident even at a first glance. To be able to discuss and comment on the matter, a more thorough look was given. Age and sex data were studied and compared to the feeling that the interviewee left to the researcher regarding her/his general stance towards Instagram. Coding that feeling “Negative Stance”, “Neutral Stance” and “Positive Stance” the researcher found out that 4 out 10 respondents had a negative stance towards Instagram in general. Their daily time spent on Instagram was also the lowest among others. From that 3 were female and only 1 male but the researcher doesn’t find any connection of sex towards a negative stance. What was found closer to an explanation on that was found in the part before even officially starting the interview. There and in other parts of the interview as well, was hidden the lifestyle of the interviewees and the way they socialize. People with a negative stance towards Instagram were all people that had low social media involvement and valued face to face interpersonal relationships. Their lifestyle would be rather characterized as alternative rather than mainstream and this can be supported by their destination choice. None had chosen a popular, mass tourism destination. Their destinations were secluded places, away from mass tourism with an emphasis on nature and authenticity. All of them had many hobbies, were very artistic and with multiple interests. They specifically stated that they were not interested in gossip and the lives of people they don’t know. This brought up the “keyhole” feature of Instagram. The age aspect also seems to play a role on the stance towards Instagram. The 2 oldest in age respondents, Yolanta corresponding to the Baby Boomer generation and Thomas corresponding to the Generation X, both didn’t seem very fond of the application and its features. Characteristically Yolanta (3.8), when asked if she had anything to add on the topic of this dissertation, said: "I find it a very interesting topic worth researching but I think people my age
are not Instagram friendly. Even Facebook for some of my friends is difficult and they ask their children for help. When most of your friends have Facebook, this is the social media you are more addicted to."

Regarding Dreaming as a concept in tourism, all, even though only Zoe was a tourism professional, understood the term and acknowledged it as a stage of traveling. All respondents, regardless sex or age, showed signs of searching on the internet during the dreaming stage, so this research comes only to confirm Google’s studies that 65% of travelers search online before a trip. An interesting result that derives though is that dreaming was not only found before the planning but people also felt they continued dreaming even after having booked their trip. Instagram served as a tool at this anticipation stage for them to dream in more detail of how they vacation will be like and build expectations: "I would say that Instagram helps attract someone’s attention about a destination right in the beginning before even planning a trip and then again during the anticipation phase where you are looking forward to it and look for pictures or things to do there. As a result, I would say that it does influence the choice but to a limited extend and together with other social media or information sources. It didn't influence my final choice of destination but it really made my stay much easier and fun" (Anthony, 6.4). During the interview, to big surprise of the researcher, Anthony (6.5) also included LinkedIn to the social media that influenced him. Finally, Instagram also served as a reassurance tool for the choice that was already made: "It influenced me by making me want it more" (Gregory, 2.4).

Having in mind Rihova’s “flow theory” during the interviews and analysis of the data the researcher was looking for data that could be linked to that theory. All the interviews had a positive vibe, the conversations had a flow and one could see the respondents in a dreaming state even when describing their experiences. More data were collected on Involvement and Ability of the flow theory. It seems that the more skills the Instagram user had the more involved she/he was found with the application. People that answered they spend less than an hour daily on Instagram where the ones that belonged to the older generations, the ones that were included to the alternative ones and those who were less technologically literate. This immediately came to support Rihova’s C2C co-creation framework in tourism and the possible “value in social
practice” category each one would belong to. For example, Mary and Thomas would be the “detached tourist”, Mary the “social bubble” and Zoe a good example of a “communitas”.

Proceeding to the findings about Instagram, a postcard-like element of Instagram was found in some answers but that was not identified as a unique characteristic of the application because the same would apply for Facebook. Nowadays posting a photo while on vacation equals with the old postcard sending to family and friends: “Sure, I posted pictures from vacation on both Facebook and Instagram during my days on Spetses” (Yolanta, 3.4). Many though still approach the matter in a more artistic way. Thomas (9.6) or Felix (1.8) are characteristic examples of an artistic use of Instagram. The last one states: "Yes. I think Instagram has a big contrast, addicted fans but also people that find it boring. I think you have to be into photography somehow to be attracted to Instagram, or if you are just following the masses. What others do on Instagram I prefer doing on SnapChat. I use Instagram only for landscape photos. I find the app more artistic.”. The same person, but not only, accused Instagram of not being realistic, an accusation that agrees with the literature presented. No mention of hashtags was made in any of the answers, which is a sign that probably none of the Greek respondents uses Instagram’s full potential. The mention of visitGreece account as well as the website www.discoverGreece.com, both actions of the GNTO, was mentioned by 2 separate respondents. This is an optimistic sign regarding the GNTO’s strategy and positioning in traveler’s minds, leaving plenty room for improvement of course. What is still highly valued, even after so many decades have passed since the guidebooks first appeared, is the “exact transcription of reality” that they aimed for, trying to meet their customer’s needs. The same way Instagram’s users seem to look for real unfiltered information (Felix, 1.5).

Ending, with the image of Greece on Instagram as the last point of research, when asked about the first image that comes to mind there was no negative image of corruption, economic crisis, strikes or the refugee crisis, which agrees with the results and conclusions of Gritzali et al (2017). The answered first images referred to the seaside scenery, “Sea and Sun” (Maria, 8.7,) of Greece and its cultural features, “the Acropolis” (Yolanta, 3.7) only proving Kouris’ (2015) point that the country is still holding tightly to old stereotypes. The images clearly were from Spring or Summer and much less of autumn or winter. None of the images, related Greece to a luxurious
destination that is often too expensive to realistically pursue for the average person, like the Maldives for example. Also, none of the respondents used a slogan when thinking of their first image of Greece. This would probably happen if the slogan was very consistent throughout the years, but with Greece’s changing governments, logos, images and slogans changed too fast for them to have time to grow in the mind of the traveler.

Finally, while designing question 2b the researcher was looking for words like “dream”, “inspire”, “want”, “crave” etc. Words that express a feeling, relate to the state of mind-traveling and could be the first stimuli before someone acts upon a desire. The results were seen as very positive by the researcher as all answers hid a feeling, action, or feeling that would lead to action. This enhances the importance of researching on the dreaming phase because people seem to be very willing to make their dreams come true.

6. Conclusions and Recommendations

Summarizing the work, in this chapter, the topics of research will be described along with the relevant findings and relevant conclusions.

The first objective was to explore Instagram use and impact during the dreaming stage of the holiday travel process and reveal the functions of Instagram within the context of the holiday travel process. Relevant, sufficient data was collected but the result was not as positive as the researcher would expect. It seems that still, other social media, like Facebook or YouTube, are preferred in comparison to Instagram and the influence it had on the interviewees was lower than expected. Instagram’s use during the dreaming stage was highly linked to the personality of the user and her/his views towards social media in general. The results varied from no impact to high impact. The latter ones were also more frequent users of the application. Instagram also functioned as a tool for artistic expression, reassurance of choice destination and a modern-postcard for family and friends. It seems that there are Instagram is an application with either very frequent daily users or people that use it scarcely, no middle user was identified. In this love or hate environment it is really useful for all the stakeholders to understand and target the frequent users during the dreaming stage. The answers show clear signs that Instagram posts
from desired destinations invoke feelings to its recipients with an intention to act upon their desires. This can be done by properly using all the functions of Instagram and engaging with the customers through the use of realistic content. As for the GNTO, the researcher’s recommendation would be to continue to include Instagram in its marketing actions but by choosing to promote more unique and less popular destinations. There are images, like that of the Acropolis or Santorini, that are oversaturated both for Greeks and International travelers. At the same time today’s sophisticated traveling generation is in search of unique experiences rather than mass tourism. By promoting the all year-round beauty of the country in a cool way, away from the classical view of Greece, would boost the desire of the ages using Instagram to visit Greece.

The second objective of the researcher was to understand what is considered as a dream destination by travelers and if Greece or destinations inside the country are considered a dream destination. No interviewee had a problem understanding the concept of a dream destination, there were no questions for clarification of the term. Although it’s been only recently, in comparison to other topics, that dreaming has attracted the attention of the academics, it seems that people have always had dreams about destinations. The majority of Greek dream destinations answered collided with the destinations that they actually went on during their last holidays. None was very difficult to reach or extremely luxurious. The answers had a common ground of beautiful scenery, authentic feeling, close to nature and away from the tourist-y feeling. It was quite obvious that especially people that have traveled more in their lives were seeking for unusual destinations or experiences. At that point, it is really important for all the stakeholders involved, either this is a DMO or a privately managed tourism business, that everything can become a dream destination, it is not only cities, or countries. Museums, restaurants, neighborhoods, mountains, hotels or even shops can become a dream destination. The important thing is for each one to identify and promote its unique dreamy feature and stay true to it. At that point, the researcher acknowledges that no sufficient, usable data was collected regarding this objective to come up to safe conclusions, therefore more research would be advised. In this case only Greek citizens were asked for an interview and as expected by Greeks, they were proud of their country, knowledgeable about what it has to offer and with a specific
Greek destination in mind. It would be interesting to make the same research with more interviews and with people from all around the globe in order to understand fully where Greece stands among its competitors.

The third and last objective of the researcher was to provide a deeper understanding of Instagram potential implications, for travel and tourism related stakeholders, taking Greece as an example of how a destination image is managed and how it affects consumer behavior. The results were positive as all of the interviewees had seen photos of Greek destinations on Instagram, both from private accounts but also from the GNTO. Greece seems to have a strong positioning in the Greek market for sure, promoting mainly its various locations, activities and gastronomy. Santorini is thought to have a stronger image than other popular destinations like Mykonos even on locals. The image of Greece on social media comes from various sources, from family and friends to small business or tourism associations. For the social media generation celebrities have also played a major role but none of the respondents have actually been influenced by a celebrity to the point to select a destination. Although everybody had image or multiple images of Greece, few of them come from Instagram. Still family, friends and own experiences have the primary role in the creation of the image of Greece. A further research on the exact moment when image of Greece is created would of major interest. This of course could only be found out through very precise and detailed interviews with non-Greek residents who have not visited Greece.

Summing up, the researcher concludes that the topic of research was three-fold, therefore too complicated considering her experience on conducting research. The fact that the researcher intended to investigate not one or two, but three different and very complicated topics exceeded her capabilities, knowledge, time and space constraints. In order for future related research to be more efficient it is strongly advised to choose only one concept and analyze it in far more detail.

“Every perfect traveler always creates the country where he travels.”

-Nikos Kazantzakis
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Potter, E. 2017. “Five myths about Millenial travelers”, USA Today, 8 March 2017, Available at:

Shafiee, M., Tabaei, R., Tavakoli, H. “The Effect of Destination Image on Tourist Satisfaction, Intention to Revisit and WOM: An Empirical Research in Foursquare Social Media” for the 10th International Conference on e-Commerce with focus on e-Tourism.


Appendices

Appendix 1: Interview Consent Form

Interview Consent Form

Dissertation Title: Insta-dreaming of Greece
Zoi Filippidou, MSc Researcher
Of Hospitality & Tourism Management
International Hellenic University
z.filippidou@ihu.edu.gr

I hereby declare and confirm that I agree to take part in the above study, agree to be audio recorded and agree to the use of anonymous quotes for academic publications. I understand that my participation is voluntary and that I am free to withdraw at any time.

Name of participant __________________________ Date __________ Signature ________________

Name of researcher __________________________ Date __________ Signature ________________
Appendix 2: Interview route

- Warm welcome & offering of something to drink.
- Give consent form and collect it after it is signed.
- Start audio-recording.
- Guide through the process and answer questions.
- “Could you tell me your name, age and what you are doing for a living?…”
- “How long do you approximately spend on Instagram daily?”…
1. “Do you follow influencers on Instagram?” If yes who?...
2. “I would like you to complete the following incomplete sentences...
   a. The best ideas and inspiration when I am dreaming of holidays I get from___________.
   b. When I am on Instagram, looking at holiday photos from the accounts I follow makes me ___________.
3. “Please, think of the last time you were on a holiday trip in Greece and describe anything you remember regarding the destination choice…”
4. “Do you think that Instagram helped you at all at dreaming about your destination?... Did this influence your final choice of destination?“.
5. “Do you think some other social media helped you more at dreaming about your destination?…”
6. “What is Instagram for you in relation to your trip?“.
7. “What is the first image that comes to your mind when you think of Greece?” and “where does this image come from?”…
8. “Is there anything else that you would like to add to the discussion regarding the title of the dissertation and its topic Insta-Dreaming of Greece?”.
- Thank participant for the interview and stop recording.
### Appendix 3: Profiles of interviewees

<table>
<thead>
<tr>
<th>No.</th>
<th>Initials</th>
<th>Gender</th>
<th>Age</th>
<th>Profession</th>
<th>Date of Interview</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Felix</td>
<td>M</td>
<td>16</td>
<td>High School Student</td>
<td>1/11/2018</td>
</tr>
<tr>
<td>2</td>
<td>Gregory</td>
<td>M</td>
<td>31</td>
<td>Digital Advertising</td>
<td>2/11/2018</td>
</tr>
<tr>
<td>3</td>
<td>Yolanta</td>
<td>F</td>
<td>55</td>
<td>Real Estate Agent</td>
<td>4/11/2018</td>
</tr>
<tr>
<td>4</td>
<td>Zoe</td>
<td>F</td>
<td>29</td>
<td>Travel Blogger</td>
<td>4/11/2018</td>
</tr>
<tr>
<td>5</td>
<td>Aphrodite</td>
<td>F</td>
<td>29</td>
<td>Lawyer</td>
<td>1/12/2018</td>
</tr>
<tr>
<td>6</td>
<td>Anthony</td>
<td>M</td>
<td>28</td>
<td>Businessman</td>
<td>1/12/2018</td>
</tr>
<tr>
<td>7</td>
<td>Mary</td>
<td>F</td>
<td>31</td>
<td>Office Manager</td>
<td>5/12/2018</td>
</tr>
<tr>
<td>8</td>
<td>Maria</td>
<td>F</td>
<td>29</td>
<td>Hotel Waitress</td>
<td>6/12/2018</td>
</tr>
<tr>
<td>9</td>
<td>Thomas</td>
<td>M</td>
<td>42</td>
<td>Musician</td>
<td>6/12/2018</td>
</tr>
<tr>
<td>10</td>
<td>Kiki</td>
<td>F</td>
<td>28</td>
<td>Teacher</td>
<td>7/12/2018</td>
</tr>
</tbody>
</table>
**Appendix 4: Transcripts of interviewees in Excel**

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pseudonym</td>
<td>Interviewee</td>
<td>Question No</td>
<td>Reference</td>
<td>Answer</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Felix</td>
<td>1</td>
<td>1</td>
<td>1.1</td>
<td>&quot;Well, yeah. I’m a big sport fan so I mostly follow footballers. Ronaldo, Messi are some of the global ones. Other than that, I follow photographers, if they could be considered influencers. They have many thousands of followers so I guess they are. There is one Polish guy specifically that takes amazing pictures of really rarely visited destinations and he captures everything on his Go Pro. Animals, landscapes, people, everything. I’m a big fan of his posts.&quot;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2</td>
<td>1.2a</td>
<td>Definitely YouTube.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1.2b</td>
<td>Wanna go there.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3</td>
<td>1.3</td>
<td>&quot;It was in Chania, 2 or 3 years ago. Actually it was not my choice, rather my family decided the destination because of the good weather and beautiful beaches.&quot;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4</td>
<td>1.4</td>
<td>&quot;This specific no but other times I have found Instagram inspiring about where to go next. This mostly applies for my yearly ski trip. I see mountain landscapes from various locations on Instagram, mainly posted by friends, and then I set it as a goal for next year.&quot;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5</td>
<td>1.5</td>
<td>&quot;Yes, YouTube. Because on Instagram things are not realistic. Too many filters. YouTube is more realistic and in a video you get a better sense of how the place actually looks like.&quot;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>6</td>
<td>1.6</td>
<td>&quot;Not relevant.&quot;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>7</td>
<td>1.7</td>
<td>&quot;If I see a photo of my friend posting Greek food on Instagram I get so angry because I usually vi...&quot;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>8</td>
<td>1.8</td>
<td>&quot;Yes, I think Instagram has a big contrast, addicted fans but also people that find it boring. I think you have to be into photography somehow to be attracted to Instagram, or if you are just following the masses. What others do on Instagram I prefer doing on Snapchat. I use Instagram only for landscape photos. I find the app more artistic.&quot;</td>
</tr>
<tr>
<td>Gregory</td>
<td>2</td>
<td>1</td>
<td>2.1</td>
<td>&quot;Yes, Nomadic Matt, NatGeos, man_influence, dan_falterian... These are the first that came to my mind.&quot;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2</td>
<td>2.2a</td>
<td>&quot;Instagram accounts and travelblogs.&quot;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2.2b</td>
<td>&quot;envy.&quot;</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>3</td>
<td>2.3</td>
<td>&quot;My last Greek destination was Chalki Island and it was a joined decision with my girlfriend. We were seeking for a small island, secluded and beautiful beaches away from mass tourism. And this is exactly what we got.&quot;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4</td>
<td>2.4</td>
<td>&quot;It influenced me by making me want it more among my choices but it didn’t influence me enough to decide to go to this destination just because I sow magnificent photos of it on Instagram.&quot;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5</td>
<td>2.5</td>
<td>&quot;Facebook.&quot;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>6</td>
<td>2.6</td>
<td>&quot;Cool places to visit.&quot;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>7</td>
<td>2.7</td>
<td>&quot;Sun and blue seas and it comes from every piece of communication I get from Greece or visitors from Greece.&quot;</td>
</tr>
</tbody>
</table>
| | | 8 | 2.8 | }
<table>
<thead>
<tr>
<th>Name</th>
<th>Score</th>
<th>Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yolanta</td>
<td>3</td>
<td>&quot;I have heard about influencers but I am not quite sure I know who they really are so I don't think I follow any.&quot;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>&quot;My friends and the places that they have visited. I find it the most trustworthy source. Though an image is a thousand words I still prefer to listen to the thousand words and be able to ask questions I might have regarding a destination. On social media you don't get that or even if you do, you don't know who is answering and what are their intentions and benefits from promoting a certain product or destination or service.&quot;</td>
</tr>
<tr>
<td></td>
<td>3.2a</td>
<td>&quot;wander with my mind.&quot;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>&quot;my last destination in Greece was the island of Spetses and I chose it because I had never been there, I heard many people talking about it, my company also had never visited the island. When I googled it I saw photos of beautiful old houses, horse carriages, restaurants by the sea. I liked it so I was convinced.&quot;</td>
</tr>
<tr>
<td></td>
<td>3.2b</td>
<td>&quot;I wouldn't say so. None of the social media offered a stimulus for this choice of mine. Another trip I had to the Bahamas, yes I had seen pictures on social media and I was inspired but with Spetses it was not the case. Sure, I posted pictures from vacation on both Facebook and Instagram during my days on Spetses.&quot;</td>
</tr>
<tr>
<td></td>
<td>3.3</td>
<td>&quot;maybe I have seen photos from my Greek friends on Facebook but I really can't remember specifically whom and if for sure. It is difficult to locate the exact moment a destination inspires you to visit it. It's more complicated than that.&quot;</td>
</tr>
<tr>
<td></td>
<td>3.5</td>
<td>&quot;in relation to this specific, it's not something.&quot;</td>
</tr>
<tr>
<td></td>
<td>3.6</td>
<td>&quot;the Acropolis maybe? Well, that would come from everywhere, magazines, TV, travel brochures. But when I think of Greece many images come to my mind. One thing they have in common is the color blue, either in the form of sea or clear sky.”</td>
</tr>
<tr>
<td></td>
<td></td>
<td>&quot;I find it a very interesting topic worth researching but I think people my age are not Instagram friendly. Even facebook for some of my friends is difficult and they ask their children to help them. When most of your friends have facebook, this is the social media you are more addicted to.”</td>
</tr>
<tr>
<td>Zoe</td>
<td>4</td>
<td>&quot;oh yes plenty, but I don’t pay much attention to all of them. I mean I click on posts from influencers like Nomadic Matt, NatGeo or beatifuldestinations. Being greek i also like to support visitgreece”</td>
</tr>
<tr>
<td></td>
<td>4.1</td>
<td>&quot;Instagram definitely.”</td>
</tr>
<tr>
<td></td>
<td></td>
<td>&quot;dreaming of going there”</td>
</tr>
<tr>
<td></td>
<td>4.2a</td>
<td>&quot;the last Greek destination I chose was Palaio Agios Athanasios in Northern Greece and I chose it for me and my family as a christmas destination. It is said to be the Northern Arachova for Greece so I thought it was the perfect choice to have a mountain landscape but in a cool, more cosmopolitan version. Some of my friends have houses there so I have seen their posts in the past and I liked what I saw.”</td>
</tr>
<tr>
<td></td>
<td>4.2b</td>
<td>&quot;yes, as mentioned before, facebook.”</td>
</tr>
<tr>
<td></td>
<td>4.3</td>
<td>&quot;a source of inspiration for my next destination.”</td>
</tr>
<tr>
<td></td>
<td>4.4</td>
<td>&quot;The blue and white houses of Santorini and this comes from the huge amount of photographs taken there. It is like somehow you forget the initial authentic Image that you had, even as a Greek citizen, and having seen so many pictures with Santorini as a font you also think that all Greece is like Santorini, crazy right?”</td>
</tr>
<tr>
<td></td>
<td>4.5</td>
<td>&quot;Yes, yes I would. I, being a huge fan of Instagram and Greece and because I travel so much , I loved the topic of this research and really enjoyed answering to all these questions. Social media are growing more and more and tourism is adjusting to that so I really find the need for research in that direction very important. Good luck with the results!&quot;</td>
</tr>
<tr>
<td>Aphrodite</td>
<td>5</td>
<td>&quot;No, I don’t follow any really. I truly don’t care what they do every second of their life. I follow only people I know.”</td>
</tr>
<tr>
<td></td>
<td>5.1</td>
<td>&quot;Friends, booking.com and Tripadvisor.”</td>
</tr>
<tr>
<td></td>
<td></td>
<td>&quot;think about when and where my next trip is.”</td>
</tr>
<tr>
<td></td>
<td>5.2a</td>
<td>&quot;I was in Pelion, a must-see destination, which combines the wilderness of the mountains with the beauty of the greek sea. Being in Pelion one can also enjoy the advantages of a city holiday, as one can easily take a trip to Volos, a city with many options for sightseeing, nightlife and shopping.”</td>
</tr>
<tr>
<td></td>
<td>5.2b</td>
<td>&quot;I don't use Instagram so much as an inspiration tool.”</td>
</tr>
<tr>
<td></td>
<td></td>
<td>&quot;No, I don’t think so.”</td>
</tr>
<tr>
<td></td>
<td>5.3</td>
<td>&quot;I mostly use Instagram to do research for a place/ restaurant/museum I would like to visit, as I think the captions made by visitors are the most realistic ones.”</td>
</tr>
<tr>
<td></td>
<td>5.4</td>
<td>&quot;It's the image of the Aegean sea blending together with the sky in an infinite horizon line. This image comes from one of my favorite destinations, the Greek islands of the Aegean that I have visited many many times.”</td>
</tr>
<tr>
<td><strong>Anthony</strong></td>
<td>6</td>
<td>1</td>
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<td>6.2b</td>
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<td>6.7</td>
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<td></td>
<td>8</td>
<td>6.8</td>
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<table>
<thead>
<tr>
<th><strong>Mary</strong></th>
<th>7</th>
<th>1</th>
<th>7.1</th>
<th>&quot;Yes, Chiara Ferragni, Anna dello Russo, Veronica Ferraro and mostly fashion related accounts.&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2</td>
<td>7.2</td>
<td>&quot;Internet, magazines, TV.&quot;</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>7.2b</td>
<td>&quot;Make me want to be there.&quot;</td>
<td></td>
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<tr>
<td></td>
<td>3</td>
<td>7.3</td>
<td>&quot;I chose Kyprio last summer because of the nice food, friendly people, nice beaches and the fact that it is a big island with long distances thus it is not crowded.&quot;</td>
<td></td>
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<td></td>
<td>4</td>
<td>7.4</td>
<td>&quot;Yes. For sure!&quot;</td>
<td></td>
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<td></td>
<td>5</td>
<td>7.5</td>
<td>&quot;In the past, maybe Facebook.&quot;</td>
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<tr>
<td></td>
<td>6</td>
<td>7.6</td>
<td>&quot;Memories, stories, likes.&quot;</td>
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<td></td>
<td>7</td>
<td>7.7</td>
<td>&quot;Parthenon in Athens and this image comes mostly from photos in magazines.&quot;</td>
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<td>7.8</td>
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<table>
<thead>
<tr>
<th><strong>Maria</strong></th>
<th>8</th>
<th>1</th>
<th>8.1</th>
<th>&quot;No, just people I know. I really don't care about what strangers do&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2</td>
<td>8.2</td>
<td>8.2a</td>
<td>&quot;Google&quot;</td>
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<td></td>
<td></td>
<td>8.2b</td>
<td>&quot;angry&quot;</td>
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<td></td>
<td>3</td>
<td>8.3</td>
<td>&quot;It was in Kamarina and I decided to go there for personal reasons. My boyfriend's mother is from there and she has always described it as a beautiful place. This created very nice images in my head and I was curious to see if it was like that in reality.&quot;</td>
<td></td>
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<tr>
<td></td>
<td>4</td>
<td>8.4</td>
<td>&quot;No, not at all&quot;</td>
<td></td>
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<td></td>
<td>5</td>
<td>8.5</td>
<td>&quot;No either&quot;</td>
<td></td>
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<tr>
<td></td>
<td>6</td>
<td>8.6</td>
<td>&quot;Nothing&quot;</td>
<td></td>
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<tr>
<td></td>
<td>7</td>
<td>8.7</td>
<td>&quot;Sea and sun, and this comes from my experiences&quot;</td>
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<td>8.8</td>
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<thead>
<tr>
<th><strong>Thomas</strong></th>
<th>9</th>
<th>1</th>
<th>9.1</th>
<th>&quot;Yes, people relevant to my job, music bands or singers.&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2</td>
<td>9.2</td>
<td>9.2a</td>
<td>&quot;Internet&quot;</td>
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<tr>
<td></td>
<td></td>
<td>9.2b</td>
<td>&quot;bored&quot;</td>
<td></td>
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<td></td>
<td>3</td>
<td>9.3</td>
<td>&quot;It was in Hydra. This island has always been very artistic for me somehow. Painters, writers and musicians own houses there or visit it throughout the decades.&quot;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>9.4</td>
<td>&quot;In general yes, regarding destinations abroad but regarding Hydra, no.&quot;</td>
<td></td>
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<tr>
<td></td>
<td>5</td>
<td>9.5</td>
<td>&quot;Yes, youtube. Since I also create videos for my work I also enjoy watching videos of others and many of my destinations come from the videos I watch.&quot;</td>
<td></td>
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<td></td>
<td>6</td>
<td>9.6</td>
<td>&quot;Nothing special really, just another social media to promote my work.&quot;</td>
<td></td>
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<tr>
<td></td>
<td>7</td>
<td>9.7</td>
<td>&quot;Haha, souvlakia! When friends visit me in Greece this is the first place they want to visit.&quot;</td>
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<td>9.8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kiki</td>
<td>10</td>
<td>1</td>
<td>10.1</td>
<td>&quot;I didn’t. I don’t care about people I don’t know personally. They are too far from my reality.&quot;</td>
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<td>-----------------------------------------------------------------</td>
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<td></td>
<td>2</td>
<td>10.2a</td>
<td>&quot;Friends descriptions, tv shows, films...&quot;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>10.2b</td>
<td>&quot;jealous.&quot;</td>
<td></td>
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<td></td>
<td>3</td>
<td>10.3</td>
<td>This is a traditional place. Since I am Greek, I already know a lot about destinations like this.</td>
<td></td>
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<td></td>
<td>4</td>
<td>10.4</td>
<td>I think it wouldn’t influence me anyway and that’s also probably why I don’t use it.</td>
<td></td>
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<td></td>
<td>5</td>
<td>10.5</td>
<td>Is tripadvisor considered social Media? I use that and booking.com. Rarely I also use d</td>
<td></td>
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<tr>
<td></td>
<td>6</td>
<td>10.6</td>
<td>&quot;Nothing&quot;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>7</td>
<td>10.7</td>
<td>Thessaloniki because this is where I grew up. If I think as a tourist, the sea, beach bars,</td>
<td></td>
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<td></td>
<td>8</td>
<td>10.8</td>
<td>am not a big fan of Instagram and even social media in general so I don’t think i am of use for t</td>
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