

The Denmark Canon In a Tourism Perspective



HYGGE
IS A FEELING
YOU CANNOT
TRANSLATE



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Abstract

The following thesis considers the Denmark Canon and whether the values in it are viable marketing tools for the markets Norway and China in a tourism perspective. The Denmark Canon consists of a list of ten values which reflect 'what is Danish'. The two markets are chosen based on the presumption that the markets are culturally different; that Norway is culturally similar to Denmark, while China is the opposite. The interpretive paradigm is applied which means for the thesis that analysis and interpretation is undertaken with a basis in the researcher's pre-understandings and convictions – the analysis and outcomes will be based on subjectivity. The empirical material consists of literature gathered from the web; articles and promotional material from VisitDenmark as well as other official Danish sources and expert statements. The empirical literature is analysed using textual analysis in combination with hermeneutics, to broaden understanding; semiotics, to encounter hidden meaning; and discourse analysis, to discover the broader frame and evaluate on findings. A section regarding the cultural differences and similarities between China and Denmark, and Norway and Denmark as well as statistical characteristics for the markets will be elaborated. A review of literature has clarified what a value is in relation to present thesis. Furthermore, it is revealed that using values in marketing effects destination image as well as has a positive influence on markets. The notions of self-actualisation are visited in order to reveal the link between taking a vacation and its influence on one's self. The analysis will reveal which of the Canon values are present in the empirical literature as well as present an overview of how often, particular values are used. Additionally, whether the Denmark Canon in its entirety or in parts is relevant to market to Norway and China will be evaluated, and whether differences in the empirical literature of the two markets exist. The expert correspondences are used to validate the findings from the prior textual analysis and will reveal whether other important values are necessary to consider when marketing to the two markets respectively. Furthermore, it will clarify issues or contentment with certain values. The thesis ends with an interpretive section presenting possible recommendations for usage of the values aimed for DMOs or anyone working with either of the markets in a tourism perspective in Denmark. The very last part of the thesis is dedicated to reflections on the process and outcomes, and reveals difficulties with the research as well as opportunities for further investigations.

The Denmark Canon in a Tourism Perspective

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Chapter One: Introduction

In the winter of 2015, Bertel Haarder, former cultural minister of Denmark, initiated a project to give words to the question: ‘what is Danish culture?’. The project was named ‘Danmarkskanon’ (Denmark Canon), and the aim of the project, explained by Haarder, was to “*make the Danes more culturally aware mean whilst also clarifying Danish culture in the meet with the other cultures, which Danes increasingly encounter.*” (Ritzau, Politiken, 25/12/15, own translation). The Canon has received attention in Danish media as the definition of ‘what is Danish’, it is argued, is not a political task; as well the Canon has been critiqued for being vague nationalism – excluding all values else than the ten present in the Canon (Reestorff 2016; Jensen 2016). These critique points are interesting to look at from a national identity creation point of view, however, in relation to this thesis, the Canon will not be investigated *per se*, but be an element in a broader investigation of values, where the Denmark Canon values will be presumed as painting an accurate picture of what Danish values are.

The ten values in the Denmark Canon are: the *Christian heritage*; the *Danish language*; *associations and voluntary work*; *freedom*; *liberality/tolerance*; *gender equality*; *trust*; *equality for the law*; the *welfare society*; and lastly the concept of ‘*hygge*’ (Kulturministeriet). ‘Hygge’ will, as it lacks an applicable equal English word, not be translated throughout the thesis. In appendix 1 the Denmark Canon as explained by the cultural ministry can be found.

The idea for this thesis is inspired by the objective of the Denmark Canon, situated in a tourism context. The Denmark Canon, forward on also called Canon, displays ten values which, in this thesis, will be considered synonyms for Danish culture. From this underlying basic assumption, the thesis will be build. The objective of present thesis will be to investigate *whether* the Denmark Canon is a useful tool to use in marketing Denmark as a vacation destination to a culturally diverse and a culturally similar foreign market. Subsequently, the thesis will consider *how* the Denmark Canon can be utilized in a tourism marketing context. In the paragraph *1.2 Raison d’etre of the Thesis*, it will be made clear how the investigation will be undertaken. The reason for including investigations of a culturally diverse and a culturally similar market is that tourism includes people travelling to other places than that to which their daily lives pertain (Bowen and Clarke 2009, 1). This implies that tourists will encounter cultures different than their own. However, some cultures are more similar to one’s own than others. Choosing two different markets, this thesis aims to highlight differences in

communication to different countries. In chapter three, the similarity and diversity of the two markets of investigation in this thesis will be clarified.

This thesis will not be researching what ‘is Danish’, as the premise is that the Canon details the values that will be perceived as Danish throughout this piece of work. Furthermore, currently in Denmark, a huge public debate concerning this exact issue (what is Danish) takes up a lot of space (Knuth 2017; Lyng 2017; Larsen 2017; nyheder.tv2.dk 2017). I do not wish with this thesis to add fuel to the fire. The usage of the Canon is merely of academic interest and the thesis is not politically motivated.

1.1 Raison d’être of the Thesis

“Formulating a problem is basically about putting into writing something that ‘puzzles’ you. It should grow out of your wondering about something – thus the ‘problem’ (which needs not be a problem in the negative sense: something that is not working, that needs fixing).” (Thomsen 2016). This quotation aids in clarifying the relevance of this thesis topic. The Canon was elaborated in the summer of 2016, and so far, a quick search on the web determines that the Danish academic community has demonstrated no effort, or at best very little, in utilizing the Canon in any way. The aim of this thesis will be to explore some of the contemporary, cultural capital (the Canon) in a tourism context. Using the Canon means a deep focus on destination bound values and whether and how the Canon values are portrayed in the two markets. The way to go about investigating this will be to look at existing empirical literature materials about Denmark in the two chosen markets. The materials will be analysed to find out whether the values in the Canon are already uttered; obviously or latent, and after having concluded on this, key knowledge persons will be consulted in order to clarify whether and how the Canon otherwise can, should, and might be included in future marketing to the chosen markets.

This thesis sets out to explore whether the ten values in the Denmark Canon are used or can be used in marketing Denmark as a tourist destination to two culturally diverse foreign markets. The markets chosen are: Norway and China. The rationale for choosing Norway and China as the two foreign markets will be elaborated in the literature review. The content and approach of the investigation is thoroughly explained in chapter two; the methodology. The empirical materials to use in the investigation will be introduced in paragraph 2.4. The usage of two culturally different markets will demonstrate whether one market receives certain values through materials sent from various sources,

both Danish and foreign, more frequently than the other. Also, it should demonstrate if there is, and what, value(s), the empirical materials about Denmark in the countries emphasize. In the following paragraph, the research question will be elaborated and the last paragraph in the introduction will present the content of the rest of the thesis.

1.2 Research Question

“Are the Denmark Canon values represented in existing literature about Denmark to Norway and China, and what opportunities are there to include the Canon in order to increase knowledge of Danish values as a means to market Denmark as a vacation destination?”

This research question clarifies in one sentence the locus of this thesis: to figure out the applicability of the Canon and to see whether it is beneficial to distinguish between culturally similar and culturally diverse markets.

The research question fosters a comparative, qualitative and non-generalizable investigation, out of which it should be possible to point out the values in certain literature (articles, marketing and social media posts), as well as consulting key knowledge persons to investigate (further) usage of the Canon values in marketing. The question highlights that two markets are tended to; an underlying assumption about comparison is made. Dealing with comparisons without considering generalising means to acknowledge that all markets are different (and differences even exist within a market as well). Much of the thesis concerns interpreting; interpreting the meaning of the values mentioned in the Canon; interpreting the empirical materials; and interpreting the findings from the correspondences with key knowledge persons. The unwillingness to produce a generalizable study and the emphasis on interpretation points the investigation in a certain direction: the thesis is written under the paradigmatic influences of interpretivism.

In chapter two, the methodological considerations of the thesis will be clarified and contextualised.

1.3 The Thesis Skeleton

During the following paragraph, the content of the thesis will be made clear.

This introduction should serve not only as an appetizer for the reader of the thesis, but also concern delimiting the borders of the theme and focus the thesis. Furthermore, the introduction should have illuminated why and how this subject is worth studying at this particular moment in time. Moreover, the research question of the thesis has been introduced. The second chapter, *Methodology*, will

explain the philosophy of science, the data collection methods and includes a section concerning how the analysis will be undertaken. This chapter will clarify how to go about researching, and how to investigate in the thesis. The thesis is build up upon existing materials send out to the two markets. Therefore, it is key to encounter these materials, both through internet and contact with companies who are in contact with the tourists. The materials will be analysed using a qualitative text analysis influenced by discourse and semiotic analysis. Chapter two will, using the knowledge obtained through the foregoing parts of the thesis, go into detail with the data collection process. Questions to be answered include: what will be collected; and from where.

In chapter three theoretical concepts of interest to this thesis will be elaborated through a literature review. This will first and foremost be done by looking at existing literature concerning values in marketing; destination or place-bound values and a study on the two chosen markets and Denmark as a vacation destination for the two culturally diverse markets. The literature review will illuminate and underline what is most interesting and useful to research in this context.

When reaching chapter four, the reader will have profound knowledge as to the objective of this thesis. As well will it be clear why the thesis creates results and finally, how the thesis is constructed will also be known. Moving in to chapter four means a move away from all that yet was relative 'known' information into somewhat uncertain ground; namely, the analysis. In chapter two, expectations to how the analysis would be build were clarified. Now is the time to see what the work so far in the thesis has brought with it. After the analysis follows a section of interpretation. This shall be viewed as the researcher's interpretation of the outcomes from the analysis, illuminating possible uses of the Canon. Chapter five will be the conclusion, where the reader has a chance to pick up on the findings of the thesis. The conclusion will also clarify the usefulness of the chosen philosophy of science. Conclusively, the thesis ends with implications of the thesis and further recommendations into the study of destination values in tourism marketing.

Chapter Two: Methodology

The first task of the second chapter will be to explain and draw arguments for the philosophy of science underpinning the thesis. Secondly, the methods of data collection will be clarified, and an explanation of how the data will be analysed in chapter four is made. Lastly, the empirical data is presented.

2.1 The Defining View

“Basic beliefs can never be proven (...) They represent the ultimate benchmarks against which everything else is tested (...) certain sets of such basic or metaphysical beliefs are sometimes constituted into a system of ideas (...)” (Lincoln and Guba 1985, 14-15). This quotation defines the concept of a paradigm. A paradigm is a set of basic beliefs; a worldview, and guides the researcher’s actions as well as defines the researcher’s definition of the “nature of the world” (Guba and Lincoln 1994, 107).

In any academic writing process, the paradigm is necessary to consider. Different paradigms provide different sets of rules for the researcher. The rules to follow are illuminated through the epistemology and the ontology pertaining to a specific paradigm; and these are influenced by the research question. Additionally, they influence the research design (Bryman 2016, 30). The paradigm of this thesis is interpretivism; the ontology is relativistic and the epistemology subjective/discursive.

The interpretivism paradigm is about gaining understanding through interpretations (Ritchie and Lewis 2003, 7). Knowledge of the world is not only observational but also interpretative; it is possible to think about certain aspects of life without having experienced them (Ritchie and Lewis 2003, 6). The interpretive approach calls for a treatment of the empirical data that results in holistic understanding (Ritchie and Lewis 2003, 7): this means that contextualizing methods and findings are imperative to the fulfilment of the research.

The objective of this thesis is to interpret the empirical data to be able to conclude whether the Canon values are present in current empirical literature and whether it would be useful to include the Canon in future marketing. Through this thesis, an understanding of the usage of destination values in marketing should be made. This is exactly the end game of interpretivist work: to form an understanding of an issue which is little or not at all formerly researched (Henn, Weinstein and Foard 2006) (the notions of destination values and their usage is much investigated, however the case of the Canon values is not).

The usage of the two markets, Norway and China, produces a comparative study. The reason for this comparison to be made is that the Canon values are culturally bound to Denmark (or so it is assumed in the thesis). Therefore, it is interesting to investigate how culturally similar and culturally diverse

markets receive the news about the culture of their potential vacation destination. It is possible that the materials are received differently from person to person, and perhaps the materials are developed differently for culturally different markets – maybe some of the values are portrayed to some markets while others are not. The usage of a comparative study also makes theory building easier (Bryman 2016, 67). This means that when having established which Canon values are present in empirical literature in the two markets, interpreting the meaning of why it is that way and concluding on this will be easier; to give reasons for why certain values are not desirable to use in a certain market will be specified.

That the thesis is build up upon comparisons will be established throughout the thesis: the literature review offers a clarification of what makes Norway a culturally similar market and China a different market; the data collection focuses on collecting empirical literature present in the two markets respectively; correspondences with experts will include accounts from persons with knowledge of the two countries respectively as well as of marketing Denmark as a destination; and lastly, the analysis will present the findings and discuss similarities and differences using a profile matrix and discourse analysis. Both are explained later in present chapter.

2.1.1 Ontology and Epistemology

Ontology concerns assumptions about reality (Henn, Weinstein and Foard 2006, 17). A relativist ontological position means that the researcher believes that there exists no one true reality upon which to measure research results, but only subjective constructs (Ritchie and Lewis 2003, 13) which reflect humans' ideas of the world. Therefore, research should be aimed at all the different perceptions of realities. Herein lies the epistemological consideration that the researcher herself also has her own 'reality' and therefore, research can never be objective (Guba and Lincoln 1994; Henn, Weinstein and Foard 2006, 17).

In this thesis, the relativist ontology supports a belief in multiple realities. This means that there are different assumptions about how the world is, and what is real, and all these assumptions are accepted as 'knowledge'. Bearing this in mind, what can be studied are social phenomenon (Henn, Weinstein and Foard 2006, 17). With a relativist ontology, culture can be seen as an "*emergent reality in a continuous state of construction and reconstruction*" (Bryman 2016, 30), and therefore not something working externally of humans, but influenced all the time by humans. In this thesis, this means that the 'reality' to be studied here is build or constructed by what will be found in the empirical data, and reality is not defined on beforehand. Furthermore, the findings will be influenced by different people

and their perceptions about the world, and most probably, different versions of truth or knowledge will emerge. As the ontology states that the world is relational – the researcher cannot tune in on one true world, then how to obtain other statements of knowledge is more important. This is where epistemology comes in.

Epistemology is about how the researcher relates to the research (Guba and Lincoln 1994, 108); epistemology reflects the assumptions underpinning one's ontology (Henn, Weinstein and Foard 2006, 17); and epistemology determines what is acceptable knowledge (Bryman 2016, 24) (Henn, Weinstein and Foard 2006, 10). In this thesis, a subjective epistemology is applied. This means that the researcher is part of the research and plays a role in constructing understandings, contrary to being objective and distanced from the research, the researcher in this thesis plays a role in elaborating the data and interpreting it, as well as influencing data collection, in particular the correspondences with experts by the question that the researcher elaborates (Ritchie and Lewis 2003, 13, 17). This is especially viewable in the analysis of the empirical literature materials, where the pre-understandings and knowledge of the researcher constitutes the frame from which the analysis takes place. This feature of epistemology aids in ascertaining the truth(s) that may exist according to the ontology (Ritchie and Lewis 2003, 14).

Discourse analysis will be used as the broader frame from which the analysis takes place. Discourse analysis is combined with the epistemological stance in the thesis. Discourse analysis explains how the way in which we speak about certain themes creates meaning. This position to understanding implies that the thesis focuses on how people construct meaning concurrently with receiving meaning. This means that in the process of e.g. interviewing a person to gain an insight into her knowledge, the interviewee will herself gain insight and in turn more understanding. This process can also be referred to as hermeneutics which will be presented later in this chapter. Discourse analysis is discussed in paragraph 2.3.1.

A relativist ontology implies an epistemology that allows the researcher access and a role in the research. These things combined illuminate how knowledge is being produced simultaneously with gathering knowledge; as well as various versions of meaning is treated as true, valid, knowledge.

The investigations in this thesis are of qualitative nature. It concerns words rather than numbers; it involves the inductive method; and it is about investigating and finding meaning rather than investigating behaviour (Bryman 2016, 375, 626). This qualitative approach is often used in

interpretive work (Henn, Weinstein and Foard 2006, 149). The textual analysis to be undertaken in chapter four also illuminates how the study focuses on qualitative methodology (Ritchie and Lewis 2003, 3). That the research is not focused around quantifying cases also supports the qualitative methodology (Ritchie and Lewis 2003, 3). The aim is to understand the meaning behind the materials collected and the Canon values' possible influence in marketing to Norway and China. The qualitative approach in this interpretivist thesis uses the inductive process in order to present findings. *“through piecing together an understanding, we eventually build (not test) theory.”* (Henn, Weinstein and Foard 2006, 14). This means that conclusions are based on findings, whereas in the deductive process, findings are used to support a conclusion (Ritchie and Lewis 2003, 14). The research question is broad, asking questions of whether the Canon values are present in empirical literature, and whether the values should be present in marketing: this means that through gathering and interpreting data, an understanding will occur.

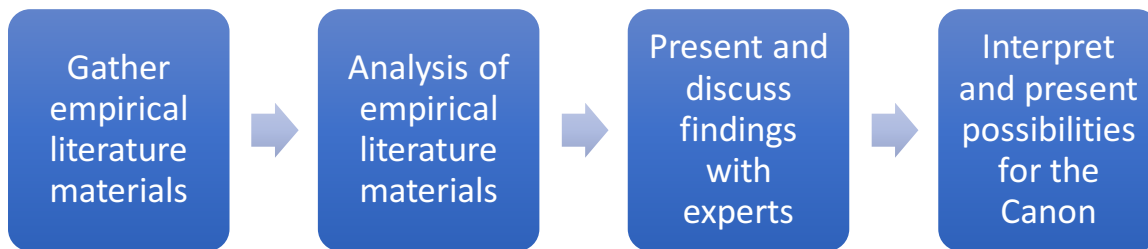
2.2 Methods of Data Collection

The data collection methods of choice in present thesis are selected because they provide opportunity to collect the needed data for doing the analysis and thereby provide opportunity to answer the research question.

In the following paragraphs, the process of collecting empirical literature materials as well as the method of collecting expert testimonies will be clarified and their purpose for this thesis explained.

Any method can be used under any paradigm. Nevertheless, certain methods fit better with certain paradigms (Seale, Gobo and et.al. 2007, 283). The qualitative approaches of usage in this thesis have been chosen as the topic revolves around specific cases, out of which generalizability is not sought for.

The research to be conducted in this thesis will illuminate which values are present in current empirical literature as well as present options for using the Canon in marketing to China and Norway. The way to go about conducting the research is explained in the model:



The entire analysis process depends on the collection of empirical literature materials. When having collected and sorted through these, translating the Chinese ones will be of essence. This translation will be undertaken by Nikki He, a Chinese citizen who have lived in Denmark since 2016. She verifies the translation made by the researcher using Google translate of the Chinese empirical literature as well as aids in finding Social media posts and articles in Chinese. Using Google translate presents as an issue as it is not certified that the right words and meaning is translated, however, using Nikki to check the validity provides backbone to the option. The investigation would not be able to be concluded without the aid of Google translate, therefore it was a compromise which had to be made. Additionally, other persons with knowledge of China and competencies in Chinese language are consulted in order to retain the materials. The issues relating to the translation and gathering of the Chinese empirical literature will be further addressed in the analysis.

Cicero elaborated that two possibilities of translation exists: one where being true to the original text is emphasized; and one where being true to the translation is key (Wilss 1999, 7). These two options (which should be considered as opposites of a continuum) reflect different motives (Handelshøjskolen i Århus). In the first, the important aspect is that what is said in one language is exactly what is said in another. The second concerns that the recipients of the translation understand all aspects of the text, both culturally and literally; therefore, translators using this approach can rewrite passages where cultural elements only make sense in the original language.

In terms of this thesis, it will be of utmost importance to ensure a translation which is true to the original. This is due to the fact that the cultural aspects in the texts are what will be investigated, and these can only be found if they are not rewritten. Additionally, to this aspect, the translator is asked to ensure a translation where meaning is not disturbed mean whilst ensuring a consistent translation of all the words used. However, meaning loss to some degree is expected, evidently, there is no possibility of avoiding this. The Norwegian empirical literature is understood by the author and therefore will present no issue in the analysis.

All content units will be translated to English and can be seen in appendix 4. After having analysed the empirical literature materials, using the qualitative text analysis as explained further below in this chapter, it will be clear which values are present in what empirical literature. These findings will be discussed with key knowledge persons (experts) who have cultural knowledge of the two markets. Lastly, the findings from the analysis combined with the outcomes of the correspondences with experts will be interpreted and possibilities to use the Canon values in marketing outlined. In the following paragraphs, it will be made clear which materials will be collected; how they will be analysed; which experts to consult and how the communication takes place.

2.2.1 Gathering Empirical Literature Materials

The first step of data collection involves gathering already existing literature to and from the two markets that display Denmark as a vacation destination. Mostly it consists of marketing from VisitDenmark, social media posts and web pages directed at the two markets, but articles are also included. The data will be collected from websites and social media directed towards each market. The literature will be found using Google searches as well as corresponding with VisitDenmark employees about where to find the materials, as well as them emailing me proposals. VisitDenmark is Denmark's national tourism organisation, which means that they are in charge of promoting Denmark to the world in terms of tourism. Therefore, a huge part of the materials to be gathered will stem from VisitDenmark. Other sources (The Danish embassies, travel portals, news sites and other) will be looked into and some of them used. The usage of various sources provides opportunity to see whether Denmark is portrayed similarly or differently according to source. Whether VisitDenmark for example paints one picture of Denmark while unofficial sources a different (unofficial sources here meant as sources not holding a DMO or governmental position). This curiosity is looked into in the analysis.

Taking into account that different people involved in tourism relations to the two countries will be asked to aid in finding the empirical literature materials, the gathering of materials is considered a valid approach to secure empirical data. If only the researcher used her own knowledge of materials, the gathered materials would perhaps not constitute a broad frame.

The quality of the method is, in addition to the above stated usage of other informants, that the researcher maintain control during the collection of data; data is sure to exist; and the collection does not need to happen within a strictly defined timeframe.

In paragraph 2.4.1 the materials to be used in the analysis are presented and in section 2.3 the method of data analysis will be explained.

2.2.2 Collecting Expert Data

When having identified which values are present in the current empirical literature materials, the next step will be to clarify whether the Canon can and should be applied.

Several questions are to be answered, and the means of getting these will be through consulting various experts. In paragraph 2.4.2 the questions asked and the persons interviewed will be presented.

The first task in this second investigation will be to identify the experts, and contact them in order to setup a meeting or other possibility of gathering the data. Email and telephone will be used as the first contact. The correspondences will be sought to do face-to-face, however when that is not a possibility, telephonic or email interviews will be conducted. The email correspondences will be the most strictly defined ones, as it is difficult for the researcher to ask elaborative questions. However, follow-up emails will be sent if necessary.

This investigation, then, includes telephonic, email, or face-to-face interviews with key marketing experts and employees at VisitDenmark and other tourism or culture related instances who work with the two foreign markets every day, as well as key knowledge persons who have insight into the two markets. Who will be interviewed is disclosed in paragraph 2.4.2. The aim is that the experts will be able to elaborate how the different markets might receive and understand the values in the Denmark Canon, and which values (perhaps unrelated to the Canon) are important to market in that particular country.

Since the experts work with either of the two markets daily, they must have profound knowledge and a deeper understanding of the subject of investigation than other people (and other insights than that of the researcher). Therefore, it is key to seek their advice in elaborating the Canon marketing propositions. Throughout the gathering and analysis of this data, it will be imperative for the researcher to allow the subjects to give their own accounts and thereby allowing for more profound knowledge.

Gathering expert statements are different from regular interviews in that the people to be consulted are experts in a certain field. Given that the people to be interviewed in this thesis are experts, gaining access to them might prove difficult (Kvale 2007, 70). This is because they can be more difficult to

access than regular people. Therefore, in this thesis, efforts to get a hold of the experts will take place both via email and telephone. Considering that the experts have knowledge on the subject, it is important to ask the right questions to obtain it. If the researcher is vague in her elaboration of own knowledge and skill in the correspondence, power asymmetry may occur, which will not allow for positive outcomes. The researcher should be prepared, be familiar with technical language and have knowledge about the background of the expert being consulted in order to ensure symmetry (Kvale 2007, 70).

In collecting the data, interpreting the experts' answers in the process will happen. This means that asking elaborative questions and assuring that what the expert is saying is understood is a key part of the correspondence. This will also facilitate the analysis (Kvale 2007, 102). This part of doing interviews will not be possible to pursue in the emails. Elaborative questions will be send if needed, however, it remains unsure whether the experts will have the time to respond.

The design of the correspondences will be semi-structured. This means that the experts are much allowed and encouraged to elaborate answers. In the emails, questions are formulated so as to ignite a wondering at the responder and implies that answers should be based on their opinion, which they have as a natural cause of their relation to the topic of the correspondence (Kvale 2007, 57).

The quality of the expert data collection method involves that several collection-tools might be utilized (email, face-to-face, telephone), this might provide more results in terms of experts might not having time to meet, but can answer an email. Furthermore, that several experts are found ensures that some data will be produced, and that several experts are consulted provides opportunity to triangulate findings (Trueb 2014, 4), and thereby propose the most sustainable solutions.

The last step of the thesis analysis will be to, based on the two foregoing analyses, give concrete examples to how the Canon values could be applied in marketing material and why it would be beneficial or, if the analysis shows that usage of the Canon would be a bad idea, a profound explanation of that issue will be made. This interpretive part relies highly on creative and academic skills of the researcher, and should not be mistaken as the only solution – merely as a contribution to the pool of possibilities of promoting Denmark as a tourist destination.

In the following section the recipe of analysing the empirical data will be clarified. First, the analysis of the empirical literature materials will be explained. using discourse analysis as a frame, semiotics, qualitative text analysis and hermeneutics will be explained. Furthermore, the process of elaborating a profile matrix is clarified. The last analysis tool concerns the expert correspondences data.

2.3 Methods of Analysing the Empirical Data

When it comes to analysing the empirical data, different albeit connected methods are applied. As earlier mentioned, the first step will be to analyse the collected empirical literature materials. This analysis will be based on the principles of discourse analysis, and includes hermeneutical considerations; qualitative text analysis; and elaboration of profile matrix. These analysis instruments and why they are chosen are explained in the following paragraphs. The second part of the analysis involves analysing the data which have been collected through communication with experts. This data will illuminate strengths and weaknesses in using Canon values in marketing.

Data analysis is exceedingly important and explaining exactly how to do the analysis is a way of guaranteeing the quality of the work being done.

When it comes to assessing the value of the data which has been collected, the ontological and epistemological stances guide how a determination of the data's worth can be made (Seale, Gobo and et.al. 2007, 283). This is because the standpoint taken in a certain paradigm elucidates which quality criteria your data should be measured upon. Ongoing through the collection and elaboration of materials, the quality of the data used in this thesis will be considered; and in section 4.4, the quality of the thesis is investigated.

2.3.1 Discourse Analysis

In paragraph 2.1.1 the ontological and epistemological stances of this thesis were clarified. Discourse analysis was presented as the epistemology holding a constructivist view.

Discourse analysis is about language. Language as the meaning, words or sentences produce; the common frame of understanding amongst the ones who communicate; what is actually communicated and the setting of the communication; and the usage of the language in context (Bredsdorff 2002, 12).

Discourse analysis is about analysing the different discourses in pieces of communication, in order to be able to identify different meanings. Using discourse analysis implies a constructivist approach: how we communicate creates the world (Bredsdorff 2002, 14). Discourses – how we talk – creates

the social world. This is not a process which we are aware of; nor is it a process we can control, as many divergent discourses are used in a multiplicity of settings (Philips and Hardy 2002, 2). Discourse analysis, or even discourse awareness, implies a solid constructivist epistemology. This is because in producing discourses, a construct of reality is produced. In analysing discourses, some of the various constructs of reality are made available to the researcher (Philips and Hardy 2002, 2). The objective of doing a discourse analysis is to investigate the link between the reality and the discourse: how is reality reflected in the discourse, and how does that discourse in turn effect on reality (Philips and Hardy 2002, 3). The reality in present thesis is the way the use of Canon values paint an image of Denmark. The objective with applying a discourse analysis here is to examine how diverse empirical literature materials present ‘reality’ (Denmark using the Canon). How does the empirical literature in Norway reflect Danish values compared to that in China. This will be presented in the paragraph 4.1.4 Discourses in Empirical Literature for China and Norway.

A single, stand-alone text is not relevant in discourse analysis. It is the relations between a multiplicity of texts and the production of meaning through these texts, that are significant (Philips and Hardy 2002, 4). It is important to consider the social context that a group of texts are part of. This implies that looking at the reasons why the empirical literature exists is an inevitable task in order to be able to define the discourse and why exactly that discourse is applied. The contextualization is also a hermeneutical method for gaining further understanding, as will be elaborated in paragraph 2.3.2. Looking at the social context in which discourses are created indicates yet again the strong relation to a constructivist epistemology: the way in which text, discourses and the social setting are connected tells the researcher something about how the discourse (construct) has come to life (Philips and Hardy 2002, 6). This ‘relating the texts to social context’ is what distinguishes discourse analysis from the qualitative text analysis also described in this chapter; and also the reason why discourse analysis is important to consider in this thesis. Furthermore, the analysis of discourses might prove differences to exist in the empirical literature materials in the two countries. Discourse analysis provides a window through which the relations between constructs can be viewed (Philips and Hardy 2002, 13-14).

Applying discourse analysis in this thesis provides opportunity to distinguish divergent communication to the two markets: perhaps the discourses change from one country to another; or

from one platform to another (perhaps communication on social media is different than communication using other platforms).

As such, the notions of discourse analysis will be used in the analysis to understand differences and similarities. Concerning the constructivist implications of discourse analysis, it should be noted that the thesis, occupied with an interpretivist paradigm, acknowledges the possibilities of various nuances (discourses and constructs), albeit not adding to that possibility the same amount of value as had the thesis been written wearing a constructivist pair of glasses. This means that the notion of discourses is used in the sense of discovering the possible varieties of meaning in the empirical literature materials, and not so much on looking to create constructs out of the written words in the materials nor on elaborating a uniform, accepted common construct as is the objective in constructivist research (Guba and Lincoln 1994).

Discourse analysis is the umbrella under which the qualitative text analysis will take place (Fairclough 2003). The discourse analysis gives room to consider the social context of the empirical data as well as provides a framework for comparing the similarities and differences in the data. Discourse analysis does not provide a step by step guide on how to analyse a text: it provides important insight to reflect on *context* as well as comparison. Therefore, various text analysis methods can be used in discourse analysis (Fairclough 2003, 6). This thesis uses a qualitative text analysis (called content analysis) in order to find and differentiate the probable various different ways of displaying Danish values in marketing and articles to the two markets respectively. The different discourses that might be used will be found through analysing and looking at the social context of the texts and the qualitative text analysis: what is included in the text (Fairclough 2003, 36). This means that discourses will be distinguished when the social context ('why' and 'how' is this piece of text elaborated), and the qualitative text analysis ('what' values are present in the text), are made clear.

The paragraph above has made it clear that it will be necessary to consider the social context which the empirical data are situated in, before being able to understand their purpose and content. Furthermore, the discourse analysis provides the analysis with opportunity to clarify similarities and differences in the empirical literature materials to be collected. Lastly; when the analysis is completed, an understanding of how the empirical literature materials create a certain reality, and how this reality looks, should be illuminated. The qualitative text analysis presented below will provide the analytical tool for how to discern the discourses and purposes of the empirical literature materials.

2.3.2 Hermeneutics

Hermeneutics translates from Greek: explain, interpret, or translate (Kuckartz 2014, 18). It is about the understanding of texts – or what leads up to being able to understand.

“Leading philosophers (...) proposed hermeneutics as the scientific approach of the humanities in contrast to the explanatory methods of the natural sciences. Cultural products such as texts, illustrations, pieces of music, or even historical events were to be developed and understood within context” (Kuckartz 2014, 18). This quotation demonstrates what hermeneutics is and how it can be utilised; namely as a framework for interpreting qualitative works of art. This contextual understanding is also very much connected to the discourse analysis practices.

When looking at text analysis, it is imperative to consider the ‘conditions under which the text was created’ (Kuckartz 2014, 19). This implies looking at the sender and receiver of the communication, as well as the circumstances of the communication – why it is taking place. The hermeneutical spiral exemplifies how going back and forth in materials creates more profound knowledge, this relates to the initial process of the content analysis described in paragraph 2.3.4, where reading through the materials to find possible content units and getting a frame understanding of the actual content is done several times. Hermeneutical understanding also concerns elaborating the actual language so that the researcher understands it – if the language is foreign to the researcher, she must translate it to gain understanding. Additionally, the understanding of a certain piece of communication, be it verbal or textual, is based on a person’s pre-understanding and knowledge. Therefore, different people understand differently. Keeping in mind the objective of the research will aid the researcher in focusing on areas of the communication where interpretation can happen in different directions and interpret in the direction needed in order to gain a full understanding of the big picture (Kuckartz 2014, 20).

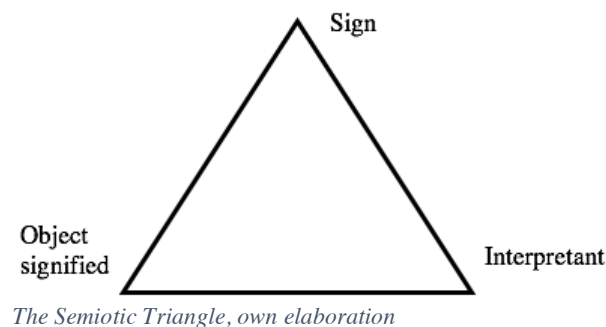
The hermeneutical considerations mentioned here will help in the reading and understanding of the empirical literature materials. Interpretation is a key concept in this thesis as the entire research process is influenced by the researcher’s interpretation of the values in the already existing empirical literature materials as well as gaining understanding of how the Denmark Canon can be utilized. The hermeneutical process of understanding is applied in the entire research design; the objective of the

expert correspondences is to broaden the understanding of the possibilities of using the Canon values – this means taking another round in the spiral of understanding.

2.3.3 Semiotics

Semiotics is the study of structure of meaning (Echtner 1999, 47). The semiotic method looks at signs, which in this thesis is any word; collection of words; or pictures in the empirical literature materials which represent something else (Echtner 1999, 47).

C.S. Peirce developed a framework for understanding signs – the semiotic triangle:



In the corners of the triangle are the *interpretant*, the *object signified*; and the *sign* (Echtner 1999, 48). A sign is something which represents something else and the object signified is what the sign represents. The object can be anything, but in this thesis the objects to be identified in the empirical literature materials are the ten Canon values. The signs to be found and interpreted therefore will be words, pictures, or sentences that represent one of the values. The interpretation of whether a particular word constitute a sign of a values is influenced by the researcher – the interpretant.

The importance of the interpretant in the semiotic method is that “(…) a sign not only stands for something, but it also stands for something to somebody in a certain respect” (Hawkes 1977 in Echtner 1999, 48). This means that the researcher influences the semiotic research in that it is not certain that all people see the same signs or interpret the signs similarly.

According to C.S. Pierce, three types of signs exist. These are icon; index; and symbol. Icons are signs that resembles the object signified. What resembles something is bound by the interpretant and her cultural background (Echtner 1999, 48). Index are signs that have causal relations to the object signified. This means that what is stated (in text or picture) relates to something else, which is understood because of the cultural and social context of the interpretant. The last type of sign is the symbol. This is a sign which only relates to the object signified through “*arbitrary social agreement*” (Echtner 1999, 49).

The usage of semiotics in this thesis allows for signs in the empirical literature materials to be interpreted if they, according to the knowledge and understanding of the researcher, fits into any of the ten categories. This means that using pre-understanding and knowledge of the context in which the empirical literature materials is produced, it should be possible to identify signs in the materials and determine their meaning. The semiotic tools will, combined with the method described below, enable the researcher to dissect empirical literature materials in order to identify values.

2.3.4 Qualitative Text Analysis Method

When dealing with qualitatively analysing text, interpretation strikes as a rather important concept. Especially under the influence of present paradigmatic choices, interpretation from the researcher's point of view must be considered. This is because the researcher and her knowledge and pre-understandings influences how she interprets a given text.

In this thesis, discourse analysis and hermeneutics is the lens through which interpreting the materials will be made. This means that the principles of the discourse analysis and the hermeneutical practices will be utilized throughout the entire research process.

Step one of the qualitative text analysis will be to read the empirical literature materials thoroughly. This step is hermeneutical. The used words, the particular language, and metaphors are all things that are relevant to look into (Kuckartz 2014, 50), and this is done using the notions of semiotics. After having studied the materials, assigning content units into categories and justifying the positions will be done. Below an explanation of the method is elaborated.

2.3.4.1 Content Analysis

Doing qualitative text analysis implies a use of categorising. The approach to be used in this thesis is what Udo Kuckartz in *Qualitative Text Analysis: A Guide to Methods, Practice & Using Software* describes as *content analysis*. A successful content analysis is based on elaboration of categories (Kuckartz 2014, 37). Categories are themes that parts of the text to be analysed fit into. This means that several categories can be elaborated and afterwards, segments of the text are put into the categories where they belong (Kuckartz 2014, 38-41). In the case of the present thesis, thematic categories are already elaborated; these are the values named in the Denmark Canon. The texts to be analysed are tourist empirical literature materials produced for the Chinese and Norwegian markets; and the segments of text to be put into the categories, are text pieces that in some way reflect that particular value. When dealing with content analysis, it is important to distinguish between different

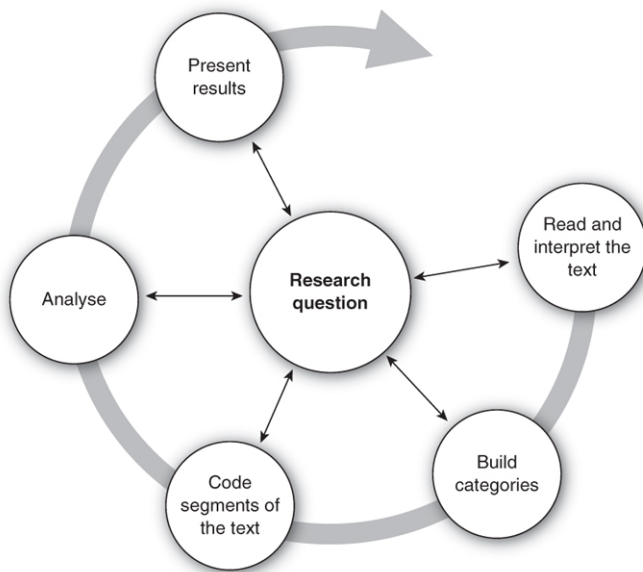
terms: a sampling unit is the entire material wherein the piece being analysed exists. This could be a book, newspaper, webpage, Facebook page, and so on. A recording unit is the actual part being analysed. This could be a chapter of a book, a commercial in the newspaper, a Facebook post, and so on (Kuckartz 2014, 44-45). A content unit is here used as that particular piece of the recording unit, which belongs in a certain category, even though the unit does not necessarily contain the word of a Canon value.

The categories in the investigation are narrow in the sense that they each represent one value (which most often are referred to by one or two words only (e.g. 'hygge', 'trust, and so on). For the analysis of the data, these categories must be broadened so it is possible to find out whether passages of the empirical literature include any of the ten values. The categories will be elaborated through creating a survey allowing peers on Facebook to comment what the values mean, as well as consulting synonym- and dictionaries. The values are elaborated in paragraph 4.1.1, Elaboration of Canon values. This elaboration of values is what makes it possible to place content units in categories (Kuckartz 2014, 45). The reason why content units are necessary is that perhaps the values are present in the empirical literature, however not mentioned by word. This means that the values are there, but in disguise. This possibility implies that the researcher must be able to read between the lines when doing the analysis: this is why semiotics and synonyms are useful.

Every time a content unit is put into a category, coding happens (Kuckartz 2014, 46). The analysis process of the empirical literature material will therefore henceforth be referred to as the *coding process*.

Modern qualitative content analysis is about finding the meaning and analysing the significance of communication (Kuckartz 2014, 31).

The modern qualitative text analysis – content analysis – is an iterative process. The researcher might move back and forth in the coding process, and she may also include new recording units during the process (Kuckartz 2014, 47-48). This is a hermeneutical process. Picture 1: Qualitative Text Analysis demonstrates the coding process.



Picture 1: Qualitative Text Analysis (Kuckartz, 2014, 48)

In sum “*qualitative content analysis presents an interpretive form of analysis in which the codings are completed based on interpretation, classification, and analysis.*” (Kuckartz 2014, 34-35). This method fits well with the chosen paradigm, in acknowledging the influence of the researcher in the interpretation of the data, and later also of the results. Additionally, the method fits into the qualitative methodology as findings revolve around meaning. The results of the coding process are most conceivable presented in a profile matrix. This tool is explained below.

2.3.4.2 Elaboration of Profile Matrix

The profile matrix is a table which will be elaborated after the coding process is done. In the matrix, it will be possible to see how Norwegian aimed and Chinese aimed marketing and articles relate to the values in the Denmark Canon (these being the thematic categories of the coding process) (Kuckartz 2014, 66). The elaboration of the matrix provides the possibility to compare the empirical literature from the two countries. It will be possible to see how the existing marketing and articles relate to the different values in the Canon, and from the knowledge to be gained from that, the second step of data collection and analysis can begin.

2.3.5 How to Analyse the Expert Statements

The analysis will take a point of departure in interview analysis methods as the findings from the correspondences equally could have surfaced using an interview approach. Different possibilities of

analysing interview data exist (Kvale 2007, 103). In this thesis, *meaning interpretation* as explained by Steinar Kvale is the approach to be used. This approach concerns elaborating the words stated by interviewees and finding meanings behind the words (Kvale 2007, 107-109). Often, this approach broadens the quotations from an interview in order to find meaning. In this thesis, the approach implies looking at what is said, or written, and what it means, as well as looking at what is not said, and how that influences the meaning. This means to be reading between the lines. Furthermore, the different experts' responses will be compared and contextualized to the focus of this thesis. The meaning understanding is important to this thesis as what is significant to get out of the expert correspondences is opportunities to use the Canon. The meaning interpretation is connected to hermeneutics (Kvale 2007, 109). Meaning is found through gaining understanding of what an expert has communicated and how it relates to the theme of investigation.

Asking the experts' opinions and ideas about the Canon can reaffirm or discard the data gained from the first analysis and it also broadens the understanding of how the Canon can be utilized, as well as creating a hermeneutical movement in the analysis, which provides a more profound understanding.

2.4 Presentation of the Empirical Data

In this section, the empirical literature materials to be analysed are listed. The different recording units are given names so that in the analysis, it will be easy to distinguish which recording units are used where. Looking into the context of the data; where they are from, is a discourse analysis and hermeneutical step used here to gain an understanding of the materials. Perhaps some of the materials are influenced by certain events taking place. These considerations will be looked into continuously throughout the analysis. Contextualizing throughout the analysis is, as mentioned, also a discourse analysis tool.

2.4.1 Presentation of the Coding Process Data

Sampling units are as before mentioned entire materials from where recording units are found. The sampling units used in present thesis are: VisitDenmark web pages for Norway and China; VisitDenmark Facebook page '*Det er dejlig å være norsk - i Danmark*'; Denmark's embassy in China WeChat site; VisitDenmark WeChat site; STB (Scandinavian Tourism Board) Weibo site; VisitCopenhagen Weibo site; and materials made for Almedia (Marketing) sent to me by Hilde Vikane, Senior Marketing consultant in VisitDenmark Norway; articles from VisitDrammen/Nordiske Perler, ABC nyheter, Sina travel, and VisitDenmark.no promotional

articles; and the Novasol webpage for Norway. All sources are available from the bibliography, in a section for themselves.

The researcher estimates that around 25 recording units should be identified for each of the markets. This is to ensure a sufficient amount of analysis material, and to ensure that various recording units are chosen, the data collection will take place over several days and can continue while the analysis process begins. The recording units are collected from a varied selection of sources. This means that the senders of the empirical literature might have different objectives to publishing the marketing and articles. Therefore, it is difficult to compare the findings. This difficulty will be sought to avoid by using similar sources from each of the markets. The implications will be considered in the analysis. The recording units are found by reading through many different pages and posts. If the investigation was made on a predefined set of articles and marketing, e.g. choosing the six first pages on VisitDenmark sites, it would not be sure to contain any of the Canon values. Therefore, the empirical materials are chosen only when one or more possible content units are identified during the first phases of familiarizing with the material.

(C) refers to empirical literature for the Chinese market, (N) to the Norwegian market. Numbers, e.g. (1) refers to the sender – (1) refers to VisitDenmark, and the lowercase letters following the number refers to the actual recording unit. In order for the analysis to remain clear, some sampling units which should have their own category are put together. These are the VisitDenmark webpages and magazines. The sources of the recording units are presented in the appendices as well as in the table below.

Sampling unit:	China(C) recording units	Norway (N) recording units
VisitDenmark.cn/.no (1)	C1a-C1g	N1a-N1e
VisitDenmark Facebook (2)		N2a-N2f
Novasol (3)		N3a-N3e
Amedia 2015 (4)		N4a-d
Magazines (5)	C5a-d	N5a-e
VisitDenmark WeChat (6)	C6a-e	
VisitDenmark Weibo (7)	C7a-e	

Recording units for Norway: 25

Recording units for China: 21

In the table above, the recording units are given numbers. These numbers will be used to refer to a specific recording unit which will be used in the analysis when the coding process will take place by ascribing coding units from the recording units into the categories. The recording units can be found in appendices 3 and 4.

Norwegian recording units:

N1 (VisitDenmark.no) a: Christiania; b: LGBT Copenhagen; c: Julehygge i Danmark; d: Aalborg – Europas lykkeligste by; e: På tur til Odense.

N2 (Facebook 'Det er dejlig å være norsk – i Danmark' by VisitDenmark) a: Toppen av Danmark er toppen av livet; b: Velkommen til Djurs Sommerland; c: Nyt det Gode liv på hjul i Danmark; d: Opplev solskinnsøya Bornholm; e: Nyt livet ved havet på et Dansk Hotell i sommer; 2f: Reis raskt og komfortabelt med Color Line.

N3 (Novasol vacation home rental) a: Feriehus I Danmark; b: Landinformasjon – Danmark; c: Førljulstid i Danmark; d: Feriehus på Fanø; e: Feriehus i Østjylland.

N4 (Amedia commercial photos) a: Oplev nydelige Nordjylland; b: Trenger du ro i sjelen?; c: Ta med kjæresten på shopping; d: Verdens hyggeligste sykkelkultur.

N5 (Articles from VisitDrammen/Nordiske perler, ABCNyheter, and VisitDenmark Norge) a: Helenekilde Badehotel; b: Brøndums Hotel; c: Lidenskapen på kongens kroer; d: Aktiv avslapning i Gudenaalandet; e: Bornholm.

Chinese recording units:

C1 (VisitDenmark.cn) a: Denmark's history; b: Facts about Denmark; c: Basic Welfare; d: Festival Traditions; e: Biking in Denmark; f: East Jutland Cities; g: Svendborg.

C5 (Sina Travel News) a: Tips (advice); b: Entertainment introduction; c: Introduction to Aalborg; d: Introduction to Odense.

C6 (WeChat (Danish Embassy a-b, Visitdenmark c-e)) a: What is the model of equality between men and women?; b: Hygge; c: The Latin Quarter; d: Egeskov Castle; e: Esbjerg Monuments.

C7: (Weibo) STB a-c, VisitCopenhagen d-e: a: DFDS Seaways commercial; b: DFDS Seaways commercial; c: Yiyangqianxi spokesperson; d: May the 4th; e: Cherry trees.

All the recording unit sources are presented in appendix 3 and 4, and in chapter 8 an overview of the sources is made.

2.4.2 Presentation of the Experts

The following experts have been consulted:

Norway experts:

Rasmus Glenthøj, Danish adjunct, Ph.d., employed at Institut for Historie Syddansk University. Has researched historical connections between Denmark and Norway, and published several books concerning the common cultural background (Syddansk University). Contacted via telephone and email.

Hilde Vikane, Marketing manager at VisitDenmark Norway (VisitDenmark 12). Correspondence via email.

Odd Arvid Storsveen, Norwegian professor of history at Oslo University, teaches Norwegian, Nordic and European history, as well as cultural and media history (Oslo University). Correspondence via email.

China experts:

Sven Burmester, former vice president of the world bank, author and societal commenter, from Aalborg, lives in China, Denmark, Egypt, and U.S.A (Hjulmann 2015). Correspondence via email.

Wenjie Li, Postdoc, employee at H.C. Andersen Center of Syddansk University as postdoc and Associated to Guangdong University of Foreign Studies in Guangzhou, China (Syddansk University). Her Ph.D. from 2014, "A Study of Chinese Translations and Interpretations of H.C. Andersen's Tales:

History and Influence", concerns differences in the way H.C. Andersen's fairy-tale are told in Chinese and in the original, Danish, language (Københavns Universitet). Correspondence via email.

Ane Bislev, assistant professor at Aalborg University, PhD in China Studies, Institute of culture and global studies (Aalborg University). Telephone conversation on Monday the 15th of May (Not recorded, outcomes of the conversation will be revealed in paragraph 4.2.2.)

In appendix 5a-f the correspondences are listed.

Some questions have been elaborated on beforehand and are asked the experts, as their opinions on the matters are equally relevant. The following list contains questions which all experts are invited to answer.

- 'Are you aware of the existence of the Denmark Canon? (ten values that define Danish culture)'
 - o This question is important in order to clarify the experts' knowledge about the Canon values. If they are not aware of its existence, it will be presented to them shortly. (in email a short description will be attached).
- 'Which values do you think the Norwegian/Chinese tourist pays attention to at their vacation destination? (what specific cultural values are important on a vacation?)'
 - o This question provides opportunity to see which values the tourists pay attention to.
- 'How do you think the average Norwegian/Chinese tourist would receive these values? (would they accept these values or dislike them?)'
 - o This question is asked as the experts are more qualified to answering the question than the researcher.
- 'Which of the values do you think the Norwegian/Chinese tourist are most fond of? And why'
- 'Which of the values do you think the Norwegian/Chinese tourist dislike the most? And why'
 - o Questions concerning attitudes towards the values are asked in order to find similarities or differences in which values the two markets appreciate.
- 'Would using the Canon actively in marketing to Norway/Chinese attract or prevent tourists to go to Denmark?' (displaying values that potential tourists might not agree with)
 - o This question provides the backbone of the last, interpretative part of this thesis, where the question of whether the Canon can be used tangibly in marketing is investigated.

Marketing employees will also be asked questions concerning how marketing is best made in a Norwegian/Chinese context. These questions concern:

- 'Which methods of promoting Denmark in Norway/China are most useful in your opinion? And why (flyers, articles, social media, through travel organisations etc.)'
 - o This question is asked in order to find out whether some kind of material is more popular than another in either of the markets.
- 'How do you actively use values in marketing to Norway/China and why?'
 - o In order to figure out what role values play in current marketing, an elaboration of how they are used is important.
- 'Will the use of values in marketing influence the guests' perception of destination image? Positively or negatively?'
 - o This question is asked in to illuminate the possible issues that adhere to using values in marketing.

In section 4.2 the outcomes of the correspondences will be revealed. The answers to the above questions will provide opportunity to interpret whether the Denmark Canon is a tool that can provide fruitful results in marketing Denmark to the two markets.

The methodology chapter concerns many different albeit connected areas of the thesis, which are important bits necessary to include. The primary goal of the chapter was to illuminate the interpretive paradigm as the working thought behind every action taken in the process of working with the thesis. Furthermore, the chapter has clarified the way to go about researching. First, how the data collection will be undertaken was explained. Afterwards, discourse analysis was presented as the frame around the data analysis. Qualitative text analysis method was described as the method to go about producing the analysis of the empirical literature materials. Considerations about expert correspondences have also been tended to. In the following chapter, a literature review will clarify concepts of importance in this investigation as well as a paragraph considering differences and similarities among Denmark and Norway and Denmark and China.

Chapter Three: Literature Review

The literature review clarifies concepts that are important to understand in relation to the analysis and conclusion of the thesis. The first part looks at the cultural similarities and differences of the two markets and the current tourism situation in Denmark for the two. Destination values and image, self-actualisation and destination marketing will be looked at using others' academic contributions.

This thesis sets out to explore whether the ten values composing the Denmark Canon are useable tools in marketing Denmark as a vacation destination to Norwegian and Chinese tourists. Underlying in this objective is the aim to discover whether destination value attributes are already functioning as a pull motivator for tourists when choosing Denmark as a vacation destination, and whether the assumption concerning tourists' self-actualization are sought for by choosing a destination displaying agreeable values. In this chapter, a literature review is elaborated to introduce already existing research in the subject of this thesis.

The first function of the review will be to distinguish the two markets and explain why these two markets have been chosen. The section will also present statistical information that VisitDenmark has elaborated about Norwegian and Chinese tourist. This part is used to understand and appreciate what is already known about the subjects of which this investigation is pointed towards.

After having illuminated similarities and differences among Norway, China, and Denmark, the literature review moves on to take a hold in different concepts which influence this thesis; these concepts will be clarified so to assure that they will be understood in the context of this thesis. The first concept is that of destination values. Primarily, a paragraph on what values are, in the context of this thesis, will be presented. This is done in order to clarify what can be accepted as a value. After looking into this, destination image will be touched upon. Due to the fact that people have personal opinions, it is important to consider the possibility that tourists might think differently of a destination than tourism marketers wish for them to. In the context of this thesis, destination image is important to look at as the usage of the Canon values might influence perception of the destination; this will be investigated through the expert correspondences as explained in chapter 2. The third paragraph will elaborate on the concept of self-actualisation; what it means; and why this term is important in relation to this thesis. Lastly, texts describing the use of values in marketing of destinations will be visited to draw on their experiences. The sections in the literature review are intertwined and often several of the concepts are talked about in one text; however, the literature review clarifies the terms and thereafter describes their relevance in this thesis one by one.

3.1 The Culturally Diverse and the Culturally Similar

As the research question clarified, this thesis will be based on a comparison of findings from investigating empirical literature material (marketing and articles) from two culturally diverse markets; China and Norway. In this section, a clarification of the relation between Denmark and Norway and China respectively will be made.

3.1.1 Norway and Denmark Relations

Delicious food, hospitality, great nature (beaches and for biking), Legoland and Tivoli attraction parks are what attracts Norwegians to Denmark. Furthermore, life by the coast and interesting cities, and experiences for children are pull factors when it comes to attracting the Norwegians to Denmark (VisitDenmark 9 2016). In paragraph 3.1.3 statistical information about the Norwegian tourists in Denmark are visited. In the following, relations between Norway and Denmark are illuminated.

Norway and Denmark are neighbours. The two countries share a lot of history and culture. Norway was part of the Danish realm up until 1814, where it was granted its independence (though only shortly, as Sweden then forced Norway to join a partnership with them). After the separation in 1814, the Norwegians fought an internal fight to gain their own national culture and national feeling. The Danes were enemies, who for 400 years had suppressed Norwegian nationality, and post 1814, the intellectual elite of Norway as well as the press played their part in distancing Norway from Denmark (Glenthøj and Ottosen 2014, 347, 354). The Norwegians, who after the separation, still had kind thoughts towards Denmark were bullied, especially the Norwegian priest Nicolai Wergeland produced hostile texts toward the Danish-minded Norwegians (Glenthøj and Ottosen 2014, 356-357). On the other side, the Danes wished for the cultural community to continue. Many Danes hoped and wished for a new chance of reunion; the loss of Norway continued to produce these hopes throughout the decade. Hereafter, it became clear that Norway and Denmark forever would stand alone. As some Norwegians, a group of Danes developed a sense of Scandinavianism; a philosophy adhering to the hope of a united Scandinavia (Glenthøj and Ottosen 2014, 358-359). Quickly after the separation a cultural infected conflict arose: the Norwegians advocated for the common language which had been spoken both amongst Danes and Norwegians for the past 400 years to be 'Norwegian language'. The Danes considered the language that the Norwegians spoke 'Danish language with an accent'. Many people on both sides felt sadness in that a major common cultural identity – the language, now was up for debate. The dispute about the language resulted in a second Norwegian language, composed

by various west-Norwegian dialects. Correspondingly, Norway now has two official languages: 'Bokmål' and 'Nynorsk' (Glenthøj and Ottosen 2014, 360-361). The languages of each nation have since evolved and moved further away from the other (Glenthøj and Ottosen 2014, 364). During the Second World War, the two nations became closer than they had been since the separation in 1814. Norway and Denmark were both occupied by the Germans, however the Norwegian administration fled to exile in London whereas the Danish administration surrendered to cooperation with Germany. Danish individuals sent food to Norway every day during the war, and after the war, Norway initiated the foundation 'Dansk-Norsk Samarbejde'. The two countries chose different paths when it came to collaborations with Europe; where Norway had had enough of unions, Denmark proceeded to expand collaboration opportunities (Glenthøj and Ottosen 2014, 364-365).

The paragraph above makes it clear that Denmark and Norway has a long common history filled with both love and hatred, and many cultural similarities exist between the two countries.

3.1.2 China and Denmark Relations

Knowledge of Denmark is very low in China. Design, shopping, biking, fairy tales, the welfare society, green living and happiness are Danish concepts which attract Chinese attention (VisitDenmark 8 2015).

In 2008, the 'Comprehensive Strategic Partnership' was contracted between China and Denmark. This partnership regards areas of concern which the two countries will heighten the collaboration in the years after. These themes are: strengthening the political dialogue and continuing high level visits; climate, energy and environment; research and innovation; and education (Udenrigsministeriet).

In 2017, the Danish-Chinese Tourism Year takes place. This is a year full of events and promotional activities with the aim of securing more tourism from each of the countries (VisitDenmark 6). The goal from Danish side is to ensure 300.000 Chinese overnight stays in 2018. Various online initiatives have been commenced to increase awareness of Denmark among the Chinese population (VisitDenmark 6). These include 'Denmark Days' which will be held in China with a cultural and business focus; and 'China day', a conference in Copenhagen where participants from both countries' tourism industry participate (VisitDenmark 6).

From the second to the fourth of May 2017, Danish Prime Minister Lars Løkke conducts an official visit to China where he, among other things, will meet with Chinese President Xi Jinping (Statsministeriet 2017).

Denmark is the first European country to celebrate a tourism year in collaboration with China. The target group for the tourism year from a Danish perspective are Chinese citizens living close to good flight connections to Denmark, who have experience in travelling abroad, they are either young people travelling alone or people in the age group 40-60 who travels alone or in groups. Focus is on tourists who are interested in culture, families with children, and business tourism, hereunder also incentive travel (VisitDenmark 6). The Chinese tourist in Denmark is typically visiting multiple destinations in the north during a one-week-vacation (VisitDenmark 7 2016).

The Chinese tourists are intrigued by the Danish nature, design, happiness, safety and the green, modern and healthy lifestyle. WOM about Denmark concerns the cleanliness of the cities, the beautiful scenery, the old castles, and Odense, home town of H.C. Andersen. they expect free Wi-Fi at cafés and hotels so that they can share their experiences with friends and family at home using social media (VisitDenmark 7 2016).

Western used social media such as Facebook, Twitter and Instagram cannot legally be accessed when in China. This is because of the companies' unwillingness to allow for the Chinese government to censor users. However, other social media platforms are very popular in China; 100 million Chinese citizens use WeChat (Khokhar 2017).

Obvious cultural differences between Denmark and China include the one-child-policy which the country implemented in 1979. This law forbids parents from having more than one child, and was implemented to accommodate to the massive increase of population to come. Though, in 2013, parents could seek permission to have a second child (ritzau 2015). Contrary to China, in Denmark, politicians and private actors work to ensure an increase in population (Patscheider 2016); (Spies Rejser 2014) (Nielsen 2016) (Sørensen 2014).

Freedom of expression is a fundamental human right, protected by law, and often used in Denmark (Folketinget 2016). In China, freedom of speech is not as much a right but a privilege which is strictly monitored and regulated by the government, who censors critical political information. Internet users are required to appear named so the government can shut critical voices down (to be anonymous through e.g. the use of an avatar is not allowed) (Human Rights Watch). The differences in culture might influence how the Chinese potential tourists perceive some of the Canon values.

Great differences between the western Europe and Asia exist. In China, the Confucius paradigm is prevalent. This is a way of life which maintains that “*the stability of society is based on unequal relationships between people.*” (Hofstede 2001, 114). The relationships, which for example exist between father and son; husband and wife; or senior partner and junior partner, are based on mutual responsibilities. The senior partner provides protection and consideration, while the junior partner gives respect and obedience (Hofstede 2001, 114).

The World Values Survey conduct cultural research in numerous countries. Their research concerns how “*people’s beliefs play a key role in economic development, the emergence and flourishing of democratic institutions, the rise of gender equality, and the extent to which societies have effective government.*” (World Values Survey 2015). WVS have developed maps showcasing different countries’ values on two axes: self-expression vs. survival values & traditional vs. secular-rational values.

Survival values are evident in countries where a “*relatively ethnocentric outlook and low levels of trust and tolerance*” (World Values Survey 2015) predominate. Emphasis is on economic and physical security.

The self-expression values are evident in countries where environmental protection is given high priority, there is a tolerance of foreigners, gender and minority equalities and demands for participation in decision-making in economics and politics.

Countries with traditional values have a strong tradition for importance of religion, parent-child ties along with traditional family values, and respect for authorities. These countries often also place negative attitudes towards divorce, abortion, euthanasia and suicide. Traditional countries have “*high levels of national pride and a nationalistic outlook*” (World Values Survey 2015).

Countries with *Secular-rational values* are the opposite of the traditional countries; less focus on religion, authority, and traditional family values, and divorce, abortion, euthanasia and suicide are relatively acceptable.

The most recent map show how Denmark and Norway lie closely together, with self-expression values and secular-rational values predominating. China, on the other hand, are situated in the quadrant of survival values, however similar to Denmark in that secular-rational values are prevalent (World Values Survey 2015).

This comparison of markets has demonstrated that a common cultural background exists between Norway and Denmark, and that on the other hand China and Denmark are remarkably different, when it comes to the culture of each country. The study of the cultural differences and similarities have clarified why there is a basis for conducting the research of this thesis using Norway and China as the culturally similar and different foreign markets for which the Canon values could be marketed.

3.1.3 Statistics About Norwegian And Chinese Tourism in Denmark

In 2016, the amount of foreign overnight stays in Denmark increased by 4,8 %; Norwegian overnight stays decreased by 3,7 %. On the other hand, Danish tourism experienced an increase in the amount of Chinese tourists at 11,8 %.

The numbers from February 2017 demonstrate, however, an increase among both the Norwegian and the Chinese tourists (Norway +3,8 % and China +13,9 %) (VisitDenmark 5 2017).

In statistics showing where the tourists visiting Denmark come from, Norway holds the second place (only surpassed by Germany) (VisitDenmark 1 2016). When looking at the total amount of foreign overnight stays (in 2015), Norwegian tourists stand for 11 %, whereas China stands for 0,8 % (VisitDenmark 1 2016, 11).

In 2015, 2,6 million Norwegian and 198.000 Chinese overnight stays were registered in Denmark (VisitDenmark 2 2016, 3) (VisitDenmark 4 2016, 3).

Looking at where in Denmark, the two markets go on vacation; the largest group of the Norwegian tourists go to Northern Jutland (33,8 %) (which is also very convenient for them considering the ferries from Hirtshals and Frederikshavn (Fjordline) (Stenaline)), while the Chinese tourists almost all visit Copenhagen (75 %) (VisitDenmark 1 2016, 21).

Denmark is the northern European vacation destination with the highest degree of knowledge among Norwegians (VisitDenmark 2 2016). Norwegian tourism in Denmark is stated by VisitDenmark to be effected by the relation between the Danish and the Norwegian krone (currency). It will furthermore continuously be expensive for Norwegians to go to Denmark, however this relation is expected not to change. As the Norwegian financial relations are expected to change, they are not expected to travel far; this speaks to Denmark's advantage. Furthermore, the lowering oil prices is expected to

influence minimally on the Norwegian private economy. However, bookings of holiday homes from Norway demonstrates an increasingly positive growth (VisitDenmark 3 2016, 5-6, 9).

The Chinese economy is expected to continue to grow, thereby increasing the growth in outbound tourism (VisitDenmark 3 2016, 11). The average annual growth in overnight stays for Chinese tourists in Denmark is 20 % (VisitDenmark 4 2016, 10), however the growth is expected to decrease to about 10 % (VisitDenmark 4 2016, 7).

96 % of Norwegians use a smartphone. One third are influenced by the web to go to Denmark. Facebook is the most used internet platform from where to get travel inspiration, and 27 % use VisitDenmark's Norwegian web page for inspiration (VisitDenmark 2 2016, 5). 79 % of the Chinese use smartphones. In all age groups (from below 25 to above 55) using the web as primary source for information search is above 50 %. In the age groups below 25 and 25-34 the numbers are 83 and 78 % respectively (VisitDenmark 4 2016).

Norwegian tourists in Denmark stand for 16 % of the total consumption of foreign tourists, China stands for 1 % (VisitDenmark 2 2016, 16).

62 % of the Norwegians know some or know a lot about Denmark as a vacation destination (VisitDenmark 2 2016, 29). The Norwegians connect terms as: 'hyggelig', friendly, hospitality, good food, beaches, and more, to vacation in Denmark (VisitDenmark 2 2016, 34).

96 % of the Chinese tourists stay at a hotel during their visit (VisitDenmark 4 2016, 12), and 87 % stay in one of the four largest cities in Denmark (Copenhagen, Århus, Odense, Aalborg) (VisitDenmark 4 2016, 11).

This run through of VisitDenmark reports paint a picture of Norway as being one of the most important markets for Danish tourism. Furthermore, it has clarified differences between the two markets. Regarding the Chinese market, it should be stated that, obviously, not as much intel exists as opposed to the Norwegian market. This is of course due to the differences in visitor numbers. The differences made out here are also one of the determinants for choosing these two markets. In the following paragraphs, concepts of interest for present thesis will be presented.

3.2 Destination Values

Two words make up the concept of destination values: ‘destination’ and ‘value’. In the following paragraphs, these concepts will be shortly defined and their relevance explained. Following, the concepts of destination image, self-actualisation, and marketing using values are looked at as it is these concepts which influence the thesis.

3.2.1 Definition of the Concept of Values

The term ‘value’ can be defined as: “*The commonly held standards of what is acceptable or unacceptable, important or unimportant, right or wrong, workable or unworkable, etc., in a community or society.*” (BusinessDictionary). This definition is very broad, but exemplifies a valid notion in relation to the Canon; values are constructs with which the majority evaluates and accept what is good and bad. As stated in the introduction, this thesis works on the grounds of accepting the premise of the Canon values as being acceptable values for the entire country of Denmark. However, it is interesting to look at whether the elements comprising the Denmark Canon, which is termed values, actually are values. Terms such as those used in the Denmark Canon are large concepts; e.g. the welfare society – this is not a value in itself; however, it is a concept which people ascribe various values to. These values are for example security; safety; equality; solicitude; democracy; and trust. These results stem from a short inquiry that the researcher of this thesis published on Facebook: ‘which values do you ascribe to the concept of the welfare state?’ (see appendix 8).

The values in the Denmark Canon is described in appendix 1 and elaborated in the analysis, where it is used in order to be able to identify the values in the empirical literature. The important thing to note here is that the elements in the Canon are labelled values as these constitute a frame from which the analysis (searching for values in empirical literature) will be built.

3.2.2 Definition of Destination Values

A destination can be defined as: “*the place to which a person or thing travels or is sent*” (dictionary.com). A destination is as such the place to which the tourists travel. Various approaches to understand the concept of destination have been made. A common interpretation is that a destination is a particular area in which groups of institutions manage tourist related business (Saraniemi and Kylänen 2011). Entire countries can be conceptualised as destinations, when the objective is a holistic marketing effort, such as creating a nation brand (Wheeler, Frost and Weiler 2011, 15).

Destination values are made up of the values, a certain place has. In this thesis, the destination values are conceptualised as the Denmark Canon values.

In this thesis, the destination in focus is the entire kingdom of Denmark. The importance of understanding the destination concept is that it is used in other concepts used in this thesis: destination values; destination image; and destination marketing. In the following sections, the notion of destination values are used as background for explaining interrelated concepts.

3.3 Destination Image

“The most frequently cited definition for destination image is: ‘the sum of beliefs, ideas and impressions that a person has of a destination’ (Crompton, 1979)” (Ekinici 2003, 22).

Destination image, or tourists’ perceived images of a destination is widely investigated in tourism research (Bertan and Altintas 2013; Ekinici 2003; Echtner and Ritchie 2003).

In this paragraph, some of the studies concerning destination images and values will be picked out and used to construct and underline an understanding of the importance of considering the destination image in a tourism context. The concept is interesting to look at as the way in which the tourists perceive a place influences their wish to travel there. In this thesis, the destination image cannot be investigated thoroughly. However, through analysing the existing empirical literature (marketing and articles) it should be possible to see which images are conveyed to the markets (which images the receivers get of Denmark).

This thesis will not investigate potential tourists’ images of Denmark as a vacation destination. However, it will present findings of how Denmark is portrayed in the communication to the two markets. These findings might indicate how tourists in the respective countries receive news of Denmark, and these communications might aid in the production of a certain destination image. The thesis does not seek to change the destination image as it does not pretend to already know the image; it does, however, attempt to discover whether the values conveyed to the markets correspond to the values in the Denmark Canon, and if not; then, should and how can these values be included – and do key tourism experts believe that including the Canon values would be fruitful? They might postulate benefits or weaknesses combined with conveying certain Danish values to the two markets. This will be investigated in the analysis.

Kye-Sung Chon, Professor of hotel and tourism management, did a study of South Korea's destination image among first time travellers from the U.S. and return travellers. He used a questionnaire method to investigate how the Americans relate to seven themes concerning South Korea (Chon, Tourism destination image modification process marketing implications 1991). A difference in opinion was detected among the two groups (travellers to and from South Korea) (Chon, Tourism destination image modification process marketing implications 1991, 71). The ones who were returning home held a more positive image of the destination.

Chon clarifies how the destination image influences a tourist's wish to travel to that destination (Chon, Tourism destination image modification process marketing implications 1991, 68). This means that a tourist chooses a destination based upon the images, the tourist holds of that destination. The destination image is changed throughout the tourist's experience with that particular destination (Chon, Tourism destination image modification process marketing implications 1991, 69). Furthermore, in another study, Chon clarifies how the satisfaction of the tourist is dependent upon a fulfilment of the images the tourist had of the destination, or the perception of how the image is as expected – or better (Chon, The Role of Destination Image in Tourism: A Review and Discussion 1990, 3).

The 1991 study suggests two methods to enhance a positive destination image: to create a positive destination image in the initial stages of the tourists' decision process, and offer the best possible experiences for the tourist to ensure high satisfaction. The means of ensuring this, Chon states, would be through marketing directed both at known and unknown potential tourists. The marketing should revolve around the attributes of the destination which in the study scored most positively. Furthermore, the attributes in the investigation that had the largest variation between the tourists traveling to and the tourists traveling from South Korea call for more information about those certain areas (people, who never visited before think less of e.g. security in the destination than people who have visited. They actually think that the safety is great) (Chon, Tourism destination image modification process marketing implications 1991, 72).

The findings of Chon's study suggest that it would be beneficial to encounter which of the Canon values, the tourists ascribe the highest value, and then use these in marketing materials. As this thesis does not pretend to be able to gather a generalizable amount of opinion for Norwegian or Chinese tourists, the way to use this information will be through looking at the values already conveyed in the empirical literature and relating the findings to the experts. Furthermore, the

description of destination image and its influence aids in clarifying the importance of conveying the right images of the destination to the markets.

Destination image is the perception, a tourist or group of tourists hold towards a particular destination. It feeds their expectations to that destination, and it aids in the decision-making process, as well as it determines the level of satisfaction after the vacation is ended. The concept of destination image is important as the possibility of there being a discrepancy between the tourists' images of Denmark as a vacation destination and the actual values which frame their experience in Denmark is damaging to the satisfaction level of the tourists.

3.4 Self-actualization

'Travel is the only thing you buy that makes you richer'.

This quotation is constantly shared on social media, and relates to the concept explained in this paragraph, and labelled in this thesis *self-actualisation*.

The implications of travel on a person's felt needs is not new knowledge. Tourists expect experiences when travelling; these expectations aid in determining their satisfaction (see for example Pizam and Milman's reconfiguration of Oliver's (1980) expectancy-disconfirmation theory (Oliver 1980), (Pizam and Milman 1993)). In *Understanding Recreational Traveller's Motivation, Attitude and Satisfaction*, Chon presents Hudman's (1943) use of Maslow's hierarchy of needs in an attempt of explaining the motives for travel. The needs high in the hierarchy, such as self-actualisation, self-esteem, and recognition & status needs, he states, can be achieved through vacationing (Chon, *Understanding Recreational Traveler's Motivation, Attitude and Satisfaction* 1989, 3). The study reveals how the hierarchy of needs feeds the push factors of travel. This means that when going on a vacation; self-actualisation takes place. This is important to this thesis as the potential tourists' expectations to self-actualisation (what the tourist will experience in a chosen destination compared to other experiences that might occur in other destinations) influences the tourist's wish to travel to a destination.

"Recreational travel is a psychological experience" (Chon 1989, 3). This means that *"recreational travel involves an individual traveller's subjective perception of an actual or imagined activity in*

which he or she participates at a given time” (Chon, Understanding Recreational Traveler's Motivation, Attitude and Satisfaction 1989, 3). This is connected to the tourists' destination image: the tourist participates in a certain activity that she has perceived in a certain way. Self-actualisation happens when the person has developed and found a use of her *“unique capabilities and potentials(...)”* (Chon, Understanding Recreational Traveler's Motivation, Attitude and Satisfaction 1989, 3). This means that a vacation might mean for a person that she reaches a high degree of sense of self and self-development. This means that a tourist chooses a vacation destination based on her perception of whether the destination can provide her with the needs she needs fulfilled (this does not have to be self-actualisation but could also be self-esteem, or recognition & status needs). The tourist will travel to a destination only if she is sure or relatively sure that the destination can fulfil her needs (Chon, Understanding Recreational Traveler's Motivation, Attitude and Satisfaction 1989, 4).

In relation to this thesis, the possibilities of fulfilling needs through vacation is important to tend to, as the potential tourists to Denmark might be motivated to visit Denmark when presented with the Canon values if the values demonstrate that the vacation will fulfil needs, the tourist has. If visiting Denmark by the tourist is perceived as exclusive due to one or several Canon values, people who seek to exhibit an exclusive lifestyle might choose Denmark as a vacation destination. This could be investigated by interviewing tourists before and after their vacation in order to examine their expectations and their fulfilment. In this thesis however, the information about self-actualisation is used in particular to understand why marketing values and their use for tourists are valuable to a destination.

3.5 Destination Marketing

Destination image and destination branding are interrelated concepts (Ekinici 2003, 21). *“As the choice of destinations available to consumers increases, an effective destination ‘positioning’ strategy becomes necessary. A key component of this positioning process is the creation and management of a distinctive and appealing destination image”* (Ekinici 2003, 21).

If a destination is successfully branded, the consumer will be able to connect emotionally with it (Ekinici 2003, 22). The way in which a tourist or consumer emotionally connects with the destination effects the tourist's destination image (Ekinici 2003, 22).

Branding concerns creating a strong awareness in consumers' minds about a product – intangible as tangible ones. Destination branding processes and theory will not be elaborated in this thesis as the

focus is on using the values in a marketing perspective and not branding. The difference between marketing and branding can, simplified, be explained as following:

“marketing is actively promoting a product or service. It’s a push tactic. It’s pushing out a message to get sales results (...) Branding is not push, but pull. Branding is the expression of the essential truth or value of an organization, product, or service. It is communication of characteristics, values, and attributes that clarify what this particular brand is and is not.” (Heaton). This quotation demonstrates that marketing is the active campaigns being developed and send out; branding is the underlying processes that ensures loyalty from customers and provides identity to a certain product or company. In this thesis, it is marketing using values which will be developed; branding using the Canon values most certainly would also be much interesting to look at, however time and page space allows for only one of the two to be elaborated in present thesis. Even though branding will not be looked at in relation to the Canon subject, lots of texts concern branding of destinations and not marketing. These texts are however used as they provide knowledge that is important to the completion of this thesis.

Bertan and Altintas, in *‘Visitors’ Perception Of A Tourism Destination: The Case Of Pamukkale’* studied the destination perceptions of domestic tourists to a thermal destination in Turkey, dividing respondents of their survey according to gender, age, education and income levels. The findings demonstrated differences among the groups.

Their recommendation is that creating positive visitor perception results in more tourists visiting the destination (Bertan and Altintas 2013, 116). Visitor perception (image) can be influenced by marketing materials and personal experiences (Horrigan 2009 in Bertan and Altintas 2013, 117). Therefore, it is important to create credible marketing materials. Furthermore, WOM can influence other (potential tourists’) perceptions of the place (Chi and Qu 2008). This means that the values most important and interesting for (potential) tourists are what needs to be present in marketing.

In *‘Destination Brand Identity, Values, And Community: A Case Study From Rural Victoria, Australia’*, shortcomings of a regional branding process is illuminated. The article suggests that looking into a broad selection of values present in the community for elaborating brands is a good and fruitful approach (Wheeler, Frost and Weiler 2011, 13).

The text uses the case of North East Victoria to investigate the issues and opportunities inherent in a branding process.

The brand which was created for NEV caused for some stakeholders to feel left out, being unable to use the brand for their tourism attraction, as it did not contain values pertaining to their place (Wheeler, Frost and Weiler 2011, 19). In the case of this thesis, applying the premise that the Canon values are agreed upon by all Danish tourism entities, this will not be an issue.

Often, the destination brand is developed so as to suit the expectations of tourists (the brand image) and not with a point of departure in the actual values of the destination (Wheeler, Frost and Weiler 2011, 14). The destination brand must reflect destination values which the locals and tourism organisations agree with (Wheeler, Frost and Weiler 2011, 15). As opposed to the economically funded marketing of destinations most visible in tourism (where focus is on generating profit (Wheeler, Frost and Weiler 2011, 14)), a values-based approach is suggested in the article. It would, according to the article, be imperative to look at the values prevalent in a community (a destination) and use these in a marketing perspective. This means, in relation to present thesis, that it has to be investigated, which values the destination (Denmark) agrees with, before marketing proposals can be elaborated. It just so happens that the Denmark Canon (perceived in this thesis) presents these values.

As argument, the article draws on Kavaratzis and Ashworths' (2005) imperative; destinations can only be branded from a values-based perspective, by means of using the distinctive characteristics of the destination in the marketing (Wheeler, Frost and Weiler 2011, 15). Here, it could be relevant to investigate whether the Canon values are values which pertain only to the destination of Denmark, or the specific values which have been chosen in correlation offer a picture of Denmark; or whether these same values can reflect other destinations as well. However, the assumption in this thesis is to consider the Canon values *Danish*.

As another piece of argument of the idea of a values-based approach, Urde's (2003) concept of 'core values' which presents the necessity of utilising the 'soul' (of the destination) in the communication is drawn on (Wheeler, Frost and Weiler 2011, 15).

"According to Gnoth (2007), it is the values and meanings as expressed in the cultural, social, natural, and economic dimensions of people's lives that comprise the assets or "capital" of the destination, which tourists are attracted to and served by." (Wheeler, Frost and Weiler 2011, 22).

This quotation demonstrates another reason for applying the values-based approach: the factors that make it interesting for tourists to visit a destination are in fact the inherent values of that destination. As such, it is key to market these values.

Applying a values-based approach can mean for the destination that the objectives are met, applying a more credible method than the economical (Wheeler, Frost and Weiler 2011, 23). The article concludes that applying the values-based approach provides better opportunities for marketing in the tourism industry.

Looking at destination marketing in relation to this thesis is important as this is what the thesis seeks to investigate: how to market Denmark as a tourist destination using values. The evident connections between a tourist's destination image, her needs, and how the destination values influence these psychological factors are interesting as these factors are what should be effected in using values as a marketing tool.

This literature review has illuminated common history between Denmark and Norway, and illuminated the relation between Denmark and China. Cultural differences have been clarified, and the level of tourism from each of the markets have been stated. The usage of the term 'value' has been explained and the concept defined in relation to its use in present thesis. Furthermore, concepts of destination value, destination image, self-actualisation, and marketing using values have been looked at in order to gain an understanding of how this thesis has relevance. The concept of self-actualisation was illuminated to reflect on why potential tourists might choose Denmark as a vacation destination when confronted with the Canon values, if they believe that with these values, self-actualisation would happen for them. That others have looked at the implications of marketing values mean that there is a basis for conducting the research done in this thesis process.

In the following chapter, the analysis will be presented. The first section will elaborate on the coding process data findings, comparing the Norwegian and Chinese empirical literature materials, and the findings will be made ready to present to the experts. Secondly, the discoveries from the expert correspondences will be examined. The last part of the analysis will constitute an interpretive paragraph where the findings from both investigations will be combined and concrete opportunities of using the Canon values presented.

Chapter Four: The Analysis

The analysis will combine all the foregoing chapters into a section of knowledge generation. Here, the data which has been collected will, with the knowledge from the theoretical review, be processed so as to be able to answer the research question. There are three guiding building blocks in the

analysis; the first being the analysis of the empirical literature materials where it will be disclosed which of the Denmark Canon values are visible in the empirical literature in Norway and China; the correspondences with experts that will reveal the benefits or inconveniences with using Canon values and how value marketing might be undertaken in a Canon perspective; lastly, an interpretive part which highlights possible further opportunities to use the Canon values in marketing perspectives is developed.

4.1 Analysis of Empirical Literature Materials

In the analysis chapter a profound elaboration of the ten Canon values is used. This is done in order to be able to ascribe certain content units to certain categories (values). As explained in the second chapter; the categories consist of the ten Canon values, and these values might not be present in the empirical literature materials by word. Therefore, it is imperative to look to alternative meanings behind what is written in the empirical literature. The elaboration and clarification of the Canon values is what will determine the placement of coding units in the following coding process (combined with the semiotic tools clarified in chapter 2).

As was explained in chapter two, the researcher has no knowledge of the Chinese language, therefore translations are used in the Chinese empirical literature. This translation might mean that some words are different from the original language, however the translations are aimed at being as directly translated as possible.

As was presented in chapter 2, 25 Norwegian and 21 Chinese recording units will be analysed. In appendices 3 and 4 the recording units and information about them can be found and in appendix 9, the analysis of all recording units (identifying content units and ascribing them to a category) can be found. During the analysis, specific coding units from the recording units will be placed in a category. Two examples of this process are thoroughly elaborated in appendix 10. When the coding process is finished, the matrix will be elaborated to compare findings from the two countries.

4.1.1 Elaboration of Canon Values

Some of the values have a high amount of synonyms when searched for in synonym dictionaries. In those cases, the researcher points out some which she believes to be relevant for the analysis. Furthermore, a survey on Facebook allowing peers to comment on their understanding of the values have clarified the values' meanings further (the study and results can be found as appendices 6 and 7).

The clarification of values utilizes three different sources: the online synonym dictionary Thesaurus; the Danish Dictionary Modern Danish language (Den danske ordbog Moderne dansk sprog) (here called Ddo); and a Facebook survey conducted from the author's own Facebook page. The Facebook results as well as the ones from the Danish dictionary are in Danish but here translated by the researcher. These clarifications are important parts of the analysis as they provide the background from which the coding process will take place. Below, the ten values and their clarifications are elaborated.

The welfare society:

According to Thesaurus: welfare state; gov. taking social responsibility; social democracy.

According to Ddo: Society based on the idea of general welfare for all citizens in a society; welfare state.

According to Facebook survey results: everyone have opportunity to get help according to their needs; rich country; receive and give; is connected to freedom; functional vicinity; security; welfare; the good life; free education; security measure; free medical assistance; unemployment security network; northern European way-of-life; child care and nursing; Taxes; libraries; social security allowances; roads; parks; "we take care of the ones who cannot take care of themselves".

Freedom:

According to Thesaurus: independence, license to do as one wants; political independence; easy attitude; flexibility; privilege; right; laissez faire; latitude.

According to Ddo: condition where one can act say and think as one wishes to, without hindrances or limitation.

According to Facebook survey results: manage one's own time/interests; free of prejudice about what one can do; freedom to do and act according to desire – within the frames of the law; make own decisions; choose freely; have a right to choose in life; democracy; trust; freedom of movement (travel); emotional freedom; options; "To be able to follow ones most desired dreams".

The Christian heritage:

According to Thesaurus: **Christian**: ethicality; moral; honest; humane; principled; virtuous, and

Heritage: ancestry; culture; tradition; convention.

According to Ddo: in accordance with, rooted in, or impacted by Christianity.

Cultural heritage: the part of a population's outlook on life, lifestyle, social conventions and artistic expressions which are inherited from earlier generations.

According to Facebook survey results: Christmas eve; the ten commandments; holidays and feasts; community; good behaviour; love; important element in the culture; traditions: baptism, wedding and so forth; forgiveness; benevolence; avoid offending others; "contains a common reference in relation to ethics".

'Hygge':

According to Thesaurus: comfort; contentment; happiness; relaxation; peacefulness.

According to Ddo: to 'hygge'; a 'hyggelig' atmosphere.

According to Facebook survey results: social company; food; candy; wine; out or home; with friends or family; love; empathy; community; when being oneself in good company; good atmosphere; relaxed atmosphere/relaxation; nice; happiness; laughter; safe; environment for relaxation alone or together; cocoa, candles; Christmas movies; blanket; inner happiness; a good book; goodnight songs; campfire and marshmallows; good music; a walk in the forest; barbequing; "'hygge' is the feeling that everything is just right and now we get together and enjoy life."

Liberality/tolerance:

According to Thesaurus: **Liberality**: generosity; alms-giving; altruism; beneficence; charity; generousness; goodness; high-mindedness; hospitality, and **Tolerance**: fortitude; patience; strength; endurance; steadfastness.

According to Ddo: unprejudiced, tolerant attitude and way of thinking.

According to Facebook survey results: being tolerant towards oneself and others and other things; think what you want, say only what you yourself can manage to hear; no one decides over our mind and attitudes; recognition of others' way-of-life; to keep an unprejudiced attitude; to be able to think varied thoughts; spaciousness; openness; believe in differences; everyone is equal; to accept the different; "to be able to go to Føtex dressed in waders".

Associations/voluntary work:

According to Thesaurus: **Association**: group with common interest or pursuit; club; cooperative; federation; league; organization; union; tribe; affiliation.

According to Ddo: **Associations**: all associations and their activities considered as one, e.g. in a town or a certain area; club; association; **Voluntary work**: to do something, e.g. take part in an activity or project voluntarily.

According to Facebook survey results: people assembles; frames for development; free work; cornerstone; Grundtvig; volunteers; solidarity; local support; willingness to help; voluntary organizations; it's cool; surplus energy in one's soul; it is Danish; sport; hobbies; spare time; time together; brings us closer; "caring for others".

The Danish Language:

According to Thesaurus: **language**: system of words for communication; accent; dialect; jargon; speech; vocabulary; discourse.

According to Ddo: the Nordic language being spoken in Denmark; tongue; native language.

According to Facebook survey results: the language being spoken in Denmark; old words and expressions; the core; the ability to express oneself; different according to region; mother tongue; maintain dialects; "it is very well unique for Denmark and the Danish spirit".

Equality for law:

According to Thesaurus: **Equality**: similarity; balance; civil rights; equal opportunity; fairness; impartiality; tolerance

According to Ddo: used to underline that all should have equal rights and duties in relation to current law.

According to Facebook survey results: all are judged equally/objectively; law is law; no differential treatment; less corruption; respect for the law; "the law applies to everyone and all shall live according to the same laws."

Gender equality:

According to Thesaurus: (Equality → same as 'Equality for law').

According to Ddo: to have equal status; equality.

According to Facebook survey results: men and women have same status in society, also in relation to salary; same rights, treated equally; men and women cannot do everything equally good, there is a need for opposites; antiquated public vision sustain the debate; equal opportunities for all sexes; equal

value; maternity leave for men; Danish women non-objectified; joy of diversity; “all have equal worth and I think that’s what it’s all about”.

Trust:

According to Thesaurus: belief in something as true, trustworthy; responsibility, custody; believe, place confidence in; count on something.; assume; protection; expectation; hope; faith.

According to Ddo: strong belief of being able to trust; rely on or count on someone or something; faith.

According to Facebook survey results: fundamental belief that others are credible; trust in fellow human beings; forgiveness; to have each other’s’ backs; dare to trust the system; show each other confidence; let babies sleep outdoors; count on/trusting others; not expecting things to go wrong; “to dare giving something of one self to the one who has one’s confidence/trust.”

4.1.2 The Coding Process in Practice

The analysis is done by reading through the recording units looking for values in terms of symbols, indexes, icons, synonyms or metaphors which represent a value. The analysis of all recording units can be seen in appendix 9. In appendix 10, Elaborate analysis of selected recording units, two examples of how the analysis of empirical data material is made is revealed. In appendix 9, a table which clarifies the outcomes of the analysis in terms of content units per category according to source is presented. In the following paragraphs, the results of the coding process are used to create a profile matrix, reveal a discourse analysis, and the results are used in the communication with experts in order to elaborate usage of the Canon.

4.1.3 The Profile Matrix

In the profile matrix below, a comparison of the number of Norwegian and Chinese content units are made. The comparison reveals how many content units each categories (values) have, and thereby reveals which values are most used in the empirical literature materials which have been analysed.

	'Hygge'	Freedom	Liberality/ tolerance	Welfare society	Christian heritage	Ass./volun -tary work	Trust	Gender equality	Equality for the law	Danish language
Norway	46	25	12	10	9	4	4	3	2	1
China	23	20	1	7	9	4	0	9	2	3

Considering the different sample units from where the recording units are found, it is evident that all the Norwegian literature focuses on 'hygge' and freedom. Apart from that, other values are spread fairly across different recording units.

In the Chinese literature, all sample units as well write about 'hygge', and freedom, however also the Christian heritage is mentioned in all sample units. Furthermore, a difference exists in the spreading of values; in the Norwegian, different recording units present various values and themes; in the Chinese, more cases reveal recording units only communicating very few values (these are e.g. the WeChat articles concerning equality and the welfare society(C6)).

As the amount of recording units for Norway and China differ, it is not relevant to compare the number of content units to each other; however, considering the popularity of values for each market can provide an overview of potential differences in the markets, based on the findings in this thesis. Most evidently; more values are identified in the Norwegian recording units than for the Chinese market, even though only four more recording units have been analysed for the Norwegian market.

VisitDenmark in Norway uses the following values (number of times used in parentheses):

'hygge' (28), freedom (16), Liberality/tolerance (8), welfare society (5), Christian heritage (4), trust (3), equality for law (2), associations and voluntary work (2), Gender equality (1).

Novasol (N3) touches upon all values except from gender equality, and the articles from ABC Nyheter and VisitDrammen/Nordiske Perler consider gender equality, liberality/tolerance as well as 'hygge' and freedom.

VisitDenmark China, VisitCopenhagen, Scandinavian tourism board and the Danish embassy in Beijing are here combined because these are all official Danish sources, which the researcher expects has same objective for marketing Denmark in China.

‘Hygge’ (21) (one recording unit accounts for 6 of the content units), freedom (18), gender equality (9) (one recording unit accounts for all content units in this category), Christian heritage (8), welfare society (6), associations and voluntary work (4), liberality/tolerance (1), The Danish language (1). Equality for the law and trust are values that are not used in the recording units collected from official Danish sources in China.

The comparison of the recording units from officials in Norway and China has demonstrated that ‘hygge’ and freedom are the most used values to each country; thereafter begins differences to occur. An interesting fact, is that ‘hygge’ occurs double as often in the Norwegian empirical material than freedom, which is the second most used category; in the Chinese, the two values are almost equally used. Liberality/tolerance is on a third place for Norway, but only mentioned once in the Chinese; Gender equality is the third most referenced value in the Chinese materials; however, all these content units are collected from the same recording unit. The following value is Christian heritage which is on a fifth place in the Norwegian recording units. These differences highlight differences in the way Danish values are communicated. In the following paragraph, different discourses will be presented based on the coding process.

Looking at the data collected for the two countries, some ‘external’ to Denmark sources have been solicited; these are the articles found in VisitDrammen (Nordiske Perler) for Norway and in the Chinese case, articles with factual information about Denmark from the website Sina travel have been analysed. However, the images in these sources are equal to sources from official Danish sites, e.g. VisitDenmark literature on their website and social media; the values portrayed in these sources do not deflect from values in other recording units (no difference in discourse exist). These sources are included in the research because they, too, paint a picture of Denmark.

This first part of the analysis chapter has clarified which of the ten values are present in the empirical literature materials. The matrix has clarified differences and similarities in the empirical literature in Norway and China. In the following, second part, analysis of expert correspondences which are conducted on the basis of the findings in the first part, will be completed. This analysis will

demonstrate why these values are present in the empirical literature, whether the Canon values should be present and perhaps how, and if the Canon should be tangibly marketed.

4.1.4 Discourses in Empirical Literature for China and Norway

In the Norwegian empirical literature, focus is on ‘hygge’, freedom and liberality/tolerance.

Below, quotations from the Norwegian empirical literature are listed. These content units demonstrate the common thread in the Norwegian empirical literature. Sources (recording unit) in parentheses:

”(...) *hvor du kan slappe av og nyte late sommerdager i flott natur*” ((...) where you can relax and enjoy late summer days in beautiful nature” (N1d); “*den perfekte ferien for to*” (the perfect vacation for two) (N2a); “*Danmarks cykelby nr. 1 og tilbyder mere end 350 kilometer grus- og asfaltstier, anlagt langs åer og på nedlagte jernbanestrækninger.*” (Number one biking city of Denmark, and offers more than 350 kilometres of gravel and asphalt paths constructed near streams and old railroad tracks) (N1e); *dragefestival, musikkfestivaler, natur- og vadevandring*” (kite festival, music festivals, nature and tidal hikes) (N3d); “*fredelige, naturskjønne omgivelser*” (peaceful, scenic surroundings) (N2c).

The Norwegian empirical literature is characterised by narratives of enjoyment, social company, relaxation, and peacefulness; options for active vacation (especially biking); distinctive nature; stuff to do, where to go and emphasis is on ‘hygge’. The cultural common frame which Norway and Denmark share might influence why these are the narratives created. In the correspondences with experts, this assumption will be investigated.

It would be interesting to look into the Norwegian potential tourists’ perceptions of Denmark as a vacation destination (their destination image) and compare this image to the images, Danish tourism organizations send out (such as the recording units in this thesis). Investigating this would allow for a deeper understanding of the context and justification of the empirical literature.

Through the analysis of the Norwegian empirical literature, three overall discourses have been identified: relaxation together; nature; and activities.

The discourses used to communicate to Norway are different to the Chinese ones – this will be clarified further below.

To compare the empirical literature for these two markets has proven difficult. Mostly because of the varying knowledge degrees of Denmark as a vacation destination in the two countries. Denmark is widely known and acknowledged as a vacation destination for Norwegians; whereas the Chinese are not aware of the potential, Denmark has.

When looking through the Danish social media accounts present in the Chinese social media Weibo, it is evident that Danish design is presented. E.g. Boconcept, Lars Larsen, Bang & Olufsen, hay, and ecco are represented. Arla also have a profile, Kjeldsen Cookies and Tennis star Caroline Wozniacki are also present. That Danish design is well represented is in accordance with VisitDenmark's statement that Denmark is very unknown in China, but Danish design is gaining reputation (VisitDenmark 10 2015). The usage of H.C. Andersen and portraying Denmark as a fairy-tale country is also very apparent. The Chinese empirical literature is different from the Norwegian on several accounts, one of the most distinctive is that in the Chinese, concepts of Denmark is explained in entire articles and not just referred to. In Norway, they are familiar with the concepts and therefore articles on the matter need not exist. The subjects include for example articles on the welfare society; gender equality; and 'hygge'. Furthermore, huge differences in the social media platforms have made it difficult to compare the marketing send out from VisitDenmark; in Norway, the VisitDenmark Facebook profile is used as a source. In China, WeChat is used. In WeChat, VisitDenmark posts long(er) articles with elaborative knowledge on several subjects of touristic interest; in Facebook for Norway, they use pictures and a few sentences to go with each post. The WeChat posts are thereby more similar to articles in travel magazines than to Facebook posts. Additionally, the social media sites of the Danish embassies in Beijing and Norway have been consulted, but content has only been analysed from the Beijing office. This again might be due to differences in knowledge of Denmark. The embassy in Norway focuses on aiding the Danes in Norway whereas the embassy in Beijing posts all kinds of news about Denmark, both related to tourism and politics.

The above discussion demonstrates, that differences exist in the sources from which the empirical literature to the two countries have been collected. Below a discussion of the discourse present in the material for the Chinese market is made, taking a point of departure in the materials used in the coding process analysis.

“Denmark is a homosexual friendly country” (C5a); “Horseback riding is very common in Denmark” (C5b); “There is a large number of fashion shops” (C6d); “Egeskov Castle Forest Park is for all kinds of people” (C6e); “Today, let us dig deep in the Danish equality” (C6a); “The Danish secret weapon of happiness: Hygge” (C6b); “Danish people pay great attention to their traditions“ (C1d).

The marketing in WeChat and the news from Sina Travel paint a picture of Denmark as a fairy tale country, with castles and Christian monuments; emphasis is put on H.C. Andersen and his Danish origin. Furthermore, entire articles are devoted to explaining distinctive Danish values as ‘hygge’, the welfare society, and equality. As translation difficulties occurred during the process of collecting the Chinese materials, not many recording units have been found. However, it is clear when looking around in WeChat that most of the posts from VisitDenmark and the Danish embassy concern the new ‘marketing’ ambassador for Denmark, in particular Fyn, in China, a popular young singer by the name Jackson Yi, a member of the boyband TF boys (Svendson and Nyenstad 2017). Other posts concern competitions about Denmark, and similar posts as the recording units collected for this thesis. As earlier emphasised in this thesis, knowledge of Denmark is relatively low in China, this might be the reason why much of the materials investigated is informative and uses H.C. Andersen to promote Denmark, as the writer is very popular in China (Huixin 2015) (Dehua 1993). The 2017 Chinese-Danish tourism year is also marketed through event programmes on VisitDenmark’s Chinese website (VisitDenmark 11). The Weibo posts look fairly similar to the Norwegian posts on Facebook and they have similar themes; attracting tourists by showcasing beautiful Denmark as well as marketing commercials from partners (in the case of the recording units DFDS Seaways).

It is difficult to describe which discourse(s) is present about Denmark in China, as the literature is difficult to access due to translation difficulties, but when only considering the discourse created from the VisitDenmark sites (VisitDenmark.cn, WeChat) and other official Danish sites (the Embassy and STB (Scandinavian tourism board)), it is clear that Denmark is communicated as a fresh, modern, western, funny, and high-end vacation destination, where you as a tourist can walk in the footsteps of H.C. Andersen; experience Danish design at first hand; live the free life of the North, and learn about a significantly different way-of-life.

“There are two types of approaches to creating successful advertising: cognitive (a rational platform which purports to present a practical, factual proposition); and affective (emotional appeals which attempt to move the audience, convey an image and elicit feelings for the brand).”

(Dahlén, Lange and Smith 2010, 325).

The Chinese empirical literature highlights different aspects of Denmark using the cognitive appeal – about what Denmark is and what Denmark can offer in a non-emotional way: this is the design, this is the cuisine, these are the cities. The materials from VisitDenmark are informative and attempts at broadening an understanding of Denmark, emphasis is on telling a story about ‘how Denmark is’ and in particular, ‘how Denmark is different’. Entire articles from VisitDenmark can be found in WeChat about the welfare society and equality. A huge part of the analysed material also considers the Christian heritage, which Denmark and China do not share. The Norwegian empirical literature aims at affecting its recipients with feelings, and therefore tends to use emotional appeals – values are very much present and the marketing, in particular, aims at telling the Norwegians to ‘come to Denmark’. Here it should also be noted that actual advertisements for Denmark as a vacation destination have not been identified for the Chinese market as for the Norwegian; though, the entire narratives that are told via WeChat encompasses the same meaning creation: cognitive appeal to attract attention to a little-known destination for the Chinese, in order to increase awareness and interest, as opposed to affective appeals to create consensus, identification and arousal for a known destination for the Norwegians.



Recording Unit N4a

4.2 Analysis of Expert Correspondences

In the foregoing section, it has been clarified how different discourses reveal Denmark to Norway and China. It has also been clarified which themes are present and in focus in the empirical literature. The information gained in the foregoing pages will in this section be presented to a group of experts, along with questions about the Denmark Canon, in order to elaborate opportunities for using the Canon in marketing. In chapter two, presentations of the experts were made. In the following two paragraphs, the results from the correspondences will be presented. The information presented are therefore taken directly from the experts' statements and are not found using other sources. A division between Norway expert answers and China expert answers is made to be able to distinguish differences. The email correspondences are attached as appendices 5a-f

4.2.1 Correspondences with Norway Experts

Rasmus Glenthøj provided information about the Norwegians in a phone call made on the 8th of May. He stated that the Danish marketing is about strengthening the image that Denmark has in Norway; a lot of Norwegians feel that their country is too regulated, and enjoy travelling to the freer and more liberal Denmark. Some Norwegians call Denmark free, others sinful. Copenhagen is still referred to as 'Kongens by' (King's City), and officials claim that the best time of their life occurred while living in the free and liberal Copenhagen. The Danish people are considered bolder, more provocative and freer. Long historical lines combine cultural parallels which makes it comfortable for Norwegians to vacation in Denmark. He also commented on the freer and sinful Denmark in his email response. Furthermore, he revealed that, based on his knowledge, Norwegians share a majority of the values present in the Denmark Canon. Though, liberality/tolerance, the Danish language and 'hygge' are the values which should be emphasized when it comes to destination marketing of Denmark to the Norwegians. This is due to the conception concerning the Danes as freer, bolder and unrestrained, while the Norwegians consider themselves more puritanical. A lot of Norwegians like going to the more decadent Denmark, a country which they, on a personal, not political, level, consider freer. They connect the Danish way-of-life with 'hygge' and have high regards for the Danish language because of the cultural community. The languages in the two countries have moved away from each other, but we can still communicate – the younger generation in Denmark is made much aware of this by the Norwegian TV-show 'SKAM' that is increasingly popular in Denmark. The combination of

the common language, culture, and mentality makes the Norwegians feel at home in Denmark instantly.

The values that are identified ('hygge', freedom, and liberality/tolerance) are wholly positive values which many Norwegians already connect to Denmark. The idea of Denmark as more liberal, or decadent, can be traced back to, at least, the 1700s in Norway where priests warned about the Copenhagen way of life which 'ruined' Norwegian students' youth. Public servants' memories however demonstrate that they were most happy in Copenhagen. The sinful Copenhagen was attractive in the 1700s, but perhaps even more today where the negative sides to liberality are not accentuated.

Denmark is linked with relaxation; therefore, it seems sensible to market this. The marketing of nature and the active lifestyle makes sense as Norwegian self-understanding regards this highly. However, marketers should consider the vast opportunities of nature experiences that their own Norway offers, therefore the marketing should highlight how activities in nature in Denmark is different from the Norwegian, and demonstrate how they can experiment with their active and nature lifestyle in Denmark.

Looking to actively using the Denmark Canon in marketing to Norway would, most probably, result in the same issues with the formulations as the Canon has been met with in Denmark: right-wing will declare consensus and left-wing will be critical towards the classification and framing of specific culture. The Christian heritage is seemingly the only value that can cause some scepticism among the Norwegians, as parts of the left wing, as in Denmark, are critical towards the union of religion and general society. However, some regions (Sørlandet and Vestlandet) in Norway, are practicing Christianity much more dominantly. It would be wise not to market Denmark using the Christian heritage value as left-wing Norwegians will consider it a conservative piece of marketing with which they cannot identify.

Hilde Vikane highlights 'hygge', liberality/tolerance and the Danish language as Canon values which the Norwegians regard the most at their Danish vacation destination. Furthermore, her opinion is that the Norwegians would accept the Canon values. The Canon values that the tourists are most fond of, according to Vikane, are freedom, 'hygge', liberality/tolerance and the welfare society. She does not think that any of the values are disliked by the Norwegians.

That values such as trust and the Christian heritage are not more used in the literature material might be because the Norwegians and Danes share common culture (and religion) and that the Norwegians consider Denmark as a safe and trustworthy destination. A value that is not part of the Denmark Canon but is increasingly popular and necessary to include in marketing to Norway is the Danish hospitality and hosting abilities. This is one of the most important values in all investigations made by VisitDenmark among Norwegian tourists.

According to Hilde Vikane, the Canon can be used actively in marketing to Norway in collaboration with other tools and values.

Vikane mentions digital marketing, Content marketing (movies, still photos and telling the good story) as well as usage of social media as the best ways of communicating Denmark to Norwegians. When VisitDenmark markets to Norway, they take a point of departure in the things, the Norwegians say are important to experience in a vacation (e.g. beaches, child friendliness, activities, cities, food and beverages and so on). Using values in marketing influences the guests' perceptions of the destination, but Vikane comments that this is what they think makes the Norwegians love Denmark (that the Norwegians agree with the values).

Odd Arvid Storsveen believes that the Norwegians would appreciate all the ten values, first and foremost because they are recognizable for the Norwegians, and because the Norwegians perceive Denmark as culturally and mentally similar and close to Norway. This imaginative closeness is most likely the main reason for the popularity of Denmark as a vacation place for the Norwegians. The values from the Canon that Norwegians are most fond of are freedom, liberality/tolerance (which Norwegians think Denmark has more of than themselves), 'hygge', trust, and the sense of security provided by the welfare society which is equally expected in their own country but perhaps not as much in other popular destinations as France, Spain, Italy, Greece and Thailand. In those destinations, the weather, food and price levels are what attract the Norwegians.

In short, Storsveen believes that the Norwegians would embrace the Canon. However, other values of Denmark as a vacation destinations remain outside of the Canon. These are the nature, that it is nice, clean, green and flat – as opposed to the Norwegian rough cliffs and sometimes grey outlook – in a Norwegian Canon the wild nature would most probably be present. Denmark cannot compete on rough nature and fells, but it can be pleasant for the Norwegians to enjoy quiet Danish green spots away from the roughness of Norway. Going to vacation in Denmark means a vacation away from the Norwegian nature – a small Danish creek, and a cosy inn are highly regarded.

The Denmark Canon value that the Norwegians appreciate the most according to Storsveen is 'hygge'. The ability in Denmark to create and 'do' 'hygge', this even more than the explicit Danish liberality/tolerance. Norwegians state that they feel more relaxed and in a vacation mood in Denmark than home, but that is not to say that they want to live in Denmark permanently: it would be too much of the 'hygge' and too little conflicts, which the Norwegians love, and gladly instigate in public spaces. Therefore, Denmark is just right for a vacation. Storsveen does not think that any of the values are disliked in Norway today, however he states that the Norwegians might be more indifferent towards the Christian heritage. The Canon would not present a new method to attract tourists from Norway, they will keep visiting Denmark regardless of the Canon. The historical connection cannot be deleted, there will always be a bit of Denmark in Norway and reverse, and this Norway in Denmark is something that the Norwegians highly value.

The correspondences with these experts have made it clear that the Canon values freedom, 'hygge', liberality/tolerance, the Danish language and the welfare society are positive values of Denmark in Norway. Furthermore, it has been clarified that the common historical and cultural connections effect the way, Norwegians perceive of Denmark; the long cultural common frame mean that Norwegians have a special bond to Denmark. It is these similarities, that make Denmark such a popular destination for the Norwegians. The Danish welfare society is also an important value; the Norwegians expect the same service as at home, and therefore, putting forward the notions of the welfare society means that they feel secure when taking a vacation in Denmark. The values that are not much used in the literature material are not of importance in marketing, since the same values exist in Norway. The Christian heritage is, as in Denmark, a risky value to market, as Glenthøj commented, not all agree to the combination of a specific religion and general society.

Hospitality is a value which the Norwegians like about Denmark; that they are greeted by happy and friendly Danes makes the vacation even better. Hospitality is not mentioned in the Canon, like the distinctive Danish nature, which is also an element to emphasise in marketing to Norway, according to these experts. The Canon values that are relevant to market, according to these findings are: The free and liberal Denmark; experiences in nature; relaxation and 'hygge'; as well as the Danish language and the union it represents. The marketing of the Canon can be done in collaboration with other tools, e.g. social media, and it should be kept in mind that the Canon values might not influence more Norwegians to take a vacation in Denmark.

The correspondences with Rasmus Glenthøj, Hilde Vikane and Odd Arvid Storsveen has demonstrated that the common cultural background and the Danish ability to live free, liberal and ‘hyggeligt’ is what attracts attention in Norway. Combined with the distinctive and different from their own nature and the Danes’ hospitality, this is what makes it interesting to go to Denmark, from a Norwegian point of view. That values are marketed does not seem to cause trouble; the Norwegians hold the same values to some extent, and know what Denmark represents; namely a freer lifestyle, a slower pace with room for relaxation and ‘hygge’; and lots of nature.

In the following section, it will be made clear how China experts relate to the questions of how Denmark is portrayed in China, and how the Denmark Canon might be used.

4.2.2 Correspondences with China Experts

According to Sven Burmester, the Chinese tourist is told about Denmark through narratives about H.C. Andersen and expensive Danish design, and seemingly they are satisfied with that.

As far as he understands, none of the Danish values are present in China. And when the Chinese tourist visits Denmark only for a few days, they do not have time to experience or discover the Danish values.

One value is, however, indisputably approved by the Chinese, that is the welfare society – they are puzzled about the fact that a country exists which already has obtained the Chinese goals concerning pension, health, and education.

All in all, most Chinese are fond of Denmark, ‘hygge’ and gender equality are important in China even though they would not be able to explain the concepts. Liberality/tolerance and freedom are unknown values as well as trust being a term only used in the close family. Burmester does not think that the Canon values can be used as marketing to the Chinese – Using H.C. Andersen and the Danish design commodities, as well as emphasis on soft nights, the meet between ocean and land, and good looking girls would have much more effect.

Wenjie Li presents freedom, liberalism, ‘hygge’, gender equality, and welfare society as the values that Chinese citizens are told about when it comes to Denmark in web-blogs and other mass medias. She therefore states that these must be the values that the Chinese tourists in Denmark are interested in, as well as Danish design commodities. According to Li, the Canon values would be received in China with interest, as these values demonstrate universal concepts of happiness, health and high quality life style. ‘Hygge’, gender equality and the welfare society, combined with aesthetic(design)

values and fairy-tale traditions are values that the Chinese tourists would be most fond of, and on the opposite side liberality/tolerance would be the value which the Chinese would be most reluctant towards. However, the Chinese tourists are often very open-minded and tolerant towards differences. The Christian heritage and liberality/tolerance would perhaps seem a bit remote as the Chinese lack relative background knowledge of the two. Wenjie Li believe that using the Denmark Canon could attract Chinese tourists, however tales of H.C. Andersen are also indeed impactful and should not be neglected in marketing.

According to Ane Bislev, the reason why the Christian heritage is very present in the Chinese marketing might be because Christianity is a sign of the west, it highlights aspects of modernity and unity and is a modern religion in China, where some Christian churches exist, however underground, non-registered movements also exist in China – and these people must tread carefully. Many of the Chinese tourists travel to see the great monuments. In Europe, these often have to do with Christianity (cathedrals, etc.) in order to connect Denmark to for example Rome, Christianity, which the western countries have in common, is highly elaborated. If you are interested in visiting old monuments and gathering knowledge of the past – it is often Christian places you can go to.

The liberality/tolerance value is not mentioned in Chinese empirical literature. Bislev stated about that that this way-of-life and way-of-thinking transcends barriers; the Chinese are curious but displaying liberality/tolerance would not attract many Chinese. For example; the LGBT-rights has just in recent years gained attention, and many gays are still reluctant to show their true colours. However, in the bigger cities you can live openly as gay. One of the things that China knows about Denmark is happiness; that Denmark for years has been the happiest country. Furthermore, they know about the Danish welfare society, which they find impressive; they want that as well. Denmark is also perceived as a country where personal freedom is highlighted; it is safe; and well-functioning.

Concretely on using the Canon as a marketing tool, Bislev comments that the Chinese would be sceptical about a government institution posting out a list of ‘what it means to be Danish’, rather, she would research what the Chinese connects to Denmark and then promote that, possibly attach relevant values onto that. As written in the discourse paragraph, the Chinese marketing is cognitive as opposed to emotional; Bislev commented that the Chinese are focused on activities and therefore it is sensible demonstrating what one can experience and how, instead of displaying emotional values; however,

her own experience tells her that the younger generation will put emphasis on the emotional image as well. Therefore, it might be a good idea within a few years to elaborate a strategy for displaying values more distinctively in the Chinese marketing.

The Chinese experts agree that the welfare society is an important value, which the Chinese are fond of, because they themselves would like to achieve what Denmark has. Usage of H.C. Andersen is also underlined as exceedingly important, as well as emphasizing Danish design as themes to use in marketing. Furthermore, 'hygge' and gender equality are terms with positive connotations in China, even though they might not be able to describe the concepts. Liberality/tolerance is difficult to market to the Chinese because they have no knowledge of that way-of-life. Bislev states that highlighting this value would not attract more Chinese tourists to go to Denmark; and marketing liberality/tolerance might lead to a negative destination image because the Chinese do not have a reference frame to understand the concept from. Christianity is seen as a modern religion in China and a religion which represents the west, therefore it can be useful to market Christianity to brand Denmark as a modern, western county; however, Li states that Christianity might seem remote for the Chinese.

A reason why Danish values are not marketed in China can be due to the short amount of time the Chinese tourists spend in Denmark; they do not have time to experience them. The Chinese are interested in activities; therefore, it makes sense to market what they can do and see while on their vacation instead of marketing feelings as is the case in the Norwegian marketing used in this thesis. The findings here underline that the marketing for the Chinese market should invite Chinese tourists to visit Denmark to experience Danish design and the fairy-tale country of H.C. Andersen, in a well-functioning welfare society.

In the following paragraph, recommendations as to how the findings of this thesis can be used will be presented. These recommendations are useful for anyone working with marketing Denmark to Norway or China or to anyone marketing to the Norwegian or Chinese tourists in Denmark.

4.3 Recommendations Based on the Thesis Findings

The literature review clarified how using values in marketing creates more incentive for tourists to travel to a certain destination and how the usage of values affects the satisfaction. Through the coding process analysis, different discourses for Norway and China have been identified; and several insights

have been given by the experts. In this paragraph, the knowledge obtained in the foregoing analyses will be used to recommend possible future options for using Danish values in marketing to Norway and China.

The analysis of the correspondences with experts have revealed that different values can be used to market Denmark in Norway and China respectively. In Norway, liberality/tolerance is increasingly popular and demonstrates how the Danes are free and joyous. Furthermore, freedom and 'hygge' are concepts which the Norwegians are attracted by. Apart from these Canon values, the investigation has revealed that the Danish nature (the part different from the Norwegian) as well as the Danish hospitality are important features when it comes to marketing Denmark to Norway. Using affective appeal, with a focus on emotions, connects the common cultural background and allows the Norwegian tourist to see beyond activities and experience the feeling, a vacation in Denmark will bring, according to the findings of present thesis.

The marketing, therefore, can include and present the Denmark Canon actively in marketing in order to portray values deemed Danish, however these are also values that the two countries, to varying degrees, share. The most frequent values found in the coding process should continue to be emphasised; these are the same values which experts label important: marketers already use these. This means that VisitDenmark in Norway already have a huge knowledge about the Norwegian tourists in Denmark. The usage of the entire set of values in the Denmark Canon can perhaps portray Denmark from another angle. Right now, the Norwegians are presented with a picture of Denmark as being free, liberal and tolerant, and 'hyggeligt'. Putting to that pool of characteristics remaining values, such as the associations and voluntary work and equality for the law as well as for the sexes, would give a more profound picture of what Denmark is and on which grounds the country rests, disregarding that Norway share these values. The more similarities in cultural background that can be highlighted seems to be the better solution, as this common frame is what attracts Norwegians to Denmark; they are happy for the similarities which are many, however it is the union of different experiences in similar cultural environments and the possibility to slowing the pace and relaxing and 'hygge', which makes Denmark popular, if the findings in this thesis are taken to be truth.

Portraying the Canon, however, would increase the amount of information the potential tourists should relate to before choosing Denmark as a vacation destination, this is a reason for not introducing the Canon tangibly in marketing; instead, whenever it seems relevant, the values can be referred to.

The Norwegians already know that these values characterise Denmark. The discourse used is in accordance with the experts' advice on which values the Norwegians are most fond of. However, one value is not much present; this is the Danish language. The language represents a long historical community between Denmark and Norway and could be highlighted more fiercely. The impact the TV-show SKAM has had on the willingness and popularity of communication in original languages between the two peoples have meant that more exchanges of cultural products in original languages could heighten the understanding among the Danes and the Norwegians (Nielsen and Hansen 2016) (Politiken Kultur 2016).

Effectively, the Norway marketing can utilize all values mentioned in the Canon, but should choose values according to necessity; when it is not relevant to portray Danish Christian heritage, it should not be done.

According to the findings, the marketing to China should continue to focus on the activities, which the tourist can experience when visiting Denmark. Emphasising the fairy-tale country of H.C. Andersen as well as Danish design makes the Chinese connect with the narrative. Values which can be used to highlight certain experiences in Denmark concern 'hygge', the welfare society; and gender equality. The Christian heritage should be consulted in marketing in terms of portraying Denmark's affiliation to Europe and the west, as well as revealing ancient history of the kingdom. Tangibly applying the Canon in marketing will not have a positive effect in the Chinese market. The reason for this is that several values are too foreign for the Chinese people – they do not pay attention to them as much as Danes do. The liberality/tolerance value, which the Norwegians regard very highly, is not useful in a Chinese perspective, as it is too liberal for the Chinese and too far from what they are accustomed to; however, it should not be deliberately concealed, that Denmark is a tolerant and liberal country. The freedom value is much used in the empirical literature as well as experts commenting positively on using freedom in marketing to the Chinese market – they value the free life and options, therefore, marketing the freedom value in a combination with delivering different options in a vacation perspective is possible and according to this thesis a good idea. Other values that are useful to market in a China perspective are the Christian heritage and the welfare society. The welfare society is a value that can be used more than it is currently (according to the recording units used in this thesis). VisitDenmark can put emphasis on the possibilities of visiting official buildings and create opportunities to learn about the welfare society and its functions. Apart from some of the Canon

values, the experts commented that H.C. Andersen is exceedingly necessary and positive to use as a character in marketing concerning Denmark. As earlier stated, he is very popular in China, and characterising Denmark as a fairy-tale country where tourists can visit the same places as he did and see where he gained his inspiration is a huge draw.

A factor making it difficult to market values to China is the low degree of awareness of Denmark. This means that the marketing continued must focus on broadening knowledge of Denmark and telling stories of what tourists can experience; according to this thesis using H.C. Andersen and values that attract positive attention from Chinese potential tourists is the way to go about marketing Denmark in China. Another factor that complicates usage of values is that Chinese tourists normally only spend a few days in Denmark; this makes it difficult to really get under the Danish skin and feel the cultural values framing the country, or at least the ones that are not apparently present. On these grounds, the Chinese marketing should focus on activities, however these activities can be dressed in values; in a visit to Egeskov Castle the tourist will see a piece of Danish cultural heritage as well experiencing a 'hyggeligt' environment with frames for the family to spend their time; the freedom of options that exist should also be marketed; both within cuisine, accommodation, and activities in nature and cities.

As a closing comment, it should be emphasised that marketing values, as clarified in the literature review, might mean that travellers in search of specific values to accomplish self-actualisation will be drawn to Denmark. Furthermore, using values to market Denmark to potential tourists can create a bond between tourists and a destination with values which they wish to live. The values that the markets receive about Denmark aids in developing potential tourists' destination image. Therefore, it is important that the potential tourists agree on the values send out – investigating what the tourists want and showcasing this is of importance, these images should however show an accurate picture of the destination (and be in accordance with stakeholders' perceptions of the place as well). Additionally, the literature review reflected how the usage of place-bound values are an imperative in marketing. The concluding comment should therefore be that values are highly applicable and relevant in marketing, it just may be so that it is not the entirety of the Denmark Canon that constitutes the full pool of values to be marketed.

4.4 Quality of the Research

In order to reflect on whether the findings in present thesis are useful knowledge and good research, the concepts as elaborated by Steinar Kvale (Kvale 2007), objectivity, reliability, validity and generalizability will below be looked at from the point of view of this thesis.

According to Kvale, objectivity can concern how to conduct research free from bias (Kvale 2007, 120). This is about how knowledge should be triangulated and tested; furthermore, personal bias should be left out. In this thesis, the findings from the analysis of empirical literature materials are triangulated using the expert correspondences, and these are again tested in the interpretive paragraph where suggestions to future marketing are presented based on the experts' statements. However, personal bias is impossible to avoid as the analysis to a wide degree is based on the researcher's personal pre-understandings and knowledge. Attempts to ensure a feasible analysis have been made, the elaboration of Canon values the most visible, but the characteristics of semiotics and hermeneutics are as well tools that help in creating a more valid analysis.

Objectivity in the sense as freedom from bias and maintaining distance from the researcher and the researched cannot be sought for; the researcher is in the middle of the process with her pre-understandings and cultural backpack. Therefore, quality of the knowledge is more important (Kvale 2007, 123).

“Reliability pertains to the consistency and trustworthiness of research findings; it is often treated in relation to the issue of whether a finding is reproducible at other times and by other researchers.” (Kvale 2007, 122). In this thesis, reliability concerns whether the same results can be reproduced in another study, by another researcher. The short answer is no. This is not an option. The reason why is, that due to the subjective analysis methods applied, other researchers would, even using the same benchmarks as made out in the beginning of the analysis, place different values in different categories. This is due to the differences in pre-understanding and lived life: others may not hold the same convictions as to what ‘hygge’, freedom or liberality/tolerance is as the researcher thinks. Furthermore, the entire gathering of empirical literature materials relied upon reading through various materials from a diverse set of sources – other researchers might find other sources, or choose to apply a more orderly collection of empirical literature than used here. Concerning the expert correspondences, had this thesis been written in the fall, some experts might have more time to answer more elaborately, or had the experts been familiar with the researcher, other results would most

probably have been yielded. However, the results of the textual and discourse analysis might yield similar results: the categories being communicated might be similar even in different materials, and the discourses used to communicate might also be similar, as the analysis in this thesis demonstrated key themes for both the Norwegian and the Chinese market.

”Validity refers in ordinary language to the truth, the correctness and the strength of a statement. A valid argument is sound, well grounded, justifiable, strong and convincing. Validity in the social sciences pertains to the issue of whether a method investigates what it purports to investigate.” (Kvale 2007, 122).

The central question here is, then, whether the combination of discourse analysis, qualitative text analysis, semiotics and hermeneutics utilized in this thesis are useful tools to investigate whether *‘the Denmark Canon values are represented in existing literature about Denmark to Norway and China* (research question, red.) and whether the expert correspondences will illuminate *’ what opportunities there are to include the Canon in order to increase knowledge of Danish values as a means to market Denmark as a vacation destination* (research question, red.). If this is the case, then the thesis is, seen from an interpretivist, qualitative investigation point of view, most valid. The answer to the research question will be presented in the following chapter; the conclusion.

The researcher’s skills in *“continually checking, questioning and theoretically interpreting the findings”* (Kvale 2007, 123) and throughout the process attempting to ensure a good study, is a determinant in evaluating validity.

Another benchmark to validity is to check sources used and elaborate findings. Critical glancing at the sources, the researcher applies means that if it is used, it has valid influence and meaning in the research; checking the findings or attempting to falsify them means that they are even stronger positioned – if others can agree, or if others have reached similar conclusions, the findings would be even more valid. The findings in this thesis are checked in the way that the expert correspondences are applied in order to hear whether experts have different conceptions of which categories and discourses are used in the marketing; this means that if discrepancies between the text analysis results and the results from the expert correspondences exist, the research might not be as valid as it should (this could be due to a too small /narrow recording unit pool, or the beliefs and pre-understanding of the researcher which distorts the analysis process, as well as various different pre-understandings of the experts).

A method for validating this thesis could be *pragmatic validation*.

Pragmatic validation would be initiated if the recommendations made in this thesis were followed and led to success (Kvale 2007, 126) “*Justification is replaced by application.*” (Kvale 2007, 126). This means that if DMO’s representing Denmark in Norway and China attempted at utilizing the recommendations emerged via the investigation of empirical literature materials and the expert correspondences, and this led to positive destination image and higher visitor numbers and satisfaction from these markets; the thesis findings would be valid.

As the belief in one true world diminishes, looking at the construction of knowledge in terms of validity is important. Communicative validity concerns how findings are validated through conversation with “the appropriate community” (Kvale 2007, 125). In the case of this thesis, the appropriate community are the experts, as these either approve the results or elaborate other possible meanings in the findings. Furthermore, they are, with the knowledge they possess in terms of their knowledge about either Norwegian or Chinese potential tourists, more appropriate persons to propose possibilities for using the results discovered through the coding process (Kvale 2007, 125).

“*To generalize findings mean to transfer findings from one case to other cases*” (Kvale 2007, 127).

In this thesis, the generalization would take place if the recommendations made (for Norway and China markets) were utilized in the entire Asian or Scandinavian markets, or even the entire world. This thesis has never attempted to generate generalizable findings: the objective was to look at these two markets to investigate cultural differences; not to align all marketing to the different markets that exist with different consumers and potential tourists who all have different destination images and cultural pre-understandings which influence their knowledge and wish to travel to Denmark. Other countries may not be as interested in H.C. Andersen heritage as the Chinese tourists, for example. Therefore, generalization is not sought for here. Looking at entire countries even propose issues, as not all citizens in the countries are alike. However, cultural similarities exist within the Norwegian society, and again in China, and these cultures are, as explained in the literature review, different.

Chapter Five: The Conclusion

As has been elaborated throughout the methodology chapter and visible in the entire thesis, the researcher’s subjectivity is unavoidable in an interpretive piece of work. This is due to the fact that the analysis relies on interpretation; and interpretation is undertaken applying both academic sources

(such as the methods described in chapter two and the concepts clarified in the literature review in chapter three); and the researchers pre-understanding, knowledge, and convictions. Therefore, another researcher using the same benchmarks would most probably encounter different results than presented here. Nevertheless, the interpretive paradigm contributes to the thesis both by allowing the researcher access and a role in the analysis, as well as presenting guidelines for the methods used: it all comes down to subjective findings and therefore, the data cannot be treated objectively, nor can the findings be generalized.

During the course of this thesis, several things have been clarified. In the beginning, a topic was identified; using the Denmark Canon as a value marketing tool to the Chinese and Norwegian market. In the second chapter, a roadmap of investigating the topic was put forward; the interpretive paradigm underpinning the entire work process and analysis was elaborated in terms of its importance to this thesis. As well the methods used for gaining, understanding and pulling out meaning of empirical data were described and contextualised to this thesis. The methods used for the analysis included: hermeneutics, which aided in understanding the materials both in part and as a group; discourse analysis, which allowed to look between the lines in order to recover what is really stated; semiotics, used to investigate whether hidden meaning in the texts and pictures of the empirical data could be retrieved and analysed; and last but not least, a textual analysis, content analysis, was used in order to be able to manage the coding process. These different methods have meant for the thesis that as much meaning as possible has been extracted from the empirical data; and the data has been treated with curiosity and carefulness so to assure a valid investigation. The investigation of the empirical literature revealed that many values are used repeatedly in the Norwegian materials; most used is 'hygge', freedom, and liberality/tolerance. For the Chinese market, fewer values could be extracted. This might be due to difficulties in extracting and translating materials from the Chinese market, or it might be due to the promotion materials' frequent usage of highlighting activities instead of the values, a vacation in Denmark is related to. The investigation of values led to an analysis of the discourses applied for the two markets. For Norway, it was revealed that relaxation together; nature; and activities are discourses used in the empirical literature, where themes such as enjoyment, social company, 'hygge', active vacation, and distinctive nature predominate.

In the Chinese case, Denmark is portrayed as a fairy-tale country, knowledge sharing (entire articles about one unique theme), and promoted through a celebrity. Looking at the official Danish sources, Denmark is to China marketed as a modern, western, high-end vacation destination, on the grounds

of exquisite Danish design and H.C. Andersen heritage. The analysis of the discourses revealed different approaches in the two markets; the Chinese empirical literature, focusing on tangible activities and factual information, is cognitive, compared to the Norwegian empirical literature focusing extensively on the feelings, you can attain when vacationing in Denmark. The Norwegian literature is affective. It is suspected that the differences might be due to the varying degree of knowledge of Denmark in the two markets, and the cultural similarities and differences to Norway and China respectively.

The second part of the analysis consisted of the material provided by expert correspondences which concerns the results of the former coding process, as well as questions concerning the usage of the Canon in the particular market as well as an elaboration of other values which might be of importance but are not present in the Canon. Three experts for each country returned with answers. In the case of Norway, it was revealed that freedom, 'hygge', liberality/tolerance, the Danish language and the welfare society are Canon values to which the Norwegians ascribe positive importance. The long line of history between the countries constructed a common value frame, and the shared values is part of why Norwegians are in love with vacationing in Denmark. Adding to the Canon values of importance is the Danish hospitality which is exceedingly important as the Norwegians expect the Danes to be as open, friendly and hospitable as always. The liberality/tolerance is exceedingly popular among Norwegians; they enjoy travelling to the freer, more liberal Denmark. Lastly, marketing the Christian heritage might prove ineffective since the Norwegians have the same religion as well as not being particularly religious.

The Chinese experts commented that the welfare society is important because China wishes to obtain the results which Denmark has in that matter. H.C. Andersen and Danish design should continue to be themes in the marketing as these are known entities in China. 'Hygge' as well as gender equality can be used to market Denmark's distinctiveness.

Considering the Christian heritage, some Chinese would be attracted and others not. It is considered a modern religion and using it in marketing could connect Denmark to larger Christian, European destinations or monuments. However, the Chinese have no reference frame for Christianity, and therefore it might seem too remote. The length of stay for the Chinese tourists might also effect on how the marketing should be; for a traveller only staying in Denmark a few days, it would be difficult to encounter and understand several values. Instead it is more useful to know what to experience.

The last section of the thesis was dedicated to presenting recommendations based on the foregoing analyses. These recommendations are for DMO's and anyone working with either of the two markets in a tourism perspective. The research question which was presented in the introductory chapter sounds as follows:

'Are the Denmark Canon values represented in existing literature about Denmark to Norway and China, and what opportunities are there to include the Canon in order to increase knowledge of Danish values as a means to market Denmark as a vacation destination?'

The first part of the research question concerned analysing the empirical literature in order to determine whether values were present. After a positive confirmation of this, the thesis moved on to investigate whether the values (or the Canon altogether) could be used for marketing Denmark to Norway and China. It was revealed that applying the Canon tangibly would have little to no effect for both markets; however, using bits and pieces (applying one or a few of the values), could create value.

For the Norwegian market, it applied that using the Canon would not really change anything since the Norwegians know and accept the same values (to a lesser or stronger degree, respectively) as their own; and as Danish as well. Therefore, focusing on the elements revealed in the discourse analysis (activities in nature, relaxation – 'hygge', and freedom) are valued elements, which are presented using some of the values in the Denmark Canon. Values which could be interesting to emphasis further in the Norwegian market are the Danish language and liberality/tolerance.

The Chinese market would not, presented with liberality/tolerance, which the Norwegians are much fond of, hurry and travel to Denmark. This is due to the fact that China has no comparison to that value. Instead, focusing on H.C. Andersen and applying values to this discourse might prove positive; the main focus in the Chinese market should be on reflecting activities and telling stories about Denmark, garnished with some of the values, as Denmark is a little-known country in China.

The outcome of the comparison, then, is that Norway knows Denmark and its values all too well for the values to be particularly interesting; and China knows so little of Denmark that it would seem strange to be presented with values instead of factual information about what the country has to offer. Altogether, it was figured out that single values from the Denmark Canon can certainly be used to market Denmark to China and Norway.

Reflections on the Results of this Thesis

Below follows a list of critical points. Had these points been devised during the thesis work phase, the thesis would have created a more profound analysis. Additionally, a few points concerning the implications of the thesis are made in the end.

- The empirical literature materials are collected from various sources, both official Danish DMOs and external news' sites and blog-like sources (VisitDrammen/Nordiske Perler) and it is unknown how many potential tourists have seen the different pieces of empirical literature.
- The researcher has one understanding of the texts and images – others have other understandings. Had there been a second researcher, more profound analysis would have been made possible, and more recording units could have been solicited.
- The understanding of the categories is much biased (relates to the understanding of the researcher) which means that others might disagree with whether and or why some content units are placed in some categories.
- Huge issues with the translation of the Chinese materials as well as getting in touch with VisitDenmark China delayed the analysis and made it difficult to compare findings.
- However, the results of present thesis invite for elaborative measures: investigating which values the markets regard positively and marketing those can result in attracting more tourists to Denmark.
- The differences identified, in particular the aspect of cognitive/affective appeal highlights that it still is relevant and useful to differentiate marketing according to the receiver: China is a market with low knowledge of Denmark, Norway is the exactly opposite – therefore, they should be courted differently.

6. List of Appendices

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8. Short survey on Facebook “welfare state”
9. Analysis of Recording Units Norway and China
10. Elaborate analysis of selected recording units

7. Bibliography

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