UNIVERSITY OF EASTERN FINLAND
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Projected Image of Finland as a Tourism Destination to Chinese Tourists

Master's thesis
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ABSTRACT

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Abstract			

The objective of the study is to illustrated the destination image of Finland which has been projected by tourism supplier of Finland aimed at Chinese tourists. Analyzing the destination component through the different offerings from the market of China to generate the framework of overall image.

The projected image is delivered by tourism suppliers through varies promoting methods to the target group of potential travelers. The constituent elements of the tourist destination as a carrier for the projected image through the combination of cognitive components, affective image to generate the overall image of Finland, which takes an important role of attracting the potential tourists.

This study used the content analysis method for qualitative data, which has been collected through 7 main tourism distribution channels in the market of China. The components of projected image were examined through 13 tourism offerings related to "travel Finland" by summarizing the frequency of mentions in the content.

The study analyzes the unique tourism projected image of Finland to Chinese tourists, created a balanced, excellent, clear and positive tourism destination image, with emphasizing natural and cultural tourism resources and involving perfect tourism facilities with nice tourism environment and very strong security features in general. For the future tourism management, the current projected image of Finland can provide a valued reference for promoting Finland to the market of China, to enhance the attractiveness and competitiveness among the Chinese tourists.

Keywords
Tourism destination, destination image, projected image, DMO, Chinese tourists

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1 INTRODUCTION

1.1 Background

The tourism industry is a big part of the service industry that is taking a significant part in social economy and development in Finland. Peter Fredman and Liisa Tyrväinen's research indicates that the development of nature based tourism has been the main economic driver in Lapland area in north Finland, creating plenty of the job opportunities, enhancing and recreating the combination of tourism industry and the primary industry or secondary industry, accelerating the economic development of related industries (Fredman.P, Tyrväinen.L, 2010). The demand of the nature-based tourism destination will be more and more popular in the future. While creating the assignable economic growth in Finland.

Thinking about the nature-based tourism in Finland, the north Finland and eastern Finland are the most important area in Finland, which is the most popular and significant area to develop the nature-based tourism with less population and wide geographical and forest coverage, comparing to the south area in Finland.

For tourism itself, stable and sustainable development will bring the big part of the sales to the tourism entrepreneur, promoting the dissemination and exchange of multi-culture. Hence, tourism-oriented related industries have been also developed. Nature-based tourism not only influence domestic and international tourists, but also affects the development of domestic associated organizations and communities (Priskin, 2000).

According to Laarman and Dust in 1987, the "*natural travel*" is a type of tourism, combing natural resources with education method to recreation the natural sources, and often related to some adventure (Laarman, J.G., Durst, P.B., 1987). That related to all kinds of tourists' activities in destination associate to local natural resource combination. The object of this kind of tourism should be in the natural environment or natural environment factors based on the landscape, in order to inspire tourists to understand the special areas of natural knowledge and cultural characteristics to meet the tourists' need of enjoying the nature and understanding the nature.

China as a target market of tourists' source in Finland with the advantage of big countries and fast-growing tourism industry, which plays a great role in the tourism development in Finland. As Sun (2008) explained the advantage of big country of China and the connection with tourism development from different aspects, e.g. China has a vast territory with a large population and a wide distribution, which provide the stable tourists source for Finland. In addition, the increasing international trade promotes inbound and outbound tourism of China.

According to the survey that Tuominen (2003) done in his research which targeting at Chinese tourists travelling in Finland, which has been indicated that Finland has been the main destination in Europe for Chinese tourists. Thus, as the main destination, Finland occupied the big market share in outbound tourism market of China to Europe. (Tuominen, 2003)

Considering about the varies of development situation in Finland, the existing cultural divergence between Eastern and Nordic countries, also the travel related barriers between tourists and destinations, it is very important to explore the tourism market of China for Finland as a nature-based tourism destination, increasing the awareness of travel experiences and enhancing its competitiveness. Thus, understanding the demand of Chinese customer to offer the proper products and services is an important strategy to attract more potential tourists and ensure the increase of tourism interests. All in all, as the basis of the nature-based tourism products of Finland, which offered in the market of China aimed at Chinese customer, it is necessary to explore the destination image which projected by tourism destination management organizations in Finland and understanding the most acceptable tourism products and service for Chinese customers regarding to Finland as a tourism destination.

1.2   Research objectives

Through the literature review and the information search, it is easy to notice that the tourism market has evolved from the resource-oriented, market and product oriented approach to an image-driven stage. Therefore, according to local advantageous resources and customer demands, creating a unique and attractive tourist destination image has been a focus for tourism destination management organizations and has become a core strategy for tourism marketing. Hence, the goal of this study is to explore

the destination image which has been projected by tourism supplier of Finland to Chinese tourists.

The main research question is:

What is the projected image of Finland to Chinese tourists?

Sub questions:

How does the cognitive component consist in projected image of Finland?

What is the affective image projected in Finland?

1.3   Research approach

Based on the research background, the research method has been chosen the content analysis based on the official tourism website (visitfinland.com) and the nature-based tourism offerings on the travel website platform in the market of China aimed at Chinese consumers. Through the analyzing of tourism offerings aimed at Chinese tourists to summarize the image that DMO of Finland would prefer to project in the market of China according to the local typical tourism resources and attractions in Finland as nature-based travel destination.

1.4   Key concepts

Nature-based Tourism   As Colin Michael Hall and Stephen W. Boyd mentioned in their research in 2005, nature-based tourism could be seem as a tourism setting by natural conditions and natural environment, such as the adventure, visiting the natural landscape and natural scenery, and some national park related to protect the natural resources and local culture (Hall & Boyd, 2005).

Tourism destination   Dredge (1999) sees it as "*a location that a person chooses to visit at least one night of physical space*" (Dredge Dianne, 1999). In 2000, British scholar Dr Dimitrios Buhalis

defined tourist destination as a specific geographic area, which is a mixture of tourism products and service experiences, containing the attractive, accessible and comfortable features, such as a specific place, a village or a coastal city, and it also recognized as a complete individual by tourists, with a unified policy framework for tourism management and planning, that is, by a unified the area where the destination administration managed. (Buhalis, 2000)

DMO

Pike and Page (2014) mentioned that "*DMO as the main vehicle to compete and attract visitors to their distinctive place or visitor space*", which shows its irreplaceable status and responsibility in tourism destination marketing and management (Pike and Page, 2014). The destination management organization as an intermediary between different stakeholders is to appropriately marketing and management the destination resources by taking effective measures and strategies to create the interests and profits of the tourism destination (Buhalis, 2000; Volgger and Pechlaner, 2014).

Image

Gartner and Hunt (1987) was defined the tourism image related to a state as *"the impressions and attractions about a state which hold by the nonresident individual or group"* (Gartner and Hunt, 1987). It generated with the combinations of different tourism products and services with related travel infrastructure, in which the imagery impression is formatted from the attributes also the overall holistic impression (Gartner and Hunt, 1987; Echtner and Ritchie, 1991).

Projected image

The projected image is designed by the destination management organizations through the various strategies and marketing activities based on the resources and information of the destination itself for the purpose of propaganda and

creating the attractiveness (Audreu et al., 2008). It is the summary of construct which presented in electronic and print version from the marketing promotional information and materials related to a tourism destination (Hunter, 2012).

Tour operator Baloglu and Mangaloglu (2001) mentioned the tour operators as significant tourism information resources and intermediaries influence the travel decision making of the potential visitors, which taking the responsibility of destination marketing and promoting work, to affecting the image generation of destination before visiting (Baloglu and Mangaloglu, 2001).

Reimer (1990) emphasized the role of tour operators in the tourism market segmentation of destination by their various of offerings according to the destination resources and attractiveness to differ from others, creating the special demand for potential traveler, as well as projecting the unique image of destination (Reimer, 1990).

1.5 Chinese outbound tourism and tourist behavior

1.5.1 Chinese outbound tourism

The outbound tourism industry of China had been grown rapidly, and the trade deficit in tourism services has continued to widen, which leading the research and attention from the government and academia on the development of outbound tourism. Since China has been enter the WTO as one of the membership country in 2001, the government has introduced a variety of outbound tourism management regulations, which have reduced the outbound tourism restrictions for Chinese travelers and simplified procedures of travelling abroad.

According to the research from Dai et al. (2013), the Chinese outbound tourism output customers, spatial distribution, market size and consumption structure are unevenly

distributed, presenting a multi-level structure. China's outbound tourism source markets are unevenly distributed, with high-income regions producing more tourists, whereas less in low-income areas. In addition, the research has been mentioned that the development of the outbound tourism in China is still in the transitional step from domestic travel to overseas tourism, because of the main tourism destination of china's outbound tourism is still the Hong Kong, Macao and Taiwan.

As the political strategy in China, Chinese government has taken the policy methods to control the tourism destination choosing of Chinese as well as the number of outbound travelers to balance the development of economics of China, because of the outbound tourism of China has been seem as a diplomatic means with the international relations. Besides of this, it is necessary to control the outbound tourism of China and improve the education of Chinese tourists to restrict the bad behavior during their travelling. (Tse and Hobson, 2008)

According to the statistics which showed in Xie and Li's research in 2009, which indicated the development of trendy outbound tourism destination of China. The research data shows that Asia as destination has been occupied the biggest share of total outbound travel destination, and Europe as the second popular outbound tourism destination has been increasingly developing in Chinese outbound tourism market. As the tourism service and offering advances in China, the in-depth travel to a destination has been more and more popular, comparing to the traditional sightseeing, with the higher quality of the goods and services demanding, pursuing personalized and customized experiences regarding to the destination choice (Xie and Li, 2009).

Getting back to the statistics of China Tourism Academy, there was a research report from 2016 called <China Outbound Tourism Development Report 2016>, which clearly indicated the current situation about Chinese tourism as well as the market growing. The report shows China's outbound tourism in 2015 reached 117 million passengers, which increase of 9.8% comparing to the last year. And they forecasted that the market of China's outbound tourism will keep a stable growth in the next five years with more rational consumption in the tourism destination, also visitors will pay more attention to the local life experience in the overseas destination. (Dai and Dong, 2016) The demanding of outboard travel from Chinese customer has been changing starting

from the sightseeing to shopping, and now there are more and more customers pursuing the leisure travel experience. Thus, destination marketing should be more focusing on tourist's experiences based on the local attractive, specialties and cultural inspiration, instead of the original sightseeing and shopping activities in the destination.

China has been a significant market in the world, since it has big amount of population and fast growth of the economy. With the social and economics communication advances between China and Finland in recent years, as a new source country for outbound tourists, China has drawn great attention from the countries of tourism destination. Nature-based tourism in both to be developed South Finland and well developed north Finland has been a consequence for rural development of economy in Finland (Pouta et al, 2007).

China is a very important promised market and very important source market for Finland, and the number of Chinese tourists has been growing strongly in recent years (Li et al., 2011). According to the statistics from the official travel website, the number of overnight visitors from China to Finland reached 321172 from January to November in 2017, with a 34.3% increase from 2016 (www.visitfinland.com). Finland as part of Nordic country comparing to the west European countries' tourism market, it has been seem as an expensive market with cold weather and remote distance.

1.5.2   Chinese tourists' behavior

Dai et al. (2013) indicated that shopping has been the main type of tourism consumption in some tourism destinations and as the main type of Chinese tourist consumption behavior is gradually developing from the tentative to the mature type. In the early stage of outbound tourism development, tourism consumption often has a magnifying effect, which is not a direct reflection of the actual income of residents.

As Wong and Lau's study mentioned that "*all-inclusive tours*" has been occupied a large market share comparing to the basic tours which only including the transportation, food and accommodations in a destination (Wong and Lau, 2001). Especially for the accommodation, Li et al.'s research indicated that Chinese tourists prefer to have comfortable with good quality service over three stars hotel in good value of money; one the other hand, the food in destination would consider as an important fact that

make the impact for their experiences, which shouldn't including any unhealthy fast food, and would be better to try the local food and Chinese food (Li et al., 2011).

The tourism offering with personalized and comprehensive products and services is more and more popular and acceptable by Chinese tourists. And some scholars found out that Chinese tourists do prefer the multi-countries tour packages rather than single destination tour, because of the better value perceived or co-created through the experiences, which came out with more integrated experiences with more valued prices (Guo, Kim and Timothy, 2007).

Considering about the cultural and education background of Chinese tourists, which is easier for them to explore an uncertain environment. The main character of Chinese outbound travel behavior is they are preferred to travel with families or friends for the group tour, with buying gift for friend to express the emotions and build the relations with others according to their social status, which are all under the effect of the cultural issue, such as the "*Confucian work dynamism*" (Kim, Wan and Pan, 2015; Wong and Lau, 2001).

Most of them are willing to travel with group with different themes of travel regarding to different destinations, such as the most typical Chinese tourists shopping behavior in the leisure tour package. The research has shown that Chinese tourists' tourism shopping as a part of tourism products, occupies an important proportion of the entire tourism itinerary, which has been a basis of projecting the destination image to target at Chinese tourists (Xu and McGehee, 2012). From Sparks and Pan's (2009) research regarding to Chinese outbound tourism, which shows that the exchange rate differences between destination and source markets, travel distances and language issues are all important factors that influence the behavior of tourists (Sparks and Pan, 2009).

According to the study from Chow and Murphy (2011), which explained the necessity of predicting the tourists' behavior of Chinese, since China has become the significant source market of outbound tourism with changeable preferences and behaviors during their travel, which is not only focusing on the traditional tourists behavior, such as shopping, sightseeing and eating (Chow and Murphy, 2011).

Chinese tourists choose eco-tourism to pursue a healthy lifestyle which showing environmental friendly behavior, and at the meantime, the sense of protecting environment

from Chinese tourists should be improved to avoid the undesirable behavior from tourists (Cheng, Wang and Xu, 2013).

1.6 Outline of the research

This study contains six chapters with a clear structure:

The first chapter, the overview mainly introduces the research background and clarifies the main research subjects, introducing the research methods of the article with the conceptual review of relevant related keywords. Relevant literature identifies the current Chinese outbound tourism and tourist behavior.

The second chapter, a literature review of the tourism destination and destination image, gives an overall understanding and framework about the destination image, and provides the basis for the destination projected image review in chapter 3. The literature review about the different components of projected image provides the theoretical frame of the research.

Chapter 4 brings out the research method, and the data collection approaches and data analysis process. Hence, the chapter 5 shows the main detail findings of each components and summarized the overall image of Finland. The conclusion part is mainly for discussion related to the topic and listing out the limitations and future research related to this subject.

2 TOURISM DESTINATION AND DESTINATION IMAGE

2.1 Tourism destination

Destination is seemed as a tourism product, which providing the comprehensive travel experience for customers that combining supportive services and geographical attractions under the administration and management activities to create the market competitiveness. The image and reputation of a local destinations is contributed by a large number of stakeholders and destination management organizations.

Based on the core components of destination that proposed in Buhalis's paper, which explained the main attractions in a destination, the accessibility related to the transportation conditions of destination, the amenities of various facilities and main infrastructures which can offer the basic services for travelers, also the available packages offered by intermediaries should be taken into consideration as a destination (Buhalis, 2000). Scholars Lee, Huang and Yeh in 2010 combined the components or elements of destination with the forest-based tourism, forming a hierarchy evaluation structure about the components of destination attractions which is clearly indicate the priority of all components and elements and implying the determinants of forest tourism destination attractiveness (Lee, Huang and Yeh, 2010).

2.2 Destination image

The significance of the image of tourist destination to enhance the competitiveness of tourist destinations is increasingly obvious. The branding of tourist destinations, which aims to create a positive, vivid and attractive destination image, has accordingly become as one of the focuses of tourism destination management and marketing.

The tourist destination image could be seem as the cognition and comments about social, policy, economy, life and cultural stuff related to the tourist destination, which influence the destination choice from exist and potential tourists (Zhang et al, 2014). The destination image is formatted by affected from the individual factors and motivated issues, which contains the issue related to their personality and background, as

well as the way of they searching the travel information with various previous experience from exist and potential tourists of a destination (Baloglu and McCleary, 1999). In addition, Stylidis, Shani and Belhassen have put their effort for testing how does residents' attitude and behavior affect the image formation and marketing management of a destination (Stylidis et al, 2017). As the residents of the destination is part of the stakeholder of a destination, which directly influence the development of the local tourism industry and related service industry.

Lawson and Baud (1977) has been mentioned the destination image is the knowledge, perception image and personal opinions regard to a place or a destination from an individual or certain group of people (Lawson and Baud,1977). According to Jenkins O.H's (1999) study, destination image from the phycology perspective is the summarize of beliefs, emotions and related impression and knowledge regarding to a geography items, which influence the marketing activities, consumer behavior or travel decision making process (Jenkins, 1999).

Destination image summarizes tourist attitudes, feelings, beliefs and impressions of a place through the time, and might change over the time (Kim and Richardson, 2003). The components of destination image are including the cognitive (attractions, environment, accommodations and transportations) and affective (emotional expression), which are involved in the process of overall destination image generating (Stylidis et al, 2017).

Barich and Kotler (1991) has been divided the destination image into projection image and received image, in which indicated the projected image is tourism suppliers design their image to the target customers through a series of marketing tools to create the attractiveness (Barich and Kotler, 1991). According to the research from Grosspietsch (2006), which illustrated the different destination image from both tourists and tour operators point of view, comparing the perceived image and projected image in a tourism destination, in order to find out the structure and components of the destination and giving the valuable references for the destination marketing strategy (Grosspietsch, 2006). Hunter (2012) was defined the destination image as two different versions based on different focal points, including the projection from the supplier and the perception through the destination experienced participation and feelings (Hunter, 2012).
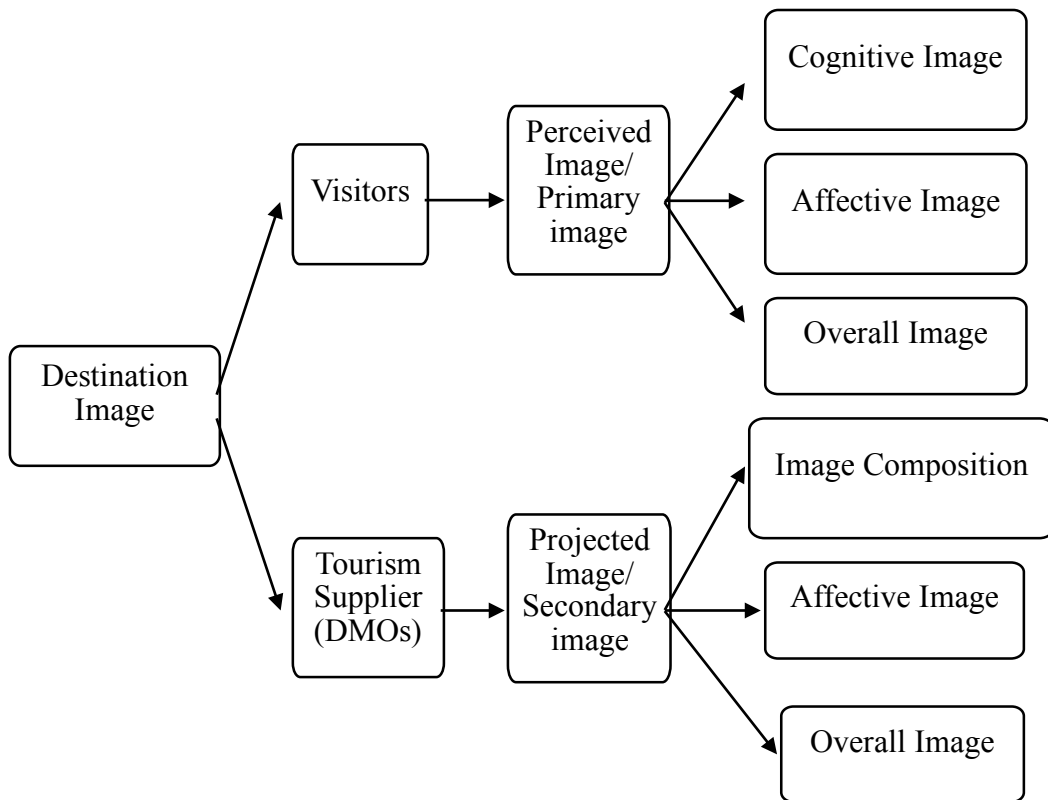
Figure 1. The components of destination image (Barich and Kotler, 1991; Grosspietsch, 2006; Hunter, 2012)

As it indicated in Figure 1, tourism destination image can be summarized as two different categorizes aimed at different perspectives, which is differ from tourism demand and supply point of views. In addition, the components of destination image are including the cognitive image and affective image, which are influenced by the interaction and other intermediaries during the marketing communications, hence the overall image will be generated:

- Cognitive image explains to the certain knowledge and understanding concerning to the tangible attractions of a tourism destination, such as the scenery, tourism resources, local environment and necessary facilities, as well as the cultural attractions (Garcia et al, 2012, Stylidis et al, 2017).

- Affective image is common to be described as the emotional feedback concerning to the personal feelings related to a destination, which is intangible value and understanding for exist and potential customers (Garcia et al, 2012, Stylidis et al, 2017).

- Overall image: in the study of Qu et al. (2011), which suggested the unique image as a significant component that affect the overall image for a tourism destination (Qu et al., 2011). It is very important to stressed out an overall unique image of destination is generated under the interaction of marketing communication between cognitive image and affective image (Silva et al, 2018).

In Lopes's (2011) study, the influencing factors of the destination image formation process has been summarized from the previous literature review, which including the motivation and the previous travel experiences from the visitors, the education background and the psychology of tourism consumptions of visitors, the existing economic situations and with the social media marketing materials, the development of the tourism marketing as well as the actual perception during the travel experience. (Lopes. 2011)

3   DESTINATION PROJECTED IMAGE

3.1   Projected image in general

The projected image of a destination is built by DMO based on some particular se-lected resources. Some Chinese scholar has been mentioned about the actual projected image and spread projected image. The actual projected image is a true portrayal of the prime factors and elements, such as the travel resources, environment, infrastruc-ture, product portfolio and service conditions. The spread projected image is the ideal destination image that tourism marketers planed for the tourists to perceive in their travel experiences.

The projected image of a destination is mainly aimed at supply aspect of a destination and shaped by the tourism supplier through the marketing tools based on the destina-tion local resources, which including the elements of destination image, image design and destination image marketing based on the tourism destination and the operational subjects (Andreu, 2000).

Projected image is designed and created by the operator through plenty of the promo-tional materials, including the visual contents and materials from destination, with the influences of "*autonomous agents*" which mentioned in the research of Tasci and Gart-ner (2007) during the projected image formation process, such as different articles and news on the social media (Tasci and Gartner, 2007). In terms of the interaction between tourists, tourism operator and other affective issue occurred, destination image is af-fected by the cultural factors and individual differences among tourists, hence the pro-jected image from tourism supply cannot always been perceived from tourists aspects.

Vicarious place experience:
Intermediaries/ produced imagination (art, literature, popular culture)

Projected destination image:
Marketing
Communication
Media & ICT
Narratives & Visuals created Meaning

Tourism destination identity:
Authenticity & history
Knowledge
Culture/religion
Natural environment

Tourism product offering:
Attractions
Amenities
Access
Ancillary service

Figure 2. The formation model of projected destination image (Adapted from Govers and Go, 2004; Govers et al., 2007)

As the Figure 2 shows, Govers and Go (2004) explained that the projected destination image is determined by the specific destination identity related to the cultural and natural attractions and the unique tourism offerings which concerning the special product and services in destination under the support of social infrastructure (Gover and Go, 2004). Based on the previous literature, Govers et al. (2007) proposed the model related to the destination formation process, which explained the relationship of destination image from two aspects, including the host and guest points of view to elaborate the different determinates to generate the overall destination image, in which expound the functions of intermediaries in formatting the projected image (Govers et al., 2007).

Tourism destination image is the core competitiveness for a destination in tourism market, which is not only affect the tourism development of a destination but also taken into consideration of destination choice and consumer behavior for tourists.

There are some studies related to the projected image is implemented through the formation of the destination image and the image marketing. Bramwell and Rawding (1996) was examined the different targeting projected image in different industrial city by aiming at the several industry city in UK, analyzing the differences between the destination image forming and the marketing strategies through the research from various tourism destination and their corresponding targeting market, in which stressed out the emphasizing of the special attractions in each cities to highlight the unique elements of their image (Bramwell and Rawding,1996).

Espelt and other scholars was taking the city of Girona as the research destination in 2005, with focusing on the destination image research in cultural destination from the changed image after modification by concerning with the different rising development elements through the time and the continually unchanged cultural and historical elements over the time to enrich the meaning of tourism destination projected image in "*romantic*" with developing unique attractions (Espelt NG et al., 2004).

With internet development, building the projected image is popular with websites. Studies related to the research using content analysis from travel related website and other electronic channels to illustrate the ideal projected image of a destination. According to the research from Choi et al., they were aiming at the travel website of Macau to create a high-end and multidimensional image aimed at global potential tourists (Choi et al., 2007).

Theoretically, the relationship between consumer behavior of travelers and destination image has been a very important topic nowadays. In recent year, it has been more popular to consisting the unique attractions from the natural and cultural components with the emotional theme as the promoting projected image to enhance the competitiveness of a tourism destination in the tourism market by the adjustment of marketing strategy. All in all, the projected image of destination is mainly based on the natural

and cultural tourism resources, products and related infrastructures, through the integration and modification over the times to build the most unique and attractive image to the potential travelers.

3.2   The components of projected destination image

Echtner and Ritchie presented destination image components, including the *functional characteristics* and *psychological characteristics*, *attributes* and *holistic* elements (Echtner and Ritchie, 1991). Concerning about the different dimensions in a destination, providing the *unique* image to the customer has been the most significant objective for the tourism destination provider.

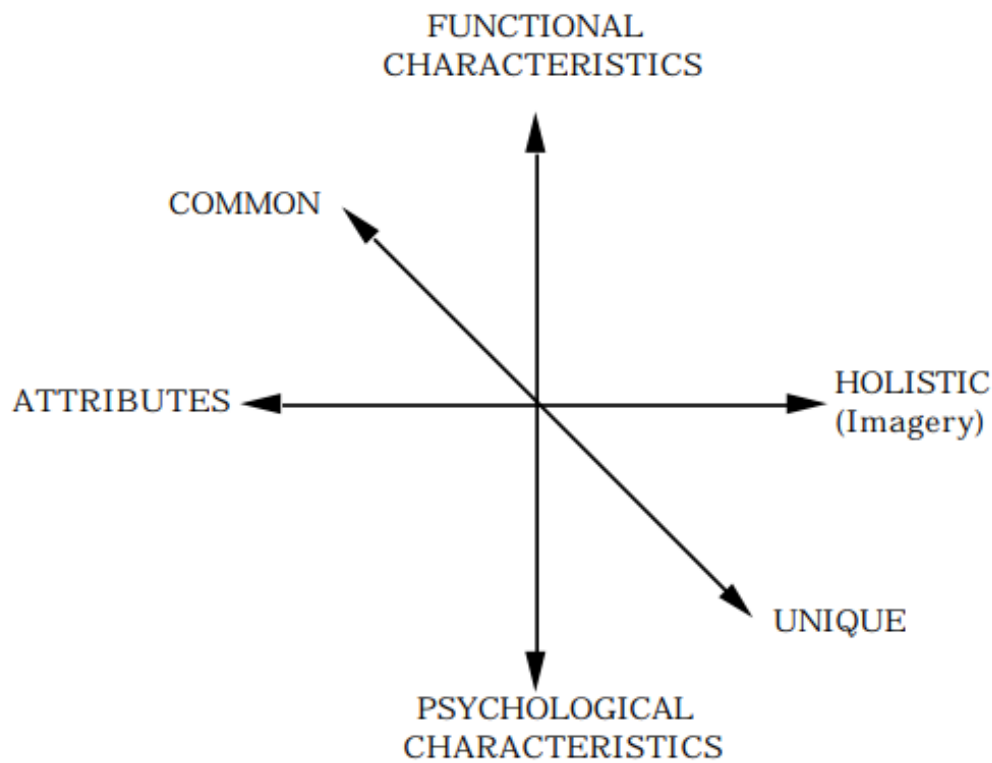**Figure 3. The components of destination image (Adapted by Echtner and Ritchie, 1991)**

As Figure 3 shows, the "Functional and psychological characteristics" dimension measures the tangible and intangible components of destination image regarding to the "attribute and holistic" elements of a destination, the tangible and measurable attributes including the attractions of destination, the infrastructures and the entertainment

activities; on the contrary, the intangible psychological holistic elements is mainly refers to the hospitality of local residents, the individual feelings and quality of service which has been mentioned in Komppula and Saraniemi (2004)'s research (Komppula and Saraniemi, 2004). Based on the local attractions and environment, the tourism supplier of a destination can verify various elements into "*common*" or "*unique*" characteristics, in order to create the most unique destination image for the target customers and enhance the destination competitiveness (Andreu et al., 2000).

The "*attribute and holistic*" dimension is to distinguish the separate exist elements (e.g. transportation, landscape, tourist activities, accommodations, etc.) and the impression of the overall tourism destination image; Moreover, "*functional and psychological*" characteristics dimension is using to measure the tangible elements and intangible emotional elements (such as hospitality of local environment) of a destination (MacKay and Fesenmaier, 1997).

According to the study from Andreu et al (2000), the projected image has been defined from the managerial aspect according to the "pull-theory" to generating the promotional method or image to attract the potential visitors, which through the analysis of the different elements attributes, including the accessibility, the natural resources, culture, entertainment, safety as well as the value for money (Andreu et al, 2000).

Vitouladiti (2013) summarized the destination attractiveness by referring the three types of "*pull-factor*", including the constant factors, such as the natural environment and attractions, cultural and historical attractions, etc; and the variation and dynamic elements, including all kinds of tourism infrastructure, tourism service facilities and the traveling trends; as well as the marketing factors occurred in the destination market and the additional issue from the original country of the tourists, such as the prices of tourism offering (Vitouladiti, 2013).

The later study of Stylidis et al (2017) compared the resident and visitor model of the integrated destination image from cognitive, affective and overall components of image, listing the various of elements of destination attractions based on the local resources. By learning from the study of Pike and Ryan (2004), which aimed at the destination positioning by standing on DMOs' point of view to comparing the cognitive

and emotional components of destination projected image, hence to increase the potential visitors and occupying the market share in this intensive competition of tourism destination attractiveness. With pointed out the development process of destination image generation stages, starting from the discovering the travel need from the customer, and based on their own resources to create the alternatives to build up the cognitive image, then analysis and evaluate the alternatives according to the customers preferences and emotions to targeting the destination market to establishing the affective image, finally combining the cognitive and affective components to generate the overall image (Pike and Ryan, 2004).

Dilley has been defined the projected image into four different dimensions through the content analysis from tourism brochures, which including the culture, entertainments, attractions and services (Dilley, 1986). By according to the study of tourism destination image from recent years, combined with the existing research on the concepts related to perceived image and projected images, the projected image of tourism destination which from the image establishing perspective should consists of three dimensions, specifically subdivided into the image composition that is the cognitive image, the emotional expression and the overall image, which will be suggested as the theoretical framework for the research of the projected image of Finland to Chinese tourists as it been listed in the Figure 4 following.
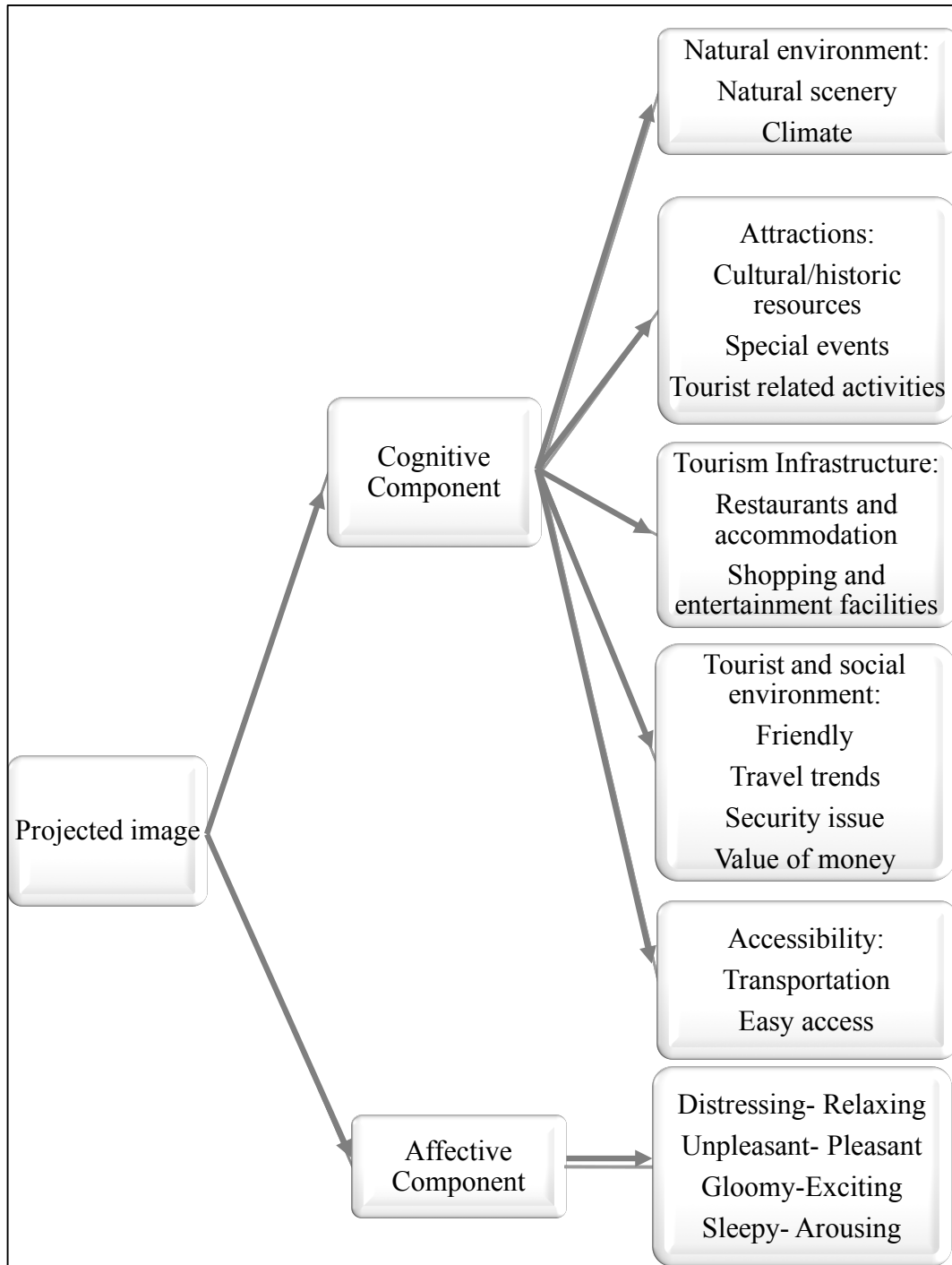
Figure 4. The elements of projected image (Vitouladiti, 2013; Stylidis et al., 2017)

Baloglu and Mcaeary (1999) proposed a model of cognitive and affective image, including the cognitive review formed by the objective environment of the tourism destination, as well as the feeling and attitude held by tourists towards the objective environment of the tourist destination. The tourism destination image is formatted through the interaction and coordination of cognitive evaluation and emotional evaluation.

That means cognition is the basis and premise of emotional development, emotion is an extension of cognition, to influence the individual assessment and judgment regarding to the overall image of destination. The cognitive image, affective image and overall impression of the tourism destination are influenced by individual factors such as value, personality, age, education level, marital status, and other stimuli factors (e.g. information sources and experience).

3.2.1 Cognitive image

Walmsley and Young proposed the designative and evaluative image concepts that indicated the designable elements related to tourism destination, including the destination infrastructures as the part of attractions in destination image design; on the other hand, they use the attitude and evaluation differences from individual visitors towards different particular destination environments (Walmsley and Young, 1998). From the constituent elements aspects, the elements of tourism destination are the main factors to determine the projected image, which consists of the local tourism resources, tourism infrastructure, tourism products and services and the related facilities. It means the formation of tourism destination projected image is a systematic process, in which multiple stakeholders of tourism destination are involved into the tourism development, including the tourism destination management department, tourism related government organizations, local tourism enterprise, some tourism support enterprise and so on.

Bui (2011) compared the difference of projected and perceived image of Vietnam as a tourism destination, using cognitive image mainly from the valued shopping environment, delicious food, convenient transportation and hospitality of residents, but also the personal safety and health care conditions should be involved into the destination marketing consideration (Bui, 2011).

Through the literature review from several decades, the measurement standard and elements of cognitive image could be examined through various factors, such as the natural and cultural environment and attractions, entertainment, shopping and sports facilities, the basic infrastructures, accommodation and restaurant, value of money, local climate, social environment and communication, hospitality of local people, safety and service quality.

3.2.2 Affective image

Considering as intangible psychological component of a tourism destination, the affective image can be measured from two different dimensions, including the "arousing-sleepy" and "pleasant-unpleasant" from Walmsley and Young's study as it been choosing to evaluate the destination image and environment (Walmsley and Young, 1998). Based on the proposal from Russell and Lanius (1984), the components of affective image can be divided into four dimensions to measure the positive and negative impression or experiences regard to a destination, such as "*arousing-sleepy, pleasant-unpleasant, exciting-gloomy and relaxing-distressing*".
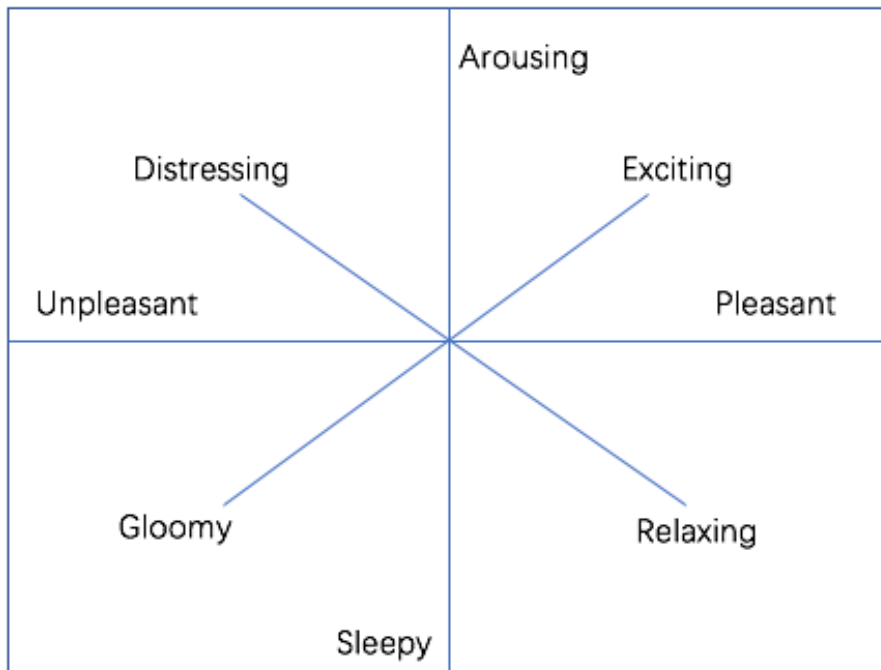
Figure 5. The affective component of projected image (Russell and Lanius, 1984; Walmsley and Young, 1998; Pike and Ryan, 2004)

As figure 5 shows, Russell and Lanius (1984) indicated that all the emotional impression of a tourism destination could be measured through the dimension of "*pleasant – unpleasant and arousing - sleepy*", thus to derive some specific measurement dimension from these two dimensions, for instance the "*exciting*" dimension is in the scale of "pleasant" and "arousing" to express the positive emotional image of a destination, and the "distressing" to describe the "arousing" but "unpleasant" experiences, and so on. Hence two more dimensions (*exciting-gloomy* and *relaxing-distressing*) came out (Russell and Lanius, 1984; Pike and Ryan, 2004).

3.2.3 Overall image

As the conceptual proposal from Baloglu and Mcaeary (1999), which has been explained that the overall projected image is formatted under the interaction and influences of cognitive composition and affective expressions. The function of the overall image is to guide the customers to generate the interests of visiting a destination, under the interaction of cognitive components and affective image generation.

Stylidis et al.'s (2017) study has explained the relationship between cognitive image, affective image and overall image, that overall image is formatted under the influences of cognitive and affective image, and the emotional affective image is generated from cognitive components (Stylidis et al., 2017). Thus, the overall image has become the significant factor to influence the travel decision making from the potential tourists.

4   RESEARCH METHOD

4.1   Unstructured qualitative methods: content analysis

The tourism projected image research mainly uses the "structured method" and "unstructured method" through the literature review in recent years from different scholars. As Grosspietsch pointed out the structured method as typically quantitative methods through questionnaires to collect the needed materials and unstructured research in destination image concerns the qualitative methods through various content analysis (Grosspietsch, 2006).

In terms of unstructured methods, plenty of resources include the visual and text content materials, online content and information, and advertisement materials related to the destination projected image. In Crompton's study about the projected image of Mexico, which stressed out the content analysis is the typical research methods in study the destination projected image by collecting and analyzing the visual material, such as pictures and video related to the destination (Crompton, 1979). In addition, the content analysis research method has been used to compare the different projected images from various international travel organization towards the tourism in North America in Dilley's (1986) paper, which examined out the different focusing in different countries from the promotion advertisements (Dilley, 1986).

Hence, the research methods of destination projected image are mainly from the unstructured qualitative method with quite rich research materials, such as the traditional promotional materials, travel brochures and related products offering through various distribution channels.

Qualitative method is the way to collect the original information by according to the social phenomenon or the properties and changes of subjects to search the results or opinions towards a subject. The characteristics of qualitative methods are through the actual experiences, interviews, observations, literature and content analysis, and case studies which conduct the long-term and detailed research towards social phenomenon (Vaismoradi, Turunen and Bondas, 2013).

Based on the qualitative data selected in this study, the content analysis as a *descriptive approach* could be used to analyze the manifest content concerning to this study to exam the results of "how" and "what" questions (Vaismoradi, Turunen and Bondas, 2013). By focusing on the text data, researchers can identify and conclude the categories and structures from the text meaning and communication content, which could be the visual content, the narrative context, observations and other form of the contents (Hsieh and Shannon, 2005). The process of content analysis should start from the preparation of selecting the data to organizing them with coding and sorting out by categorization, designing analysis dimensions, quantifying processing and analyzing inferences (Elo and Kyngäs, 2008).

In the content analysis method, researcher as a research tool collecting the data in the natural situation, by understanding the research data according to their own theoretical knowledge, and formatting the theoretical framework, which eventually led to the rational interpretation of research phenomena. The characteristics and relationships of the analysis dimensions are described according to the result and generating a reasonable explanation and analysis. In general, the research through the content analysis from the online materials and interview has been more and more popular in the research related to tourism destination projected image. It is common to use the content analysis by collecting the data from the destination official travel website and the blog from the travelers, in order to came out the comparative results between projected image and perceived image, in which contains the different elements related to destination.

4.2   Data collection

The projected image of tourism destination is built by tourism provider (such as tourism administration, relevant government departments, local tourism enterprises, tourism support enterprises, etc.) through specific marketing channels to deliver the unique and attractive image to the target market. In this research, the main purpose is to exam the attractive image of Finland which projected by the relevant management tourism department in Finland.

Nowadays, tourists prefer to rely on the internet for the latest travel information, the image-builders of travel destination increasingly emphasize the development of online

marketing through various e-commerce sites, travel guides, destination official travel websites and other related travel websites promoting destination image. Concerning to this study about projected destination image, it is necessary to analyze various kinds of information content through internet.

Therefore, this study selects the content information related to tourism in Finland which published by the relevant department. On the one hand, as the main channel for tourists to obtain tourism-related information that online content information can represent the image-builder of tourism destinations; on the other hand, the online information and data are readily available to ensure the timeliness of travel information, in which through the study of changing in promotional materials at different times to modify the proper projected image of destination.

The sample of projected image of Finland comes from the online texts of major travel websites and official travel websites in Finland, and analyzes the projection of tourism in Finland from cognitive image and emotional orientation aspects. Through the text searching of "travel Finland" in Chinese "芬兰旅游" on Chinese searching engine "www.baidu.com", the data related to tourism offering related to Finland in the market of China is found out, in which by analyze the common features in different offerings to summarize the components.

This paper examines, the projected image of Finland to Chinese by analysis of the nature-based tourism offering of Finland, as well as the offering contains Finland in the travel package. The content analysis research method is chosen as the main method for this research to analyze the projected image that Finnish tourism operator would like to establish in the market of China.

The nature-based tourism destination Finland has been selected as the main research subject targeting on the Chinese market. With the development of internet and technology, more and more tourism destination is choosing the online platform to establishing and marketing their image and reputations, such as the official website of the tourism destination and tourism offering website. The research will focus on the official travel website of Finland and the current tourism offering aimed at Finland as the destination in Chinese outbound tourism market to analyze the projected image of Finland.

The research time is until the end of February of 2018, which contains one official travel website of Finland (VisitFinland.com) and 13 tourism offerings related to Finland in 7 different distribution channels. As the following table listed all the distribution channels about the travel operators in China, which is chosen in this research by referring the information from the official travel website of Finland.

Table 1. The main objects related to the research

Categories	Distribution Channel	Content Features
Travel operator in China	Lulutrip (路路行) Ctrip (携程) Xiaoyaoxing (逍遥行旅行网) Lvmama (驴妈妈) Suzhou Younger Travel (苏州青年旅行社) Fliggy (飞猪) Tuniu (途牛)	The most popular and leading companies in tourism industry in China with large page visits and representative offering related to outbound tourism in China.
Official travel website of Finland	VisitFinland.com	Finland's official travel website, connecting with Finland Convention Bureau and other travel trade and destination marketing issues.

As Table 1 shows, the research has two aspects, the tourism offering provided by seven main travel operators in China and the official travel website in Finland:

- By the content analysis for the "travel Finland" offerings from Chinese tourism operators, in which concerning three steps: 1). Collecting the data related to the "travel Finland" offerings in 7 distribution channels in China; 2). Sorting the information and data by the types of tourism offering related to "travel Finland", concerning about the activities which included in the offering and the prices required; 3). Identifying the most frequency elements and themes related to tourism Finland and summarizing them into the projected image components of Finland (Hunter, 2012).
- By combining the information and materials which listed on the official website of Finland, sorting the material by reading and recording the most frequency and highlighting words on the webpage; sorting those various codes into different categories related to the elements of the projected image framework, in order to identifying all those elements into the projected image of Finland.
- By referring the information which listed on the official travel website "Visit-Finland.com", the researcher uses these materials as a basis and complement data in data analysis process to avoid the missing information in tourism offerings and examines a comprehensive finding.

4.3 Data analysis

The research data is based on the online content related to the Finland travel offering in China and the promoting content on VisitFinland website. According to the completion which summarized from the study of Echtner and Ritchie (1991) that proposed four different dimensions with combining the component factors listed in the research of Stylidis et al (2017). The research will be based on the destination image component which summarized in the previous literature review to exam the projected image of Finland regarding to Chinese customer. Hence, the cognitive image of the projected image in Finland could be analyzed by dividing them into four categories, including the tourism attractions, tourism infrastructure, supporting infrastructure and social and travel environment (Echtner and Ritchie, 1991; Stylidis et al., 2017). The following

table will show the elements that involved in to the cognitive image examination research process:

Table 2. The cognitive image factors

MAIN ELEMENTS	FACTORS INVOLVED
Tourism attractions	Natural attractions
	Cultural and historical resources
	Festival activities
Tourism infrastructure	Restaurants and food
	Accommodations
	Shopping facilities
	Entertainment
Supporting infrastructure	Transportation
	Accessibility (Visa issuance)
Social and travel environment	Service quality
	Safety
	Value of money

The affective image is for tourists' emotional evaluation towards the tourism destinations, and the emotional expression from the destination image builder. This research concerning about the affective component will be measured according to the Stylidis et al.'s (2017) four dimensions "*relaxing - distressing, pleasant - unpleasant, exciting – gloomy/boring, arousing/lively - sleepy*" (Baloglu and McCleary, 1999; Stylidis et al., 2017). The affective components of projected image in Finland will be summarized

through the travel offering content in the market of China and the promoting materials analysis.

The overall projected image is the interaction between the cognitive components and the emotional image. In this paper, through the analysis of the cognitive image and emotional expression as well as the consumer psychology of Chinese tourists based on the study of the textual materials on Internet, this study will come out the conclusion of the Finnish projected image as a tourism destination to Chinese tourists.

By searching the "travel Finland" (芬兰旅游) text from Baidu.com (百度), the main information and tourism offerings related to Finland could be collected and sorted by the tour operators, the name of the products, contents or activities which included in the tour package and the prices for varies tour packages. The chosen offerings are including both Finland as the travel destination (6 offerings) and Finland as the main part of destination (7 offerings) in the package, in order to have more comprehensive and objective samples for the research.

By sorting the data according to the tourism offering from tour operators in the market of China, the study mean to summarize the projected image of Finland in the market of China based on the main demanding offering aimed at Finland as tourism destination for Chinese tourists.

Table 3. The structures of data related to the research

Tour operator	Name of the product (Chinese)	Name of the product (English)	Contents or Activities	Price
7 main tour operators in China	Including the tour packages in which Finland as the destination and Finland as part of tourism destination in the package.		Listing all the activities included in the package from the rotation of their schedule.	The basic price for each traveler.

5   THE RESEARCH FINDINGS

5.1   The main elements of cognitive image of Finland

5.1.1   Tourism attractions

By summarizing the frequency of occurrence of various word related to the main factors which involved in the main elements of cognitive image from the offerings that collected in the research data, the research related to tourism attractions can be concluded from the data that collected before. In order to make the research analysis shows clear, the tour operators from China is listed by substituting as the number of "1, 2, 3, 4, 5, 6, 7", instead of "Lulutrip, Ctrip, Xiaoyaoxing, Lvmama, Suzhou Younger travel, Fliggy, Tuniu". Through the Comprehensive analysis of tourism products which obtained from the network about the image projected of Finland, and the words mentioned related to the tourist attractions with the frequency of appearing in the text include natural resources, history and culture resources and festival activities has been summarized as Figure 4 shows.

The most mentioned words in the natural attractions are the Northern Lights, the Arctic Circle and the Arctic Ocean, and the National Parks that embody the unique natural landscape. Seeking the northern lights in Lapland has been seem as the typical attractor in the north Finland.

The most representative Finnish sauna as a typical cultural resource is covered in most tourism products. The capital Helsinki as the center of Finnish history and culture is covered by almost all Finnish tourism products as an important itinerary in Finland. The surrounding towns of Porvoo and the old capital city Turku are mentioned by some Nordic travel tourism products, as Turku is a transitional city from Finland to Sweden that tourists can take the ferry from Turku to Stockholm. Rovaniemi as the hometown of Santa Claus has been mentioned in all the tourism products of Finland aimed at Chinese tourists.

Christmas as the theme of varies snow activities including ski, huskie sleigh, reindeer sleigh, snowmobile and so on, which has been mentioned in most of all tourism offerings, since Finland as a Nordic country which is famous with the cold weather and snow condition in winter time.

Table 4. The main components of tourism attractions from tourism offering

Tourism attractions	Components	1	2	3	4	5	6	7	Frequency of mentions
Natural attractions	Northern lights	X, X	X	X			X	X	6
	National park	X, X							2
	Arctic circle; Arctic ocean	X, X, X		X	X		X	X	7
Cultural and historical resources	Traditional sauna; smoky sauna	X, X, X		X	X		X	X	7
	Helsinki city tour; Baltic sea	X, X, X	X, X	X	X	X	X		9
	City tour of Turku, Porvoo		X						1
	Santa Claus; Rovaniemi	X, X, X, X, X	X	X	X	X	X, X	X	12
Festival activities	Snow activities (such as hiking, ski, huskies, reindeer sleigh and etc)	X, X, X, X	X	X	X		X	X	9

Table 4 shows a description of the tourist attraction in the projected image of Finland, reflecting the Finnish projection image based on natural attraction and cultural experience. Taking the unique natural resources of the Northern Lights as an attraction, carrying out the various snow activities with the theme of Christmas, so that visitors can get deep understanding about traditional Finnish culture.

5.1.2 Tourism infrastructure

In the content analysis of the projected image, the restaurant and food, accommodation, shopping facilities and entertainment are classified as tourism infrastructure. The description of restaurants and food mainly relate to the reindeer meal in the reindeer farm, which has been mentioned in most of the offering packages related to travel Finland. In addition, the breakfast and regular meal are always covered during the trip in the offerings, such as the breakfast in the hotel and lunch in the designated restaurants during the trip, as well as the special local food offered in the tour package to create better experiences for tourists. Such as the crab meal in the Sampo icebreaker, which offers the experience about crab fishing and joyful from the crab meal to the tourists.

The introduction about accommodation concerning to travel Finland for Chinese tourists is based on four-star hotels staying in Finland, offering comfortable and high quality accommodation. In addition, most tourism products to the representative natural attractions and cultural experiences, thus most offerings include the Aurora Bubble Hotel or Igloo hotel in Lapland, which create the best experiences about aurora viewing, also the traditional Finnish cottage staying. Of course, sometimes visitors may need to spend overnight on the train or ferry during the trip according to the needed related to specific itinerary.

The description of shopping in the data of tourism products is relatively small, and only few products mentioned that visitors will have time to the grocery store and buying the daily necessities. Other shopping information is rarely mentioned, comparing to Western Europe's shopping-focused destinations, shopping in Finland is not an important tourist attraction for Chinese tourists (Xu and McGehee, 2012).

In addition, the entertainment projects on Finnish tourism are richly described, among which the higher frequency mentioned in taking icebreakers Sampo in the Arctic Ocean and fishing crabs. This is an entertainment project that has emerged from some

reality TV shows in China about Nordic tourism in recent years, hence tourism products increasingly cover this entertainment project. Besides, some offerings are designed according to the TV show "Chef Nic" and "Love" by virtue of celebrity effect to attract tourists.

Table 5. The main components of Tourism infrastructure in tourism offerings

Tourism infrastructure	Components	1	2	3	4	5	6	7	Frequency of mentions
Restaurants & food	Reindeer meal	X, X	X	X	X	X	X	X	8
	Crab meal in the boat	X			X		X, X		4
	Norwegian soup in Bougoynes	X, X							2
	Listed meal covered during the trip	X, X, X	X, X		X	X		X	8
Accommodations	Aurora Bubble Hotel; Igloo hotel	X, X			X		X, X	X	6
	Typical Finnish cottage	X, X, X		X			X, X		6
	3-4 stars hotel in Finland	X, X, X, X	X, X	X		X	X	X,	10

	Overnight stay in ferry or train	X, X	X, X		X	X	X	X	8
Shopping facilities	Grocery store for the necessities			X					1
Entertainment	Taking ice-breaker SAMPO	X			X		X, X		4
	Fishing crab	X			X		X, X		4
	Special routing as Chinese TV show "Chef Nic" and "Love"						X		1

The Table 5 indicated that dining, accommodation, shopping and entertainment are important factors in projecting the destination image for tourism destinations. According to the data analysis, the tourism projected image of Finland about tourism infrastructure is mainly in restaurant and food, accommodations and entertainments, based on the natural and cultural resources in Finland, which designed to provide a comfortable, authentic and unique Finnish experience.

For shopping facilities, which are not taken in detail in the tourism offerings and the frequency of mentions is small, shopping is not the focus in tourism projection image in Finland. However, the duty-free shopping has been emphasized in the Finland's official travel website, since souvenir shopping as a very important travel behavior for Chinese tourists which takes big part of facts in satisfaction towards the travel (Chow and Murphy, 2011).

5.1.3 Supporting infrastructure

The description of the infrastructure in the projected image research data is closely related to tourism activities which has been mentioned in each tourism product. These supporting facilities are mainly related to the transportation conditions of tourist destinations and the access conditions of tourist destinations, such as the travel visa to the destination and insurance included in the tour package.

Table 6. The main components of supporting infrastructure in tourism offerings

Supporting infrastructure	Components	1	2	3	4	5	6	7	Frequency of mentions
Transportation	Flight	X, X, X, X, X	X, X	X	X	X	X, X	X	13
	Bus	X, X, X, X	X, X	X	X	X	X	X	11
	Train	X, X	X			X			4
	Ferry, boat	X, X	X, X		X	X	X, X		8
Accessibility	Travel visa	X, X, X, X, X	X, X	X	X	X	X, X	X	13

As the data shows, high quality Finnair direct flights are included in all the tourism offerings. The comfortable bus with luxury conditions and wifi are offered within Finland between different cities and attractions mentioned in most offerings, which brings the coziest travel experience to travelers. Some tourism products chose the train as part of transportation between Helsinki and Rovaniemi, because of the stable, comfortable and effective advantages, which also offers the different experiences of taking train in Finland to Chinese tourists. According to the table 6 indicated that there are many tourism products offering the ferry trip to Tallin, Stockholm and St. Petersburg. The ferry trip has become a significant attraction related to travel Finland.

The research contents related to transportation support infrastructure in projected image are mainly mentioned the direct flights via Finnair between varies cities in China and Helsinki, comfortable bus and train within Finland, ferries and boats between Finland and surrounding countries. In addition, the transportation in the tourism destination has been covered in the research contents, such as the boat in discovering the Arctic ocean activities, as well as the bus between different attractions, which reflecting the diversity convenient of tourism transportation conditions in Finland.

As the premise of travel to Finland, the accessibility is an important component has been mentioned in all the tourism offerings. Travel visa is a necessary condition for all the travel schedule, which is included in tour package. Finland's official travel website indicated 15 Visa centers in China that tourists can submit the application, which simplifying of access for Chinese to travel to Finland.

All in all, the projected image of Finland related to the supporting infrastructure has been illustrated with convenient, comfortable and diversity advantages of transportations. The 15 Visa centers in China provide the most effective travel Visa issuance for travelling Finland and all the fees are covered by tour operators included in the prices of each tourism offerings.

5.1.4   Social and travel environment

The contents of the social and tourism environment in the research data of the projected image related to the tourism destinations Finland is mainly focusing on the good quality of tourism services, and the safety situation which considering of social security in Finland, and the prices of tourism goods and services.

Table 7. Social and travel environment components

Social and travel environment	Components	Example of contents	Frequency of mentions

Service quality	Chinese speaking tour guide	"Offering professional Chinese speaking tour guide during the whole trip."	13
	Residents behavior	"Local Finns are very friendly and hospitable with very good English service ability."	6
Safety	Social security	"Finland is one of the most safety country in Europe."	5
Value of money	Price of offering	"The price includes the transportations, accommodations, listed meals and certain destination activities during the trip."	10

As shown in Table 7, the description of the quality of service in Finnish tourism products mainly relates to the services offered by tour operators within the tour packages and destination-related practitioners. The Chinese speaking tour guide services are included in all the tourism offerings in order to provide the most convenient travel experiences to Chinese tourists in a foreign country. Besides, the content has been mentioned many times that the local Finns are very friendly and the hospitable. The quality of the destination practitioners is pretty high with strong English service ability in general.

In addition, the social security in Finland has been emphasized in some self-guided or semi-self-guided tourism products which can be seen that Finland as one of the most safety European country is one of the best choices for Chinese tourists, which the safety of travel Finland is guaranteed.

Aim at the price of tourism products which variated between each tour operators and varies tourism offerings, and the reasonable prices of the tourism products are mostly include basic travel necessary demanding such as transportation, accommodation, listed meals and certain activities in destination. Some offerings do not include flights

between China and Finland, thus the prices are cheaper than normal. As Wong and Lau (2001) mentioned that Chinese prefer the "all-include travel package", most offerings are including all needs related to travel with valued price.

5.2 The affective image of Finland

According to the segmentation statistics of adjectives on emotional expression in the network text, the adjectives obtained are "dreamy", "romantic", "shocked", "mysterious", "unparalleled", "leisure" and so on. These adjectives are the emotional expression of the projected image of Finnish tourism, showing the emotional tendency of Finland as a tourist destination to project a tourism image to Chinese tourists. The obtained adjectives are classified into 4 positive dimensions of "*relaxing*", "*pleasant*", "*exciting*" and "*arousing*", and the results obtained are shown in Table 8 (Baloglu and McCleary, 1999; Stylidis et al., 2017).

Table 8. The components of affective image analysis

Dimensions	Adjectives	1	2	3	4	5	6	7	Times of mentions
relaxing	Leisurely, relaxed, romantic, cozy	X, X, X,	X,	X,		X,	X,	X,	8
pleasant	Happy, joyful, cheerful	X,		X,	X,		X,		4
exciting	Excited, surprised, fantastic, unparalleled	X, X, X,	X,	X, X,	X,		X, X,	X,	10

arousing	Passionate, mysterious, dreamy	X, X, X,	X,	X,	X,	X,		X,	8

The frequency of four positive semantic descriptions "*relaxing*", "*pleasant*", "*exciting*" and "*arousing*" is 8, 4, 10, and 8. It indicates that four emotional dimensions are involved in the affective image when projecting tourism images of Finland in the market of China.

Among which "exciting " dimensional expression has the highest frequency of occurrence, which showing the excitement experiences from Chinese tourist when exploring the mysterious Arctic country of Finland. At the same time, "*relaxing*" and "*arousing*" are both mentioned 8 times, which just after the "*exciting*", it can be seen that both of them are projected to the Chinese tourists as important affective dimensions. By comparing with others, "pleasure" has been mentioned 4 times in the whole contents, which occupying the less percentage in affective image of Finland.

5.3   The overall image of Finland

By combining the cognitive image and affective image of Finland which analyzed from the tourism offerings related to Finland as tourism destination in the market of China, the overall image can be conclude as following:
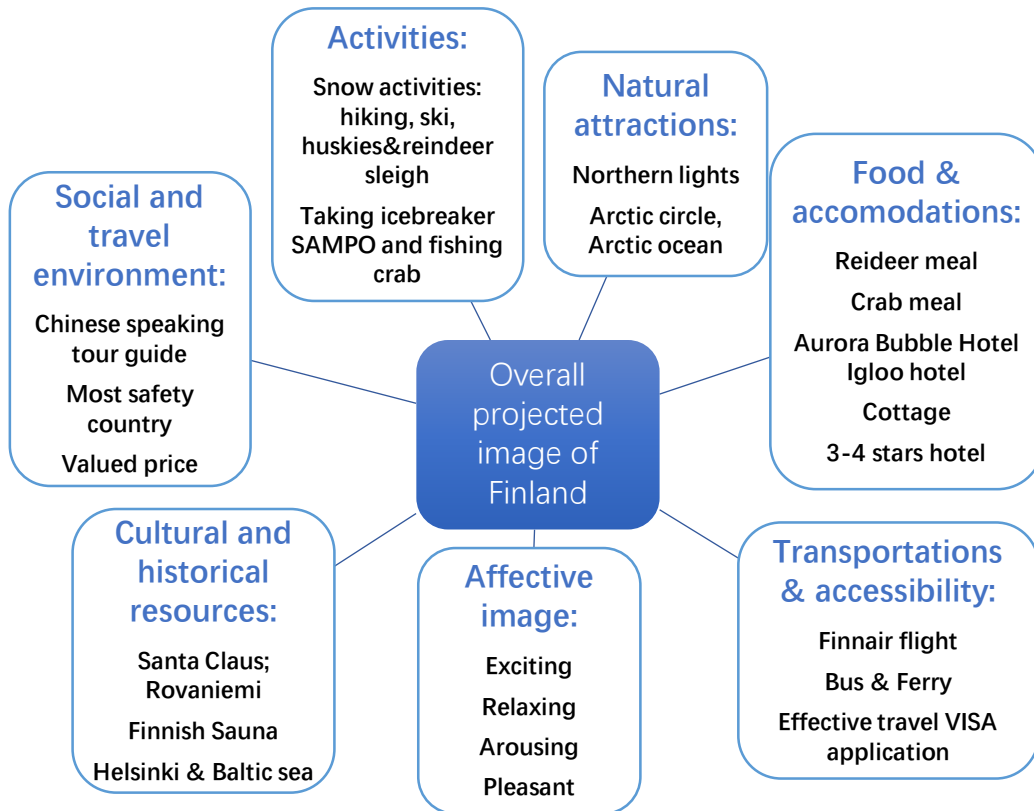
Figure 6. The conceptualization Finland's overall image

Through the combination of cognitive components and affective image which analyzed from the previous contents, the framework of overall image can be summarized as the figure 6 indicated. By referring the official travel website of Finland "visitFinland.com", the image of Finnish tourism combines the natural tourism recourses which based on Northern Lights and Arctic circle with the snow scenery and cultural tourism resources that led by Santa Claus and Finnish saunas to create a relaxing and comfortable experience with the exploring of mysterious Nordic excitement.

Finland relies on the special location of the Arctic Circle to obtain the best conditions for northern light observation. Combining with the cold weather dominated by ice and snow in Finland, it provides visitors with multiple levels of snow activities. The mysterious and colorful historical and cultural background gives Finland the unique cultural tourism characteristics. Supporting infrastructures related to the transportation and accommodation, with diverse and high-quality features, create a safety, convenient and comfortable travel experience for tourists.

The above analysis shows that the projected image of Finland as a tourist destination can be summarized as: a scenic nature-based tourism destination based on northern light, with a rich and mysterious historical and cultural destination in Santa and the capital region of Helsinki, a unique entertainment destination that gives visitors a relaxing and comfortable travel experience. It is obvious to find that tourism suppliers are trying to create a variety of tourism images in Finland, but further research has found that they all build a positive and unified tourism image. The process of presenting of the projected image of Finland to Chinese tourists shows the diversity to common characteristics, which is forming an excellent, clear and positive tourism destination image through the description and introduction of various aspects.

6 CONCLUSIONS

6.1 Discussions and theoretical conclusions

The main purpose of this study is to discover the image of Finland as a tourism destination projected to Chinese tourists. According to the composition theory of destination image, this study collects the tourism materials of Finland in the Chinese market as the research object, and mainly studies the content and characteristics of the projected image to summarize the clear tourism image of Finland.

The dimension of destination image components theory (Echtner and Ritchie, 1991) include *functional characteristics* and *psychological characteristics*, *attributes* and *holistic* dimensions regarding to a tourism destination to measure the tangible and intangible destination components. In the meantime, by enriching the certain levels of components of cognitive image which proposed by Walmsley and Young (1998) and the emotional affective image dimensions' theory from Russell and Lanius (1984) as the theoretical framework to analyze the overall image of Finland.

The main research questions on the projected tourism image of Finland are clearly presented through content analysis research method under the guidance of the theoretical framework. Obviously, the representative components of cognitive image in Finland, such as northern light, Santa Claus, Finnish Sauna, Reindeer meal, Aurora Bubble Hotel, Finnish Cottage, and Snow Activity are also clearly explored within the research, with positive emotional impression to build up a comprehensive overall projected image of Finland.

This paper analyzes the composition of the cognitive image, summarized the sentiment expression tendency of the projected image of Finland and finally generalized the overall projected image through the content online. Besides the natural attractions, cultural and historical attractions, activity attractions, tourist facilities and supporting infrastructures, the social security of the destination, the tourist atmosphere and the quality of tourism services become the constituent elements of the projection image; "exciting", "relaxed", "arousing" and "pleasant" has been the main components of affective

image of Finland. Through the description and summary of various aspects, it analyzes the unique tourism projection image of Finland.

According to research on the projected image of Vietnam shows that Vietnam has not done enough in terms of health and safety that tourists are more concerned about it (Bui, 2011). In the contrast, Finland has performed well in tourism facilities and services, which provided good tourism infrastructures and excellent service quality to become one of the safest countries for travelling in the world.

In the research from Lian and Yu in 2017, through the analysis of the visual and textual materials related to the tourism destination Huangshan on the internet, the cognitive image of the projected image of Huangshan has been analyzed from the perspectives of tourism infrastructure, tourism resources and related services in the destination, with the strong emphasizes of natural tourism resources in the image of Huangshan, while tourism facilities and infrastructures are relatively ignored and not been as a focus in the destination image. (Lian and Yu, 2017) However, the study of projected image of Finland starts from the aspects of natural resources, cultural and historical resources, tourism infrastructures, as well as the social and tourism environment, which created a balanced image of Finland, in which not only emphasizing natural and cultural tourism resources, but also involving perfect tourism facilities with an excellent tourism environment and very strong security features in general.

6.2 Managerial implications

According to the research findings of this study, the projected image of Finland is tourism destination with diversified, multi-level, complete infrastructure and positive features. The diversified tourism image is conducive to attracting different types of tourists to meet the travel needs of tourists from different ages. Finland is recommended as a tourism destination, which based on the beautiful and unique natural tourism resources and mysterious cultural attractions, positioning the uniqueness characteristic of tourism destination image and creating an irreplaceable tourism image.

The projected image of Finland which created by the tourism suppliers in Finland is dynamic, which tends to be adjusted by the sales and promotion effect of the tourism products in the target market to attract more tourists. Therefore, it is necessary for

Finland to strengthen the monitoring of market and promotion effects in the transmission process of projected image, appropriately adjust and optimize the focuses, screening out more suitable content to transmit it to tourists in a targeted manner to ensure the effectiveness of the projected image.

Through the research in this paper, it is easy to notice that multi-level winter tourism activities in Finland have always been an important part of Finnish tourism, while tourism activities in other seasons have not been mentioned, partly because of the time limitation of sample data, as well as the lack of tourism propaganda and limited channels have led the tourism image of Finland being dominated by ice and snow. The Finnish tourism in the summer and autumn season has not received much attention, such as sightseeing, autumn picking and other special attractions.

Therefore, it is necessary for Finland to strengthen its publicity on social media and major travel review websites, gaining more attention from potential tourists and bring the existing tourism resources to full play. Such as the very popular social media Weibo could be a very important promotion platform. The travel review website, such as the "guide.qyer.com" (穷游锦囊) and "mafengwo.cn" (马蜂窝) could be very good choice to increase the publicity of Finland as a destination, since both of them are very popular for searching the destination information from tourists.

In the analysis of the research related to the components of projected image in Finland, which is focusing on the promotion of natural and cultural activities. However, shopping is rarely mentioned in tourism products. As we know that shopping plays a very important proportion in the tourism behavior of Chinese tourists and affects Chinese travel decision making (Xu and McGehee, 2012). Therefore, segmenting the tourist market and providing more targeted tourism products for the target group of tourists are significant measures to obtain a larger market share in China.

By referring the "tax-free shopping" that mentioned in the Finnish official travel website "visitFinland.com", it can be seem that shopping is also part of the Finnish projection image (visitFinland.com). The tour operators should mention shopping in travel products related to Finland, including the souvenirs shopping in destination and convenient duty free shopping conditions at airport duty-free shops in order to meet the satisfactions and expectations from the tourists regarding to shopping.

6.3 Limitations and future research

The study is based on the realization of the expected goals to analyzed and summarized the projected image of Finnish tourism in the Chinese market. However, it is limited by data collection and research conditions, as well as the limitation in the relevant knowledge and the research experiences from the author concerning to this subject, there are still some imperfections related to this study, which provide the space and premise of improvement in the research of related topics in the future.

6.3.1 Limitations of research

The sample size is limited. Large numbers of online Finnish tourism offerings provided by different travel operators, videos and pictures may affect the research results. This study selected the most representative sources as much as possible under objective conditions. Some of the sources have not been covered in the study, which may also cause limitations in the results of the study.

The timeliness of the research data may also effect the results. The data of this research is collected in the winter season, so most of the offerings on the internet concerning about "travel Finland" are winter tourism products, and there are few projects involving summer tourism. Although the peak season of Finnish tourism is in winter, the winter tourism image cannot be fully summarized as the projected image of Finland as a tourist destination throughout the year.

Besides, the implementation of qualitative research methods requires a high level of research ability from researchers. Usually, the individual preferences of the researcher and the subjective understanding of the research topic will affect the judgment and subjective choice of data analysis from researcher. Since the research and data analysis in this paper is done independently by the author, there may be some subjectivity related coder reliability of the study results.

The travel method is uneven. The tourism products provided by the tourism suppliers will be adjusted according to the sales and the tourism trends, which will affect the building of the tourism image. At the same time, due to the different tourism modes chosen by tourists in different periods, the projected image which analyzed through the tourism products on the internet is uneven to some extent. More and more self-

service travelers are willing to plan their own travelling routing in Finland by referring from online travel reviews, so considering different travel methods is also an important factor to comprehensively analyze the projected image of Finland.

6.3.2   Future research

Based on the above deficiencies, as well as the limitations related to author's academic ability and the level of understanding, the problems still exist in this study which need the further improved.

Therefore, the future research should expand the sample size and trying to obtain more comprehensive research data through more information platforms, in order to get the most objective projected image of destination in the research. Moreover, it is very necessary to collect the research data from different time periods to summarize the most comprehensive and representative destination projected image.

To get more objective qualitative analysis results, the future research could cooperate with other researchers to avoid the unnecessary research errors from subjective preferences and judgment. It could also rely on some certain data analysis software to analyze the research data, such as CATPAC can be applied to extract the high frequency code from the sample in order to increase the coder reliability (Stepchenkova and Morrison, 2006).

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