

Feeling the narrative: Emotions of Media Tourists

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ABSTRACT

This paper focuses on the emotional aspects of media tourism: the way the media tourist's emotions change, develop and lead to the actual media tourism event. When a person interacts with a narrative, a desire to visit a related location (that is to perform a media tourism act) may occur. For the purpose of this research project, several semi-structured interviews were conducted with media tourists to find out how their emotions develop before, during and after the media tourism experience. In order to study the dynamics of emotions a model is suggested, where the reading of a book or watching of a movie is taken as the initial point. After that, according to the model, the media tourist will experience a post-reading/post-watching stage where the narrative emotions (feelings one has during the interaction with a narrative) urge him/her to visit the location portrayed in that narrative. The next stage is the media tourism act itself, and finally he/she will experience post-travelling emotions.

As the study showed, most of the respondents had positive emotions when they were interacting with the initial narratives and likewise during the visit of the media location. Their emotions were mostly of happiness and joy. However the emotions occurred after reading/watching and after travelling were rather weak especially when compared to the sentiments during the actual reading/watching or media tourism experience. In conclusion, there was no constant level of the respondents' emotions. Emotions that had appeared in the beginning transformed and induced the respondents to become a media tourist. Their feelings then increased, flourished during the period of media tourism and afterwards created new urges when the traveler returned home.

KEYWORDS

Media tourism, emotions, tourists, narrative emotions, tourist's emotions, dynamics of emotions.

PROSPECTIVE OUTLET

This paper could be submitted in one of the following journals: "Tourism Management", "Tourist Studies" or "Journal of Travel and Tourism Marketing".

INTRODUCTION

A typical touristic raid to the Musée d'Orsay (Paris) several years ago became a unique memorable experience when I unexpectedly saw “Whistler’s Mother”. Competing with world-famous Van Gogh and Degas for people’s attention, Whistler would not typically attract my attention. However his “Mother” is a very unique piece that for me is associated with childhood and funny comedies of the 1990s. The painting was a key element in a movie I saw many years ago – “Bean: The Ultimate Disaster Movie”. In the movie, the main character ruins the painting and encounters a range of comic situations because of it. The inversion of high art demonstrated in the movie was also present in my experience, when the ‘right’ reactions to the painting – excitement, fascination and delight – were replaced by mockery and merriment inspired by the movie.

Emotionality or the ability to feel are two of the valuable features of human beings. Emotional bonds with others help us to live through daily hardships and feel like we belong. It is not surprising that we easily become connected to things that touch us. A favorite story, memorable place or beloved character – everything can create an emotional bond that may even remain in our hearts throughout years and appear unexpectedly like in my story. However some experiences can create such an emotional bond that it will inspire people to act. In some cases those emotions linked to favorite stories or objects can be so overwhelming that it may push people to visit related locations in order to come closer to the associated narratives and re-experience these sensations again. When one is mesmerized by a narrative and wants to visit related locations he/she enters the world of media tourism. Media tourism is an attendance of a place where a movie was made or any actions related to the movie industry (Beeton, 2005: p. 11). Also besides movies; books and other works of art are able to lead to media tourism.

Widely studied by scholars, media tourism still remains one of the most mysterious processes affecting millions of people. Though, the effect of a movie on the number of visitors is fractional and disperses, though it is rather substantial (Young & Young, 2008), so media tourism is a significant phenomenon affecting millions of people. While media tourism has been studied in a variety of ways, it seems that the exploration of the emotional dimension of the media tourists’ experiences and motivations are still missing. Although scholars are paying a lot of attention to media tourists, they mainly focus on the rational aspects of traveling and overlook their internal emotional characteristics. This is remarkable, because human emotions and traveling are inseparable. People travel in order to experience fresh emotions, see something new or entertain themselves. One way or another, their emotions are a crucial part of this process. The touristic experience is emotional in its essence. Also fairly often, people’s motivations to travel are emotion-driven.

Thereby, despite the variety of researches on media tourism there are still some gaps in the field that need to be addressed. As the emotions that may induce a person to become a media tourist are not static, but are a dynamic process that changes over time, it seems reasonable to investigate the emotional dynamics of the media tourist's experience. Starting when one first engages with a narrative, getting its focal point when he/she visits the location and, in the end, transforming into something new. It is necessary to conduct an explorative research to see the development and alteration of emotions and the way they motivate people to become media tourists. Thus the research question is: *What emotional dynamics can be traced and analyzed in the media tourist's experience?*

This research is crucial for tourism practitioners, because it illuminates the possibilities of turning fiction into persuasive communication in order to induce people to travel. Therefore it can be utilized by tour agents in order to create convincing public relations with potential tourists that will appeal to their emotions and thereby will be more persuasive. Above all, the study will be relevant for media tourism scholars, because it will illustrate the emotional essence of media tourism. In conclusion it will demonstrate that media tourism is an emotional act where people's feelings are always present and play a significant role in the way they appreciate various locations.

The paper consists of several main chapters. The first one presents the basic theoretical approaches taken by media tourism scholars in relation to media tourists; and the essentials of narrative emotions theory. Also a model of emotional dynamics of media tourists is suggested there. Next the method and analysis of this research are described. Thirteen media tourists were interviewed to answer the research question. The following Analysis chapter shows the main outcomes of the study. And finally, the conclusions of the research are presented.

THEORETICAL FRAMEWORK

Media tourists

Media tourism is “a post-modern experience of a place that has been depicted in some form of media presentation - an experience that is highly personalized and unique to each individual based on their own interpretation and consumption of media images” (Macionis, 2004). It includes “a visitation to sites where movies and TV programs have been filmed, as well as.. tours to production studios, including film-related theme-parks.. tourist activity associated with the film industry, be it on-site in the field, or at (or near) the production studio” (Beeton, 2005: p. 11). These tourist activities are rather common nowadays. There is a range of examples when a location starts to attract more tourists after it was shown in movie or mentioned in a book. Media narratives are able to affect people’s decisions to travel and encourage them to visit specific destinations that they have seen on TV or read about in books (Lin and Huang, 2006; Hudson and Ritchie, 2006; Bolan and Williams, 2008; Jewell and McKinnon, 2008; Kim and O'Connor, 2011). A range of aspects of media tourism is well investigated by scholars. One of the most important actors in the media tourism process is obviously the tourist himself/herself, because he/she gives birth to this process and without tourist there would not be tourism. However, despite the variety of papers and books focusing on media tourists, unfortunately, only certain aspects are scrutinized: tourists’ engagement and experience (Kim, 2010; Portegies, 2010; Reijnders, 2010; Mansson, 2011; Kim & Wang, 2012), the role of culture in this process (Kim & Wang, 2012); identity related aspects (Gabriel and Young, 2011), and their practical motivations.

The focus of these studies is rather narrow in some sense. Most scholars advocate a rational perspective, claiming that cognitive motivations are the most significant for media tourists (Sood, 2002), while others suggest more complex understandings of this phenomenon. For instance, Beeton (2005) talks about a wide set of motivations to travel: to see and enjoy the scenery, re-live the movie or to get an element of celebrity status through the association with the location. Generally, media tourists are seen as rational actors making their cognitively driven decisions. However despite the seemingly rational shape of it, Beeton’s list of motivations contains rather irrational elements, which are mostly related to the realm of feelings; for example the desire to enjoy a place. Although a combination between cognitive and emotion-driven motivations is the most reasonable way to approach this process; the emotional processes within a media tourist are rather often overlooked.

Some attention has been paid to people’s emotions on the location, in particular to people’s personal engagement with these places (e.g. Kim & Wang, 2012). The most vivid example of tourist’s engagement with the location is the re-enactment of the scenes from movies (Kim, 2010; Reijnders, 2010). Though some may have rather rational reasoning for the re-

enactment (for instance, see Reijnders, 2010), in essence the desire to pretend that you are a character from a movie or a book is clearly closer to the realm of feelings although one might be rationally driven to re-enact a scene, the basic benefits a person gets are internal and undoubtedly linked to one's emotions. Thereby to a certain degree this seems to be an emotional process where people do not rationally value their actions, but just do what they feel.

The starting point for this paper is the idea that the media tourist's experience is a mixture between rational and emotional factors, where emotional ones are triggering the desire to travel, while cognitive factors are related to critical understanding and rational interaction on the location (Kim, 2012). A person's experience is a constant shift between rational and emotional stances (Reijnders, 2011a). While tourists' emotional involvement with a movie is affecting their experience and attitude towards the place related to it (Kim, 2012), it can also cause a more general interest in a country, create an image for a place, encourage people to travel, support interest in a place or act as a travel guide for a place (Iwashita, 2008). To conclude, emotions can have real practical consequences for the tourists and tourism in general.

Narrative emotions

The main hypothesis in this study is that the emotional experience of media tourism is closely connected to the original emotional experience of reading a novel or watching a movie. As mentioned, there are strong parallels between travelling and consuming narratives. A person experiences a range of emotions when interacting with a narrative. When a person is drawn into a story he/she is transported into a narrative world. This enjoyable journey occurs due to the engagement with the narrative and people's empathy. People can gain benefits, escape from the self or connect with the character due to their engagement with a story (Green, Brock & Kaufman, 2004). However this experience is mediated by people's emotions and reader's experiences plays an important role in the persuasiveness of a narrative (Mazzocco et al., 2010; Beentjes et al., 2009).

Narrative emotions are those emotions that emerge when people enter the narrative world (Mar et al., 2011). In other words, these emotions appear when a person interacts with a story and experiences unique sensations brought to life by the narrative. A person's emotions are well studied in the context of reading. Various scholars make lists of emotions people have during reading (e.g. Miall & Kuiken, 2002; Kuiken, Miall & Sikora, 2004), but on the whole these emotions are best presented by Mar and colleagues (2011). They are supplementing Oatley's (1994) list of narrative emotions, and are presenting five emotions that might occur when people are interacting with a story:

- sympathy – “feeling for someone in a particular predicament and, for instance, feeling that one wants to help them” (Mar et al., 2011: p. 823);
- identification – the reader’s self-identification with a character, when one imagine himself/herself in the character’s position;
- empathy – a feeling that is similar to a character’s emotion;
- relived emotion – an emotion from a personal past that is called by the narrative;
- remembered emotion – an emotion recognized “from evolutionary and cultural kinship with the rest of humanity” (ibid.: p.825).

Besides an increase in one’s intelligence, reading fiction affects people’s ability of empathy, social support and inference (Mar, Oatley and Peterson, 2009; Mar et al., 2006). Emotions can have a rather strong influence on the way people understand themselves and their involvement with the media (Wirth, 2006). They can also affect person’s thinking process (Oatley, 2002). Emotions that occur during reading can have a self-modifying affect on the reader (Miall and Kuiken, 2002). Narratives perform as a simulation of the real world due to its abstract, simplified and compressed nature (Mar and Oatley, 2008). As it is demonstrated in Radway’s “*Reading the romance. Women, patriarchy, and popular literature*” (1984), novels can help people to escape from dull reality. Overall, scholars agree that emotional involvement with a narrative can affect people’s values and believes, and lead to changes in their behavior. People are rather often purposefully imitating what they learn from books or TV. As Simcock, Garrity and Barr (2011) showed, even 18-24 month old children are copying some elements of what they see on TV or hear from books, though actions from TV are imitated better than those from books.

Although the theory of narrative emotions is discussed by scholars in relation to the process of reading, the same specific engagement with the narrative may as well occur when one is interacting with a narrative from a movie. Thus narrative emotions are not only those that appear when a person is reading, but are any emotions that appear when a person becomes engaged with a narrative.

The emotional engagement with a narrative does not end when one finishes the book or a movie ends. It is a dynamic process that continues afterwards as well. Mar and colleagues (2011) have shown that emotions also emerge after the reading experience. They discussed two types of reactions: change in cognitive processing and transformations in personality. In-turn one could state that those emotions having emerged after the narrative experience may raise a person’s desire to visit related locations and so media tourism will occur. Nevertheless, those emotions cannot last forever, and as time passes, the desire to visit a location from a narrative will gradually decrease (Di Cesare, D’angelo & Rech, 2009).

In order to understand this whole process, it is necessary to adopt a more holistic perspective, taking into consideration both the emotional experience of reading/watching and the emotional experience of ‘being there’ on a media tourism location. Simply put, the motivation to attend a media site appears when one interacts with the initial narrative. Therefore the reason why people become media tourists should be traced back to the time when narrative emotions emerged. After that these emotions develop and eventually lead to media tourism.

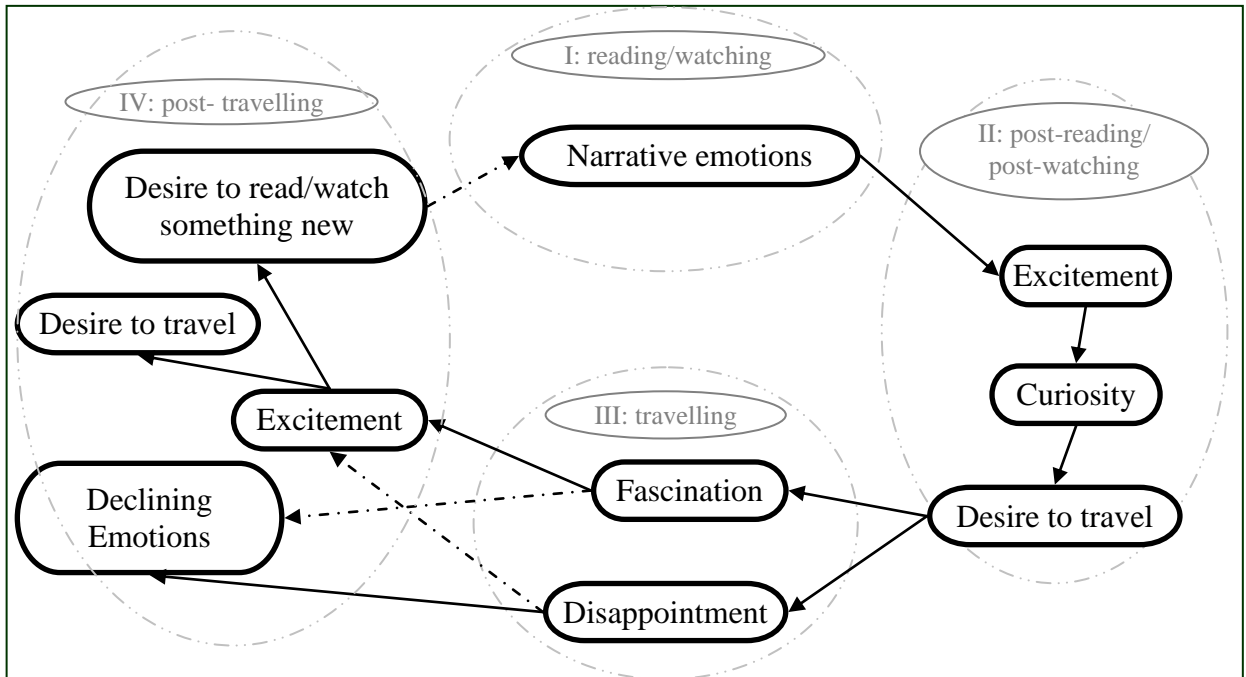
Model of emotional dynamics

Deducted from the knowledge about narrative emotions, mentioned above, and an approach to media tourism where several stages are discussed (Hudson, 2011), the following model of the media tourist’s emotions is suggested in this paper. Hudson (2011) talks about stages of collaboration between tourism and movie industries in order to promote different locations; showing how one transforms into another. This approach inspired the attitude towards emotions as a process consisting of several stages – before, during and after (e.g. Fox, Kirwan & Reeb-Sutherland, 2012). The first step relates to the moment when a person reads a novel or watches a movie that creates the narrative emotions. Clearly, not all narratives cause strong positive emotions or any emotions at all, but some do. After the acquaintance with the narrative, during the stage of ‘post-reading’, the reader processes the narrative in his/her imagination or discusses it with friends. Also he/she may experience sensations related to the post-reading stage, for instance excitement or curiosity; that may eventually lead to the desire to visit the related location. The third stage comprises of the moment when emotions, raised by the concrete narrative, lead to the visitation of the related location. Obviously, not all narratives lead to media tourism; however some of them are able to create the necessary desire or curiosity to travel. During this stage a person may experience various emotions, a person may become fascinated or disappointed by the visited place, because the image of the place he/she has may differ from the reality.

The fourth ‘post-traveling’ stage relates to the period after the visitation of a location. While some people’s emotions might gradually decline after media tourism experience, others may become even more excited and these new emotions may lead to new desires to interact with narratives or visit new locations. Combining these sensations together the model below shows how emotions change in time starting when someone reads/watches a narrative and conditionally ending after the media tourism experience. The end of the model is conditional because, obviously, after the trip emotions do not disappear but transform into something different – new desires to travel or a disappointment with the place that may discourage one’s desire to travel for a long time. Nevertheless, the ‘strength’ of those emotions is less than in the beginning of this

process so for this research it is not that relevant, because the first four stages of emotional dynamics are more crucial than the expected continuation.

Model 1. Emotional dynamics of media tourism



METHOD

In order to explore the dynamics of tourists' emotions thirteen semi-structured in-depth interviews with former media tourists were carried out (e.g. Gilbert, 2008). The snow-ball method was applied in order to recruit the respondents. The 'emotionalist' approach to interviews was implemented, because the 'authentic experience' of the respondents was the most important (Silverman, 2001). Twelve interviews were recorded and carried out face-to-face, while the last one was done remotely. During these interviews an interview guide with a guideline of possible questions was used (see Appendix: Interview Guide). This list was used as a guideline so when it was necessary the course of discussions was changed.

At the beginning of each interview the study's objectives and privacy issues were mentioned. Most of the interviews were carried out in English, but five were made in Russian, because the respondents hesitated to speak English and preferred to use their native language. Ten of the respondents were female and three were male. The ages of the respondents were between 19 and 34. Six had a full- or part-time job, while the remaining were university students. All of them were residents of the Netherlands or Russia. An overview of the discussed stories and visited cities is presented in The Appendix's Table 1. Although the respondents differed in their socio-cultural background and the sample was not representative, the explorative aim of this study was not affected by it. The most significant feature that all the respondents met was a narrative that induced them to become a media tourist.

The interviews demonstrated that the initial logic to approach media tourist's emotions as a process and emphasize the four stages mentioned in the model was rather reasonable. Even before the interviewees were asked about the next stage of their experience, they had already moved on to talking about it. For instance, when we discussed their trips, they independently directed their story towards their post-travelling experience. Consequently, this may be evidence that the logical development of a media tourist's emotions is the transition illustrated in the model.

Although most of the respondents were to a certain extent able to describe their emotions, some of them were rather laconic in their stories. Taking into account their remarks about their personality, one may expect to trace a link between a person's ability to vividly describe his/her emotions and general emotionality. Therefore the intensity of respondent's emotions might be related to his/her nature. Thereby people who are rather emotional in their everyday life will tend to have and to express more emotions during the interviews; while those who are more restrained by nature have less defined emotions and are more tranquil and rational during the trip and have less distinct narrative emotions. However, even those who were more expressive during the interviews used rather basic terms as "like" or "positive" to describe their sensations

towards the book or trip. However the way they were telling their stories, all the details they remembered, showed that these places and narratives were special and significant for them. Therefore, in order to ease respondents' self-expressions in the future, some additional cards with various emotions mentioned on them could be provided to assist their narration.

The interviews were retrospective, because they talked about already experienced emotions. During the interviews the emotions towards a book or a movie and how they evolved in time were discussed. In order to understand and study the media tourist's emotions, the model of emotional dynamics suggested in the previous chapter was used and emotions of media tourists were analyzed as a process.

Before the actual analysis, all the interviews were transcribed. All the transcripts, where it was necessary, were translated into English with the preservation of the original speaker's grammar. The most attention was paid to the main aspects of respondents' emotions. After the transcription and translation process, the general tendencies in people's emotional dynamics were pointed out. The important concepts related to people's emotions on each of four, above mentioned, stages of emotional dynamics were highlighted in order to be used in the paper.

Further a qualitative analysis was carried out (Johnson & Onwuegbuzie, 2004). As the research objectives were qualitative, the qualitative method of data collection and analysis appeared to be the most appropriate. Since the beginning of this research project it was obvious that there was no constant and uniform state of people's emotions towards favorite narratives. That said, the exploratory character of this paper impels the analysis of commonalities first and foremost, and leaves the analysis of possible difference in the way that people emotionally relate to media tourism for future publications.

ANALYSIS

From reader to media tourism

Although media tourism seems like a rational act of a true fan deciding to visit a specific location, often people act as purely irrational and emotional subjects. While some people are driven by their rational reasoning, others become media tourists because of their emotions. Their decisions may be based on their deep sentiments and feelings towards a favorite narrative or are an attempt to recreate a certain feeling that they associate with the narrative. However, the emotion-driven visitation of a media location is a rather long path that has several steps. First of all, the initial emotional affection between a person and a narrative should spawn within him or her; next the procession of these emotions should take place. After that the actual visitation of a location should happen and in the end, he/she should go through a post-touristic experience.

(I) 'Once upon a time': engagement with a narrative

The original reasons to read or watch a particular story were rather different among the respondents. While friends advised some, others did it because of boredom. One way or another, the initial act of reading a book or watching a movie took place and as the interviews showed, the respondents experienced a variety of narrative emotions. As the following examples show, people had different emotional reactions:

“When there were some negative situations [in the story].. I.. felt very sad.. sympathized [with] the characters” (Respondent 5);

“[Feelings while reading] were more positive.. in the beginning.. I was really intrigued.. what will happen next.. was curious.. and also.. a feeling of sadness [because of the plot]” (Respondent 9);

“I really sympathized [with] all the characters.. I cried a lot.. I really got sad for a long time because of [the book]” (Respondent 11).

Respondents had various emotions when they first encountered the narratives. As the fifth and eleventh Respondents said, they ‘sympathized’ with the characters, so when something sad was happening in their stories, they also became sad. Thereby, these strong emotions became linked with the stories and in turn to the places where all the action took place. Whether it was sadness or something positive, while reading they experienced a range of emotions that became linked to these narratives. Simply these people associated the narratives with the positive or negative emotions they had while reading or watching.

The respondents mentioned different reasons for loving their favorite story. They pointed out that their favorite narratives were likable, a person was able to relate himself/herself to it, the characters were interesting and relevant for the reader and the stories was engaging. As the

respondents described their narrative emotions, the engagement with the particular narrative made those stories outstanding for them. Some of them sympathized with and empathized with the characters, others identified themselves with them. Due to that, a special bond was created between a person and a narrative which, in some cases, remained throughout years. From this it can be concluded that during this stage a person engages with a narrative and the potential for media tourism is created.

(II) 'Finding Nemo': post-engagement with a narrative

During the stage of post-reading or post-watching the 'strength' of the bond with the narrative is revealed. If it is strong enough and one stays excited and curious about the story, he/she starts to search for more of anything that is related to the original narrative; but if the story did not impress him/her much there will not be any desire to visit a place linked to the specific story, thereby to become a media tourist.

The respondents had some difficulties describing their emotions and experiences during this stage. Nevertheless, some of them were very clear about the strong emotional bond that they felt with the narratives, as these quotes illustrate:

"Weeks after that I was still remembering the movie.. how pleasant it was.. what interesting places I saw there" (Respondent 1);

"A day.. or more [after the movie] I thought only about it.. why he did like this.. why she said it" (Respondent 8);

"I caught myself.. reproducing these images.. dialogues.. moments from the book.. all the details.. especially those that I remembered very well.. and even phrases that I'd read.. they just.. flew in front of my eyes.. and.. I even started.. to re-think.. what if the situation would be like that.. or like this.. how it would end.. and was also discussing [the story] with friends afterwards" (Respondent 9).

As the examples show, these respondents had very strong impressions after their engagement with the narrative. They remembered the story for a while, after they finished reading or watching it. Some of them even reproduced the stories in their mind later. Besides that, one of them was discussing it with friends. In sum, when a person experiences the strong initial emotions when reading or watching a narrative, he/she might want to prolong the feelings created by the story and keep thinking about it, as these examples show.

Besides that, a person may want to continue the exploration of the narrative and learn something new related to it. As other respondents mentioned, after the initial engagement with the narrative they were not only thinking about the stories, but also took some actions in real life. As these quotes show:

“I liked the book.. so.. I decided to read all [author’s] books” (Respondent 3);

“[The bond with the story is] like a snow ball.. getting bigger and bigger.. at some point I decided that I want to learn [Korean] language.. [read] some books about Koreans” (Respondent 5).

The third respondent, under the impression of the initial narrative, decided to read other books by the same author and therefore closely related to the original book. However the fifth respondent, who enjoyed watching Korean soap operas, after the acquaintance with the first one did not stop and continued to watch more similar shows. Besides that, she even wanted to learn a foreign language in order to understand other Korean movies better.

In conclusion, it is reasonable to assume that the narrative emotions can induce the fascination and the desire to know more about different cultures as it was in the example of the Korean soap operas’ lovers (Respondents 5 and 12) and the Mary Poppins’ fan (Respondent 6). Besides that a person, may start to collect different objects related to the narrative, although none of the respondents did this. These respondents were more inclined to read, learn or watch something new.

This post-engagement stage in its strongest form may be characterized by a desire to continue the ‘relationship’ with the narrative and to know more about something that may somehow be related to the initial narrative. As one of the respondents pointed out:

“Especially in that first week [after finishing the book] there was this hole that a great book can leave in your life.... [so you want to] talk about the books and discuss anything related to it” (Respondent 13).

The connection with the narrative that a person experiences may unexpectedly end when the story comes to an end, so that person may try to prolong these sentiments by reading some other books written by the same author or fan fiction that is easily available online in order to fill the gap created by the end of the story. This gap is evidence of the intensity of these initial emotions that people have when they interact with interesting narratives. However, some respondents tried to fill this gap and as the following examples show, reading other stories that have a resemblance with the original can help:

“After this book I read immediately “The Scarlet Sail”.. and it’s very.. similar in the description [to the original story she read].. I think similar people wrote these books.. these two.. are very similar.. very romantic” (Respondent 4).

Meanwhile, in a few cases the strong attachment to the story remained throughout many years, as this respondent stated:

“[“Mary Poppins” movie] was kind of stuck with me.. it.. just came up every now and then.. [even with friends, when he] talked about musicals, songs and things like that..[the

references to that movie came up].. *it's really hard to avoid that particular movie, because it's classic*" (Respondent 6).

Although this respondent saw "Mary Poppins" only in his childhood, he remembered it, because he came across references to the movie all the time. The image he had of London was inspired by the movie, so when he finally visited London, the memory of the initial narrative still remained and he was trying to find the London of Mary Poppins.

During this stage the actual idea to travel and visit the locations mentioned in the favorite narrative might appear and at the end of this stage one might get the desire to visit the actual media location and become as close to the favorite narrative as physically possible.

(III) 'Alice in Wonderland': media touristic experience

Traveling in general is a very emotional process. While some people are excited and looking forward to it, others worry and try to prepare for the trip as much as possible. Reactions among the respondents were different. While some got very excited:

"I guess at that time I had a crazy euphoria" (Respondent 5).

Others became worried:

"Before the trip I was nervous.. because you need to buy everything.. for the trip... to do all that is needed" (Respondent 1);

"I got excited.. but as well worried.. because I wanted not to forget anything.. to plan where I will go" (Respondent 9).

Despite the initial optimism or worries before the trip all the respondents described their travelling experience as very pleasant and positive. Generally speaking, besides the enjoyment the respondents had because of the visitation of a media place they were driven by overall touristic emotions that were rather positive. In the case of these respondents, travelling in general was a very positive experience for them, so while describing their sentiments respondents showed that being on vacation was a very enjoyable experience for them, so they tended to have more positive emotions and perceive everything in an optimistic way. This can explain their generally positive sentiments about the media tourism part of their trip as well.

The actual attendance of a media location becomes a special point in the touristic agenda. While some may become media tourists accidentally, others deliberately go to the media locations. Although none of the respondents planned their trips only for media touristic purposes, most of them combined a visit to the media location with their original trip to a city. The excitement and joy when respondent appeared on the location mentioned in the narrative were rather vivid:

“My emotions were positive.. happiness.. joy that.. I have finally visited [Rome].. I was just very glad.. and inspired” (Respondent 1);

“Happiness... I don't know why.. just was very happy to be there in reality.. was very positive” (Respondent 3);

“I was like: “wow”.. I was very excited.. it was much better than I expected... very nice” (Respondent 10);

“I was so impressed.. it was unbelievable.. it was amazing.. i was so excited to be there.. it was majestic” (Respondent 11).

As a whole, these respondents had very positive emotions when they visited the media location. Some of them were happy, inspired and in general very positive about their experience. One respondent stated that she even felt like she was a part of the movie, as this quote shows:

“When I was there I was feeling like I'm almost in that movie.. you're walking there and all faces are.. so familiar” (Respondent 12).

These quotes show that respondents, when physically being in the location, go back in their memories to their initial narrative emotions and therefore regard the physical location as the place from the movie or book where the particular narrative took place. These emotions, created during the first engagement with a narrative induce media tourism.

The emotions that respondents experienced after the visitation of a media location may differ from person to person. While some may feel disappointment when a place could not fit their expectations, others may become even more fascinated with the book or movie when the reality exceeded their hopes. As is the case with of the respondents, even those whose expectations were not met did not have any negative sensations, because their overall satisfaction with the visit was composed of several elements. The interviews showed that the actual resemblance of the place and the respondents' imagination was only one of the factors affecting their mood during the trip. The company they had, the overall trip satisfaction and many other minor elements which were not directly related to the narrative were affecting their mood as well. Whether their experience was good or bad depended more on collateral factors than the resemblance of media place and their expectations. Even in the cases when the reality was not as they imagined or expected, the respondents had rather rational initial expectations and were ready to see something different from their internal literary or cinematic imagination. Due to this, they were not sad because of a disparity between reality and expectation. Simply being on the media location and travelling in general created very strong positive emotions, that proved to be enough to compensate possible little disappointments. As one of the respondents said:

“I knew that when I will go back home I will have the routine.. and I will remember my trip.. and even some sad moments I will remember positively.. because it was my vacation.. it was a new experience at a new place.. so it was very interesting for me” (Respondent 10).

As a whole, some of the respondents described their emotional experience as constant ups and downs:

“[Emotions] grew in time.. and when I visited the place it was.. the highest.. I was so happy and pleased.. although after the trip they went down” (Respondent 1);

“Well.. my emotions were like mountain.. hollow.. mountain.. hollow..” (Respondent 4);

“When I just knew that I’m going there I was very excited.. when I get there I was.. euphoric.. and after that I [felt] down again.. so it was like a hill” (Respondent 5).

These quotes demonstrate that emotions change a lot over time. Not only their intensity alters, as in the example of the fifth respondent ‘excitement’ transforms into ‘euphoria’; but also the type of emotions changes when negative ones are replaced by positive ones. In general, people’s sensations during these all stages were constantly changing, becoming more intense and after that going down. All in all, the emotions did never disappear, but were constantly changing and lead to their focal point – to the trip.

In the end, it can be suggested that while emotions are able to induce people to become media tourists, their emotional state on the location is affected by a range of factors, and the positive impression created by the initial act of reading/watching is not the strongest among them. A group of friends that accompany the traveler during the trip, the general trip satisfaction or mood on that day are able to affect someone’s entire impression of a media site. The environment had a strong influence on their emotions, as the respondents stated; so when everything was going according to plan, the respondents described a more positive experience. However, unexpected events that occurred during the trip negatively affected the emotions related to media tourism as well. All in all, respondents were mostly positive about the travelling experience itself; and this, in turn, affected their general satisfaction with the attendance of the media touristic place. Thought the fact of being on the media location, also had an additional value and positively affected one’s emotions.

(IV) ‘Happily ever after’: post-travelling experience

Once the trips were over, respondents went back home, although their interactions with the narratives and the places were not over. There were two types of reactions to the return to normal. While, some of the respondents were internally processing their trips and were having post-travelling emotions; others became inspired and were making future plans.

While discussing their post-travelling emotions, respondents rather often opposed their travelling time with the reality of everyday life. They contrasted their happy, positive and free tourist moments with sad, routine-filled and boring time at home. As this quote demonstrates:

“When I returned home.. I was a little bit sad.. because I understood that the trip was over.. and now there was only working, working, working” (Respondent 10).

However, not all of the respondents were so negative about their return:

“I liked to be home.. so although trip was nice.. seeing new places was great.. being home was good also.. so I wasn’t too sad when I returned home” (Respondent 3).

As a whole, people had rather different emotions after their trips. While some were happy being home, others missed their trip and the foreign place they visited. Meanwhile, besides the internal emotional outcomes of the trips, the respondents had some external, real life impulses as well. As the following quote shows, in order to return to the initial narrative and to re-experience the emotions of being there, this respondent watched the same movie again:

“[When he returned home, he watched Mary Poppins again, and his feelings were] similar [to the actual trip to London] experience, I think.. movie is.. much less demanding.. but.. it’s about the same experience” (Respondent 6).

Re-watching the movie it all began with, this respondent was able to relieve the sensations he had during the trip.

While it is not surprising that various narratives may induce a person to become a media tourist, it seems less obvious that media locations can intensify a person’s engagement with the narrative. The attendance of the place may help a person to feel similar emotions that he/she had when was reading, so the act of media tourism may engage a person even more into reading and let him/her feel the same emotions. As the same respondent was saying, the trip gave him a special sense of the narrative, that he was able to recreate afterwards:

“When I went home.. [I] learned to find [feelings he had during the trip] again.. I’ve been able to find it.. and if I wanted I could.. just watch the movie again..[or] just [go to] a park.. [And he would be able to have] that romantic image .. of Mary’s London.. I took this feeling with me” (Respondent 6).

Besides that, in order to preserve the emotions from the trip, another respondent created a memory-album to collect photos and labels from the trip, as the quote shows:

“I have a super-album.. with all photos.. cut off.. labels.. anything [that has] something written in Korean.. I put it there.. and now when open it.. look at it.. feel brighter” (Respondent 12).

Interestingly enough, some respondents mentioned that their initial excitement and the passion towards the narrative started to decline during this post-travelling stage. While, as it was

mentioned, above some tried to prolong their feelings, others returned to their normal life, so their original sentiments were not able to last forever, because people could not be equally passionate about a narrative without an end.

Nevertheless, respondents' stories indicate that media tourism can be an inspiring activity. Some respondents were inspired by their trip to organize new ones in the future and others felt like interacting with new narratives – watch new movies and read new books. It can be described as some kind of 'narrative law of conservation of emotions' – when a person inspired by the initial narrative is able to preserve these sentiments throughout the time, become a media tourist and transform these feelings into something new: ideas to travel, a passion for a foreign culture or a broadening interest in new books. The initial emotions never disappear completely, but transform into new inspiring ideas and wishes. The quote from the following respondent vividly describes how inspiring this can be:

“This energy [from the trip].. I brought some part of it.. [back home] and it stays with me forever.. and I will definitely go back there again” (Respondent 11).

CONCLUSION

The phenomenon of media tourism is widely studied, despite that, a lot of scholars have paid attention to the way people travel to different locations, but have only investigated their rational motivations for their trips. Little has been written about the emotional forces inducing people to become media tourists. There is no substantial research that explains why affection with some movies or books induces people to visit different media places. This research addresses the gap in media tourism literature regarding the understanding of tourists' motivations to visit different places.

First, a new model describing several stages of the media tourist's emotional dynamics is introduced in the theoretical section. The basic assumption underlying this model is the idea that the emotional experience of reading a book or watching a movie is closely related to the emotional experience of media tourism. The model illustrates, in a sense, the 'narrative law of conservation of emotions', where initial emotions transform from one state to another. In the beginning, one experiences the narrative emotions when one engages with a narrative in the form of a book or a movie. After that, these emotions transform into different impulses, which could in the end lead to media tourism. While at the media site, the media tourist interacts with the location and has various sensations, either feelings of excitement or disappointment, the place evokes various sensations. This trip, in a sense, may provoke a catharsis, when a person's emotions reach a peak. And finally, when the traveler returns to his/her ordinary environment, the high of the media tourist experience start to gradually decline. Although in some cases, all of this may cause additional impulses which means that a former media tourist may engage with a new narrative in order to experience all these sensations again.

After that, the results of this research are presented in order to demonstrate the link between the emotional experience of media tourism and the initial emotions someone has when he/she is reading a book or watching a movie. First, a person engaged with a narrative read or watched a story. As the data demonstrated, respondents tended to have rather strong emotional bonds with various narratives. Second, some of them had urges to continue the 'relationships' with their narratives, so the potential for the media tourism emerged. Later, when they visited their media sites they declared to have different strong sensations on the locations called by the initial narratives. In general, they had rather positive experiences with their trips; their emotions were mostly happiness and joy. None of them was disappointed with the media site, though the reality was not always as they imagined. Still, beforehand they were ready for the possibility that the fantasy and real life could be different. At the same time, the fact of being on the media site, created its own very strong positive emotions. The most intense emotions appeared among the respondents when they were travelling and in the beginning, when they interacted with the initial

narratives. And finally, when they returned home after their trips, their emotions towards the narrative combined with the general excitement because of the trip caused the additional stimulation to read new narratives or travel to new places. Nevertheless, in comparison to their initial emotions during the reading of the story or watching the movie and sensations during the visitation of the media site, feeling after these activities (i.e. after reading/watching experience and after the trip) were weaker. The overall emotional dynamics of the respondents can be illustrated as an undulating motion, as sensations were increasing and declining throughout their whole experience and there were no constant level of emotions. The initial emotions that had appeared in the beginning transformed in time, became weaker at some point, flourished during the trip and created new urges when people returned home.

As a possible next step in the research of the media tourist's emotion several directions can be suggested.

First of all, a quantitative research can be done in this subject, which would be fairly unique in the field of media tourism research. The link can be studied between the media tourist's emotions and his/her initial narrative emotions, in a quantitative way. The respondents would be asked to quantitatively evaluate their emotions (i.e. to rank their feelings in a ten-point scale) when reading/watching a favorite narrative, the emotions he/she has when on the media location and the overall satisfaction. These variables would allow a quantitative analysis. This would show how initial emotional level affects the overall satisfaction with the trip, and would demonstrate the interrelations between these variables. This would statistically justify the influence initial emotions have on media tourism.

As a second possible direction, one can research the differences that people have in their emotional reactions during media tourism, so while this paper was centered on the commonalities in respondents' reactions, others can analyze the differences in the ways that people emotionally relate to media tourism.

And, finally, from the respondents in this paper it became clear that the content of the narrative is somehow related to the 'tone' of the emotions that one has during media tourism. Seemingly, the content affects the type of emotions and thereby the tourist's experience on the location. In this context it would be interesting to do a comparative study of different groups of fans attending media locations and the types of emotions they have. For instance, the differences between vampire fans and those who love detective stories could be studied by asking respondents to keep diaries during reading or watching narratives and during the experience of 'being there' as a media tourist. These two fan groups could then be compared and the 'tonal' differences that we can observe may be due to the narrative's genre. As the example in the introduction illustrated, the emotional association with the "Bean: The Ultimate Disaster Movie"

affected and conveyed to the emotions I had when observed the “Whistler’s Mother” painting. This led to general humorous ‘tone’ of that experience.

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APPENDIX

Interview Guide

1. Introducing the research

- The aim of the research
- The privacy issues

2. Outlines of the interview questions

0) Detecting a media tourist

- Name the place that you have visited under the impression from a movie or a book
- Name the movie or a book

1) Narrative emotions

- What did you like in that book/movie?
- What did you feel when read/watch it?
- What emotions did you have when read/watch it?
- What attracted your attention in that book/movie?

2) After reading

- What did you do (that is related to that book/movie) after reading/watching?
- Did you think about the story after you finish reading/watching? If yes, what did you think about?
- What did you feel during it?
- Did you imagine the story after reading/watching? If yes, how?

3) Media tourism

- When you travel how do you usually choose places?
- What do you feel towards chosen places to travel?
- What do you usually feel when you travel?
- What emotions did you have before traveling to the location related to book/movie?
- Why did you choose to travel to that location related to the movie/book?
- What emotions did you have when visited the place that is related to that book/movie? Were you happy or disappointed with that place?

4) After tourism

- After you travel what did you feel?
- Did you think about the place you have visited? If yes, what did you think?
- Did you imagine the place you have visited? If yes, how?
- How did your emotions change after few weeks after you travel?
- Did you want to visit new places? If yes, what places? Why?

- Did you want to read new books/watch new movies? If yes, what books/movies? Why?

Table 1. Respondents' overview

Resp. №	Gender	Age	Occupation	Residence	Narrative	Visited place	Interview's language	Interview's type
1	female	29	Working	the Netherlands	Movie "Roman Holiday"	Rome	Russian	face-to-face
2	female	25	Student	the Netherlands	Book "Master and Margaret"	Moscow	English	face-to-face
3	female	26	Working	the Netherlands	Book "Angels and Demons"	Rome	English	face-to-face
4	female	19	Student	Russia	Book "The Count of Monte Cristo"	Catalonia	English	face-to-face
5	female	24	Student	Russia	Korean soup operas	Seoul	Russian	face-to-face
6	male	28	Working	the Netherlands	Movie "Mary Poppins"	London	English	face-to-face
7	male	27	Student	the Netherlands	Movie "James Bond"	Venice	English	face-to-face
8	female	20	Student	Russia	Movie "Stilyagi"	Moscow	English	face-to-face
9	male	27	Working	Russia	Book "Lost House"	Orsk	Russian	face-to-face
10	female	30	Working	Russia	A Movie [she didn't remember the title]	Kazan	English	face-to-face
11	female	34	Working	Russia	Book "The Hunchback of Notre-Dame"	Paris	Russian	face-to-face
12	female	22	Student	Russia	Korean soup operas	Seoul	Russian	face-to-face
13	female	26	Student	the Netherlands	Book "Harry Potter"	London	English	remote

Transcripts of the interviews

Interview with the Respondent 1.

Interviewer: can you tell me more about the movie that inspired you to travel?

Respondent 1: okay... I can.. I have seen a movie... it called "Roman Holiday" and I have seen it few years ago when I was at school, we watched it with the whole class and it was very fun.. beautiful movie... very beautiful

Interviewer: which places were shown in the movie?

Respondent 1: the movie is all about Italy and especially Rome so it is all about the city of Rome with all its beautiful museums, churches, buildings..

Interviewer: great.. so, overall you can say that you liked the movie?

Respondent 1: yes, I liked it very much, because of all that beauty.. you can see Italy in all its beauty.. so it was a wonderful film.. I had a wonderful experience

Interviewer: what was the most memorable for you in the movie?

Respondent 1: its beauty.. streets.. all.. all city was portrayed..

Interviewer: nice.. now I would like to ask you to try to remember what were you feeling when you were watching the movie? Go back to that moment when you were surrounded by your classmates and were watching the movie. What were you feeling?

Respondent 1: what were I feeling... I felt .. hm.. wait a second... I was delighted by that beauty.. I felt pleasant.. happy.. because I didn't know that city.. I haven't been there before.. it was very pleasant for me to see it on the screen.. so beautiful.. it was pleasant to see all that places.. to know that they exist somewhere.. aa.. I was enthusiastic..

Interviewer: so this beauty was the first thing to attract you?

Respondent 1: yes.. yes.. especially the beauty of the whole city

Interviewer: interesting.. and what did you do after that, when the class ended and the movie was over?

Respondent 1: after the movie.. I was thinking about it sometimes.. weeks after that I were still remembering the movie.. how pleasant it was.. what interesting places I've seen there.. and I started to think that, because I liked it so much I can go there.. visit Rome and see all that beauty in reality

Interviewer: yes.. that's how it is starting.. and were you remembering the story of the movie? Because I see that the beauty of the place attracted you initially, but what about the story, was it interesting for you as well?

Respondent 1: yes.. yes.. of course.. I remember it even till now.. I liked the story too.. it was little bit .. how is it said.. hm.. like a fairytale! The story was not real, very much like a fairytale

Interviewer: and that was the thing that you liked in the story?

Respondent 1: I liked it because it is like a fairytale.. everything ends well..

Interviewer: and overall.. do you like this kind of stories?

Respondent 1: well.. actually it is not real.. very unlikely something like that can happen.. because she was a queen.. and etc.. but as everything ends well it was pleasant for me.. I like such stories ha-ha-ha

Interviewer: yes.. me too.. and after that one interesting class you had a desire to visit Rome?

Respondent 1: yes. When I saw all that scenery.. half of Rome on big screen.. when I saw I wanted to see it with my eyes.. because I liked it sooooo much

Interviewer: and usually when you travel somewhere how do you choose places?

Respondent 1: usually .. usually when summer comes.. and you want to go somewhere.. you watch where is warm.. this is the first criterion... to be hot in summer.. so sun will shin and etc.. and it should be little bit.. it should be beautiful country too.. like Spain, Portugal..

Interviewer: oh.. so you like beautiful places in general?

Respondent 1: yes.. I love beautiful places.. because there are nice sceneries.. sometimes you see it on TV.. all these places.. but want to see it with my own eyes.. and also it's warm there.. sunny.. life is going.. how is it called.. people enjoying their life

Interviewer: what emotions do you usually have when you travel?

Respondent 1: in the beginning.. week before the trip I'm nervous.. because you need to buy everything.. suitcases.. everything for the trip... to do all that is needed. But when I'm in the plane.. it end.. all the feeling are nice.. holiday, relax.. very pleasant that I'm going somewhere.. only happiness

Interviewer: yes.. traveling is really nice. And now lets focus on your trip to Rome that you made after the "Roman holiday".. can you try to remember your trip.. feelings before and during that trip

Respondent 1: yes.. in the beginning, before the actual trip I was so inpatient to see it... counting days until the trip.. and then the day came and I was in Italy for the first time.. when we landed the airport was little bit far from Rome.. and when we drive into Rome I relaxed.. because I was in Rome! The first day we just came to the hotel.. and the next day we went to see all that places that I saw in the movie.. everything I've seen there I was able to see in reality.. Coliseums... all the other building that were so good portrayed in the movie.. and the only thing I was feeling is happiness.. joy.. ha-ha

Interviewer: can you please tell me which places exactly you visited in Rome? You mentioned Coliseum.. what else?

Respondent 1: yes.. Coliseum.. all that famous places... plaza... all that plaza.. what else do they have.. fountains.. yes.. tri....

Interviewer: De Trevi

Respondent 1: yes.. right. The fountain De Trevi.. walking there.. taking pictures there.. where else we have been.. hm.. there are a lot of churches.. we visited all of them.. entered them.. looked what is inside.. yes.. almost all famous buildings we visited

Interviewer: and what did you feel when visit these points?

Respondent 1: my emotions were positive.. happiness.. joy that it is possible to see it all.. that I have finally visited it.. get there.. that you can see it all.. what else.. I'm just very glad.. and inspired

Interviewer: and if you look at your emotions more generally.. how do they change before/during and after the trip?

Respondent 1: well.. they grow in time.. and when I visit the place it's just the highest.. I'm so happy and pleased.. although after the trip it went down.. but I was just so happy when was in Rome

Interviewer: and if you think about the time after your trip to Rome, what were you feeling when you went back home?

Respondent 1: well.. when we were there we made a lot of photos for memory.. so when we went back home the first thing we did – we watched these pictures to remember everything again.. to have these emotions one more time

Interviewer: that's really nice.. I do the same.. ha-ha.. but for how long after that trip to Rome you were thinking about it?

Respondent 1: well.. I guess around two weeks after the trip I was still feeling happy after all this... all things I have seen.. after that I came back to the reality because I must go to classes, work and etc.. something like two weeks I was in those memories and after that just rarely.. when I watched photos I thought about it.. but not too often

Interviewer: how exactly were you thinking about your trip? Did you image those places?

Respondent 1: what do you mean?

Interviewer: did you imagine the places that you visited?

Respondent 1: before or after the trip?

Interviewer: after, when you went back home

Respondent 1: do you mean remembering it...

Interviewer: yes

Respondent 1: well sometimes I was thinking.. wow.. how good it was to be there.. thinking what I did there.. where did I eat ice-cream.. where I had Italian pastas.. ha-ha.. I was remembering all that

Interviewer: yes.. it's all the part of the trip as well.

Respondent 1: yes

Interviewer: and before the trip were you imagining the city? How you would walk there?

Respondent 1: well.. I have never been there before so I couldn't imagine much.. but I've seen movie and I imagined little bit what I might see there.. but not too much

Interviewer: and overall your emotions after the trip, how would you characterize them?

Respondent 1: positive.. very positive.. nothing negative.. only happy that I've seen it all... went there safe and came back home safe

Interviewer: and after your trip and after the movie did you have any new desires to do something like that again?

Respondent 1: yes.. once you visit it and see it.. start to think that you can visit another country too.. Spain.. Portugal.. France.. to have these emotions one more time in other countries

Interviewer: how often do you have that.. when you saw something and wish to visit it?

Respondent 1: very often.. when I see.. I love English movies showing the 18-19th century... it's old England.. but even now when you watch it want to go to that places

Interviewer: so overall your feelings are..

Respondent 1: positive.. great

Interviewer: in general are you easily attracted to places you see on TV?

Respondent 1: well. There is another example.. I've seen a TV program about the Canary Islands and really wanted to go there... the islands.. how warm is there all the year round and I decided to go there.

Interviewer: why? What did you feel?

Respondent 1: my emotions were different.. I didn't know what to expect.. I didn't know where I was going these Islands.. how it will be... big.. or small.. and I was happy because it was new country.. I saw new places.. we had to fly for 3 hours.. ha-ha.. but I was enthusiastic

Interviewer: and when you were there?

Respondent 1: I was very tired.. because we flew a lot.. then an hour by bus.. but when we were there.. and saw the hotel everything was great.. I forgot all negative things... wasn't tired anymore

Interviewer: was it like on TV?

Respondent 1: well.. we didn't see the Islands.. didn't travel there much.. because you need car for that.. but it was like in movie.. hot,, wind.. nice people.. beautiful

Interviewer: you mentioned something beautiful again... so you like this kind of movies.. with beautiful things in it?

Respondent 1: yes, yes.. very much.. I like beauty a lot when I visit a place.. or want to go somewhere

Interviewer: are you easily impressed?

Respondent 1: I think so.. I'm easily driven by my emotions.. I have active imagination.. and I start to imagine.. for instance what I read in books.. imagine all that places how it can be in reality and I want to see it.. to live it.. to see that beauty.. but I would not like to live in that time of old England for example.. I like my time.. but I would like to see that places

Interviewer: so when you read or watch something you easily can like it, and what next? Do you do something with that?

Respondent 1: well.. I want to find something related to that

Interviewer: what, for instance?

Respondent 1: well.. if I read a book I want to watch a movie.. or visit a place.. to compare it with the reality.. because everything there is so beautiful.. I got inspiration from that

Interviewer: what do you prefer more?

Respondent 1: lately I like more to watch movies.. although read things too.. but more movies now

Interviewer: and what emotions do you have when watch it?

Respondent 1: in total.. it depends on the movie.. if it's good I relax.. I'm pleased.. I like this kind of movies.. yes.. I like when it's pleasant, funny.. have good emotions.. when feel good

Interviewer: and if the ending is not good?

Respondent 1: I think about it afterwards.. feel worry.. sad.. don't like it... cry sometimes.. I think.. why.. why it ends like that..

Interviewer: hm.. I think that can be it.. thank you very much for your answers and your time.

Time: 36:49

Interview with the Respondent 2.

Interviewer: Let's start with your favorite books or movies, what do you like to read or watch?

Respondent 2: the problem is.. I don't read usually a lot of books.. I read what is needed.. the other problem I don't like watching movies.. I watch movies when I go with someone else.. I don't like to watch TV.. movies on my computer .. because I think it's boring.. I rather search through internet in that time..

Interviewer: so you haven't read or watch anything lately?

Respondent 2: I've been to "Great Gatsby" with a friend..

Interviewer: and how did you like it?

Respondent 2: I disliked it.. because it show the real life that even the girl is completely stupid and horrible.. and doesn't want to do anything, she gets the best guy ever.. that's why I didn't like it.. I like am..

Interviewer: what genre do you like?

Respondent 2: depends on my mood.. I have a friend with whom it's possible to go to movies where you don't need to think about anything.. sometimes it's this kind of mood.. what I really never ever watch or read is horror.. because I feel.. am.. I can't watch them.. really.. because I'm impressive.. I can't sleep after that..

Interviewer: but if you try to think about your most favorite book or a movie.. what it would be?

Respondent 2: I don't know the exact name in English, but it is "Master and Margaret"

Interviewer: what did you like about that book?

Respondent 2: am.. that was.. am the book from the school so it was in the school program.. I had very classical school program.. and I didn't like this kind of books...they were very boring for me.. and then.. all of the were like this... and then once we got a book.. what was amazing in that book it was so unique.. we took this book as extra-curricular.. it was not obligatory, not everyone read it.. but I did.. it was interesting because it was little bit more modern than other books.. so it was more interesting for me than others. This book was the best book I ever read during my school.

Interviewer: what exactly interested you in the book?

Respondent 2: I never liked fantastic stories.. but this one was the first one I really loved.. and hm... I just liked the characters.. the way he was writing it, because I could imagine every scene in this book.. from this book.. like tram coming..

Interviewer: all the places?

Respondent 2: yes, all the places.. and the we have also am.. movie... about.. based on this book and they were completely different from what I imagined and am.. I just don't know.. I don't remember exactly.. if you ask me what did this person do.. or what did that person do in the book.. I can't tell you precisely, but I just .. I just remember that I liked it

Interviewer: great.. now can you try to remember you reading this book.. what were you feeling during that?

Respondent 2: I was so happy that it was so interesting for me.. I just... that's not mostly about the book, but it was about the feelings that you got modern book.. not about old fashion women.. I don't know.. maybe if I read it now, I won't like it that much.. but I still remember the feeling that it was the best one.. maybe because it was different from other books I was reading in all these school years

Interviewer: so you liked it, because it was different

Respondent 2: yes, and modern

Interviewer: maybe that what made it unique for you

Respondent 2: yes, that's the same thing about school literature and the university literature, because in university we have old authors.. we don't read modern things.. and the same was in school

Interviewer: so you can say that it was interesting and favorite, because it was appealing?

Respondent 2: yes.

Interviewer: can you tell me more about the character.. why did you like him.. what did you feel towards him and towards story?

Respondent 2: am.. it was interesting and.. he was very.. what I really liked about him was that.. it was sometimes funny.. he was talking about the way he saw the world.. about his emotions.. and that was the most interesting for me.. you come into this time.. you see someone's personal point of view.. and I think that is what is interesting.. you feel like you're in this situation.. because he brings you in.. you look through his eyes.. and that was very nice feeling.. I guess

Interviewer: ok.. and after you.. now let's go further in time.. when you finished this book.. were you thinking about it after that?

Respondent 2: mmm... I don't.. I don't know.. I was thinking that I can read it again.. and again.. and again.. and...

Interviewer: why?

Respondent 2: because it was the first book that I really liked.. and I even wrote my thesis in school about this book.. there was a choice to have an exam or thesis.. I chose to write about it.. and that book was amazing for me.. and what I was thinking.. pfff.. I don't .. I don't remember actually.. it's just like.. like wow.. that was nice.. it was just different from everything.. the thing is.. I'm not too much into books, because of very boring literature program in my school I did not want to read books at all. And why I remember this book, is just because of me.. I'm not the person who reads a lot and that book I was reading day, and day, and day.. I was into that book. No other books before were interesting for me, that's why I remember it it's not .. maybe it's not about book.. it's just about me.. it was like.. like the day that changed my life.. he-he.. something like this.. I don't know

Interviewer: that's really nice.. now let's talk about travelling and your trips. How do you prepare to travel?

Respondent 2: when you go somewhere I'm the only person who is very.. organized.. I know if I will not prepare no one will. So we will come to the city and no one will know what is there .. so that's why.. the only thing I do I look through pictures in travel guides and if I like the picture we go there

Interviewer: so that's how you usually choose places to travel?

Respondent 2: yes.. and also the most important places.. there are list of the most important places in this town and you just go there.. I normally don't read about history.. of the city.. or famous restaurants.. I just read about what is the most important thing and then I just go

Interviewer: what else may inspire you to travel?

Respondent 2: When I see pictures.. I may want to go somewhere.. just beautiful pictures.. or Instagram may inspire me to go somewhere.. when I see a really good picture I want to go there.. basically I don't get inspired by books or movies.. but beautiful pictures.. or short clips from Youtube..

Interviewer: did you do anything with that?

Respondent 2: Afterwards I want to repost them on my page.. and I want to go there.. but when I checked the price.. No... goodbye..

Interviewer: now can we talk about your visitation of the place related to the book, we talked about?

Respondent 2: am... I really wanted to see the place that is in the beginning of the book.. the park.. I though it will be big.. something exciting.. there will be so many people.. it is small.. actually nothing special.. what was nice is that I could sit on the couches and imagine the characters from the book.. but there are so many couches and I don't know.. it's not the same.. I was not amazed..

Interviewer: more disappointed?

Respondent 2: yes

Interviewer: how can you describe your emotions there?

Respondent 2: normally I don't go somewhere from books.. but if I know I go with someone.. I may prepare and read something to know all the important places.. I like the tourism when you go somewhere with friends.. this type of journeys are the best one.. because of the atmosphere.. because of the people that were with me.. most of the my journey depends on the people with whom I'm going.. it might be the most boring place, but if I have a good company it is the best place.. but I don't remember any details of that place..

Interviewer: so overall.. how was your this travelling experience? Were you disappointed.. or more positive about it.. because you said that you're interested in people and experience with people..

Respondent 2: I can say that if I'm in good company I'm enjoying it.. but generally I have different feelings.. if I know that I go somewhere with my parents. I'm .. I feel like.. it will be

such a boring trip.. and it is a boring trip.. and if I go somewhere with my friends I'm very excited.. energetic.. and this journey really gives me a lot.. it depends on people with whom I'm going.. just once I traveled alone

Interviewer: how was it?

Respondent 2: I've been to Portugal alone.. for two weeks and am... it was.. very comfortable for me.. I didn't depend on anybody and it was the first time I traveled alone, completely alone am.. it was.. expensive ha-ha, because I was alone and there are not so many places you can book something for one person.. table is for two persons.. room is for two persons.. I was .. I was looking forwards to meet people there.. so on one hand it was very comfortable for me because I could wake up at 7 o'clock and nobody would wake up at 7 on holidays and go to jog on the beach because I took my sneakers with me and it was very comfortable for me, because that was what I wanted.. but on the other hand I was alone so when I went to eat I started talking to people in order to sit with them.. or when I went to excursion I always started making friends for this trips.. mostly that were German people.. also the tour guides.. two categories mostly.. and sometimes it was annoying.. because you need to push yourself – go and talk to them. Otherwise you will be alone the whole day.. and you don't want to be alone.. but again.. I don't remember the nature.. I can't even say what was there.. I was on the beach.. mountains.. that's it.. but.. but I remember that Madeira is very famous because of Renaldo.. there were everywhere pictures of him.. because everyone was into this guy.. and the car driver was his neighbor.. and the first guy who bought his boots! He was really famous.. at that time he was very rich and that's why he bought him boots.. and now is the other way.. that's what I remember.. it is always connected to persons

Interviewer: now let's go further in time.. when you came back home from the trip to "Master and Margaret" place.. can you describe your feelings

Respondent 2: I can say that I never wanted to come back home.. even if I go to other places.. I don't want to come back home.. I wanted to go home just in the middle of my vacation .. I felt like I'm tired.. it's boring.. and it's always like this.. even if I have a good company.. I feel like it is enough for me.. but.. I need also.. before I need several days.. before the day when I need to come I feel like that.. but on the day when I need to come home.. I don't want to go home at all. When I came home from that trip I felt like argggg.. I'm back.. back to my life with all.. with all problems and a.. it is always when you go on the vacation you have money, free time and it's the feeling that you came back to your old routine

Interviewer: did you think about your trip? All the nice moments there?

Respondent 2: no, I usually never think about my trips.. I just thoughts that some days ago I didn't have any problems at all. My main problem was to think what to drink in the morning coffee or tea.. that's it

Interviewer: so when you came back from that trip, what were you thinking about?

Respondent 2: actually.. I was not into trip.. I was mostly into people with whom I was there..

Interviewer: so you were thinking more about the communication.. the interaction you had?

Respondent 2: yes, but it was from the beginning I was not so much interested in the places from the book, but in the people with whom I went there

Interviewer: and if I ask you to draw your experience during this trip, how would you describe it?

Respondent 2: during the trip it's always up and down.. up and down.. it depended on several things.. first day when we went there I was very upset because I didn't want to go to this trip.. the day I was leaving because of my personal problems here.. so I was into that problems I came there.. and I was very upset.. and guys told me – you don't talk to us, what is going on? And I was into my problems.. so the first day I felt very bad.. but then I really liked that trip.. the way we visited several places a day.. and my mood was always up, because it was really nice.. it was down only because of the hotel.. or when I was tired.. or hungry ha-ha.. I was always hungry.. so my mood depended only on common things.. was I hungry, tired.. or something..

Interviewer: and when you returned home, did you feel anything related to that?

Respondent 2: I can't say I felt I want to travel again.. but I just.. I'm not a lazy person but I understand how it is good, when you have only one problem – what to eat or drink.. and that's what the location should give me.. I don't want any other emotions about beautiful places.. or travelling.. or the process of traveling.. I feel comfortable when I don't need to think about anything.. more like lazy style of travelling. You have worries in real life, you don't need it in trip

Interviewer: but after that trip.. when you look behind on that... are you considering something like that again?

Respondent 2: of course.. traveling is good.. you have new experience.. it is always good

Interviewer: so you have something in your mind, what you would like to visit next?

Respondent 2: no, I know that I would like to travel, but I don't know where.. I don't plan right now.. I never know where I would like to go.. I normally plan one week before the holiday.. normally I just stick to the other people.. where are you going – to “Master and Margaret” places. Ok, I'll go with you... I'm not like.. I think I'm not traveler.. the only thing I can say about myself if someone call me right now and ask – will you come tomorrow.. I will say yes, I'm the person who never plan.

Time: 37:06

Interview with the Respondent 3.

Interviewer: can you please name the movie or the book that inspired you to visit a location?

Respondent 3: hm.. actually there are several..

Interviewer: name the one that you liked the most

Respondent 3: ok.. hm.. hm.. then it would be... ok.. the first one.. it was the trip to Rome.. when I went to the places which were mentioned in the Dan Brown's “Angels and Demons”

Interviewer: nice.. was it movie or the book?

Respondent 3: book.. I first read it.. and later the movie came out

Interviewer: and what did you like about it?

Respondent 3: I don't know.. I guess overall story was nice..

Interviewer: in which sense?

Respondent 3: well.. it's a detective story.. so I really liked it.. was so nicely described.. all the details.. the chase.. characters.. everything

Interviewer: what did you like in the story?

Respondent 3: I generally like detectives.. so the book was very interesting for me because of that.. the main character Dr. Langdon.. if I'm not mistaken.. can't remember now his name.. anyway.. so he run after something.. and it's nicely described.. I liked how engaging is the story.. I felt like I'm solving these secrets..

Interviewer: what about characters? What did you like in them?

Respondent 3: I liked the main character because he was intelligent.. knew all little funny and smart facts.. I even remembered some stuff from the book.. I found it very entertaining.. rest were also ok.. but I really liked only him.. I felt like I was him.. walking on that streets.. running to save those people.. but female character also was fine.. can't remember her name now.. I liked her too.. was also very bright.. I like when characters are intelligent.. and the book in general is like entertaining and educating at the same time.. it's obviously a fake story, but there a lot of smart real life facts presented there.. so you can learn something new

Interviewer: you said that you visited Rome after the book.. so everything takes place there?

Respondent 3: hm.. yes.. the city is so nicely incorporated in the story.. because the evil character is killing people on different nice locations.. he-he.. so the reader travels in all city.. run with the main character from place to place.. I liked it.. and it was so nicely described.. all these beautiful and old fountains.. sculptures and places.. so I really wanted to visit it.. and I did ha-ha..

Interviewer: do you remember what were you feeling when you were reading it?

Respondent 3: am.. I was excited I think.. with this type of books you feel like a part of the action.. become a detective.. get worry with the characters.. try to solve their problems.. so I

enjoyed really.. reading it.. and also was curious what will happen next.. because it is hard to guess what will happen.. it's very tricky.. I was hoping that Langdon.. I think that's the name of main character.. will make it on time.. and was feeling disappointed when he was not able to save those people.. but in the end it was a nice book.. and I really very much.. enjoyed reading it..

Interviewer: were you thinking about the book once you finish it?

Respondent 3: hm.. well... not exactly.. I mean the story was good.. but I didn't like the ending that much.. I don't know.. was little disappointed.. I guess... anyway.. so yeh.. when I finish it, I was thinking for a little bit.. but actually this book was second book by Dan Brown that I've read.. so the first one was "The Da Vinci Code".. it had the same main character.. and I liked it also.. I like Brown's style of writing.. like edu-tainment.. entertainment and education it one package ha-ha.. you read something fun.. but at the same time can learn some interesting facts about different things.. that's what I liked in the book.. so after I read his two books.. I decided to read his all books.. by that time he had only 4.. so I read all.. although his two others wasn't that good..

Interviewer: now.. can you tell me more about your trip?

Respondent 3: sure.. I went there several years ago.. can't say when exactly.. confuse years.. anyway.. so I mean... it wasn't purely because of the book.. because Rome is very ancient and interesting city to visit.. all these historical buildings.. and the aura of time.. you know.. you go there and feel how centuries ago people were walking here.. creating the legislation for the future generations.. I mean I'm fascinated by that time.. though I would not like to live then ha-ha.. but you know what I mean.. it is just amazing.. magical city..

Interviewer: where have you been there?

Respondent 3: am.. you know all that touristic places.. Coliseum, Vatican.. a Pantheon.. fountain De Trevi.. all the touristic landmarks.. it was my first old.. cool city to visit.. so I wanted to get as much as I could.. I made so many photos ha-ha..

Interviewer: and which of those places were mentioned in the book?

Respondent 3: a.. let me think.. it was a long time ago.. when I read it.. but yeh.. Pantheon.. also.. yes.. the thing that I really liked were.. in book there were 4 special places.. and in book they are connected... Bernini.. right.. he was the architect of it all.. and I even checked it on-line.. that's true.. so these places were special in the story.. because the bad guy was killing people there.. and.. ha-ha.. I wanted to see it.. when I read it I imagined them.. and once I was in Rome.. I decided to go there.. I went to 3 out of 4.. because the fourth was kind of boring.. so the first was a fountain.. don't remember how it called.. no.. actually it was the second... the first was the church where the sculpture of St. Teresa's ecstasy is.. and the third were the square near the St. Peter's Church in Vatican

Interviewer: which one you liked more?

Respondent 3: church with the sculpture

Interviewer: why?

Respondent 3: well.. because it was the first.. ha-ha.. but yeh.. I remember that I couldn't find it for a long time.. I even decided to spend one whole day on visiting of these location.. specially because of the book.. so I was walking there.. it was my first place.. and already almost a failure.. I even thought at some point just to go back.. but.. no in the end I found it.. and went there ha-ha..

Interviewer: and what did you feel there?

Respondent 3: a.. first of all.. happiness... I don't know why.. just was very happy to be there in reality.. was very positive.. walking inside it.. and looking at the sculpture.. but to be honest.. it wasn't as I expected.. it was a small church... and when I was reading I imagined something bigger.. but anyway in the reality it was also cool..

Interviewer: what else did you feel there? Were you thinking about the book?

Respondent 3: I was enjoying my time there.. and yes.. I did think about the book.. while I was looking at the sculpture I was trying to see something.. actually in the book it is described that

there is a secret in this sculpture.. so I was trying to see it. But to be honest, before going there I've read some other book about this book.. ha-ha.. no.. I think book about the book was "the Da Vinci Code".. and with this one it was an on-line web-page.. anyway.. so I read that in reality it's not the way it's described in the book.. so I was ready that it will be different.. so I was little bit disappointed that the book wasn't entirely true.

Interviewer: why?

Respondent 3: because it would be cool.. I like secrets.. ha-ha.. so it would be so cool if the sculpture indeed would have something hidden.. some kind of code.. so while I was there it was cool.. it was like when I was reading the book.. I was excited.. feeling myself as a part of the action.. of what was going on there.. though only in my head ha-ha.. but anyway I was happy to see it all in reality.. much better than just read about it.. but at the same time it kills some kind of magic.. because for instance with the sculpture.. when I was reading the book there was a secret.. a conspiracy.. and in the reality there was nothing.. so there is a price in seeing something in real life.. you can be disappointed.. but I wasn't ha-ha..

Interviewer: and overall, how did you emotions change before, during and after this trip?

Respondent 3: am.. I remember I was worry before.. because it was my first time abroad.. in a foreign place.. but I think it was also positive.. because I was curious about Italy.. during was obviously great.. but not all the time.. I got sick at some point.. so because of that my mood was bad.. so it was like changing.. was up.. but sometimes down.. though my overall feeling is positive.. and after am.. I guess good also, because I like to be home.. so although trip was nice.. seeing new places was great.. but being home was good also.. so I wasn't too sad when I returned home.. you know what I mean..

Time: 25:23

Interview with the Respondent 4.

Interviewer: have you ever seen a place in a movie or read about it a book and visited the location from it?

Respondent 4: i've read "The Count of Monte Cristo" and I was so excited with that book and .. the pictures that the book draw was very valuable for me.. a... I wanted to see all the things that was described there.. but I forget what the country was.. I read it two years ago, but I forget.. maybe it was Italy?!.. or Spain.. Spain! It was Spain.. there were.. there were a region where live.. wait a second.. I will tell. I will tell how is it called.. m.. it was in Spain.. a... I forgot.. it is a nation..

Interviewer: Basque?

Respondent 4: hm?

Interviewer: Basque?

Respondent 4: no.. m.. it was.. I can't remember it now.. but it was an interesting place in Spain..

Interviewer: ok.. let's talk about the book. What did you like in this book?

Respondent 4: I like this person.. the Count Monte Cristo.. he is very brave.. and very smart.. clever.. he.. he build such an interesting plan to revenge his .. enemies.. it was so interesting.. a.. I'm not very good person. And I salute him, because people who do bad to me.. am.. I want to do bad to them.. I'm not a good person.. and I find in this character the part of me.. I like this book.. and it is in my mind.. and I was in Spain.. I remembered the book so..

Interviewer: and did you like the story?

Respondent 4: I really liked the story too..

Interviewer: what did you like in it?

Respondent 4: I liked that he did everything to get to his goal .. he thought is so well.. it is so interesting! He is so logical.. I guess.. to make this plan.. and.. I guess you've read it, right?

Interviewer: to be honest, I saw only the screen version..

Respondent 4: I think it's also very interesting, because it's impossible to spoil the book.. I think.. he is very strong because he was in jail and the way he escape from there.. how he wanted to go back to his girlfriend.. the way he loved her.. for ever.. but he is proud.. like.. I found

myself in him, because he is as proud as I am, I will never go back to a person who betrayed me.. and he is the same way.. when he saw that she betrayed him.. the girl.. forgot her name..

Interviewer: Mercedes?!

Respondent 4: Mercedes, exactly! Am.. so when he saw her.. that was it.. he decided to stop.. and tried to love another girl.. I think.. I don't know the end of the story, because it.. it has an open ending.. I don't know.. I think.. because it is not clear what will happen between him and that girl.. the girl with whom he started to live later.. but I think.. that.. am.. he would be happy, because he knows how to love, because he loved for such a long time that girl.. how he had all this strength to come back to her..

Interviewer: so in the end of the book he stays with the young girl?

Respondent 4: yes, with the young girl I think.. yes..

Interviewer: wow.. because the screen version I saw has a different ending.. he-he..

Respondent 4: I think yes.. it is very interesting.. so I would like to read it one more time.. ha-ha..

Interviewer: ok.. let's go on.. and what about the other characters.. did you like them?

Respondent 4: the other characters?! Well.. they are rather interesting.. because the girl.. she was like also waiting for him.. but didn't wait until he returned.. and I also kind of understand her, because waiting for 20 years... no girl will make it.. even if you know that he's alive.. but she didn't know that he was alive! So I understand her too. But anyway for him it was a betrayal! And for her it was also.. very difficult. So.. very difficult.. it was difficult for all of them... and her new fiancé had a tough time as well.. the one that make court to her.. because he was trying to get her heart since the beginning of the story.. the one that she married in the end.. not the end.. in the middle of the story. Well. I understand him too, I think he killed himself.. right?! As long as I remember

Interviewer: yes.. at least in the movie ha-ha..

Respondent 4: also.. I understand him also. If you live with a person whom you love.. who kind of love you too and when you find out that it all was a lie.. you don't want to live anymore.. it's obvious. I'm also sorry for their kids.. because of.. I mean their child.. they had one. Because he experienced so much. That he didn't know anything. Not that he didn't know, but that he was like left alone.. useless. I had a feeling. Left alone.. and also Monte Cristo.. like only used him.. so I'm very sorry for him also. Kind of like this.. I feel sorry for all of them. In sympathy with all of them... understand everything. And about the place. It is described so interesting! The castles..

Interviewer: in the book?

Respondent 4: yes, in the book. Very interesting

Interviewer: how exactly is it described? Can you give an example?

Respondent 4: mm.. I don't remember..

Interviewer: ok, doesn't matter.

Respondent 4: well.. like when he was in jail.. could see only ocean.. nothing else.. same.. every day.. every year.. and he's trying to run away.. sees the same.. I guess I would not be able to bear it all.. he must be really a strong man.. to bear it all. The places are beautiful there.. he-he.. I don't know how else to describe it.. I don't remember it by now he-he am.. after this book I also.. even though I didn't read it in childhood.. so shame on me.. after this book I read immediately "The Scarlet Sail".. and it's very.. like very similar in the description.. I think similar people wrote these books.. or maybe all books are the same.. but these two.. they are very similar.. very romantic story too.. well.. I don't know what else to say he-he..

Interviewer: you're doing great.. now, please tell me when did you go to Spain?

Respondent 4: I went to Spain two years ago it wasn't that interesting.. I like more adventures.. when you plan.. pack.. pick everything.. and here my boyfriend's mom worked in travel agency so she sent us on holiday... everything was so planned.. very neatly.. I like more adventures .. I like it very much.. by car.. everything is so interesting unexpected.. that is the most important.. don't know where will you spend this night.. in car.. or outside.. it is so interesting! Am.. when we went to Spain I liked the nature very much.. it's so interesting.. very beautiful.. to walk in

Barcelona.. the buildings are so.. streets are so wide.. houses are very uncommon.. at home everything is so boring.. similar.. but I guess for them it is boring too.. they see it every day.. I really liked it.. I would like to live my life travelling.. but as I will be mother one day I won't be able to do that so I would rather be a man he-he.. so I could live in different places.. be free.. man also have kids.. but I would rather be a man to see it all.. so I will look it all now, while I'm young he-he.. I also want to Italy.. really want there.. everybody say how interesting is there.. but also that there is not everywhere very pleasant.. same with India.. that there is very dirty and.. rats everywhere.. that in Italy.. somebody scared me.. told me that there are rats! But as long as I am travelling.. I liked very much Montenegro.. very clean.. Spain also very clean.. I really like this European countries.. and Montenegro I also really liked.. the first I remember there was the sea.. so very-very blue.. this first impressions were like: "oh my God.. is it real?!" these people see it every day.. how they can live there and be unhappy.. because some people do not smile at all.. but they live in such a beauty.. everything is so close.. ups.. I think I went too far...

Interviewer: let's go back to your trip to Spain

Respondent 4: yes.. ha-ha..

Interviewer: when you were planning your trip did you think about the book?

Respondent 4: no.. actually I thought about it only when I heard it.. it's a nation.. how is it called.. I already forgot it.. they are separate.. they live close to France, I think.. on the north of Spain.. let me think.. I thought about the book as soon as I heard about this nation.. when we were going to visit them.. there was an excursion.. they were telling us about those people.. I don't remember it well now.. wait a second..

Interviewer: and this trip was with your boyfriend, right?

Respondent 4: yes.. with him.. mm..... Catalonia! I remembered it!! There was a .. like a separate place.. they was in war or something.. they had a separate history.. I'm not well with history... but when I remembered.. when we were told Catalonia.. that we are going to Catalonia.. like a lightning I remembered.. I have read about it! I have read about this place!! But I didn't recognize anything.. this island.. because it is difficult to find as it is said in the book.. so I didn't recognize any of the places. But I had the association when I heard that we are going to Catalonia.. when I heard it I remembered immediately Count Monte Cristo!!

Interviewer: but when you were on the location did you see anything that was familiar from the book?

Respondent 4: no.. nothing

Interviewer: were you disappointed with that?

Respondent 4: no.. no.. I liked everything. It is very beautiful there.. and these feelings that I was there with my boyfriend must be the happiest time together with him. Because trips are.. romantic.. and make people closer.. I liked everything.. I have a very good impressions from that trip.

Interviewer: and when you came back from Spain did you think about your trip, but in the context of the book Count Monte Cristo?

Respondent 4: yes I did. I even started to read the book again but it wasn't that interesting for me, because I've heard.. I mean I've read this story. I wanted to read the book to know this places again, but it wasn't interesting for me.. I like to know new things.. and when I read same things it is not that interesting for me anymore..

Interviewer: so when you came back form Spain you decided to read the book again?

Respondent 4: yes.. yes in order to understand what was it.. where was it.. and to feel it again, because I saw this place .. to feel how it all was with them.. for one more time. But I didn't succeed, because I got bored.. he-he

Interviewer: boring because of the story?

Respondent 4: no.. because I've heard it.. I've read it before

Interviewer: did you watch any screen version or only read the book?

Respondent 4: no, just read the book

Interviewer: and after you read it, you said that you had a desire to read “The Scarlet Sail” because it was similar to “the Count Monte Cristo”, because it has similar style..

Respondent 4: I didn’t think that it’s similar, I just read it because I had to.. because I didn’t read it as a kid.. it is also something about Spain..

Interviewer: don’t know.. but it is also about waiting

Respondent 4: right.. also about waiting for something.. ha-ha.. about sea. That endless sea

Interviewer: and what about Spanish sea.. did you have any associations with the Count Monte Cristo.. with his jail? Or you didn’t think about it?

Respondent 4: I did.. when I went to the sea for the first time there.. there was a lot of sand in the water.. and when I read the book.. there was something similar.. there was something about sand in water.. a lot of sand near the shore.. because there are strong waves.. and when I went there the waves wasn’t strong! But I remembered it, because sand was so golden in water.. it wasn’t transparent at all. But if you go further you won’t see it.. but yeh.. I had an association with the book hm..

Interviewer: and what did you feel during that?

Respondent 4: curiosity.. it was interesting

Interviewer: and any other associations.. maybe with food.. or buildings.. or people reminded you about the Count Monte Cristo..

Respondent 4: girls only.. they have very beautiful dark hair. Some of them.. not everybody.. but some has really nice hair.. and they are very cute.. their hair were awesome.. body shape was good.. that’s what I thought.. yes.. I had an association because the girl.. Mercedes was with dark hair.. beautiful.. ha-ha.. so yeh.. I had an association with the girls.. it was interesting to observe people there.. they are so different.. so more emotional.. smile a lot.. everybody screams in the streets! I had a feeling...

Interviewer: and overall do you like to read books or watch movies more?

Respondent 4: I like both.. but sometimes I forget that I like to read.. I read.. than read something else.. then I get distracted.. had to do something and I forget that I like to read.. don’t read for months.. than again become interested in reading “I want to read, I want to read” and start again. Now I read another interesting story “The Last of the Mohicans” it’s about America.. there France and UK are in war.. nature is very interesting there as well.. but I’m afraid I won’t find any associations there.. it’s very confusing.. don’t know where is it

Interviewer: and overall what do you feel when you read books, are you easily get involved with a book?

Respondent 4: yes, very easy. When I start to read I must finish.. maybe first few pages are not that interesting.. but then it grasp my attention.. so I don’t want to sleep.. I’d rather read in the evening .. and I read.. and forget about time

Interviewer: and your feeling during trip.. how would you describe it.. did you look forward for it.. or was calm..

Respondent 4: well.. my emotions are like mountain.. hollow.. mountain.. hollow.. that’s how it with me..

Interviewer: all the time? Even before?

Respondent 4: yes.. yes.. before going I was looking forward a lot for it.. when we started to prepare I got sad.. because everything wasn’t set.. after that I thought to change my plans.. to travel some other time.. and everything is like that.. I got sad.. then got happy.. when something bad happened get sad... but in general it’s like roller coaster .. changes in life.. changes are always something positive.. I really dream about trips.. to see more in life.. during trip also.. up and down.. when we argued it made me sad.. but in general the environment was positive.. I didn’t see anything bad..

Interviewer: and when you returned home from Spain, what did you feel?

Respondent 4: when I was back.. I thought about my trip and was smiling.. but also was sad that we returned.. I wanted to stay for a longer time. It was so beautiful there, and when you’re home you see those walls.. feel empty inside.. everything is the same.. want something new.. but you

need money for that.. so have to work.. so it's all over again.. looking forward for new vacation.. when will it happen.. so it was mainly sad after the return.. it ended to soon he-he.. that was the bad thing in my trip..

Time: 38:47

Interview with the Respondent 5.

INTERVIEWER: can you please tell me about the movie or a book that inspired you for travelling.

RESPONDENT 5: actually it were TV series.. Korean TV series! I can't name any particular.. because it started with one.. then another.. then another.. and BOOM.. I'm dreaming of Korea! I can name some favorite.. but can't pick just one.. because honestly I wasn't attached to any particular character.. or film.. or an event.. just everything.. just all in general.. I loved them so much. My image of Korea was constructed little by little by these shows.. and in the end I had my perception of it.. the one I liked so much so couldn't imagine my life without it anymore.

INTERVIEWER: can you describe that image?

RESPONDENT 5: well... first of all Asia is very different. Like another planet.. you look at it and think: "wow.. that's how they do this.. that's how they do that.. wooow.. that's where you go". And it all seems rather strange for us.. right.. and it's so interesting.. and also their personality.. that they all are so determined.. I guess it's some kind of asian training.. I don't even know how to say.. like more pulled together.. and also responsible

INTERVIEWER: do you remember how it all started? With which series? Which one was the first?

RESPONDENT 5: the first one was the series I didn't really liked.. I remember it very vaguely.. it was something about a robot.. and like he was a perfect man.. he-he.. and he was launched in the experiment.. and like a girl met him.. and they hang out together.. and in the end he show some human feelings.. he felt in love with her for real.. and in the end the turned down this poor robot because of it because they said he was out of project.. what kind of robot is that.. that he thinks from himself.. so it was like that.. very cheesy story.. very funny.. but I didn't really like it.. to be honest.. I'm not even sure why I decided to watch something else.. but it seems that there was something that caught my attention.. and after that.. then I started to watch a show that.. ahh.. it was about all different people.. there were a main character that smiled like 3 times in all show.. I thought it was so-o-o strange.. I mean he was super serious.. and I was like: "oh my God.. are they all like this?" well.. and I kind of feel for him.. sympathize his sadness. And started to watch next, next, next.. and there were another series which I watched and then cried for 4 days after that.. like it were my relatives.. my friends.. yes.. like that..

INTERVIEWER: so you are more interested in characters?

RESPONDENT 5: yes.. yes.. I'm more into.. not story.. not places.. but characters.. people.. their emotions.. their lives.. what kind of relationship do they have.. this type of things.

INTERVIEWER: and the story? Is it interesting for you at all?

RESPONDENT 5: well.. yeh.. it's interesting.. how is it done.. very sophisticated sometimes.. and you think: "wow.. how is it gona be? Let's see what will happen next!" interesting. I thing I liked that they were not too 'soupy' you know.. like it usually happen in TV series..

INTERVIEWER: aha.. and what about surrounding.. decorations.. buildings.. did you enjoyed them? Did it touch you or not at all?

RESPONDENT 5: in the beginning I would say no.. but then.. when I started to watch more.. it became more interesting for me.. I started to look carefully.. what is there.. what is in the background.. and then I thought that I want to see it all. That Seoul is so beautiful, so unusual. There was a Rainbow Bridge.. Bam Po.. don't remember how exactly it is called... there are actually a lot of bridges in Seoul and.. this bridge each night is turned on for 20-30 minutes and a water comes out of it.. down to the river.. and it is all lightened as a rainbow.. and there is some music.. and this is a place.. very popular among Korean youth.. they go there for dates and this type of things.. and in each.. almost each series there is a scene near this bridge! And a romantic

scene is made next to it! And this rainbow was as a background for them .. and like that.. and I liked it sooo much always.. so when I went to Seoul the first thing I thought about was: “I need this bridge!” he-he.. “please show me this bridge!” so.. yeh.. I did pay attention to the decorations..

INTERVIEWER: and overall.. what did you feel when you were watching the series? More positive.. or negative

RESPONDENT 5: positive.. I think even when there were some negative situations.. I got sad.. might feel very sad.. sympathize characters.. he-he.. but emotions are still positive, because it’s interesting when characters are that interesting for you.. they catch your attention so much.. and when they make a movie.. and you look at the actor and think: “yes.. I believe him, that he is really worry now”.. so yeh.. I think more positive

INTERVIEWER: and after got into these series.. have you done anything else that were related to Korea.. or Korean culture?

RESPONDENT 5: of course.. it’s like a snow ball.. getting bigger and bigger.. at some point I decided that I want to learn language, because I wanted to watch these series without sub-titles.. am.. at some point when I started to learn language I started to interact with Koreans.. some books about Koreans became interesting for me.. am.. I faced a problem.. that there are very little information about the modern Korea.. I mean there are books.. I even found one 100-200 years old.. weird one.. with a lot of strange, crazy things in it.. I laughed a lot.. but really.. there is little information there. And that’s why when I interact with real Koreans I always tried to ask them something.. to know something from them.. am.. yes.. like language.. culture.. I think that when I went there I was rather well understanding what’s going on.. where I want to go..

INTERVIEWER: and how long did it take for you since you started to watch series and made the actual trip to Seoul, how long did it take?

RESPONDENT 5: around a year.. two.. one year I was watching.. then I started to learn language.. and after that I went there..

INTERVIEWER: and all this year when you learned the language did you want to go to Korea, or that decision came unexpectedly?

RESPONDENT 5: no.. I really wanted to go there.. a lot.. am.. even before I started to learn language... well. When I stated to think about it more serious.. then they suggested this trip.. it was in april.. and I went in july.. so few months.. in few months I made my decision.

INTERVIEWER: can you tell me what did you think or feel when you knew that you’re going there.. how did you prepare to the trip?

RESPONDENT 5: well.. I guess at that time I had a crazy euphoria.. like: “wow.. I will be there”.. but actually there were a lot of conversations.. from.. I don’t know.. my friends.. parents.. who told me: “what a strange idea you’re having.. why Korea.. what Koreans.. why are you so happy”. So it was like that.. so there was a moment when I thought that maybe really.. the movie is just a movie...like always.. and people are people.. so the reality won’t be like that.. and I thought.. ok.. at least I will see and will know why I am so happy about it.. and I was preparing.. waiting for the trip..

INTERVIEWER: and when you went there.. how were your first impressions?

RESPONDENT 5: first impressions.. I don’t want to eat.. to sleep.. I don’t need anything.. I just want to see more places.. to meet more people.. to talk to everybody.. to know more about the place.. because Korea is rather close country.. and despite people are rather friendly.. and treat well to tourists.. who are very few there he-he.. and despite that the country is very closed.. and they pay attention to foreigners.. to white people.. they make photos with you.. photo their kids with you.. he-he.. and it was difficult sometimes to come closer.. and ask something.. but it was interesting.. because despite the capital.. and the modern life.. we lived in village.. we slept in typically Korean house.. on the floor.. and.. it was really interesting experience I think.. because I dive into the culture..

INTERVIEWER: that sounds really great.. and can you now remember... you mentions Rainbow Bridge.. do you remember what did you feel when you went there?

RESPONDENT 5: when I was there.. well.. first of all we were looking for it for such a long time.. Koreans couldn't understand what do I want from them.. I guess I just pronounced it wrongly.. they really have a lot of bridges.. and they couldn't understand what do I want from them.. what kind of bridge I want from them.. and when I finally explained it to them.. showed pictures.. they explained me how to get there. So I went there.. and that bridge is turned on only for 20 minutes in the evening.. I was afraid to be late.. so I came in advance.. sitting there and waiting.. and there were a lot of Korean youth.. and I was expecting for it.. so excited: "when.. when I will see it.. that I've seen in so many Korean movies".. and when they turned it on.. I think it wasn't so spectacular as they show it in movies.. just a water.. with light.. but the feeling that it is what I saw.. maybe connected to the characters.. to a particular movie.. maybe because I always think of it as a romantic place.. I was like: "here is the Bridge! And I'm sitting here! And I'm looking at it.. I must make photos".. something like that

INTERVIEWER: so it was some kind of happiness... euphoria.. did you think about any particular movie.. or all of them in general

RESPONDENT 5: well.. I guess I thought about one.. because I have some that I like more.. some that I like less... some that I didn't remember at all.. Yes.. I thought about one.. and the last scene of that show was made on that bridge.. of course with a happy end.. and this amazing happy end was made next to that bridge.. and I was standing and thinking: "well.. now I'm standing here!"

INTERVIEWER: and how does this image that you had in your head and reality worked together?

RESPONDENT 5: to be honest it wasn't like that.. the way I though.. it wasn't that big.. just a simple fountain.. water came down from the bridge where car were down to the river.. nothing too special.. it was just lighted by lamps.. and there was pleasant music.. I think that if you take a person without any special intention I doubt they would say that it is something spectacular.. but as I had some expectation.. some relation to that place.. that it is the place, the bridge

INTERVIEWER: so for you it was a special place?

RESPONDENT 5: yes.. yes.. because when we were attending islands in Korea.. we were walking there and at some point our guide said: "do you know that this lighthouse.. here are made.. now we will go to the lighthouse where movies are made".. and again in many series they used this lighthouse.. he-he.. I guess Korea is really small country and all the beautiful places are used there again and again.. and indeed it was a really scenic place.. lighthouse.. and one of my most favorite shows were made next to it.. and when I got there.. am.. it's just a lighthouse, right.. but all the time I imagined that here was standing this actors.. there were standing cars.. they were filming here.. running here and there.. and I was so interested..

INTERVIEWER: cool, can you focus on your emotions when you were there, imagining scenes from the show. What were you feeling?

RESPONDENT 5: yes.. well I guess... I was thinking that I'm getting closer to that characters.. and.. maybe I was feeling closer to them.. I guess..

INTERVIEWER: did you feel yourself as one of characters? Or just as observer?

RESPONDENT 5: no.. not one of them.. more like yes.. it happened here and I am somewhat close to it.. and became a part of it by being there..

INTERVIEWER: what did you feel during that?

RESPONDENT 5: it was interesting.. very interesting.. unusual to see things that I've seen so much on TV.. and now I'm at that place.. and that's really.. impressive

INTERVIEWER: Were there any other special places that you met during that trip that were related to series?

RESPONDENT 5: yes.. there was also a bath-house.. and it was used in a lot of series.. because it is an important place in Korea.. rather popular entertainment... they spend there days.. am.. and there is the biggest bath-house.. I was there.. and when I went there.. it was summer there.. very hot.. and air conditioners were working everywhere.. and because of that the electricity system broke.. and the light was out in some of the houses.. including that bath-house.. and when

I went there it was so dark inside.. no light at all.. hard to see anything.. and I was like.. “no.. how will I leave.. I came here.. no... I can't just go”.. and I thought just to go to another one.. just to see how is it.. and I was walking away, when the owner came out and started to call me back.. said that will fix everything soon.. I guess I was very persuasive he-he.. he guided me to a room with candles.. I was waiting little bit when he fix it.. and it was one of the strongest feelings I guess. Because I'm sitting there on the floor.. eating these boiled eggs.. and this was.. so.. so like the movie... that's what most of the characters do in series.. Korean.. and there were next to us different couples who are doing the same things that characters of series did.. there are special things.. for instance special way to put towel on the head.. eggs.. rice drink.. and that all is real.. and you're in it.. and it feels like you got in the show.. here are those people.. and they are absolutely real.. they really do it all.. sleep there.. do all that things.. I think it was one of the strongest feelings I had.. I didn't want to go away from there.. because it was so cool there..

INTERVIEWER: do you remember your feelings while were there?

RESPONDENT 5: I think some kind of excitement.. crazy happiness.. I think I was running there as a crazy.. wanted to see everything.. try everything.. he-he.. and there were a lot of Koreans.. and I tried to communicate with them.. if they understood me.. or I them he-he... and I was very satisfied with it all.. and I wanted to go there again.. but unfortunately couldn't

INTERVIEWER: and what about Korea in general, did it remind you a lot of series?

RESPONDENT 5: well.. I guess not like a lot.. every day.. but sometimes there were moments that.. for instance cafes.. that were related to series.. there are a lot of places.. Korea is very developed.. so there were different places.. but not everywhere.. well.. yeh.. I met it time to time

INTERVIEWER: and overall.. what feelings did you have during that trip? Were you happy?

RESPONDENT 5: of course I were.. it was so nice.. that I were in Korea.. I was so excited all the time.. euphoric... I didn't want to eat.. to sleep.. I didn't need anything.. just let me go see more things.. more people.. more streets and I will entertain myself.. I think it were very strong emotions..

INTERVIEWER: what do you think, what induced your love to Korea?

RESPONDENT 5: I think it's not love.. but interest.. it's so interesting.. so different. And induced.. I guess.. really when I started to watch series I liked their personalities.. I liked their characters.. when I started to interact with real Koreans.. they were rather similar to that characters.. and in total.. my friends.. I liked them a lot.. I liked their way of interacting.. treating things and people.. and.. am.. I think more people.. because I get used to them... and Asia.. is rather traditional.. more classic.. and more am.. like that.. it's more my style.. I like the way they live.. their values.. how they preserve their personal life.. respect each other..

INTERVIEWER: and what happened when you went back home? When it all ends?

RESPONDENT 5: sad.. very sad.. he-he.. I was so terribly sad.. I remember that when I came back.. came out of the plane.. am.. and the customs' lady was so mean.. said something bad to me.. and after all these nice, friendly people there.. all these nice faces I've seen there. Who made me so happy.. and I came here.. at my airport with those evil people.. I was so sad... and when I came home and unpack.. I had a feeling that somebody offended me so bad.. ha-ha.. really offended.. and I went out to the streets and I felt that it's wrong.. not the way it should be.. why is it like that.. not the way it was there.. and I was so obnoxious.. so capricious.. everything annoyed me.. and little by little it all settled.. but anyway even now when I interact with my Korean friends.. and they show me some streets: “look.. right now I'm going at that street” I'm like: “arg.. stop teasing me”.

INTERVIEWER: and how long were you missing Korea?

RESPONDENT 5: I think not that long.. because it's not in my nature to be sad for too long.. it's like.. but yeh.. missing it.. I do it till now.. even now when I see Koreans on the street, I'm like: “ah.. my native is going there”.. I just have this feeling.. desire to go there again.. for a longer time.. because two weeks is very few..

INTERVIEWER: and now you want to go back to Korea?

RESPONDENT 5: yes I do.. for a longer time.. but I think now my desire.. I can't just wake up and go there.. but I always stick to Koreans whenever I see them.. I guess I substitute my presence there with a interaction with Koreans wherever I can.. and when I see something Korea related.. products.. I'm like ah.. want to touch upon it.. to get close to the country, culture..

INTERVIEWER: do you still watch series?

RESPONDENT 5: yes.. of course.. I do.. but now I'm more picky.. before I was like: "more.. more.. give me more".. now I'm like: 'I don't want thins.. that's boring.. I need something else".. more choosing..

INTERVIEWER: do you do anything else Korea related? Maybe books?

RESPONDENT 5: Korean food! I read books in Korean.. but it's useless. I tried to read classic Korean books, but didn't like it that much.. and now... my connection with Korea are my friends.. but they went away all now.. they send me packages.. I get happy.. and movies.. and language.. going to study it more.. don't know.. people ask me: "why do you need it?" I don't know.. just like it.. enjoy learning it.. maybe I won't use it in my life.. I just like it.. had to do something, right?!..

INTERVIEWER: and overall.. how did your emotions change.. when you decided to go there, during and after?

RESPONDENT 5: when I just knew that I'm going there I was very excited: "ah.. I'm there.. Korea!" I even started to pack few weeks before the trip he-he.. after that was ok.. because it took some time since I decided to go.. and actually went there.. it were waves.. and when I get there I was.. I guess... euphoric.. I don't even know how to call it.. because I'm rather calm people.. hardly get annoyed.. or negative.. very loyal to everything.. don't have negative emotions.. but there I was so euphoric.. I liked everything.. I don't know it was very emotional.. and after that I was down again.. so it's like a hill..

INTERVIEWER: like a hill?

RESPONDENT 5: yes.. first one hill.. than another bigger hill.. and after that down.. but now I'm ok.. well miss it.. but ok now..

Time: 46:21

Interview with the Respondent 6.

INTERVIEWER: have you ever watched a movie or read a book and really wanted to visit the location shown there?

RESPONDENT 6: yes.. it was with "Mary Poppins"

INTERVIEWER: cool.. and when was it?

RESPONDENT 6: a.. I was young.. like 6 or 7... as young kid

INTERVIEWER: did you watch it alone or with family?

RESPONDENT 6: am.. I think.. I don't remember watching it with family.. so.. I'm sure they were around.. but still it was away.. it was more personal experience I guess.. compared to other movies I've seen.. a.. it was kind of the things they put on when everyone else were having fun.. am.. and I was tired.. and had to go to sleep.. you know.. just to calm down.. that was the kind of the thing.. I would just sit in front of the TV and watch on my own.. was something like that

INTERVIEWER: can you describe the image of the movie you had?

RESPONDENT 6: that's very romantic.. but in the sense of love.. but in the sense of art style I guess.. am.. yeh.. it's very.. yeh it's about having a certain attitude to life.. I guess.. again.. it's a very big moral.. I think... in the story of Mary.. and of course humor.. it's fun.. and joy.. that's what it really about.. it comes about the outlook you can have to life.. and you can watch at things.. it's about being young.. being a child.. the inner child we all have I guess.. yeh.. so it's.. it's really a very.. it's not a simple concept.. it's a very big concept.. it's about the life really.. it's about how you really have to live the life kind of.. that's something i.. that's small issue.. but something we all have to deal with all the time.. that's really inspiring.. that's my take of it

INTERVIEWER: is that what you liked in movie?

RESPONDENT 6: yeh.. yeh.. and of course the way it all brought.. with all expressive music.. and singing and acting.. it's both form as.. style.. and actual content

INTERVIEWER: what did you like about characters?

RESPONDENT 6: ah.. they're so British! Aha-ha-ha.. they are so British.. and they have great attitude. Like they all are real characters.. they are of course.. like exaggerated.. but still very real and recognizable.. obviously it's a musical.. fantasy.. but the characters are still very believable.. and they are people that you can find in the real world.. they are out there..

INTERVIEWER: and what did you like in them?

RESPONDENT 6: am.. take one.. Mary.. Poppins of course.. that's a great sense of humor.. and she's so stylish.. classy... and a.. at the same time really good sense of humor.. she.. acts proper, but doesn't take herself too seriously.. a... same with Chimney Sweeper.. I can't remember his name.. just the attitude.. he.. because he has really, really terrible a.. poor life.. but he's making the best of it and having a great time doing it.. so and that's.. I find it quite inspiring..

INTERVIEWER: and what about the story? Did you like it as well?

RESPONDENT 6: yeh.. yeh.. I mean that's very clear.. that's a very clear message and.. yeh.. it's still appropriate even today I think. It's again very British story and full of British themes and attitudes.. am.. but.. it's.. it's children's movie... but at the same time.. it's a very adult movie as well.. in the things it has.. maturity it has.. the a.. yeh.. am.. it's very appropriate even now I think.. to adult life..

INTERVIEWER: can you describe the image of Britain in the movie that you saw?

RESPONDENT 6: it's a.. I think.. of course.. there's.. there's scenery.. the background - all hand painted – I learned later.. so it.. it looks like a fairy tail.. painted.. and of course the singing, the music.. the costumes.. the acting – which is great.. and of course the English language which is quite.. yeh.. I mean I didn't understand it at the time.. but of course melody to the language they used.. yeh.. it think that's really.. entertaining to say at least..

INTERVIEWER: how many times did you see it?

RESPONDENT 6: then?

INTERVIEWER: yes.. as a child

RESPONDENT 6: am.. I must have.. I think I actually watched it a lot.. because that video tape was.. because that was still a video tape.. wow.. that's a while ago.. so there were stripes on the screen at some point.. so I must have played it a lot.. ha-ha..

INTERVIEWER: how did you get this tape?

RESPONDENT 6: I don't remember.. I was too young.. to.. to know I guess..

INTERVIEWER: since when did you have your passion to Britain?

RESPONDENT 6: I guess since then.. I don't think.. thinking back now I don't think that I was thinking about it then.. but that must be it.. Mary Poppins is my Britain.. there were a lot of other influences of course over the years.. but later I didn't actually see it for a long time.. am.. still it was kind of stuck with me.. am.. yeh.. it's just comes up every now and then.. we just talk about musicals, songs and things like that.. it's really hard to avoid that particular movie, because it's such a classic.. and am.. yeh when I watched it again years later.. I just felt very recognizable for me.. so.. again the image stuck for sure, for sure.. because when I watched it again I was: "oh my God.. I can't believe how amazing it was and still is"... yeh..

INTERVIEWER: can you now focus on your feelings when you were watching it? What exactly did you feel when were watching it?

RESPONDENT 6: mm.. well.. when i.. when I was younger it's hard to describe, because it was such a long time ago.. but it's just such a different world.. it's recognizable but at the same time very different because again.. it has such a moral to it.. and such a... some many different things in it.. it has a lot to tell.. the movie has a lot to tell.. even now I still find it very impressive.. so then it must have been.. this is more like.. yeh.. it leaves more of impression.. that's really a sense of wonder.. that's not like anything particular.. but.. you just sucking it all.. you just opening your mind and just watching it.. you don't really have to think about anything, because there are so much coming at you.. that's really it.. I think

INTERVIEWER: now can we discuss your first trip to the UK... how did you plan it? How did it happen?

RESPONDENT 6: am.. a trip.. yeh.. am.. I had taken a leave for a week.. am.. a week and a half.. and I hadn't actually planned anything.. I was thinking of going to London or somewhere else.. am.. I hadn't actually planned anything out.. and then I just at the first day of holiday was just kind of.. taking care of other things and second day I was just: "yeh.. let's go to London". And I just booked the tickets. With Stinalines.. you take a train to a.. a port in Holland.. then you take a ferry to London.. so it's a real experience in itself and I did it on purpose.. cose I was thinking if I go to UK, if I go to London for the first time then.. of course. It's an island, it's an island, so you have to go by boat.. you can't take a plane there, you can't take an airplane there.. you have to go in style.. yeh.. that's the whole transition going there.. that's the whole experience by itself.. and on itself really.. as you go there you leave everything behind.. really.. I remember being very excited in a way, but not about going there per se.. but about other things.. I didn't really express myself as: "oh my God.. I'm going there".. but more like: "Oh there's so many things I can be excited about", but I didn't really know what to expect.. I.. I guess. So of course by being on the train and then on a ferry.. there are so much free time.. but I didn't bring any book or anything else.. just relax.. turn my mind off, just enjoyed being there.. being on the way

INTERVIEWER: do you remember your first impression when you stepped in London? How was it?

RESPONDENT 6: in London, itself?

INTERVIEWER: yes

RESPONDENT 6: I still really remember getting on the train in UK to London.. during rush hour.. I remember all these very British people, being very unhappy.. in an... early morning.. going to the big London.. and I was there in my.. in my jeans.. and no one was wearing jeans but me.. ha-ha.. and my backpack.. and I was like.. "yeh... I will sit down".. this is so British! And that was my really first experience of the UK... even the ferry.. was.. there are two ferries.. one British and another Dutch.. I was in British.. but it still feels like commercial.. not really like.. am.. authentic.. so getting on the train was really the first experience.. and then I arrived to London.. yeh.. that was quite confusing.. because I didn't really planned anything he-he.. and when you get there.. you have to start planning.. ha-ha.. and I had to stay somewhere.. where will I stay? I need to get around.. I need to eat.. what do I eat? You know.. just like the basic necessities you have to take care and of course in a place like London you're gona be fine.. and of course when you brought some money.. if you have something to spend you're gona be fine.. that's easy.. and of course there's so much tourism there.. so many points where you can get information.. people are helpful as well. And I spoke the language of course.. even if it was with terrible Dutch accent.. he-he.. so I had to repeat myself 3 or 4 times.. but still... still.. in the end it worked out.. yeh like... first day or two I just was trying to.. get organized.. and trying to get the logistics done.. I end up being in the hostel wasn't fun to.. begin with.. and going out for the pub crawl it wasn't fun either.. actually the first few days were just really unhappy.. and lonely.. and yeh.. of course they're different from the image you have.. because London is also the place where people work and live and that's where you end up in.. at first.. and yeh.. I mean I enjoyed it in a way.. it wasn't hard, but just it wasn't that enjoyable at first.. like it was.. like am.. looking back now I can enjoy having done that, because it was a challenge and I've done that.. am.. you make it work and I made it work... and I'm happy that I did.. but at the time it was like: "what the fuck am I doing?" ha-ha.. yeh.. m..

INTERVIEWER: and you mentioned the image that you had.. the image of Britain.. how it was constructed, what do you think? What affected your expectations of London?

RESPONDENT 6: am.. yeh.. the movie.. and some other things as well.. I think the movie is a very good example of the idea I had.. but there's a lot more involved.. but I think.. yeh.. the movie really summarizes it.. really like.. that's kind of what it's really about for me.. yeh.. I mean.. it is there.. you just have to find it first.. it's really just a sense and.. it's different.. but similar.. based on the movie.. and there's so much and the culture to begin with.. the English

language is everywhere.. so it's very accessible.. so all these things affected as well.. so yes.. it always was interesting for me.. I guess

INTERVIEWER: did you find any places that were Mary Poppins related?

RESPONDENT 6: am.. after some looking yeh.. ha-ha.. you have to find it.. it's an effort of finding it.. but it's there.. you know.. and have to go out there.. and be willing to look for it and step away from the main areas of the London.. all the touristic places where everybody spend money.. it's definitely there.. but you really have to go out there and find it.. and put effort in it.. and when you find it that's amazing.. a romantic feel to it.. you have to know where to find it.. if you just take parks.. Hyde Park.. it's the biggest.. I didn't really liked the Hyde Park.. but next to it Holland park he-he.. but that's actually a really amazing park.. there were another few parks that were really amazing.. and of course there's a.. the monuments like Trafalgar Square.. and.. and.. other places.. the Albert's Hall.. the big art work.. it's not a statue.. I don't know how to explain it.. it's ground.. it's gold.. and it's magnificent.. they are all monuments for the British Empire.. and the Nelson for example.. this.. this.. great historical stories... myths almost.. so it all is there..

INTERVIEWER: and were there any particular places that you've seen in the movie and then visited in the reality?

RESPONDENT 6: that's the Hyde Park of course.. I think.. I remember the image.. I think it was a Hyde Park.. in the movies.. but a park anyway.. they went to a park in some scene.. and of course the banks as well and of course the streets.. am.. the London bridge.. the Tower.. I mean..

INTERVIEWER: was it like you imagined? Was it similar to the movie?

RESPONDENT 6: am.. it's different but you.. I think you.. imagine it to be the same.. because.. yeh.. it's both.. it's very double.. it's not like that.. but at the same time it's very double.. I mean it's just.. just about the perspective you have.. if you actually take a moment and just stand there and actually look there.. you can see it.. you have to look for it.. you have take some time.. put effort to it.. but it's there for sure..

INTERVIEWER: and when you found Mary's London what did you feel?

RESPONDENT 6: at the time it made my happier.. because you don't have enough time to be unhappy.. to think about anything.. it's all amazing.. and a sense of wonder.. and I think people play a big part in it.. because of course London is so iconic.. most people I met while there.. all came to London.. for the same reason I did.. even if they had different image of it.. they came for the experience of the city.. am.. and that really helps as well.. but yeh.. it did make me happy.. especially afterwards when you go home.. weeks after you're like: "yeh.. that was cool".. that kind of stuck with you.. and I just sit down somewhere and think about.. like right now when I'm talking about.. yeh that was cool

INTERVIEWER: and when you returned home after this trip, what were you thinking? Feeling?

RESPONDENT 6: still excited.. and again just happy because it was so.. many things to see.. and you have to process.. it's holiday feeling in itself.. it lasts for around two weeks.. but even after that just having that experience.. not just Mary.. but London as a whole.. yeh I felt it did change the way I look at the things here as well I guess. I didn't really think about it, but I think it does give me a confidence I hadn't had before.. the attitude I had towards people and things.. and events that happened to me.. what I learned from Mary Poppins side of my trip is to look for more romantic side of am.. things.. you learn to look for the good things in life I guess.. just to see just that.. to focus on just that.. that's what I learned from there.. that's kind of stuck.. I guess.. and of course the fascination with London and UK.. so yeh..

INTERVIEWER: that's really a great story... can you now try to describe your emotions before, during and after your trip.. how did it change through time?

RESPONDENT 6: well before I mean.. the emotions about the trip itself.. weren't that.. a.. special. Because I was just mostly worried about doing something.. I wasn't really excited beforehand.. I was just like.. it kind of happened to me.. because I was just really busy with work, study.. and then I had holidays.. and then it was: "oh now I have holidays.. I need to do it as well" to plan... to whatever.. and I was planning to go to London.. I always what to go there..

so.. and being there it took me a bit to actually.. like a first few days really had to... switch off.. it that sense.. that voice that everyone has in head.. that just like talks all the time.. kind of.. that feeling of concern... of stress.. you have to do this.. do that.. you have to.. have to.. have to.. that kind of stops after few days.. and am.. that was just a great feeling I have.. that's awesome... you just take it all in.. you don't have time to think about it.. and.. I don't.. don't think.. at the time was.. well you look for the image you have.. I did see it at times.. but I just was so busy taking it all in.. it all came after this.. when I went home.. you begin to think about it.. and that's when it really takes shape.. that's feeling you have... you know jus to switch off this voice.. just leaning behind.. that takes as well.. and this feeling.. you learn to find it again.. I've been able to find it.. and if I want I could.. just watch the movie again.. just being in the park somewhere.. there's a park in Amsterdam that is based on English park which is kind of similar to that.. that romantic image I have of Mary's London.. I took this feeling with me

INTERVIEWER: so by attending this park in Amsterdam you also had this Mary Poppins feeling?

RESPONDENT 6: yeh.. I discover that when there.. feel like be there again.. so it's something I brought home I guess..

INTERVIEWER: have you seen the movie after your return?

RESPONDENT 6: yeh.. I did.. actually like it was the last time when I was younger.. and then I saw it again.. it was always like part of.. of.. I knew it was there.. I had a memory of it.. but only watched it again after I went to London.. so..

INTERVIEWER: did you still like it?

RESPONDENT 6: of course I did.. even more ha-ha..

INTERVIEWER: did you recognize a lot of places that you saw in reality?

RESPONDENT 6: aha.. yeh.. am.. because again.. the movie is very much about London.. it's styled as an impression of London.. so it's not actually there.. but.. you can see it at the park.. you can see it at the bank... at the mansion.. it's all over London.. so I don't think.. I can't think of any particular places apart from any large landmark.. in the movie that actually exist.. but it does look like.. based on.. so it is there in that sense.. you know.. in style.. so yeh.. that's definitely there in London

INTERVIEWER: and how was your emotions when you watched it? How did it relate to what you felt while being there?

RESPONDENT 6: it was something similar.. similar experience I think.. you know it's different because.. you watching a movie.. and being there.. and walking around and trying to take it all in.. movie is much more.. much less demanding in that sense.. but yeh.. it's about the same experience I think.. it's both part of something.. of same thing.. it's part of that image I have.. that ideal really.. actually yeh.. it's very close.. not the same.. but it's close..

INTERVIEWER: so overall.. how were you emotions from this trip? More positive or negative?

RESPONDENT 6: yeh.. yeh.. definitely.. it reinforced the ideal I had... it was easy.. I did have to go there and actually look for it in a way.. it's easy enough to miss.. if you actually not look for it.. because London is also a place where people live and work.. and there's much more to London than this English kind of it.. for sure.. actually London is the least English place in UK.. but still.. it's there if you look for it.. so it's definitely reinforce that ideal.. my experience.. even now I'm like doing things.. trying to pick up English accent.. he-he..

Time: 45:31

Interview with the Respondent 7.

INTERVIEWER: have you ever visited a place that you've seen in a movie or read in a book?

RESPONDENT 7: yeh.. I have.. yeh

INTERVIEWER: can you tell me more about it

RESPONDENT 7: which places.. or which..

INTERVIEWER: about the book.. was it movie or a book?

RESPONDENT 7: I've seen in a movie.. James Bond.. I've seen.. let me think.. "From Russia with Love" actually it was in Venice.. and I've been there after that..

INTERVIEWER: so why did you visit Venice?

RESPONDENT 7: to be honest.. after I saw the movie.. there were such a beautiful images of the city.. so I decided that I have to see it one day.. and I did.. with my dad once.. ha-ha... yeh.. a romantic city that I've visited with my dad..

INTERVIEWER: let's talk little bit more about the movie.. what is it about?

RESPONDENT 7: well.. it's like the basic James Bond movie.. the classic.. James Bond has the enemy to defeat.. the bad guy.. don't remember his name.. I've seen it many years ago.. but in the end he wins.. and he get the girl.. and you see like the ending, the closing scene in the movie with him and the girl and the gondola.. the ship in Venice.. like kissing.. and like the ending song plays.. and that really stuck in my head.. and I just liked the atmosphere.. Bond is so cool.. and the city is so beautiful.. I loved it all together.. and I thought maybe I will be cool as well if I go there he-he.. but seriously it was the beautiful scenery that inspired me at the first place..

INTERVIEWER: can you describe your feelings towards the movie?

RESPONDENT 7: actually I really like James Bond so... when I was seeing it.. a.. yeh.. I don't know it.. it feels good.. it feels like save.. like comforting.. James Bond is really is.. I don't know.. kind of hero.. cool... or something like that to me.. it's really stupid.. but that's how I feel

INTERVIEWER: and what else do you think about the movie.. do you like the character.. the Bond himself.. or you enjoy the stories more?

RESPONDENT 7: am... I like the character and I like the story.. I like them both.. I like the character, because I think he's really.. he's.. he knows the answer to anything.. he's really cool.. like ah.. he has his gadgets.. people to work with.. it's like.. it's really cliché.. on one way.. because he's hero.. and he's always wins.. bla-bla... but on the other hand it's nice to see that.. nice to see this cliché world where everything is good in the end.. nice.. I don't know.. that's .. that's what I think about it..

INTERVIEWER: when you watched it did you imagine yourself as a part of the action.. or as a side observer?

RESPONDENT 7: maybe.. sometimes I am inside.. but mostly I like to watch.. I enjoy observing him.. his adventures..

INTERVIEWER: and after you saw this movie.. did you think about it afterwards?

RESPONDENT 7: well.. it's more like a moment experience.. and then I forger about it.. sometimes I think about it when I see something that have been in a movie.. it reminds me of it.. but mostly it's like that.. James Bond movies are really cliché.. they're really a.. story is easily identifiable.. it's easily.. to watch.. it's not intellectual.. it's not books.. a.. like intellectual.. how you call it.. the books..

INTERVIEWER: intelligent?

RESPONDENT 7: yeh.. not really intelligent.. but it's like a nice experience.. so..

INTERVIEWER: you said about your trip to Venice..

RESPONDENT 7: I was there with my dad.. but also with my brother.. we went there and.. but when I was there I knew: "yeh.. that's it... I'm here now! I've seen James Bond here!".. movie really inspired me to think positive about the city..

INTERVIEWER: how did that trip happened?

RESPONDENT 7: we went there when I was 14 or something.. and.. a.. my dad wanted to go there always.. he wanted to show me... how cool is the city.. how the museums look.. a.. well they call it the Amsterdam of the south... or maybe they call Amsterdam the Venice of the north... so he wanted to show it to me.. so we went there..

INTERVIEWER: do you remember yourself preparing to that trip? Were looking forward for it?

RESPONDENT 7: am.. we had.. a.. we went with.. the.. the.. our car.. we went there.. we parked.. we camped outside the Venice.. like a little bit.. and a.. yeh.. how we prepared.. just like normal.. camping gear.. and a... short trousers.. do you want to know about this..

INTERVIEWER: sure.. if you want to tell. Just go on..

RESPONDENT 7: well.. comfy close because we walked a lot.. and some proper close to go to Churches.. because you can't go there with shorts and anything.. so we had that.. and.. a.. yeh was really basic..

INTERVIEWER: did you look forward for that trip?

RESPONDENT 7; yeh.. I did.. I feel really nice about it.. was a long time ago.. don't remember details.. I was like 14.. like 10 year ago..

INTERVIEWER: do you remember your emotions when you arrive there?

RESPONDENT 7: what did I feel.. af.... A.. it was.. it was good to be there.. I liked it.. actually it was crowded.. but I liked it.. it was nice experience..

INTERVIEWER: and did you have any place that particularly associated with the movie for you?

RESPONDENT 7: yeh.. how was it called.. Saint Marco.. Saint Marco Plein.. Saint Marco Square.. the place in Venice.. they have it.. am.. where else.. like we went with the tour with the boat.. the guided tour.. yeh.. and we just went around the city.. and also inside.. but when we were around the city I've seen the place where the ending scene was made... James Bond like you see them sitting in a gondola.. going through the city.. and it's like.. it remind a lot what was in the movie..

INTERVIEWER: what did you feel there?

RESPONDENT 7: I liked it.. it was good.. not many other feelings.. but you know.. just in general life I don't get too excited about things.. I'm very calm person.. it was nice.. really nice..

INTERVIEWER: and when your trip ends.. when you returned home.. what did you think about? Did you feel anything related to your trip?

RESPONDENT 7: what were my feelings.. am.. we were there for 2 weeks and when we were good to go back.. even though it was nice to be there.. in that kind of environment.. the place where you haven't been before.. and see in movie.. not even only James Bond.. but it's in a lot of movies.. and when you realize that: "oh.. I've been there.. that's actually exists" ha-ha.. but overall it was good to go home again.. yeh

INTERVIEWER: and overall.. how was your impression of Venice?

RESPONDENT 7: I didn't think it would be big.. when I saw it in the movie.. I had impression that it would be smaller.. I'm from a small town and I didn't know that it could be so colorful and big.. how people would be there.. but it was amazing actually.. we walked in the city... it was really intense feelings.. in Netherlands you have small cities.. people don't migrate to big cities.. Amsterdam is actually only 700000 people.. so it's very small in comparison with other cities.. it was a different experience.. but it was nice.. fancy..

INTERVIEWER: so overall are you into spy-themed movies?

RESPONDENT 7: well.. I like science fiction more.. I like "Dune".. do you know that?

INTERVIEWER: no..

RESPONDENT 7: it's about a planet.. I'm not explaining it right.. but anyway... in the beginning of the book.. there's some kind of drug.. some kind of stuff that is growing on one planet.. and all the other planets want to have it.. people who get addicted to it get more like.. clear mind.. if you take it every day.. and there's one planet it calls Dune.. a.. and.. the.. how do you call it.. the factions are fighting for this drug.. that's growing on this planet.. and.. it's.. it's like.. in essence it's about manipulation.. religious wars.. because people who live on that planet they like worship that drug.. about a.. like how.. yeh.. manipulation.. how do you convince your people to act like this.. it's like real side to it.. it's really, really good.. I would recommend it.. I think I was like 15.. I think: "ah.. this is how the religion works, this is how the society works.. the manipulation.. the society builds itself".. that's too vague.. but something like this..

INTERVIEWER: do you often do this type of things.. when you see something.. in a movie.. or read about.. do you think of visiting it?

RESPONDENT 7: if it's.. if it's in a good way.. am.. if it's.. portrayed as a good thing.. then yeh.. of course.. if you see a lot.. read about.. you become more interested.. and if you decide to go to the trip, then you're more incline to see it.. like for instance.. last year we were talking

about the.. going somewhere.. with my roommates.. and we always talked about the techno music.. and I saw it in movies.. about music.. and everybody say that Berlin is perfect for it.. so it ticks.. yeh.. of course.. Berlin.. in Europe it's really easy to get anywhere... it's totally doable.. so it's not a thing.. that you don't want to go somewhere.. because it's far.. it's like super close..

INTERVIEWER: and how was your overall experience from your trip?

RESPONDENT 7: overall.. from going there was positive.. I wasn't disappointed or something.. yeh.. that was a good experience..

Time: 24:18

Interview with the Respondent 8.

INTERVIEWER: the first question would be.. have you ever visited a place after you saw it in a movie.. or read about it in a book?

RESPONDENT 8: yes..

INTERVIEWER: what was it?

RESPONDENT 8: it was a movie.. "Stilyagi" about the youth of USSR in 1960s..

INTERVIEWER: what did you like about it?

RESPONDENT 8: of course.. I liked the main character.. singing as well.. and people there are so colorful and fun.. but the environment where they're living is more gray you know.. and they are so young and positive about like.. I liked it.. it's amazing.. it's so funny and happy.. I wanted to dance with them.. or sing with them.. there are some singing moments in the movie.. it's more like a musical..

INTERVIEWER: what did you like the most? Is it the story? Or characters?

RESPONDENT 8: hm.. am.. I liked the story I think.. because.. yeh.. a guy saw a girl.. fall in love with her.. and tries to get her.. changes his life.. style.. appearance.. and changes himself.. I like this idea... how his old friends turn their back on him.. and he changes.. become completely different person..

INTERVIEWER: do you remember your emotions when you were watching it?

RESPONDENT 8: I was so excited.. "come on.. what are you doing... why are you doing like this?" ha-ha.. so I was really into the movie.. it seized me.. it took me away.. I was excited.. and had fun.. story is nice.. I liked it..

INTERVIEWER: very emotional..

RESPONDENT 8: yeh.. I'm too emotional.. ha-ha..

INTERVIEWER: do you always get emotional when you watch things?

RESPONDENT 8: yes.. I speak every time.. advice characters what they should do.. every time when I watch movies.. my roommate looks at me like I'm crazy.. but I just can't keep it for myself.. ha-ha.. I want to share it with the world.. to tell them.. all.. even in loud.. just to myself.. because sometimes they make mistake.. these characters.. and I want to tell them: "don't do it.. do it like this.. come on".. ha-ha.. so I always think about it.. and when I go to the cinema.. my friends are.. they don't want to sit next to me.. because I like to express myself while watching ha-ha.. so I try to calm down.. but still I want to share with the world.. I want to share my emotions.. to control my emotions.. it's so difficult.. especially when characters do all these stupid things.. why they can't be more clever?!.. but it won't be interesting then

INTERVIEWER: and did you pay attention to the background of the movie? To people's costumes?

RESPONDENT 8: yes.. of course.. I liked it.. they had such beautiful dresses of that time.. I liked it all... and the city is shown so nicely

INTERVIEWER: which city?

RESPONDENT 8: Moscow.. it's so nice.. very conventionalized.. how it was in 1960s.. they even showed some nice places that I haven't visited before.. so I get interested in them.. and eventually went there ha-ha.. I generally like that time.. I liked the clothing of that time.. but my boyfriend doesn't like it.. so I can't wear it anymore.. and a.. it's a quite interesting that they had

such interesting.. such different style in everything.. because it wasn't that long ago.. even their hair were different.. I liked it all..

INTERVIEWER: and after you saw the movie did you think about it?

RESPONDENT 8: of course.. when I saw it.. then it's like... day.. or more I thought only about it.. about this movie.. why he did like this.. why she said it.. ha-ha.. maybe he thought about it.. or something like this.. maybe there's no idea in their actions.. why I thought there is.. so it wasn't just because of this.. but because of that.. you know what I mean.. so there was a reason for all.. even some mistakes of actors.. ha-ha.. that's what I thought about..

INTERVIEWER: and how long did it take? That you were thinking about the movie

RESPONDENT 8: am.. sometimes I think about things for days.. or even weeks.. but if I watch something more interesting after that it end.. after this movie I didn't watch any new thing.. so it was for some time.. a week or so.. I didn't think about it all the time.. just time-to-time.. but when I thought.. I imagined myself as a character.. going there with them.. doing all their things.. wearing their clothes.. so it was fun for me.. like a game..

INTERVIEWER: and now let's talk about the place.. you said that the movie takes place in Moscow..

RESPONDENT 8: yes.. they go here.. and there in the movie.. some places I knew.. but some I didn't... so I wanted to see it.. and one day I went there with a friend.. when we had a weekend and wanted to meet I suggested to meet in one of the parks where some scenes were made.. I liked it from the movie because it was small.. will few people there.. so I thought it will be quiet.. so I planned it.. I generally plan everything.. because I don't like when you don't know where to go.. how.. I searched in internet and found information about this park.. and how to get there..

INTERVIEWER: and what did you feel when you get there?

RESPONDENT 8: aa.. it was ok.. at first we lost little bit.. because it's one of the small parks that not a lot of people usually go.. but then we got there.. and I calmed down.. ha-ha.. and when I got there I was very excited.. and I really enjoyed that day with her..

INTERVIEWER: and what about the place? Did you like it?

RESPONDENT 8: well.. it was ok.. but actually in the movie it was different

INTERVIEWER: in which sense?

RESPONDENT 8: like in movie it was very crowded.. all these people who were stilyagi were there.. and in reality it was very empty.. not so many people.. just few with kids.. or dogs.. ha-ha.. yeh.. but it's reality.. stilyagi are gone now.. generally I enjoy walking in my city.. find new unique places.. and this park was one of those places.. very different from typical places where I would go.. small.. cozy..

INTERVIEWER: and afterwards.. did you think about it again?

RESPONDENT 8: yes.. because overall it was a nice day.. with my good friend.. and the park was very cute.. I imagined all these characters sitting there on the bench.. it was funny to imagine.. but I'm not like crazy.. I knew that it was in movie.. and reality is different.. but I was like part of the movie.. sitting next to them...becoming a character.. walking with them there.. feeling cool.. like I am a stilyaga as well.. but I wasn't dressed like them.. only in my imagination.. I

INTERVIEWER: and how would you describe your overall emotions?

RESPONDENT 8: positive.. nice.. I think about that day as something good.. sweet.. I had fun.. enjoyed my day.. found a nice place.. and actually I have visited it after again.. so it was really nice.. I enjoyed it all.. even though it wasn't exactly I imagined.. but I was impressed.. so I wasn't sad...I'm always satisfied with everything.. I'm optimistic girl.. so I always find something really good even in bad things.. sometimes it may be not so nice.. but that's my way..

INTERVIEWER: and overall do you consider yourself as more emotional or rational person?

RESPONDENT 8: definitely emotional.. I like funny movies.. and they easily seize me..

INTERVIEWER: do you like more reading or watching movies?

RESPONDENT 8: I like more watching movies.. but if I find some interesting book I will read it.. really read it, read it, read it.. and my parents would go crazy.. they make me to read

something.. but when I start.. they say: “why you read.. always.. stop it, stop it.. your eyes gona be bad”.. I don’t understand them.. should I read or not.. so.. the last book I read.. it was “One Hundred Years of Solitude”.. it was interesting.. there were some things that I didn’t like.. but whatever... I liked the book.. I imagined the place.. how they lived there.. I imagined the main characters.. I liked this book.. but it ended so soon.. like one page.. and that’s all... I liked the main character.. Ursula.. she’s very good example.. of strong woman.. she showed that woman controls everything.. man just get crazy.. and everything is in woman’s hands.. and there was always raining.. and sun.. I liked the image of those places.. I like to imagine things.. I’m a dreamy girl.. ha-ha..

INTERVIEWER: so you would like to read some continuation of this story, if where would be any?

RESPONDENT 8: yeh.. I don’t want this story to end like that.. I wanted more.. but if it goes like crazy or something.. not interesting.. or boring.. they should just stop it.. because I had like.. this book.. “Harry Potter”.. and the author wanted to kill her main character in the final book.. and her fans were like: “what are you doing?! No.. don’t do it”.. and he’s still alive.. and I’m kind of sad that he’s still alive.. but anyway..

INTERVIEWER: what were you imagining with that book?

RESPONDENT 8: I imagine myself as a part of story.. I helped everyone.. I saved them all.. that I can do the right things.. “you should do it”.. or “he’s doing bad things”... so help everyone.. ha-ha.. I am like a superhero.. helping everyone.. and punish bad guys.. and there is a happy end all the time.. ha-ha..

Time: 23:46

Interview with the Respondent 9.

INTERVIEWER: have you ever seen a movie or read a book and then really wanted to visit the place shown there?

RESPONDENT 9: aa... yes, yes.. I had that.. especially when I read the book.. it was a book about... am.. I guess you haven’t heard about it.. it’s very unpopular.. “Lost House”.. by one Russian writer.. don’t remember his name now.. am.. it’s about a family.. living in a far place.. having their farm.. thing that I liked the most that the nature is really good described there.. very natural.. you know.. real.. and I really wanted to be there.. just to see it all... their animals, their life.. how they organize everything.. actually it was really great.. and I wanted to be there and see everything from inside.. how is it in reality.. of course I had my impression, when I was reading.. but I wanted to go there and see it in reality as well.. to compare how my image is close to the reality..

INTERVIEWER: when did you read this book?

RESPONDENT 9: hm.. it was 4 years ago.. 4 or 5.. I guess.. yeh.. I was recommended by a friend.. and there was a movie as well.. some of my friends watched the movie as well.. but I didn’t.. actually... because after I read it I watched it.. books are more detailed.. and the book is much.. much more interesting than the movie.. I mean it’s better.. in movies it’s all is cut.. and yeh.. like 4-5 years ago..

INTERVIEWER: can you tell me what exactly you liked in that book? Characters? Plot?

RESPONDENT 9: yeh.. a family is described there.. well.. am.. actually the plot.. and characters.. all is good.. very well written.. it was really pleasant to read.. because of the beautiful language.. the main character is a boy.. I mean a man.. but in the beginning he’s still a boy.. and his emotions.. his life is very well shown there.. his early ages are really good described.. his life... since the beginning.. when he was a boy.. then his teenage time.. and when he became a man.. an adult.. and it’s really good shown.. his whole life.. hardships.. thoughts.. and in the end he had family.. but he loses his child.. and his thoughts.. feelings about that.. how he suffers.. I don’t know.. it’s just very deep.. you like get in other person’s head.. it’s just very.. very good shown.. all these delicate moments.. thoughts.. feelings.. experiences.. how he describes his whole life.. how afterwards he talks about his father’s life.. all that... that what is

really interesting for me.. all his experiences.. relations with family.. for instance.. when his brother dies.. as kinds they got lost in forest.. near their house and a wild animal kills him.. so he died.. and all his emotions.. it's really interesting..

INTERVIEWER: so you really like the characters?

RESPONDENT 9: yes, yes.. characters.. especially the main character.. Pavel.. I really liked this book.. it's very real.. close to life actually..

INTERVIEWER: did you sympathize the characters?

RESPONDENT 9: actually.. I know what is family.. the sanctity of it.. .. so these moments for me were.... in my culture it's really important too.. that's how I was raised... that's how I grew up.. so I really felt for him.. I mean thanks God I didn't have anything like that.. but felt for him.. his suffer.. his father's pain.. he didn't cry but how he could read it in his face.. when he was silent.. just smoking a cigarette after a cigarette.. so suffered inside.. that was very strong moment.. so this attitude to the family.. this love is very close for me as well.. being so bounded and so close.. that is very close for me too..

INTERVIEWER: and what about the place.. can you describe it little bit?

RESPONDENT 9: yes.. sure.. am.. which I liked the most it was nature.. near one southern city.. close to Orsk.. but there is also a lot of images of beautiful nature.. so magnificent.. but somewhat wild.. not too wild.. but you know.. there was a moment when their domestic animals were grazing.. like.. cows.. goats.. and next to them were wild ones.. wild boars.. so there are moments of really wild nature.. he is just describing how magnificent is that.. all these dense forests.. huge trees.. steppes.. so I guess it's like different areas.. forests... and next to it clean steppes.. because I really enjoy beautiful steppes.. so it's really interesting for me.. also there were described winds.. when there were windy it was very strong.. rains.. very dense.. he was describing that when they came it was for days.. I mean such a strong images of nature.. it's really amazing..

INTERVIEWER: and it was interesting for you? Appealing?

RESPONDENT 9: yes, yes.. very interesting and appealing.. I really enjoy such images in books.. like when nature is well described.. in all its force.. I love this natural.. nature.. especially when you sit at home.. and there is rain outside.. it's really nice to read something about a far.. far place..

INTERVIEWER: so what were your overall feelings towards the book?

RESPONDENT 9: I liked it.. when I read it I really liked it.. it's kind of books.. that had a deep meaning.. not one of those that you read.. and then put away.. you keep thinking afterwards.. processing images.. thoughts.. for a while after you finish it you keep going back to it.. re-think it again.. I mean.. lately I do that often.. read something that I was recommended by friends.. and really like it.. a lot of my friends like to read.. so... so while I'm going to work I read it on the way.. for 2 hours.. and even now I'm finishing one another book.. and it's similar.. I mean also deep.. not one of those that you read and then put it away.. so when you finish it.. for some time you.. for example.. when I was walking in the park.. and I caught myself thinking about it.. sympathizing them.. going back to that images.. nature.. it's really great.. very good written.. so this "Lost House" really get into me.. ha-ha.. this nature.. really interesting

INTERVIEWER: you mentioned sympathizing characters.. that you were thinking about it afterwards.. how did it happened?

RESPONDENT 9: yeh.. yes.. well.. for example I caught myself.. for instance when I was going to work.. that I was a.. sitting in metro.. and reproduced these images.. dialogues.. moments from the book.. all details.. especially those that I remembered really good.. so reproduce them.. remember it all.. and even phrases that I've read.. they just like fly in front of my eyes.. so.. like that.. and I'm even thinking.. what if he did like that.. I'm even starting.. not as a writer.. but to rethink.. what if the situation would be like that.. or like this.. how it would end.. so trying to play with it.. and in the end understand that it was good.. the book is finished.. time to move on.. to the next good one..

INTERVIEWER: can you describe your emotions when you were reading it?

RESPONDENT 9: it was more positive.. definitely positive.. in the beginning it was.. I mean.. more.. like polygamous.. feelings.. so in the beginning it was very interesting.. I was really intrigued.. what will happen next.. was curious.. when he was growing.. living.. and he was describing his all story.. and after that it was very interesting when he was.. am.. his first love.. it was impossible... he understood perfectly that it was impossible.. she was older then him.. he know that she had family and couldn't be with him.. but he couldn't do anything with that.. he loved her.. and it was very interesting.. and after that.. there was a moment of intrigue.. when she loved him.. back.. and it was really.. very.. I was intrigued.. actually I read it in one breath.. and also.. of course a feeling of sadness... when his brother dies.. this kind of emotions.. happiness... and worry.. interest.. intrigue.. so very different emotions.. and in the end.. it was happiness.. good that everything ends good.. ha-ha..

INTERVIEWER: and for how long did you go through.. rethink the book once you finished it?

RESPONDENT 9: well.. it wasn't that.. long.. because my real life.. well.. it's life in a big city so.. well.. you have a lot of other problems and things to think about.. but to be honest it was like.. around a week.. two.. I will think about it.. and was also discussing it with friends afterwards.. who read it.. so like a week.. two.. for sure

INTERVIEWER: how did you arrange your trip?

RESPONDENT 9: well.. at first I check all the information about that city.. close to their farm.. Orsk.. read guides about the location.. all the landmarks.. advices for the tourists.. but by then I wasn't sure that I will eventually get there.. I was thinking: "yeh.. great to be there.." to see all these places, their old city center.. buildings.. and I was thinking: "ah.. I wish I could go there and actually see it".. and in the end it happened.. and I did see it all.. in reality.. and was happy.. ha-ha..

INTERVIEWER: and how did your trip to Orsk and the farm happened?

RESPONDENT 9: well.. me personally.. I don't travel that much.. because of all my work.. I have a lot of friends who travel a lot.. and they do a really good thing.. they tell everybody about their trips.. so I get really excited.. and it's really interesting for me.. there is even a TV show about all cities.. countries.. I really interested in that.. if I want to go to a place I ask my friends, check information.. watch TV shows about travelling.. and once my friends wanted to trip to the east of Russia and I joined them.. and I even asked to add this city to our trip plan.. he-he..

INTERVIEWER: what did you like the most in the city?

RESPONDENT 9: am.. I liked the architecture.. I really like beautiful things.. and that was spectacular.. I'm also interested in history.. and they have a lot of historical landmarks there.. so I visited it as well.. also their main square that is very well described in the book.. it was so similar to what I read.. that was really funny for me.. cool.. very cool.. and we went to the farm.. at least the place on the west of the city where farm should be..

INTERVIEWER: and was it there?

RESPONDENT 9: hm.. yes and no.. ha-ha.. not really the one from the book.. but there were farms looking so similar to the one in the book.. with similar nature.. and I enjoyed it so much... nature in the book is shown so good.. and in reality it was so good.. very true.. because I love nature.. and if there is a beautiful nature scenery I really love to watch it.. and I wasn't disappointed.. nature there is magnificent.. actually it was above my expectations.. everything I saw was super good.. I was thinking that.. before getting there.. that I will be small city.. with average nature.. like everywhere... you know.. but when I get there everything amazed my.. especially their old trees.. it was really interesting.. there were a lot of places where very few people go.. it was so beautiful.. I was like: "wow".. my emotions were overfilled..

INTERVIEWER: and how were your emotions during that trip?

RESPONDENT 9: to be honest.. I got excited.. but as well worry a lot.. because I wanted not to forget anything.. to plan where I will go.. what I will see.. what I will spend during the trip.. try to think about it all in advance.. well yes.. I got excited then.. felt like.. you know the expression.. butterflies in the stomach.. ha-ha.. so I was really excited.. also worry.. but I was good.. it's a good feeling.. it's not a negative feeling, but a positive.. I was happy that I will see

something new.. I think in my heart I'm a traveler.. I really like to travel.. I feel good why flying.. I don't get sick or something..

INTERVIEWER: is it like looking forward for things?

RESPONDENT 9: yes, yes.. I was expecting it.. looking forward for all the new things.. because in general.. in life I don't meet negative, bad people.. all friends tell me that's because I'm open.. people don't feel any negative so they are open back to me.. so.. I see mostly positive things in life..

INTERVIEWER: do you remember what did you feel when you arrived to the city?

RESPONDENT 9: hm... remember calmness.. that: "yey!! We did it.. travelled all that way!"... so I was more relaxed.. thinking that I did it!.. I also had a.. curiosity.. that I was at the new place.. and wanted to see more things.. and I always feel positive while going somewhere.. all worries disappear and I feel only something positive.. very interested in new place, new buildings, new people.. loved it..

INTERVIEWER: so overall it was more positive?

RESPONDENT 9: yes.. very positive.. I liked everything.. well.. at first there were some difficulties.. with the hotel.. some of my friends were worry.. negative about it.. but I was good.. I focused on positive things.. I'm not interested in all the living conditions things... as long as the place is nice.. so I can bear it.. it's not the primary thing.. if the place is beautiful.. and it was beautiful.. I was ok.. positive.. because the most important – it was new...

INTERVIEWER: and after the trip?

RESPONDENT 9: I had the feeling.. of relief.. drifted away.. you know.. rested.. after all this new information.. places.. emotions.. was sharing my emotions, memories with friends and family.. was very positive about it all. And feeling nice afterwards as well.. it was like an anti-stress training ha-ha.. was rested.. not tired at all..

INTERVIEWER: did you wanted to stay there for a longer time?

RESPONDENT 9: yes! Yes! I had that.. feeling not enough.. wanted to stay there for a longer time.. have it more.. but I always have something like that ha-ha.. after a week or so.. I get back into real life.. you can't travel whole life.. need to go back to reality.. but yeh.. I had it.. if you go somewhere for a month.. you think why it's not 2.. if you go for 2.. think why it's not 3.. and like that.. ha-ha.. it's never enough.. I guess it's human nature.. wanting more.. but I tell myself that need to go back to real life.. outside the trip.. but I tell myself that I will earn more money.. will go to new places..

INTERVIEWER: how did your emotions change before, during and after the trip?

RESPONDENT 9: I guess like a wave.. before it was excited expectation.. then preparing, going.. little bit higher than that.. and finally when I got there I was super excited.. and happy.. very positive.. and in the beginning I had little decrease.. because I didn't know what to do.. everything is so new.. I feel lost.. but it's very, very little.. after that I got very high.. emotional.. happy..

INTERVIEWER: Are you an emotional person in general?

RESPONDENT 9: sometimes I can get emotional.. it different.. sometimes I do.. sometimes I don't.. if I can identify myself with it I do.. but not too often.. it depends.. if I feel what characters feeling.. it depends.. I get emotional.. but that's for everybody... but I'm more expressional and emotional than I'm calm and reserved..

INTERVIEWER: do you like more to read or watch movies?

RESPONDENT 9: to be honest I like to watch things.. but not classics.. I like to read it first.. and after that watch something.. but if it's an interesting.. with a deep meaning fantastic movies I enjoy watching it.. books are like things that somebody have experience.. there is so much wisdom in it.. so I like read more

Time: 36:20

Interview with the Respondent 10.

INTERVIEWER: have you ever read a book or watch a movie and after that decided to visit the place that is shown there?

RESPONDENT 10: yeh.. I watch a movie about a man.. and the architecture of his city was so beautiful so I wanted to see it.. and I knew about that place from that movie.. without it I would not do there.

INTERVIEWER: can you tell me more about it

RESPONDENT 10: well.. I found things about this place in internet too.. so after that I decided to go there.. I was curious about this city..

INTERVIEWER: what else you liked in that movie? What was its title?

RESPONDENT 10: to be honest now I don't remember it.. I love a lot of movies.. so now it's hard to remember.. I just remember that the main character was living in Kazan.. and I loved the city.. actually the story is not that interesting.. just a guy.. his love and life.. so the topic was not that difficult.. very common.. average people and their average experience.. but the city was special.. he was working at the square next to their main mosque.. it was so colorful so I wanted to see it.. in my city it's hard to find something like that..

INTERVIEWER: what did you feel when you were watching the movie?

RESPONDENT 10: I was very, very happy.. very positive.. inside.. it was very simple movie.. so it affected my emotional condition positively.. after this movie I wanted to smile.. be positive.. I felt very well..

INTERVIEWER: are you often affected by movies?

RESPONDENT 10: yes.. very often.. because I take it close to my heart... everything I watch I really try to feel what would characters feel..

INTERVIEWER: and after you watch it.. did you think much of the movie?

RESPONDENT 10: no.. ha-ha.. not really.. but.. I was thinking.. thinking that Kazan surprised me.. so I started to search for information about it.. so on my summer vacation I went there.. and was very happy.. it was like.. 2.. 3.. years ago..

INTERVIEWER: do you remember what were you thinking and feeling when arrived to the city?

RESPONDENT 10: oh.. yeh.. my friend couldn't meet me there.. because he watched it on-line.. and thought that my plain will be late... so when I arrived I called him: "hey.. where are you?" and he said: "oh.. I'm sorry.. I didn't know that you're coming now".. so I had to arrive to the city from the airport by myself.. am.. but I didn't really feel sad.. I felt .. like little adventure.. so I met a local guy and we were talking about the city.. architecture.. he was smiling all the time.. so maybe he thought that I was funny.. I don't know.. but anyway it was fun time.. at first I was little bit lost.. but I felt fine..

INTERVIEWER: can you now tell me what did you think or feel during the trip?

RESPONDENT 10: it was very.. very interesting.. and I had very interesting experience there.. my friend he was on practice there.. so I met him there.. he is an architect, so he showed me all the city.. and it was very interesting.. he worked in a very closed studio there.. and there were so many interesting things.. like books.. bottles.. and there was very nice smell.. it was nice.. and also there was a photographer.. he went there to make some shots.. and we went with him to.. the photo session.. and also it was a really interesting and exciting experience.. it was fun..

INTERVIEWER: what places you visited there?

RESPONDENT 10: actually... only main touristic.. but.. yeh.. in movie they showed a gate.. it was near the city.. so I went there too.. and it was so beautiful.. just like I was expecting.. it was build by a famous local architect.. and this place was very interesting to visit

INTERVIEWER: do you remember you feelings when you visited it?

RESPONDENT 10: yes.. I was like: "wow".. I was very excited by the place.. it has very interesting planning.. when you look at it you have a strong direction where you should go.. but when you pass it.. it.. hard to explain.. but from both sides it's completely different.. it's a very clever project.. I hope I explain it right ha-ha..

INTERVIEWER: and what did you feel then? Were you enjoying the place?

RESPONDENT 10: yeh.. I was enjoying.. I was surprised.. I was excited.. it was much better than I expected... very nice.. I was thinking: “oh.. what a clever architect done it”..

INTERVIEWER: did you compare it with the image you had from the movie?

RESPONDENT 10: hm.. well I had some image from what I saw.. but in reality it was much better than in movie..

INTERVIEWER: why?

RESPONDENT 10: well... reality is much better than movie ha-ha.. but I mean.. in movie it was shown.. shortly.. and small. And in reality it is spectacular.. so I really liked it.. I was very.. very excited.. I was happy during all my trip.. it was really nice..

INTERVIEWER: did you like Kazan?

RESPONDENT 10: yeh.. very much.. but it was little bit dirty.. there was very white street and there was.. shit ha-ha.. yeh.. it was dirty, dirty city.. but very colorful.. sunny.. with pleasant people.. yeh.. I liked it..

INTERVIEWER: and what about the city.. did your expectations from the movie came true? Or the reality was different from what you expected?

RESPONDENT 10: maybe a little.. but.. I don't know.. it still was colorful as I expected.. but I didn't expect this dirt.. that the city would be dirty.. but I guess it's normal.. real people live there.. so it can be like that..

INTERVIEWER: what were you feeling when you went to see that main mosque, you said?

RESPONDENT 10: I loved it.. really, really loved it.. it was like in the movie.. so great

INTERVIEWER: and what did you feel then?

RESPONDENT 10: am... feel.. I don't know.. I think I was happy that I saw it.. because I really like beautiful architecture.. and for instance in my city I see a lot of same style of architecture but it's everywhere.. nowadays the architects can work in different cities.. so they can build the houses in the same style.. make them very similar.. so it would be very global.. but local architecture is more interesting for me.. and also people are interesting because they all have different mentality.. so I loved people and the city ha-ha..

INTERVIEWER: so overall your experience.. was it more positive or negative?

RESPONDENT 10: positive.. definitely positive..

INTERVIEWER: do you remember what were you thinking and feeling when you returned back home?

RESPONDENT 10: when I returned home.. I was a little bit sad.. because I understood that the trip was over ha-ha.. and now there was only working, working, working.. ha-ha.. so..

INTERVIEWER: and overall.. how did you emotions change.. before, during and after this trip?

RESPONDENT 10: ah.. before.. I was nervous.. because I couldn't think what will happen.. what will be there.. but I always like this with all my trips.. I don't know where I will be.. I just can imagine the place where I want to be.. but I never sure what will be there.. and this time especially.. because movie is movie.. and I wasn't sure that it all was true.. so I was nervous.. and when I came there.. it was during my vacation.. so I was very well ha-ha.. very good.. I traveled.. met a friend.. so had a good time.. was always positive.. happy.. enjoying everything.. I knew that when I will go back home I will have the routine.. and I will remember my trip.. and even some sad moments I remembered positively.. because it was my vacation.. it was new experience at new place.. so it was very interesting for me..

INTERVIEWER: do you consider yourself as an emotional person?

RESPONDENT 10: oh yes.. very.. I'm very emotional person.. yeh.. in movie when characters are happy.. I'm happy too.. when there is something sad.. I can cry ha-ha.. “oh.. it's so sad”.. ha-ha.. “poor man” or “poor woman”.. I take it close to my heart.. maybe it's not so good.. but I do ha-ha.. it's really affecting me.. for 2-3 days sometimes.. I mean I'm not crazy to live the life of other people.. but just feel sad for sometimes.. yeh.. just a little bit I can think about it.. some bad and happy feelings.. and then I watch another movie ha-ha..

INTERVIEWER: and what do you like more in general, to watch movies or read books?

RESPONDENT 10: I like classic Russian literature.. like Dostoevsky.. like Tolstoy.. Pushkin is nice as well.. I'm really interested in movies too... especially art house.. my favorite director is Bergman.. maybe you heard about him.. he's Swedish director.. also like Kinki Douq.. Leo Scaras.. I like them..

Time: 23:08

Interview with the Respondent 11.

INTERVIEWER: have you ever seen a movie or read a book and then you visited the place shown there?

RESPONDENT 11: yes I did.. many years ago I read "The Hunchback of Notre-Dame".. and finally few years ago I visited Paris.. and went to see the Notre-Dame de Paris

INTERVIEWER: wow.. that's great.. can you tell me more about the time you read it.. when was it? How did you get the book?

RESPONDENT 11: I've read it.. I guess.. when I was.. am around 16-17 years old.. I accidentally found it in our family library.. I remember that I wanted to read something.. so I was searching for a book.. I've heard about it before.. so I thought: "hm.. let read this one"

INTERVIEWER: did you like it?

RESPONDENT 11: yes.. a lot.. it was so interesting.. I was in that age.. so I loved to read books about romantic love.. it fit my age then.. ha-ha.. I even cried when I read it he-he.. because it has a sad ending.. no happy end... and in general I like French literature.. and especially French novels.. even now.. though I haven't read anything for a long time..

INTERVIEWER: what did you like more? Characters? Plot? Or everything at once?

RESPONDENT 11: well.. I like Hugo in general.. so I loved everything.. I liked Quasimodo the most.. I sympathized him.. because he had such a hopeless love.. and I was very curious where did he spend his life.. because Hugo wrote that he spent his whole life in the Notre-Dame de Paris.. i remember that he was the only one.. who had the courage to bring Esmeralda water.. I remember that it impressed me.. and the plot.. of traditional story about the Beauty and the Beast.. Hugo made it very special.. i loved it.. and i tried to imagine this Notre-Dame all the time.. because all the events take place next to it.. so it's key element of all events.. it's everywhere..

INTERVIEWER: now can you recall what did you feel when you were reading it? You said you were sad.. and got emotional because of its ending.. what else?

RESPONDENT 11: I really sympathize all the characters.. to Esmeralda.. her life was so sad.. and her mother.. who hated her all the time.. she was insane.. because she lost her daughter.. so she hated Esmeralda not even knowing that it's her daughter.. and in the end.. when Esmeralda was doomed.. she found it out.. and it was so sad for me.. I cried a lot.. i really got sad for a long time because of it.. but i didn't tell to anybody.. because was shy.. i remember i was crying.. i sit in the room.. cry a while.. and then i came out.. but didn't tell to anybody..

INTERVIEWER: so it was sad all the time?

RESPONDENT 11: no.. just ending.. and the main part was very twisted.. very interesting.. I felt interest.. but there was no.. you know bright.. colorful, nice moments..

INTERVIEWER: what did you feel once you finished it? you said that you were sad for a while..

RESPONDENT 11: well.. the whole book was on the edge of emotions.. you know.. because I was a teenager then.. and I had a lot of emotions.. and when I finished it.. I was.. sad.. very upset..

INTERVIEWER: anything else? Did you watch screen version?

RESPONDENT 11: by then I didn't know that there were any screen version.. if there were any.. but I remember I was trying to imagine those places.. I imagined it more gray.. and plain.. and heavy.. than it was in the reality.. when I saw it.. it was different than image I had

INTERVIEWER: when did you visit Paris?

RESPONDENT 11: for a long time I was not able to visit Europe.. like many Russians don't.. at first it was because of the Iron Curtain.. after that.. some document problems.. and finally I was able to do it..

INTERVIEWER: and how did it happen?

RESPONDENT 11: when I had my all document related issues done.. the first place I wanted to visit was Paris.. and I did.. ha-ha.. and by that time my daughters were older and we went there together

INTERVIEWER: how did you arrange that trip?

RESPONDENT 11: it was a trip.. we visited several cities.. Amsterdam... Brussels and Paris.. the longest we spent in Paris.. so I went there with my daughters.. of course we went to all those touristic places.. Louvre.. Moulin Rouge.. Arc de triomphe de l'Étoile.. Champs-Élysees.. and of course Notre-Dame de Paris.. i had the feeling that i want to go to Paris.. because of the things i've read about it.. but when i went to the Notre-Dame de Paris.. only then I remembered: "wow.. that's it.. that's the place where Quasimodo was hiding"..

INTERVIEWER: what did you feel then?

RESPONDENT 11: I was looking forward for it.. thinking how will it be.. ordinary.. or special.. and will I have emotions.. will my expectations come true.. will it be like I imagined or it will be different.. so was very curious

INTERVIEWER: and what did you feel when you were at the Notre-Dame de Paris?

RESPONDENT 11: i was so impressed.. it was unbelievable.. it was amazing.. i was so excited to be there.. it was majestic

INTERVIEWER: did you think about the book while being there ?

RESPONDENT 11: all the time.. but not only "The Hunchback of Notre-Dame".. but all the novels I've read that take place in Paris.. I was trying to imagine how was the life here before.. in that times.. and while I was in the Notre-Dame i was trying to imagine how Quasimodo hide there.. how he climbed those walls.. in book it's described that he was able to climb those walls.. but actually in reality it doesn't seem that easy.. or possible at all.. ha-ha.. and what surprised me the most.. that the real Notre-Dame de Paris is more colorful.. even more impressive than i even imagined.. all the time in Paris was very emotional.. very positive for me.. for a long time i haven't had such strong positive emotions.. and Paris was an exception for me.. it was so great..

INTERVIEWER: and overall.. what did you feel when you were in Paris?

RESPONDENT 11: actually.. before "The Hunchback of Notre-Dame" I've read "Les Miserables".. when I was around 13.. or 14.. and.. events there take place all around the France.. but I really liked the images of Paris.. and I liked the aura of the city, you know.. was curious to know what kind of city is that.. that in those despotic times they had a revolution.. it was interesting for me to know the spirit of the city.. and when I actually visited Paris.. and walked those streets.. and all my expectations were.. even above my expectations.. it was great.. I was always interested in French novels.. where things take place.. how those people lived.. and when I was in real Paris I tried to imagine how people lived here.. what were they doing here.. ah.. when I was even younger ha-ha.. I've read Gavroche.. and i was imagining him.. walking on that streets.. it was very curious about it all.. i felt the spirit.. the atmosphere of Paris.. i thought that modern Franch people doesn't differ much from their ancestors.. and streets would be similar to those.. in that times.. where novels take place.. because i felt the energy of those streets.. of those people.. and i haven't felt anything like that before.. and after that nowhere else.. and it really fit my expectations.. and even above it.. you know.. movies like "Paris I love you" present the city as very ordinary.. shows people's life.. and I was looking for something different.. Paris from the books.. from old times.. I liked the movie as well.. but it was very ordinary.. and the city is not ordinary..

INTERVIEWER: and after that.. what happened when you went back home? Did you miss Paris?

RESPONDENT 11: I thought.. that this energy.. that I bought some part of it.. and it will stay with me forever.. and I will definitely go back there again..

INTERVIEWER: and what did you feel?

RESPONDENT 11: I was happy that I was able to do it..

INTERVIEWER: can you describe your emotions before, during and after the trip? How did you prepare to it?

RESPONDENT 11: before.. that I was very excited.. I was looking forward to it.. was thinking what kind of impression I will have from Paris.. will it be the way I expect.. or it will be ordinary.. and I will not have any emotions towards it.. and when I just arrived there I understood that it impressed me a lot.. and it continued impressing me throughout the time being there.. that it's the Paris I've read about and looked forward to see... when I was there I was imagining different characters from novels I've read.. streets of Paris lived with a double life for me.. the one they really had.. and the one in my imagination... where all these characters were living.. and the real Paris was as colorful and emotional as the one in my imagination.. so I was really happy and enjoying it.. and when I came back how I had a part of it with me.. I remembered it a lot.. but I was very positive.. I wasn't sad.. I was thinking that in my life.. in my memories I have Paris.. and can go there again.. that I have a part of it in me.. and it made my overall life little bit happier ha-ha.. the Paris I've read about.. now I had it in me.. with me..

INTERVIEWER: and overall.. do you consider yourself as an emotional person?

RESPONDENT 11: as a reserved person.. but there are things that can touch me.. emotionally.. so I will think about it.. remember it..

Time: 24:18

Interview with the Respondent 12.

INTERVIEWER: how did your interest of Korean culture and Korean soap operas start?

RESPONDENT 12: well.. it was in school.. I like interesting movies.. there are a lot of movies now.. you know.. those that change you.. after which you got something new.. so I was advised to watch something Asian.. actually I started with Japanese and Chinese.. but Japanese.. I think they are just too crazy for me ha-ha.. and that's how I got to Korean soap operas.. I've watched the first one.. it was very strange.. because of the actors.. and their charisma.. they are more emotional.. I think.. you just can read from their faces I think.. the first time I even thought that it might be a parody, because they were too emotional.. and I couldn't understand how it can be.. if they love, they do it so strong that can get sick.. if they are friends, they are.. I don't know.. their emotions are just on the maximum.. at first I wasn't sure that it's for real.. I thought it's just a movie.. just something fake.. but then I got into it because everything is on maximum for them.. there is no middle.. that you live your life calmly.. there.. if you're lucky, you're lucky.. if not, then no.. I mean all is on maximum.. and I wanted to say something else.. well doesn't matter

INTERVIEWER: ok.. and can you tell me about your first series? What was it? And why did you like it?

RESPONDENT 12: well.. I don't remember.. I think the first one was historical.. yes.. historical.. no.. it was modern ha-ha.. there were so many.. so in my head they all are confused... ha-ha.. it's.. I just like their characters.. how they are shown.. that they don't have bad or good characters.. their each character has his own life.. that is why you can't say.. like in US series.. there is a good and a bad one.. and you know for sure since the beginning of the movie on whose side you will be.. and till the end.. and in Korean movies it all change.. so sometimes if you haven't read the short plot information, you won't be able to guess who is the main character, because it is.. each character has his own strong story.. his life.. situation.. and you can watch.. and think: "how he could do that".. and on the other.. they show his point of view and you see and understands why.. and that is why it is very interesting.. so you worry for all of them.. and it's more complicated.. not simple to guess. And I like that they're direct, honest.. but childish at the same time ha-ha.. I think they preserve their childish nature for a long time.. they not try to grow up.. I mean, on one side, a person can work.. be serious.. it doesn't matter that he's stupid or something.. but they just preserve their naïve self.. even in relationship.. obviously each movie

has a love line he-he.. so when you watch it.. they preserve naïve, honest relationships.. and if you compare it with Europe.. or US.. there is nothing like that left..

INTERVIEWER: what was appealing for you at the first place? Unfamiliar culture? Stories? Characters?

RESPONDENT 12: I think the personality of characters.. the most.. because they are very strong.. when you watch it.. I'm kind of person that when I watch or read a book I can cry or something.. not like too much.. sometimes when soap operas become too sentimental I think: "my God.. what is this?! I don't believe you".. and in those movies I believed them.. Koreans can't make short movies.. because they don't have enough time to reveal the character.. short movies.. are too short.. rash story.. flash ending.. that's why Koreans don't make good short movies.. I don't like Korean movies.. maybe just few of them... and if they produce something long enough.. like soap operas they have enough time.. for all..

INTERVIEWER: can you know focus on your emotions when you watch them. What do you feel?

RESPONDENT 12: to be honest.. there are 2-3 series that were so strong.. that it took me a while to get over them.. I was walking at the streets.. and I had a feeling.. maybe it will sound funny.. but.. when was it.. around 16-17.. and I was walking on the streets and look at people.. while thinking: "how do you live? You don't understand anything. You don't know anything" .. because it was so powerful.. I remember that I was crying a lot.. it was very, very powerful.. and later when I cried all my tears.. I had those dry tears you know.. when you don't have tears anymore, but still want to cry.. honestly.. those are very tough emotions.. I think in life I've never had such situations to be so worry.. it sounds funny.. that I hadn't nothing like that in reality.. to feel so bad.. like after those shows..

INTERVIEWER: and you were sad because of.. what was the plot of those shows?

RESPONDENT 12: well.. of course love.. unhappy one.. I'm just saying all movies are about love, right.. so it's more about how you show that love.. and all over the world.. in movies there is such line.. also friendship.. doesn't matter.. and it's important how you will show it.. and I think that Koreans when they do it.. I really believe them... I sympathize all of them... I watched, Spanish, American, French.. but so deep they never do.. they mainly work with the plot.. try to make more action.. beautiful picture.. and there.. there are more close-ups.. when they show face.. eyes.. in the way.. that's what they focus on more.. to reveal the personality.. that's what I love in it.. and after that, of course, I got more into the culture, language.. and music.. well music not really.. food.. I love Korean food.. there are no fat people there.. all food is very healthy..

INTERVIEWER: and how does this interested in Korea started for you?

RESPONDENT 12: with soap operas.. unfortunately a lot of Europeans confuse Japan, China and Korea.. and Russians also confuse them with Kazakhstan, Uzbekistan and Tajikistan.. and that's sad, because they are very different.. there are not so many Koreans in Moscow.. very few.. and they are very intelligent people.. work in international companies.. and it's very upsetting.. they tell me stories how Russian people treat them badly, because they think that they are from Central Asia [*Interviewer's comment: a lot of people from Central Asia occupies low social position in Russian, working as janitors and low-skilled constructors*]. they know a lot of languages, English perfectly.. but not Russian.. and it's so sad when they try to speak slowly and ask something from a stranger and they are just ignored.. it's very shameful.. for our people.. well.. and they are very different.. and I'm as an average person was thinking that it's the same... so I wasn't thinking to get into Korean soap operas.. it was so unexpectedly for me too.. ha-ha.. for a long I was thinking that it will pass.. so it's just a teenage interest.. like in childhood when we were reading those books.. very honest.. real.. when kids are sincerely treat each other.. and that pass in time.. when we get older become colder.. before I could cry when there was a crippled god on the street.. and now I just pass it even without noticing... and because of that.. I guess these movies got me.. because of their honesty..

INTERVIEWER: and how did the idea to actually visit Korea appear? How did the desire to go there appear?

RESPONDENT 12: I think like.. in a year.. or two.. because Korea is a closed country.. like Japan. It's not that easy to get there... they don't know English.. they speak Kor-English ha-ha.. and they pronounce English words in their way and think that we should understand it ha-ha.. so for 4 years I was learning the language at the Embassy.. and I thought that going there by my own would be difficult, because I don't know Korean.. and wasn't sure that they will know English there.. and it's foreign place.. so I decided to go there with the Embassy's program.. so they will take me there.. show everything.. so I went there like that.. for 2 weeks.. they showed everything.. took us around.. I didn't like that I was in a group.. because I didn't have much time to interact with people.. culture

INTERVIEWER: were there any places that you've seen in movies and actually visited?

RESPONDENT 12: yes.. it's really popular there.. for example, they film in a café.. and then all the tourists go there.. and it keeps working like before.. and there are photos, and actors are visiting its opening.. it's very popular in Korea. But in general I've never been a fan of anything.. I may like.. but I never put posters in my room and like that.. I just like the impression.. it's like my muse ha-ha.. I would watch something, get inspired with those powerful emotions and that's it.. but I'm not a hardcore fan.. I don't have any t-shirts.. and stuff like that... and there, in Korea it's very developed.. fan groups.. it's very developed.. so it's very hard for the actors.. they can't date with anybody.. rating.. well.. it's just very complicated

INTERVIEWER: and can you think about any particular places that you have visited and saw on TV?

RESPONDENT 12: yes.. we were passing one place.. they used it in one of the scenes.. I remember.. it was very beautiful scenery.. there was a glass house.. the only.. on the cliff. And it was really beautiful.. not only because of the movie.. objectively beautiful.. I was there.. and liked the place... very interesting..

INTERVIEWER: and did you have any associations with the movie when you were there?

RESPONDENT 12: well. Of course when you see a movie.. historical and others.. all these towers.. and when I was there I was feeling like I'm almost in that movie.. you're walking there and all faces are even so familiar.. kind of familiar.. and there are all these little details.. that were in the movies.. so they reminded me of different series.. they gave me the feeling of a fairy tale.. all these emotions and impressions.. and I was afraid that.. well the movie is always a movie.. life is life.. and I was afraid... well not like afraid.. but expect that it can happen.. that when I will be there it won't be like that.. and when I got there.. the majority.. these personalities.. that are shown in movies.. these all is true.. how they communicate.. talk.. and even more.. after the trip I liked Korea even more.. and wanted to learn language.. and continue knowing it..

INTERVIEWER: and overall, can you describe your emotions when you were walking there and seeing all these familiar things from movies?

RESPONDENT 12: well.. at first there was a fear that it won't be like in movies.. there's always something like that.. but when I was there.. I liked it even more.. I talked with people.. and saw that it's even more interesting ha-ha.. had a powerful feeling.. I liked a.. bath-house.. they sleep on the floor and I like it.. even at home I sleep without a pillow.. and they have a bath-house that you can go there and sleep there.. and you go and there are different bathes.. with different temperature.. 30.. 25.. 16.. and you jump from one to another.. and then when you finish swimming you got the costume and go to the common room.. there are a lot of entertainments.. and everybody got little pillows and lie to rest.. and everybody eat eggs there.. some kind of special eggs.. and drink a rice drink.. and it's all like in movies they show.. ha-ha.. that they drink this rice drink.. and eat those eggs.. and it was great.. at first it was uncommon.. because it's very loud.. I liked it very much.. everybody goes there with their families.. it was very special for me..

INTERVIEWER: did you have any associations there with movies?

RESPONDENT 12: yes of course.. because I think bath-houses are like almost in each movie.. it's very cheap.. you can do whatever you want there.. and rather often movie characters go there.. to spend time.. I was in the biggest bath-house in Seoul.. the most famous.. and there were so many emotions.. I was remembering it.. was so great to be a part of it.. for example, they do some kind of horns with a towel on their head.. and I did it as well ha-ha.. like in movies..

INTERVIEWER: can you now focus on your feelings and thoughts while you were there and doing all these movies stuff?

RESPONDENT 12: hm.. actually when I got to Korea... I got like.. like you know when a wave covers you.. I got over-.. over-heart.. ha-ha.. there are so many emotions.. so many new things.. I think it's in travelling in general.. you're open to new things... if you go there with an open heart.. and grasp all new things.. and it's really interesting.. and I really liked it... after the series I knew how to do things.. like how to bow when you great somebody.. these kind of moments.. and you try when you there..

INTERVIEWER: and the reality.. how did it relate to the movie?

RESPONDENT 12: same.. it was just the same.. it's very different culture with mine.. so when you watch it you think that it's over.. too much.. they are too polite.. and it's very important.. they have 7 levels of politeness. And it's very important! On one hand, because of all these things it's more interesting, but on the other, it gets harder.. but it gets more color.. it's very different.. their emotions are more colorful.. I think in my 2 weeks there I wasn't sleep at all. and when I came to Moscow... I felt myself empty.. because everything there was so full. So emotions.. so over-heart.. and when I came home.. all my emotions ends.. I came home and everything was different.. I thought that I won't get those emotions at home..

INTERVIEWER: what did you feel then?

RESPONDENT 12: sad.. 2 weeks was not enough.. I wanted more 1.. maybe 2.. if you go to a foreign country you need at least a month to know all good and terrible things.. to dive into the culture.. it's interesting.. and you need at least a month.. and I was with a group.. we run from one landmark to another.. and sometimes you just walk to walk calmly at the streets.. to feel the spirit of the city

INTERVIEWER: and when you returned home did you think about your trip?

RESPONDENT 12: yes... of course.. I have a super-album.. with all photos.. cut off things.. labels.. anything where something is written in Korean.. I put it there.. and now open it.. look at it.. of course I made a lot of photos.. videos.. and of course.. it's so nice that we have all these technical progress.. I look at those photos and at once.. feel brighter... good.. again.. I want to go there again..

INTERVIEWER: do you watch something Korean now?

RESPONDENT 12: yes.. but I decided to filter them.. before I was just watching anything.. because I liked it so much.. I remember when I had to wake up for the work at 7.. and I'm sitting at night and watching it, watching it.. and can't stop.. because you watch.. and it takes you.. their life is very intense... I'm actually a very emotional person.. he-he.. and I feel good when I get new emotions.. feelings.. I try to get new things in life.. to have new emotions.. to learn something new.. maybe it's bad.. because if you don't get it.. you feel that wasted the day.. I like to be tired in the end of the day.. it's good.. it means the day was good.. I learned new things.. so I like it.. and it was a problem when I came home.. because there I absorbed everything.. learn everywhere.. something new.. talk to everybody.. and when I came home.. I would like to learn to live like that at home as well

INTERVIEWER: and you longing for Korea, did it decrease in time?

RESPONDENT 12: no.. even by now I have the crave for Korea.. but if I can a chance to go to other places I would do.. but if I had a chance to go anywhere, I would go there.. but I don't want to go there as a tourist for 10 days.. I want longer.. maybe to work.. something serious.. but it's not that easy to get there.. so I'm waiting but I think in a year or 2 I will go back there again..

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Interview with the Respondent 13.

INTERVIEWER: Name places that you have visited under the impression from your favourite book.

RESPONDENT 13: I think these places are all related to the Harry Potter books and movies. Because, Harry Potter series is still pretty much my favourite book of all time. I must say that I visited places that have anything to do with the book and movies (I make a sharp distinction between book and movie but often in these places the distinction is not made) were a coincidence. Well, not a total coincidence but I did not travel to a different country specifically to go and see things described in the book. For me it was always a nice extra to an already fun holiday. So the three places I have visited that I can remember that are related to Harry Potter were twice in London and once in Oxford. The first was seeing the recreation of platform 9 ¾ at King's Cross station (and the bridge that goes over the train tracks where they walk in the movies). The second was when I lived in London and I walked across the Millennium Bridge and realized that this was the bridge that is destroyed at the start of the fifth or sixth movie. The third place was in Oxford (I was there for my cousin's wedding) when we walked through the city and visited the beautiful old buildings. We entered a hall which was a part of a library or something and the sign said that it was used as the infirmary in the first movie and for dance-training in the fourth movie. There are many more places in Oxford where Harry Potter scenes were shot, I think even the library, but many cost 10 pounds or more to enter. So we kept it to a minimum.

INTERVIEWER: What did you feel when you read it?

RESPONDENT 13: I read most of them when I was younger and now sometimes reread them if I cannot sleep. I also have them in audiobook format and also listen to those if I can't sleep as it is comforting and I know these books so well that I don't really need to listen but still enjoy listening to it. When I was younger and read them for the first time, there was mostly a sense of adventure; excitement, wonder and the magic element sparked my imagination. And the ultimate sign of a good book is that you instantly want to read the next book and you don't want it to stop. Harry Potter did that for me very much. I longed for the next book when the previous one was finished and this was in the time that you had to wait a whole year for the next one to come out.

INTERVIEWER: What did you like in that book?

RESPONDENT 13: I think my young self liked the magic world that the author created and that I could disappear inside it and completely believe everything that happened. But my older self, who still loves these books, has analytically decided that the plot of the Harry Potter series (both the complete series' plot and every book's plot) is what makes it such a good story. The plot is incredibly complex but so well taught out that it surprises the reader at the exact right time and it leaves no loose ends. But of course the writing is really good too and creates the world inside the books just as much. The characters are relatable, complex and believable and if you read and see these kids (in the books) grow up you come to see them as a type of friends and you care what happens to them.

INTERVIEWER: What attracted your attention in that book?

RESPONDENT 13: This is actually kind of interesting because at first I was not interested at all in the books. My mother bought the first two that had already come out in Dutch. She had read in some parenting magazine that these books were doing really well in England and that they were really good reads. I thought the covers looked stupid. The Dutch covers make them seem like books for little boys, the first one where you can only see Harry's yellow rainboots (I don't remember he has those) flying away on a broomstick and the second one with a big spider. I was not interested at all. But then one summer holiday I reluctantly started reading after my mother had already finished them. I remember being annoyed even when in the first few pages of the book the author mentions the word "muggles" without explaining what it means. But I read on and then absolutely loved them. And as I mentioned above I was mainly attracted to the world of magic and the adventure aspects of the books. I remember, when I started recommending the books to others when I was around 14, I said they were really funny too. I still think there are funny parts but the adventure seems more important now or it could be that I already know all he

jokes. But mainly, the books are full of suspense and excitement and as they say 'unputdownable'.

INTERVIEWER: What do you think about the characters of the book?

RESPONDENT 13: They are one of the great aspects of the books, incredibly relatable and so real. I was a year or so older than Harry, especially during the final books. But being around the same age as the characters makes it really cool to read about them as well. I was also really invested in their well being and remember that I was really scared my favourites were going to die in the great war between good and evil in the final books. I was always thinking that she (the author) was allowed to kill who-ever, even Harry himself as long as she didn't kill Ron.

INTERVIEWER: What do you think about the story?

RESPONDENT 13: As I mentioned above, the plot of the story is really well thought out and complex but still understandable for children and at the same time surprising for adults.

INTERVIEWER: Did you think about the book after you finish reading it? If yes, in what context?

RESPONDENT 13: Yes, especially when I just finished one of the books and then had to wait a whole year for the next one to come out. I read the first three in Dutch but I think they were all out at that time and then I started in English (at age 14 or 15) because the English versions came out much earlier. My little sister waited for the translation, as she was too young to understand English, and she had to wait for at least 6 months for the Dutch version to come out. Especially in that first week there is this hole that a great book can leave in your life. But then it was mostly anticipation for what was going to happen next and wanting the next book to come out sooner! Now I still think about it from time to time but mostly in a nostalgic kind of way and remembering what it was like when I didn't know what was going to happen in the next book.

INTERVIEWER: Did you do something after you finish reading that was related to the book? If yes, what?

RESPONDENT 13: I had this one friend in high school and she was even more obsessed than I was. We would always talk about the books and discuss anything related to it. I would go online and look at websites that predicted what would happen in the next books and then in school we would discuss all of the predictions and whether we thought it would happen too. She had the card game of Harry Potter and stuff like notebooks etc. And I printed a list (from the internet) of all the spells from the books. At one point we went to the 'Elf Fantasy Fair' (a sort of festival for fantasy fans where many people dress up in costumes) and we made our own Harry Potter Hogwarts uniforms and wands and walked around like that. I also did read fanfictions online but that was after we were not as close anymore.

INTERVIEWER: Did you watch screen versions? What did you think about them?

RESPONDENT 13: Yes I watched all the movies and went to the first showing of most of them (with my sister in the movie theatre in our home town). I thought they were surprisingly good. Mostly the movies are much worse than the books but these were pretty well done. The first few were not as well acted as they could have been, but the actors were very young so it's understandable. At first I would always criticise the movies about every detail that was not like the book but I learned to like them on their own. Interestingly enough the images and sounds (e.g. the Harry Potter tune) become a part of the experience, a part of the reading and enjoying the Harry Potter universe. So now I cannot remember what my own imagination of a character was and what they looked like in my mind before I saw the actors portray them. Now Harry Potter always looks like Daniel Radcliffe and the other characters look like the actors playing them as well. I make a distinction between the book and the movie, as the movie is only an adaptation of the original material (the book). But this distinction has also become blurry in my memory and how I think about the Harry Potter phenomenon.

INTERVIEWER: How did you decide to visit the location related to it?

RESPONDENT 13: The first time (platform 9 $\frac{3}{4}$) I planned when we (a friend and me) started planning our trip to London and all that we wanted to see and do there. The second (Oxford) we just stumbled upon even though my sister and I had joked that the whole town looked like Harry

Potter was shot there and we were excited about seeing something related to the movies. The third I really only walked across the bridge and realized when I looked it up later on my computer. Later I had to (coincidentally) go across that bridge again and it was more fun with the information in my mind.

INTERVIEWER: Were you looking forward for that trip?

RESPONDENT 13: All of them: yes. But more in general I was looking forward to the trip. I was mainly excited and looking forward to the platform 9 $\frac{3}{4}$ and sort of looking out for harry potter related places in oxford.

INTERVIEWER: Describe your feelings when you were on the place related to Harry Potter?

RESPONDENT 13: Excited and maybe a little giddy. With the first one I was also slightly embarrassed (I was 17) about being there and thought we only went there as a joke sort of. But I did really want to see it and the fact that it was in a public place made it a little silly. They put up a sign, platform 9 $\frac{3}{4}$ (not between 9 and 10 btw, like it is done in the books) and put a luggage trolley halfway inside the wall (actually they cut it in half and placed it against the wall) like harry potter goes through the barrier of the platform. That was cool to see, but it was also so obviously put there for harry potter fans. I walked across the bridge that it above the tracks and there is a moment in the movies when they walk along that exact bridge, I remembered that when I walked across, which was cool. The place in oxford was also really beautiful and I was trying to figure out for what scenes they had used it and was excited that I could remember the exact scenes from the movies that were described on the flyer. This space was also used in other ways obviously so it was both interesting to see the harry potter scenes and the other use (scholarly debates) and how these two mix in this one place.

The millennium bridge in London was also used in the movies and at first I did not recognize it but after I read online about the movie scenes and remembered it as well it became more interesting. Funny story about the bridge is that the moviemakers have used a real life problem with the bridge and exaggerated it with magic. The bridge, when it was first build, was really unstable and wobbled in the wind. They had to, later, make it more sturdy and stable. But in the movie you see this bridge wobble in the wind at first and then get totally out of control (with magic) and rip out of the ground and fly around. So when I remembered this scene and read the information about it being wobbly it was exciting to walk across it again.

INTERVIEWER: What did you think?

RESPONDENT 13: I think that the second and third example were about the puzzle of trying to figure out how they used it in the movies and remembering and recognizing what it looks like in real life. And the first one (platform) was so clearly created for the fans that it was fun in a silly way. But not because it was believable or magical (like harry potter and the barrier to platform 9 $\frac{3}{4}$) and not because it related more to the harry potter world.

INTERVIEWER: Did you like it?

RESPONDENT 13: I did, but all in other ways.

INTERVIEWER: Was it the way you imagined it?

RESPONDENT 13: I did not necessarily imagine it beforehand as I did not specifically (especially second and third trip) plan to go there. I guess the platform was maybe a bit of a letdown as it was not as I imagined. I thought they could have made it more like in the books but now it was just there to be silly and for people to take picture with the cart themselves (which I did not do as I was an embarrassed teenager). But it was still fun to see, in a way that makes you think that this harry potter must be a really big and popular book and movies as they have created this just for fans (for free) and made it part of the station.

INTERVIEWER: When you returned home were you thinking about your trip? What were you thinking about?

RESPONDENT 13: All kinds of things, that are not really related to harry potter. I think the most important thing related to harry potter is when I look at the pictures again and remember that I visited that place and you see me (in oxford) with a big smile because I figured out the scenes of the movie. I think the more important thing about this type of tourism is when you are

in the place and you get excited because you recognize certain elements of a world that you have read about in books or seen in movies. For me it is mostly about this imaginary world that than comes seems more real when you are in the places. This seems a paradox because when I am in the places I try to figure out how they created this in the movie, so the technical demystifying side of it. But still I think the more important thing is to try to make this imaginary world and the real world you are standing in overlap and come together. For me it is about the place and the world of harry potter, not about the people themselves. I do not think: o wow! This is where all the actors (or even harry himself) walked and I am in the same place!.. That is not what goes through my mind when I am in those places. I also do not pretend that I am the characters or hope that I could be a witch myself or push the cart through the barrier and enter platform 9 $\frac{3}{4}$. It is just about some kind of closeness to an imaginary world that you are so familiar with and that you love and that becomes a little more real in places like that.