

The Value of Travelling

-A Global Study of How Travelling Affects Trust



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Foreword

What is the value of travelling? Most people who have travelled will probably recognize that travelling, besides physically taking us to new places around the world, also makes us look differently at the world. And the many different cultures it contains. That travelling provides us with valuable experiences and opens our mind to all that is out there.

At momondo, we have a vision of a world where our differences are a source of inspiration and development, not intolerance and prejudice. However, despite technology having connected us all across the world, narrow-mindedness is still a facet of everyday life. According to this report, 48 percent of the 7,200 respondents surveyed believe that there is more prejudice and narrow-mindedness today than five years ago. Only 16 percent believe the opposite.

We decided to commission this global study in order to explore the relationship between travelling and thus open-mindedness and determine whether travelling really does bring us closer together. A number of academic studies have studied the correlation between travelling and open-mindedness. The methodology of all these previous studies, however, were either qualitative with emphasis on a few cases or quantitative with a narrow focus e.g. conducted among students. We wanted to examine this globally by conducting a survey-based study.

Overall, the results of this study clearly state that travelling makes us more trusting and open-minded towards others. The findings suggest that travelling can be a weapon in fighting and minimizing our own prejudice and narrow-mindedness. When we travel, we meet new people, try new things and experience new cultures. By leaving our comfort zone and leap into unknown territory, travelling gives us new experiences and perspectives and makes us more open-minded.



1. Executive summary

The purpose of this study is to explore the correlation between travelling, trust and thus open-mindedness.

In this study 7,292 demographically representative people across 18 countries participated including countries from North and South America, Europe, Africa, Asia and the Pacific.

Overall, the study shows a positive statistically significant correlation between travelling and trust in other people in general, trust in people from other nationalities and trust in people from other religions, which indicates that travelling increases openness towards other people. This correlation is strong, even after variables such as gender, income, age and education are controlled for. The effects travelling has on trust are studied across a number of different measures of travelling and trust. All with the same conclusion: Travelling makes you more trusting of other people.

In addition, when respondents were asked directly about their experiences with travelling, the results point to the same conclusion. The majority of people believe that travelling has given them a more positive view on people from the countries they have visited, other cultures in general and on differences and diversity. The majority of respondents also believe there would be less prejudice in the world, less intolerance and more peace in the world if people travelled more – all findings that support the main finding from a regression analysis in this study: that travelling makes us more trusting of other people when looking at three different measures of trust. Furthermore, people who have visited 45-50 countries have 22 percentage points more trust in people they meet for the first time than people who have visited a maximum of five countries.

Key findings from the study:

- The study concludes that travelling increases trust in others
- This correlation is strong, even after variables such as gender, income, age and education are controlled for

- 48 percent believe that people are less tolerant of other cultures today than five years ago
- 76 percent say that travelling has made them look more positively on differences and diversity
- 76 percent say that travelling has given them a more positive view on other cultures in general
- 75 percent say that travelling has given them a more positive view on people from the countries they have visited
- 65 percent believe that there would be less prejudice in the world if people travelled more
- 61 percent believe that there would be less intolerance in the world if people travelled more
- 53 percent believe that there would be more peace in the world if people travelled more

2. Reading guide

In the following report, we elaborate on the different elements of the study, present, discuss and analyse the results.

The next chapter, chapter 3, is a description of the methodology used in this study.

In chapter 4, we present a brief literature review on some of the more noticeable academic studies centred on the effects travel has on open-mindedness.

In chapters 5 and 6, we will present the results from the survey. Firstly, global travel patterns as well as self-assessed effect of travelling is presented.

In chapter 6, we look further into the value of travelling. To be more precise, regression analysis is used to estimate the effects of travelling on three dimensions of trust in others.

Finally, we summarize the results, findings and impacts of the study in the conclusion.

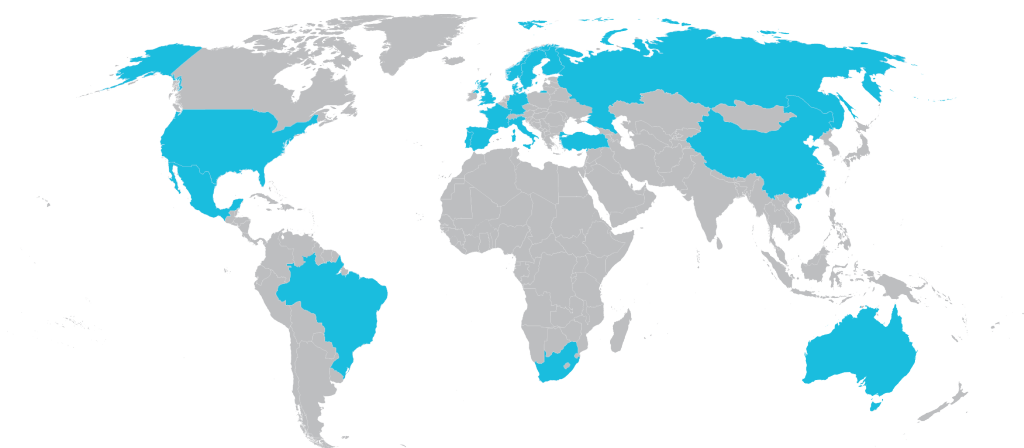
3. Methodology

“The Value of Travelling” study consists of answers from 7,292 respondents in total with 400 respondents from each of the following 18 countries: Australia, Brazil, China, Denmark, Finland, France, Germany, Italy, Mexico, Norway, Portugal, Russia, South Africa, Spain, Sweden, Turkey, the United Kingdom, and the United States.

The “The Value of Travelling” study was conducted by Radius, an independent, Danish-based research, communication and strategy consultancy with more than 10 years’ experience in turning research and analyses into valuable insights for companies and organisations all over the world.

The figure below illustrates the global scale of the study.

Figure 3.1. Visualization of the global scale of the study.



Data was collected using online questionnaires. Online questionnaires are preferred when reaching out to a wide range of respondents in many countries, which was important in terms of the global nature of the study. In addition, the online survey design makes it easy to compare results across countries in the study because questions and response categories are similar across countries.

The online questionnaires were distributed via Cint’s panels in each country. Cint is a software company specialized in valid data collection across the world. Respondents are demographically representative regarding gender, age, and region. The data collection took place from February 2 to February 9,

2016. Professional translators translated the questionnaire into the thirteen different native languages of the 18 countries surveyed.

The margin of sampling error at the 95% level of confidence is ± 1.5 for the global report (7,200 respondents), and ± 4.9 for each country (400 respondents). This means that 95 times in one hundred, when a sample of this size and composition is drawn, findings will not differ by more than 1.5 percentage points in either direction for the total sample, and plus or minus 4.9 percentage points within each country. In short, this points to an overall strong validity for the results of the survey.

In order to simplify the visual overview in the report, the 18 countries only appear by their country codes in some of the graphs, figures, and tables in this report. We have used the following country codes:

Country	Country code
Australia	AU
Brazil	BR
China	CN
Germany	DE
Denmark	DK
Spain	ES
Finland	FI
France	FR
Italy	IT
Mexico	MX
Norway	NO
Portugal	PT
Russia	RU
Sweden	SE
Turkey	TR
United Kingdom	UK
United States	USA
South Africa	ZA

4. Notable studies on travelling and trust

Several studies have already investigated the sociological effects of travelling. Some of the more notable studies are listed in the table below. Most of these studies point to the fact that travelling and intergroup contact increase open-mindedness in terms of trust.

It is important to note that many of these studies are based on experiments. Many social scientists agree on the fact that experimental designs is the primary tool to identify causal relationships, i.e. whether travelling increases trust or that trustful people tends to travel more. The fact that at least two of the four studies establish a causal effect of travelling on trust using experimental designs suggests that open-mindedness can be increased by travelling more.

Table 4.1. Overview of studies of the effects of travelling

Authors	University	Title	Method	Findings
Brannon & Walton (2013)	Stanford University, USA	How Intergroup Contact Reduces Prejudice by Sparking Interest in an Out-Group's Culture	Social experiments with 51 students from North American universities	Intergroup contact increased positive attitudes towards people with another cultural background.
Cao, Galinsky & Maddux (2013)	Northwestern University, USA Columbia University, USA INSEAD, France	Does travel broaden the mind? Breadth and foreign experiences increase generalized trust	A combination of longitudinal studies and experiments with 237 North American students as participants	Social trust increases with number of countries visited
Scarinci & Pearce (2011)	Northwood University, USA James Cook University, Australia	The perceived influence of travel experiences on learning generic skills	Statistical comparisons between travellers and non-travellers on a range of generic skills across 90 students from Northwood University in the US	Travelling leads to people being more independent, more open-minded and feeling comfortable around all kinds of people
Tadmor, Galinsky & Maddux (2012)	Tel Aviv University, Israel Northwestern University, USA INSEAD, France	Getting the Most Out of Living Abroad: Biculturalism and Integrative Complexity as Key Drivers of Creative and Professional Success	Statistical comparisons between bicultural and unicultural students. Between 54 and 100 students participated in these studies.	Bicultural (people identifying with more than one culture) tends to be more creative and have more professional success.

All of the studies are either qualitative with an emphasis on limited cases, or quantitative with a narrow focus (e.g. on students). In other words, the link between travelling and open-mindedness has been established, but for the most part, in the context of small samples of North American students.

This study fills a void in the existing research. The comprehensive dataset with 7,200 respondents from all over the world, enables us to draw statistically significant conclusions on the correlation between travelling, trust and thus open-mindedness on a global scale.



















5. Travelling across the world

In this chapter we establish that there is a widely held view, that intolerance is more prevalent today than five years ago. Secondly, in order to establish whether there is a link between travelling and open-mindedness to a global extent, we examine global travel behaviour. In this study, we look at three different travel measures.

Table 5.1. Assessment of tolerance development distributed on countries

People are less tolerant today towards other cultures than five years ago

Country

Australia		46%
Brazil		42%
China		31%
Denmark		49%
Finland		39%
France		61%
Germany		48%
Italy		60%
Mexico		46%
Norway		38%
Portugal		48%
Russia		38%
South Africa		49%
Spain		47%
Sweden		51%
Turkey		58%
UK		52%
USA		56%
Total		48%

Statement: *People are less tolerant today towards other cultures than five years ago.*
The table indicates how many people agree or strongly agree with the statement.

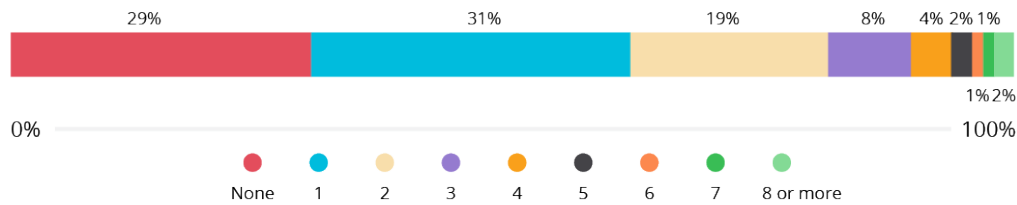
While almost half of the respondents believe that people are less tolerant towards other cultures today than five years ago, only 16 percent disagree with this claim. There are, however, geographical differences ranging from China and Russia, where a smaller percentage believe there is less tolerance today, to France, Turkey, Italy and the US where more than half the people believe there is less tolerance in the world today.

This identifies a growing concern about intolerance among people across the world. The results from the analysis in Chapter 6 will answer whether more travelling can fight intolerance. Before any conclusions are drawn, we will examine global travel patterns.

5.1. Global travel patterns

First, the respondents were asked how many times a year they typically travel abroad.

Figure 5.1.1. Travel frequency

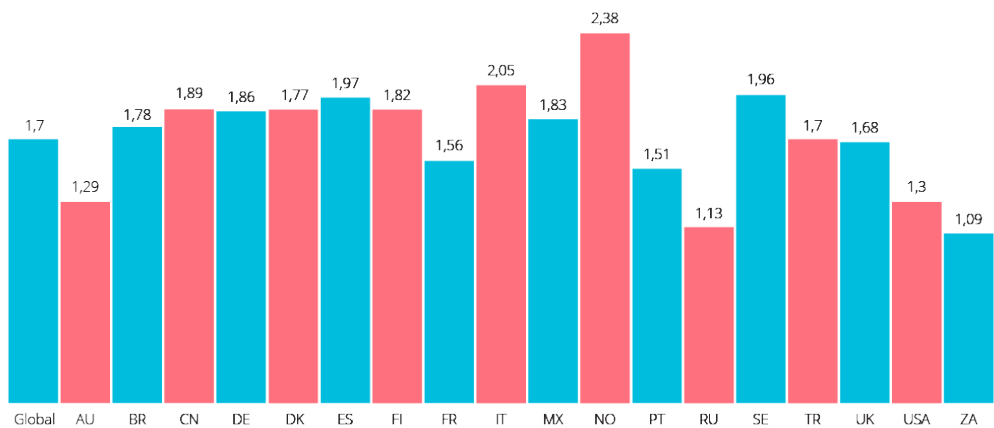


Question: *How many times a year do you typically travel abroad?*

The figure shows that 60 percent travel abroad a maximum of once per year. 10 percent travel abroad 4 times or more per year.

In the figure below, the results are split up country by country in order to show the difference in travel patterns across nations.

Figure 5.1.2. The number of travels abroad per year



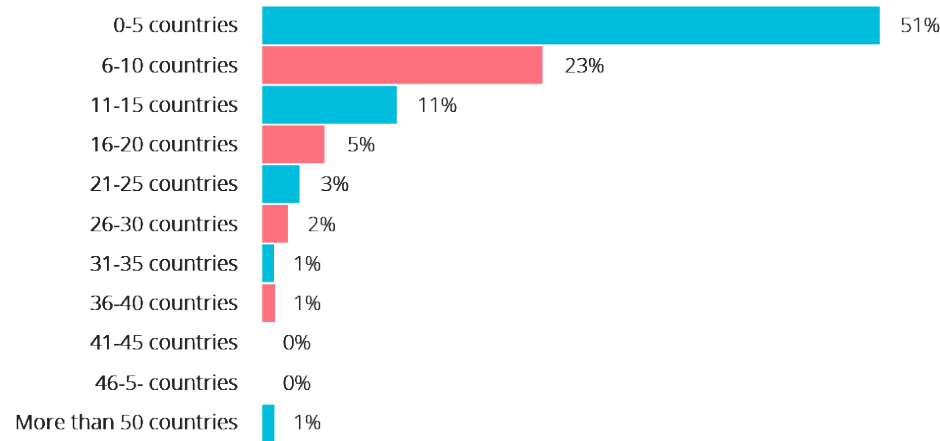
Question: *How many times a year do you typically travel abroad?*

Globally, people travel abroad 1.7 times a year on average. But as the above figure shows, there are differences between the countries. In the top five of travelling nations, we find Norway, Italy, Spain, Sweden and Germany.

In the bottom five, we find South Africa, Russia, Australia, USA and Portugal.

In addition, respondents were asked how many countries they have visited in order to explore different travel patterns around the world.

Figure 5.1.3. Number of countries visited

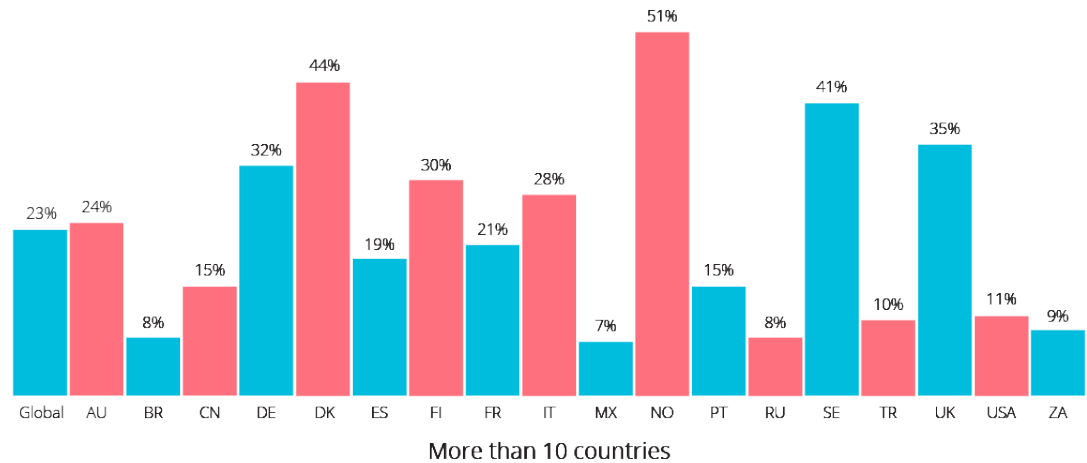


Question: *How many countries have you visited?*

As the figure reveals, 51 percent have visited between 0-5 countries – and 74 percent have visited a maximum of 10 countries. 7 percent have visited more than 20 countries.

In the figure below, the responses to this question are once again distributed across countries.

Figure 5.1.4. Number of countries visited, distributed on countries (More than 10 countries)



Question: *How many countries have you visited?*

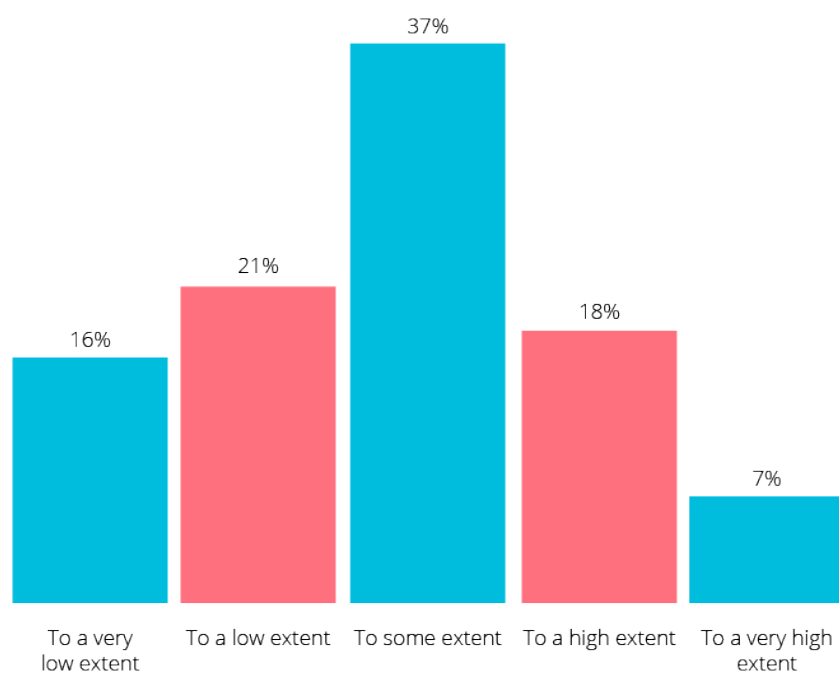
As the above figure shows, there are significant differences in how many countries people visit depending on where they live. Norway, Denmark, Sweden, UK and Germany are among the nations that have visited most countries.

Countries such as Mexico, Brazil, Russia, South Africa and Turkey, on the other hand, don't travel abroad as often.

Once again, it is clear that Europeans are the ones who have visited the most countries. They have visited 10 or more countries to a much higher degree than people from other parts of the world. Especially the share of people from the Nordic countries who have visited more than 10 countries is large compared to the other countries in the study.

Having revealed the frequency of travel abroad, we now explore the extent to which people consider themselves well-travelled. In addition to the two travel measures above, this question asks for a subjective assessment of to which extent people see themselves as well-travelled. The respondents were asked: *to what extent do you consider yourself a well-travelled person?*

Figure 5.1.5. Subjective feeling of being well-travelled

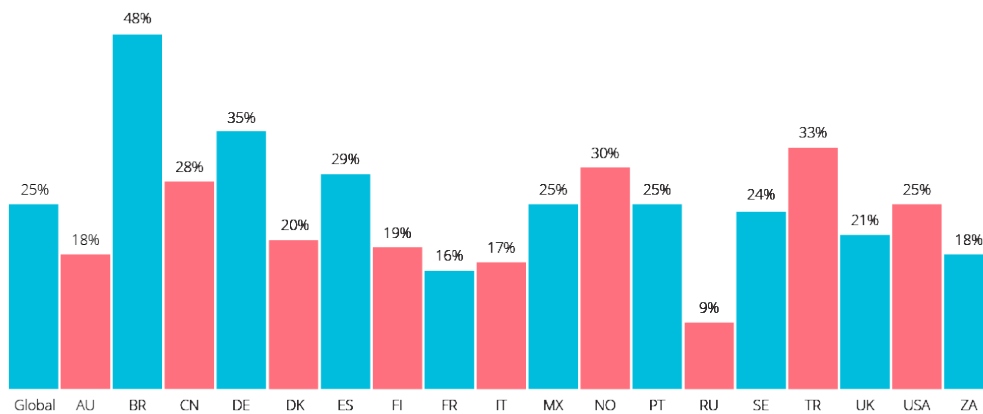


Question: *To what extent do you consider yourself to be a well-travelled person?*

Almost two in five consider themselves to be well-travelled to some extent. It can also be noted that more people see themselves as well-travelled to a low extent than to a high extent.

When splitting across countries, differences emerge across countries:

Figure 5.1.6. Assessment of feeling well-travelled, distributed on countries



Question: *To what extent do you consider yourself a well-travelled person?*

The figure indicates how many people are feeling well-travelled to a high or very high extent.

Brazil, Germany, Turkey, Norway and Spain are the five countries where people to the highest extent consider themselves well-travelled. It is notable that despite feeling most well-travelled, Brazilians did not score high on the question about travel frequencies and were in the bottom countries regarding number of different countries visited. On the other hand, Norway and Germany scored high on both these questions.

This figure also shows that countries such as Russia, France, Italy, South Africa and Australia are the ones who consider themselves least well-travelled. Russia and South Africa were also found to score low on the questions about travel frequency and number of different countries visited, whereas France and Italy were placed around the middle in the two questions.

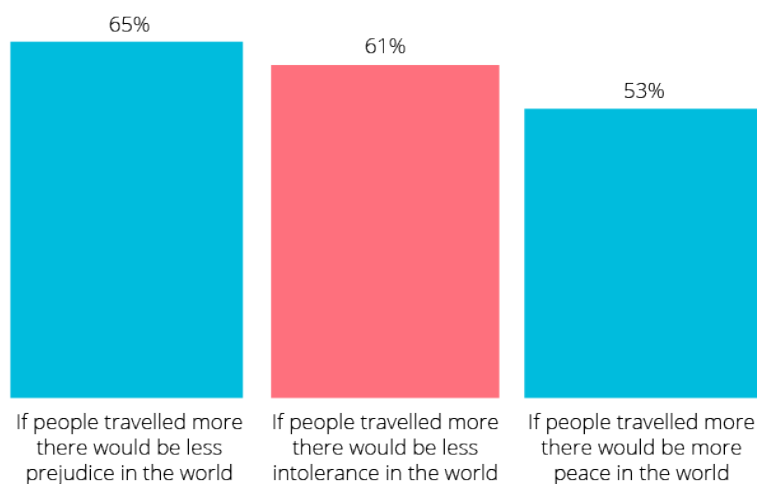
Overall, it was found that Europeans tend to travel abroad more frequently than people in other parts of the world and they also visit more different countries during their times abroad. The feeling of being well-travelled, however, seems to not always be directly connected to these two factors.

5.2. Individual assessments of the effects of travelling

In order to examine the self-assessed effects of travelling, respondents were asked to that extent they agree with the following statements:

- a. If people travelled more there would be less prejudice in the world
- b. If people travelled more there would be less intolerance in the world
- c. If people travelled more there would be more peace in the world

Figure 5.2.1. Assessed general effects of travelling











































































Question: *How strongly do you agree or disagree with the following statements on travelling and people?*

The figure indicates how many people who agree or strongly agree with the statement.

Overall, people have great faith in the positive outcomes of travelling and they strongly believe that travelling could help relieve negative attitudes such as prejudice and intolerance. More than half of the respondents agreed with the statement that more travelling would lead to more peace in the world.

Table 5.2.1. Assessed general effects of travelling, distributed on countries

Country	If people travelled more there would be less prejudice in the world		If people travelled more there would be less intolerance in the world		If people travelled more there would be more peace in the world		Total	
Turkey		83%		75%		79%		79%
China		79%		81%		72%		77%
Mexico		80%		76%		65%		73%
Brazil		76%		73%		64%		71%
Spain		79%		76%		56%		71%
Italy		76%		71%		56%		68%
Portugal		74%		67%		56%		66%
Russia		68%		58%		59%		62%
South Africa		64%		59%		59%		61%
France		62%		64%		54%		60%
United States		60%		59%		56%		58%
Germany		58%		56%		44%		53%
United Kingdom		55%		53%		46%		51%
Australia		52%		52%		45%		50%
Finland		52%		47%		36%		45%
Sweden		53%		46%		35%		45%
Norway		51%		46%		35%		44%
Denmark		46%		45%		33%		41%
Global		65%		61%		53%		60%

Question: How strongly do you agree or disagree with the following statements on travelling and people?

The table shows how many people who agree or strongly agree with the statement.

If we look at the distribution on the different countries, the statements receive the most support from countries outside Europe in e.g. Mexico, Brazil, China, Turkey and South Africa. Countries in Northern Europe agree less with the statements but there is still, however, an overall wide support for the perception of positive effects of travelling and the belief that travelling can help prevent prejudice and intolerance.

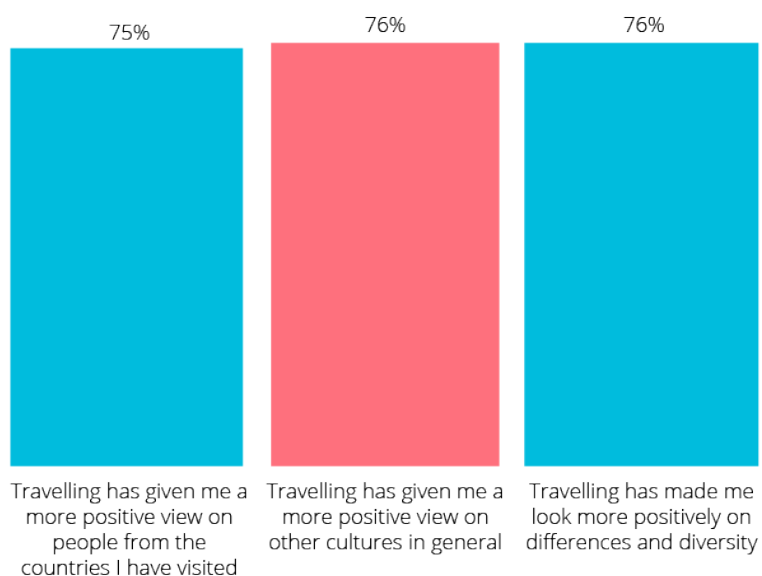
The countries that agree the least are found in Scandinavia. 33 percent of the Danes believe that if people travelled more there would be more peace in the world.

The country distribution thus shows that beliefs and perceptions of travelling outcomes greatly differ across longitude, latitude and culture but despite some nations not agreeing, people believe that travelling brings positive outcomes.

The following statements were presented to the respondents regarding personal effects of travelling:

- a. Travelling has given me a more positive view on people from the countries I have visited
- b. Travelling has given me a more positive view on other cultures in general
- c. Travelling has made me look more positively on differences and diversity

Figure 5.2.2. Assessment of personal effects of travelling



Question: *How strongly do you agree or disagree with the following statements on your travelling experience?*

The figure indicates how many people who agree or strongly agree with the statement.

As the figure illustrates, three quarters agree or strongly agree that travelling has given them a more positive view on people from the countries they have visited. 76 percent globally agreed or strongly agreed with both other statements.

Overall, these results contribute to a portrayal of the effects of travelling in people's personal lives. It is notable that the positive effects of travelling are not

only something that people imagine could be a reality but actually has a real impact on their lives.

Table 5.2.2. Assessment of personal effects of travelling, distributed on countries

Country	Travelling has given me a more positive view on people from the countries I have visited	Travelling has given me a more positive view on other cultures in general	Travelling has made me look more positively on differences and diversity	Total
Mexico	85%	92%	91%	89%
Brazil	82%	90%	90%	87%
China	83%	85%	89%	86%
Turkey	81%	85%	86%	84%
Portugal	79%	83%	84%	82%
South Africa	80%	80%	83%	81%
Spain	79%	78%	78%	78%
Italy	78%	78%	77%	78%
United States	73%	76%	77%	75%
France	73%	74%	73%	73%
Russia	69%	73%	76%	73%
United Kingdom	70%	71%	69%	70%
Denmark	70%	68%	67%	68%
Germany	68%	68%	68%	68%
Norway	71%	65%	67%	68%
Sweden	72%	67%	63%	68%
Australia	65%	67%	68%	67%
Finland	62%	63%	59%	61%
Global	74%	76%	76%	75%

Question: *How strongly do you agree or disagree with the following statements on your travelling experience?* The table indicates how many people who agree or strongly agree with the statement.

As table 5.2.2. depicts, it can once again be noted that there is a tendency of countries outside Europe having stronger beliefs about the positive effects of travelling.

All Scandinavian countries are again found in the bottom six, thus portraying the less agreeing attitude towards the statements. It is notable, however, that despite being the least agreeing country in the study regarding these statements, the majority of Finns still think that travelling has given them a more positive view on people from countries they have visited, on other cultures in general, and has made them look more positively on differences and diversity with 62 percent, 63 percent and 59 percent, respectively.

To sum up, global travel patterns and self-assessed effects of travelling have been explored in this chapter. In regard to the self-assessed effects of travelling, there is wide-spread global belief in a long range of positive effects of travelling.

6. The effects of travelling on trust

In this chapter, we will look at the effects of travelling on three dimensions of trust. In this study, we will look at trust in people you meet for the first time, trust in people of another religion and trust in people of another nationality. The effects of travelling on these three measures of trust is calculated using linear regression analysis.

In the first two sections of this chapter, the travel variables as well as the trust variables used in the regression analysis are outlined. In the third and final section of this chapter, the results from the regressions analysis is presented.

6.1. Travel measures

To investigate the effects of travelling, we used the three travel measures presented in chapter 5.1. The three questions and the corresponding response categories are shown in table 6.1.1.:

Table 6.1.1. Overview of travel variables

To what extent do you feel well-travelled?	How many times a year do you travel abroad?	How many countries have you visited?
1. To a very low extent	1. None	1. 0-5 countries
2. To a low extent	2. 1	2. 6-10 countries
3. To some extent	3. 2	3. 11-15 countries
4. To a high extent	4. 3	4. 16-20 countries
5. To a very high extent	5. 4	5. 21-25 countries
	6. 5	6. 26-30 countries
	7. 6	7. 31-35 countries
	8. 7	8. 36-40 countries
	9. 8 or more	9. 41-45 countries
		10. 46-50 countries
		11. More than 50 countries

In order to make the findings about the effects of travelling as unequivocal as possible, the effects of travelling across all three measures of travelling are investigated. If the findings are the same across all three measures, a stronger claim can be made of the correlation between travelling and trust.

6.2. Trust measures

Table 6.2.1. presents the the three dimensions of trust (with the exact wordings of the three questions), the corresponding response categories, and finally description of the way the variables are transformed to range from 0-100 with 100 being the most trusting score.

Table 6.2.1. Overview of the trust questions

To what extent do you trust people you meet for the first time?	To what extent do you trust people of another nationality?	To what extent do you trust people of another religion?
1: Trust completely 2: Trust somewhat 3: Do not trust very much 4: Do not trust at all	1: Trust completely 2: Trust somewhat 3: Do not trust very much 4: Do not trust at all	1: Trust completely 2: Trust somewhat 3: Do not trust very much 4: Do not trust at all
Firstly, the scale was recoded from 1-4 into 0-100 to simplify the interpretation of the results.	Firstly, the scale was recoded from 1-4 into 0-100 to simplify the interpretation of the results.	Firstly, the scale was recoded from 1-4 into 0-100 to simplify the interpretation of the results.
Secondly, the scale was reversed in order to make 100 the most trusting score and 0 the least trusting score.	Secondly, the scale was reversed in order to make 100 the most trusting score and 0 the least trusting score.	Secondly, the scale was reversed in order to make 100 the most trusting score and 0 the least trusting score.

In the table below, the national trust scores are listed. The four questions are all scaled from 0-100 with 100 indicating complete trust.

Table 6.2.2. Trust scores distributed across countries

Country	People you meet for the first time	People of another religion	People of another nationality	Total
Denmark	47%	56%	58%	54%
United States	44%	58%	58%	53%
Norway	43%	52%	56%	50%
Sweden	43%	51%	54%	49%
Australia	41%	51%	53%	48%
United Kingdom	40%	51%	53%	48%
Spain	38%	48%	53%	46%
Finland	41%	47%	48%	45%
France	37%	48%	50%	45%
Mexico	34%	47%	51%	44%
South Africa	33%	49%	47%	43%
Turkey	33%	49%	47%	43%
Portugal	29%	47%	49%	42%
China	34%	40%	42%	39%
Italy	28%	41%	45%	38%
Russia	28%	43%	43%	38%
Germany	30%	39%	40%	36%
Brazil	21%	46%	39%	35%
Global	36%	48%	49%	44%

There are some global patterns to outline here. First and foremost, it is notable that in case of each of the three trust variables the global average is below 50 indicating that global trust in people you meet for the first time, people of another religion, and people of another nationality is leaning more towards distrust (0) than trust (100). The global trust in people you meet for the first time is the lowest at 36, while the other two trust scores (religion and nationality) are at 48 and 49, respectively. This makes a potential positive effect of travelling on these trust measures even more notable, because the global score (and the country scores) are fairly low.

There are some national patterns as well. This study shows that Denmark (47), Norway (43), Sweden (43), and Finland (41) report higher trust levels that are above the global score of 36. It is also worth noticing that the United States have the second highest trust level concerning trust in people you meet for the first time (44). In terms of trust in people with another religion and nationality, the Scandinavian countries are also top scorers in these categories along with United States, United Kingdom, and Australia.

Even though the national differences are notable, a global focus is employed in the following section. The main emphasis in this report is to investigate whether the positive effects of travelling on trust are a global phenomenon.

In the figure below, the framework of the following analysis is illustrated. The “Travelling” box consists of the three travelling measures described above and the “Trust” box contains the three trust measures.

Figure 6.2.1. Overview of the framework



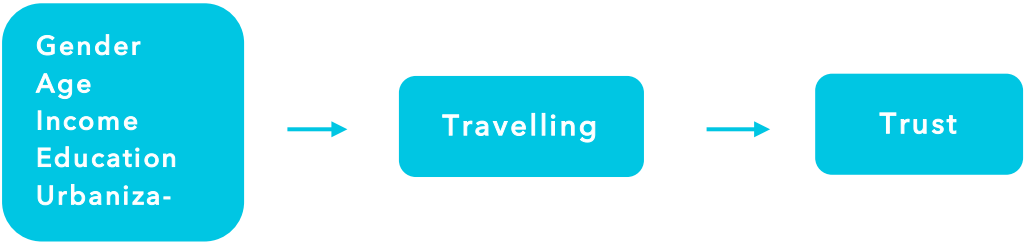
In order to estimate the correct effects of travelling on trust, it is important to include potential confounders. Confounders are variables that have the potential to confound the estimated effect of travelling on trust because they impact travelling patterns as well as trust. Five sociodemographic confounding variables have been identified and will be included in the analysis as fixed factors: gender, age, income, education, and urbanization. To include them as fixed factors mean that we can be sure that a potential effect of travelling on trust can not be attributed to these potentially confounding variables. The included sociodemographic variables as well as their coding are shown in the table below:

Table 6.2.3. Overview of sociodemographic variables

Variable	Description
What is your gender?	1: Men 2: Women
What is your age?	Birth year subtracted 2016.
What is your household's total annual income?	For every country, we identified the average annual income quartiles and asked the respondents to indicate which income quartile they belonged to based on the specific income quartile numbers in that country. Therefore, respondents in the same categories do not necessarily have the same annual income, but are fitted into the categories based on the national distribution of income. 1: 0-25 percentile 2: 26-50 percentile 3: 51-75 percentile 4: 76-100 percentile
What is the highest education you have completed?	For each country individually, we outlined the relevant education categories for the respective countries. In the data processing phase, we constructed the following six education categories based on the available data: 1: Primary school 2: High school 3: Vocational or technical 4: University bachelor 5: University master 6: University PhD See Appendix B for further details.
How many people live in the town or city you live in?	1: Under 2,000 people 2: 2,001-5,000 3: 5,001-10,000 4: 10,001 – 20,000 5: 20,001-50,000 6: 50,001-100,000 7: 100,001-500,000 8: 500,001-1,000,000 9: More than 1,000,000 people

In the figure shown below, the extended framework including the five socio-demographic variables just presented are illustrated.

Figure 6.2.2. Overview of the framework including the sociodemographic variables



Following the introduction of the three travel variables, the three trust variables and the five sociodemographic background variables, we can proceed to answer the main question related to the effects of travelling on trust.

6.3. Effects of travelling on trust

As indicated in Table 6.3.1 below, there is a positive statistically significant effect of travelling on all three trust concepts. That means that well-travelled people are the most trusting and that trust can be achieved by travelling more.

More specifically, the table shows the effects on trust across the range of the three travel variables. For example, trust in people you meet for the first time is 12,16 points higher for people reporting to be well-travelled to a very high extent compared to people reporting to be well-travelled to a very low extent on a scale from 0-100. This 12,16 point difference is the direct effect of travelling keeping factors like gender, age, income, education, and urbanization fixed. This is a substantial finding because factors like education, are controlled for in this study.

The other two travel variables can be interpreted in the same way. Trust in people you meet for the first time is 22.37 points higher for people who have visited 45-50 countries compared to people who have visited 0-5 countries and 12.38 points higher for people who travel abroad 8 times or more per year compared to people who don't travel abroad on a yearly basis. See Appendix A for full reporting with regressions coefficients, standard errors, and indicators of statistical significance.

Table 6.3.1. Effects of travelling on trust

	Trust in people		
	you meet for the first time	of another religion	of another nationality
Well-travelled (very low to very high)	12,16	10,96	11,72
Number of countries (0-5 countries to 45-50 countries)	22,37	12,28	14,77
Number of travels abroad per year (0 countries to 8 countries)	12,38	10,22	10,36

Note: All the coefficients shown in Table A is positive statistically significant at the 0,001 level. The trust scales ranges from 0-100. For regressions results in full detail, see Appendix A.

A comparison between the effects of travelling and the effects of other relevant variables like income or education reveals that the travel effects are substantial. For example, trust in people of another religion is 3.48 higher for PhD scholars compared to people with a primary school certificate. This is about one third of the travel effects on trust in people of another religion. The pattern is the same across all trust variables – the travel effects exceeds the education and income effects.

Table 6.3.2. Effects of travelling compared to the effects of education and income

	Trust in people		
	you meet for the first time	of another religion	of another nationality
Well-travelled (very low to very high)	12,16	10,96	11,72
Number of countries (0-5 countries to 45-50 countries)	22,37	12,28	14,77
Number of travels abroad per year (0 countries to 8 countries)	12,38	10,22	10,36
Income (1st quartile to 4th quartile)	4,64	0,89	1,81
Education (primary school to university PhD)	3,30	3,48	6,27

Note: The trust scales ranges from 0-100. For regressions results in full detail, see Appendix A.

Even though the effects vary across the different measures of travelling and trust, the findings point to the same conclusion no matter how one chooses to look at it. Enhanced trust in people different from ourselves can be achieved if we travel more.

7. Conclusion

To our knowledge, this is the first global study to explore the relationship between travelling, trust and thus open-mindedness based on quantitative interviews with 7,200 demographically representative people from all over the world.

The findings from the regression analyses suggest that travelling increases open-mindedness in terms of trust in people you meet for the first time, people of another religion, and people of another nationality. These findings are highly statistically significant and persist even after controlling for the effects of gender, age, income, education, and urbanisation.

Beside the regression analyses, other important findings from the study supports the claim that travelling makes people more open-minded. When we asked people about their assessed effects of travelling, almost three in four people agreed or strongly agreed that travelling has given them a more positive view of people from countries they visited, other cultures in general, and differences and diversity. In addition, more than half of all the respondents agreed that there will be less intolerance, less prejudice, and more peace in the world, if people travelled more.

The unambiguous findings underline that these results are very robust and valid across different measures of travelling and trust. At the same time, the results support the findings in Chapter 5 regarding the self-assessed effects of travelling. Three in four believe that travelling has made them look more positive on other cultures in general. By now, it is possible to claim that these people most likely are correct in their statements because of the unanimous findings above pointing to the positive statistically significant effects of travelling obtained from the linear regression analysis.

The study findings are in line with most of the academic studies mentioned in Chapter 4 claiming that intergroup contact in the form of travelling changes your attitudes towards people who are different from us. When we meet people with a different cultural background, we start seeing things differently and that can result in altered intergroup attitudes in the form of more trust towards

other people, which can be viewed as a stepping-stone to becoming more open-minded.

Appendix A: Results from regression analysis

Table A1: The effect of feeling well-travelled on trust

	Social trust			Religious trust			National trust		
	B		SE	B		SE	B		SE
Well-travelled (1-5)	3,04	***	0,31	2,74	***	0,33	2,93	***	0,32
Gender	-0,42		0,67	3,94	***	0,72	3,73	***	0,69
Age	0,18	***	0,03	0,02		0,03	0,07	*	0,03
Income	1,11	***	0,33	-0,07		0,36	0,21		0,34
Urbanization	-0,75	***	0,14	-0,17		0,15	-0,25		0,15
Education									
Primary school	Reference			Reference			Reference		
High school	-3,00		1,69	2,04		1,81	0,59		1,75
Vocational or technical	-5,24	***	1,63	-1,21		1,74	-2,28		1,68
University bachelor	-4,01	*	1,64	1,17		1,75	0,74		1,69
University master	-1,35		1,74	3,72	*	1,86	3,32		1,80
University PhD	-0,47		3,85	1,36		4,12	4,03		4,01
Constant	25,55	***	2,24	37,47	***	2,41	36,88	***	2,34

Note: ***,**,*, p < 0,001; 0,01; 0,05. The dependent variables range from 0 (no trust at all) to 100 (complete trust).

Table A2: The effect of number of countries visited on trust

	Social trust			Religious trust			National trust		
	B		SE	B		SE	B		SE
Countries visited (1-11)	2,24	***	0,21	1,23	***	0,23	1,48	***	0,22
Gender	-0,54		0,67	3,97	***	0,72	3,76	***	0,69
Age	0,13	***	0,03	-0,02		0,03	0,04		0,03
Income	0,97	**	0,34	-0,10		0,36	0,16		0,35
Urbanization	-0,60	***	0,14	-0,06		0,15	-0,14		0,15
Education									
Primary school	Reference			Reference			Reference		
High school	-2,48		1,70	2,91		1,82	1,53		1,76
Vocational or technical	-4,54	**	1,63	-0,82		1,75	-1,66		1,69
University bachelor	-2,91		1,64	2,48		1,75	2,29		1,70
University master	-0,78		1,75	4,76	*	1,86	4,50	*	1,80
University PhD	0,00		3,85	2,91		4,13	5,60		4,01
Constant	30,45	***	2,15	42,79	***	2,30	42,09	***	2,23

Note: ***,**,*, p < 0,001; 0,01; 0,05. The dependent variables range from 0 (no trust at all) to 100 (complete trust).

Table A3: The effect of travelling abroad per year on trust

	Social trust			Religious trust			National trust		
	B		SE	B		SE	B		SE
Travels abroad (1-9)	1,55	***	0,21	1,28	***	0,22	1,30	***	0,21
Gender	-0,60		0,67	3,97	***	0,72	3,63	***	0,70
Age	0,18	***	0,03	0,01		0,03	0,07	*	0,03
Income	1,13	***	0,34	-0,03		0,36	0,24		0,35
Urbanization	-0,71	***	0,14	-0,14		0,16	-0,23		0,15
Education									
Primary school	Reference			Reference			Reference		
High school	-2,52		1,71	2,26		1,82	0,83		1,77
Vocational or technical	-4,66	**	1,64	-0,96		1,75	-1,96		1,70
University bachelor	-3,30	*	1,65	1,77		1,76	1,56		1,71
University master	-0,85		1,76	4,10	*	1,87	3,92	*	1,82
University PhD	0,36		3,88	2,38		4,15	5,15		4,04
Constant	29,48	***	2,18	41,59	***	2,33	41,16	***	2,26

Note: ***, **, *: p < 0,001; 0,01; 0,05. The dependent variables range from 0 (no trust at all) to 100 (complete trust).

Appendix B: Education variable coding

Table B1: Global education variable

Education variable coding
1 = Primary/secondary school
2 = High school
3 = Vocational or technical
4 = University - bachelor
5 = University - master
6 = University - PhD or higher
7 = Other
8 = Don't know

Table B2: Country specific education variables

Code	Australia
Question	What is the highest education you have completed?
1	Primary school / secondary school
2	TAFE / technical college
3	Vocational training
4	University - undergraduate
5	University - postgraduate
7	Other education
8	Don't know
Code	Brazil
Question	Qual o seu grau de escolaridade?
1	Ensino fundamental incompleto
1	Ensino fundamental completo
1	Ensino médio incompleto
2	Ensino médio completo
3	Ensino superior incompleto
4	Ensino superior completo
5	Pós-graduação
7	Other

8 Don't know

Code	China
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Question	你的受教育程度 :
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- | | |
|---|------------|
| 1 | 小学□□ |
| 2 | 中学□□ |
| 2 | 高中□□ |
| 3 | □□培□学校 |
| 4 | 大学本科□□ |
| 5 | 研究生□□ |
| 6 | 博士□□ |
| 7 | Other |
| 8 | Don't know |

Code	Germany
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Question	Was ist der höchste Bildungsabschluss, den Sie erreicht haben?
----------	--

- | | |
|---|---|
| 1 | Grundschulabschluss |
| 2 | Hauptschulabschluss/Mittlere Reife |
| 3 | Berufsausbildung |
| 3 | Hochschulreife/Fachhochschulreife |
| 4 | Hochschulabschluss |
| 5 | Postgradualer Abschluss (Master, Doktorgrad usw.) |
| 7 | Anderer Bildungsabschluss |
| 8 | Weiß nicht |

Code	Denmark
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Question	Hvad er den højeste uddannelse, du har gennemført?
----------	--

- | | |
|---|--|
| 1 | Folkeskole/grundskole |
| 2 | Gymnasial uddannelse (student, HF, HH, HTX og lign.) |
| 3 | Erhvervsuddannelse |
| 3 | Kort videregående uddannelse |
| 4 | Mellemlang videregående uddannelse (bachelor-niveau) |
| 5 | Lang videregående uddannelse (kandidat-niveau) |
| 7 | Anden uddannelse |
| 8 | Ved ikke |

Code	Spain
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Question	¿Cuál es el ciclo formativo de mayor grado que ha terminado?
1	Educación básica
2	Educación secundaria
3	Educación superior - Formación Profesional
4	Educación superior - Enseñanza universitaria - Grado
5	Educación superior - Enseñanza universitaria - Máster
6	Educación superior - Enseñanza universitaria - Doctorado
7	Otro tipo de formación
8	No lo sé

Code	Finland
Question	Mikä on korkein koulutusaste, jonka olet suorittanut?
1	Peruskoulu
2	Lukio
3	Ammatillinen peruskoulutus
3	Ammatillinen lisäkoulutus
4	Alempi korkeakoulututkinto (kandidaatin tutkinto, ammattikorkeakoulu jne.)
5	Ylempi korkeakoulututkinto
7	Muu koulutus
8	En tiedä

Code	France
Question	Quel est votre niveau de scolarité?
1	Ecole primaire
2	Collège/Lycée
3	Classes préparatoires
3	Formation Professionnelle
3	Formation complémentaire (Apprentissage, etc.)
4	Enseignement supérieur - Licence
5	Enseignement supérieur - Maîtrise
7	Autre
8	Ne sait pas

Code	Italy
Question	Qual è il livello di istruzione più elevato che ha raggiunto?
1	Scuola elementare
2	Scuola media inferiore

3	Scuola superiore/Liceo
4	Laurea di primo livello
5	Laurea magistrale, specialistica, master, dottorato
7	Altro percorso formativo
8	Non so

Code	Mexico
Question	¿Cuál es el ciclo formativo de mayor grado que ha terminado y aprobado?
1	Educación básica/primaria
2	Educación secundaria
3	Carrera técnica
3	Educación media superior - - Bachillerato o preparatoria
4	Educación superior - enseñanza universitaria - Licenciatura o similar
5	Educación superior - enseñanza universitaria - Maestría, Doctorado, Especialización o similar.
7	Otro tipo de formación.
8	No lo sé

Code	Norway
Question	Hva er den høyeste utdannelsen du har fullført?
1	Grunnskole/folkeskole
2	Videregående skole
3	Yrkesfaglig opplæring
3	Kort videre utdanning
4	Høyere utdanning (bachelor-nivå)
5	Høyere utdanning (master-nivå)
7	Annen utdanning
8	Vet ikke

Code	Portugal
Question	Qual é o seu grau de escolaridade (completo)?
1	Ensino primário
2	Ensino secundário
3	Ensino técnico e profissional
4	Ensino superior - licenciatura
5	Ensino superior - mestrado
6	Ensino superior - doutoramento
7	Outro

8	Não sei
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Code	Russia
Question	Какой самый высший уровень образования вы получили?
1	Начальная школа
2	Средняя школа
3	Профессиональное образование
4	Высшее образование - бакалавр
5	Высшее образование - магистр
7	Другое
8	Не знаю

Code	Sweden
Question	Vad är din högsta slutförda utbildning?
1	Grundskola
2	Gymnasium
3	Yrkesutbildning
3	Vidare utbildning (kvalificerade lärlingsutbildningar, etc.)
4	Högre utbildning, grundnivå, t.ex. bachelor
5	Högre utbildning, högre nivå, t.ex. magister eller master
7	Annan utbildning
8	Vet inte

Code	Turkey
Question	Tamamladığınız en yüksek eğitim seviyesi hangisi?
1	İlköğretim
2	Ortaöğretim
3	Mesleki eğitim
3	Ön lisans (iki yıllık üniversiteler, Meslek Yüksekokulları, vb.)
4	Yükseköğretim - lisans
5	Yükseköğretim - yüksek lisans
7	Diğer eğitimler
8	Bilmiyorum

Code	United Kingdom
Question	What is the highest education you have completed?
1	Primary school / secondary school (GCSEs)

2	Further education (A Levels, Advanced Apprenticeships, etc.)
3	Vocational training
4	Higher education – undergraduate
5	Higher education – postgraduate
7	Other education
8	Don't know

Code	United States
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Question	What is the highest education you have completed?
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1	Elementary school / middle school
2	High school or equivalent (for example GED)
3	Vocational training
3	Associate degree or equivalent
4	Higher education – bachelor's degree
5	Higher education – master's degree or higher
7	Other education

Code	South Africa
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Question	What is the highest education you have completed?
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1	Primary school
3	Secondary school: technical or vocational type
2	Secondary school: university-preparatory type
4	Higher education – undergraduate
5	Higher education – graduate
7	Other education
8	Don't know