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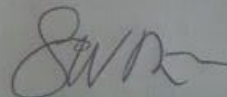
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Tourism Mobility in the suburbs

A Case Study of Kongens Lyngby



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Abstract

Tourism mobility has become a new travelling behavior, which results from our access to digital devices and urge for being self reliant when travelling. We, no longer need the traditional touristic elements. This new behavior has especially transformed our travel habits and the travelling industry is the one industry that have taken the digital age to heart. This turn in our mobility is discussed through a historic development where the perspective for the case of Lyngby are being discussed. The discussion leads to the case study of Lyngby. A suburb to Copenhagen, which are developing the city through knowledge. However, as a resident in the city I have wondered why tourism, has no part in the City. I have found several contradictions, such as the tourism office that closes, and a tourist strategy that is being created at the same time, based on a vague report, furthermore the neglect of tourism, which is also made on vague grounds. A statement from the municipality awaked my curiosity; *“the fact is, that we don't want tourism”*. However as an employee of the city's hotel, I saw many tourists and their need for touristic products.

There seem to be a misconception of tourism among the city representants and also a lack of acknowledgement for how tourism can contribute to the local stakeholders, residents and the community.

The attitude of this “Non-Tourism” is seeked to be understood, and the actions in Lyngby will be analysed through the tourism mobility studies.

Table of contents

Abstract	2
1.0 Introduction	5
1.1 The research problem	5
1.1.1 The research question	6
1.2 The rationale of the report	6
2.0 Method	6
2.1 The research approach	6
2.2 Research Design: The case study	8
2.2.1 Data Collection	9
2.2.2 Construction of a case journal	9
2.2.2.1 Correspondance and interview guides	10
2.2.2.2 Interviews	10
2.2.3 Analysis Method	12
2.3 Trustworthiness	14
2.4 Delimitation	16
3.0 Literature review	17
3.1 The historical understanding of Tourism	17
3.2 Tourism definitions	20
3.3 Tourism key figures	21
3.4 Mobility	22
3.4.1 The general understanding of mobility	22
3.4.2 Migration mobility	24
3.4.3 Student mobility	24
3.5 Tourism as we know it today	25
3.5.1 The sharing economy	25
3.5.2 Co-creation	26
3.5.3 Placemaking and localities of tourism	26
3.6 Tourism and its impact on host community	27
3.6.1 Suburban tourism	28
4.0 Case Analysis	29
4.1 Case description of Kongens Lyngby, Denmark	29
4.1.1 Overall challenges	29
4.2 Understanding the suburban development in Denmark	30
4.3 Tourism Development	32
4.3.2 Tourism's Economic Importance in Denmark	33
4.3.3 Lyngby - An area of tourism potential	35
4.3.4 Lyngby as a part of Greater Copenhagen and Wonderful Copenhagen	36
4.3.4.1 Where is Lyngby?	37

4.4 The perception of tourism in Lyngby	41
4.4.1 The view on destinations	42
4.4.2 The view on the tourist	43
4.4.3 The reason to go and to feel different	46
4.5 Tourism and the role of the municipality in Lyngby	46
4.5.1 The tourism strategy for Lyngby-Taarbæk	48
4.6 Destination management and the role of the DMO	50
4.6.1 DMO's are going through change	50
4.7 The Knowledge City	52
4.7.1 The decision making	52
4.7.2 The Knowledge City as a DMO	54
4.8 Mobility in Lyngby	55
4.8.1 The contribution from the City of Knowledge	55
4.8.2 Smart city possibilities	56
4.8.3 Airbnb and its contribution to Lyngby	57
4.8.4 Travel platforms	60
4.8.5 Communication	61
4.8.5.1 New Website	61
4.8.5.2 The Facebook of the Lyngby Municipal	62
4.8.5.3 The Magazine "Kongeblå"	62
4.8.5.4 The Lyngby Guide	62
4.8.5.5 The Tourism Office	62
4.8.5.6 The Lyngby cake	63
4.8.6 TripAdvisor, Reviews turned into word clouds	64
5.0 Perspective on Lyngby for the mobile individual travellers	67
5.1 Suburban Culture, the way to create livelihood	67
6.0 Conclusion	69
7.0 Table of Figures	71
8.0 References	72

1.0 Introduction

1.1 The research problem

This research will investigate my wonderings in regards to why Lyngby Kommune, does not want tourism development.

As a resident of Kongens Lyngby, a suburb to Copenhagen in Denmark, I have wondered why Lyngby didn't have a Visit organisation. Especially because they, in their 2-year tourism strategy from 2015- 2017 (Lyngby-Taarbæk Kommune 2015), recognises that Lyngby has a large touristic potential. However, I found out that only 125.000 DKK, had been assigned to tourism in the strategy years of 2015-2017. So I decided that I wanted to with research the tourism potential of Lyngby and what the reason for the non-tourism was about. I discovered through web search and my own experience of the city, that there was plenty of potential. Lyngby has so much more to offer than any other suburb to Copenhagen. I found out that the tourist information had been closed down, and I was curious to find out why. When I read through the tourism strategy made by Lyngby Kommune, I thought to myself that this strategy had been made with no enthusiasm and with no initiation of driving tourism to Lyngby. I set up a meeting with Lyngby Kommune, and I was told; *"the fact is, that Lyngby does not want tourism"* (Tybjerg 2017). I found this statement very interesting and started asking more into the reasons. I soon realised that their view on tourism originated from a traditional and old-fashioned understanding of it, and they only saw tourism as a source to mass tourism, with busses full of Chinese people invading the city. I thought that this perception was worth a research, especially because the perception of what tourism is today, is a field that undergoes a change, due to the many new technologies and the digital habits from a new generation.

From my meeting with Trine Tybjerg I learned that back in 2010, Lyngby established the association named "Vidensbyen", which take care of the interests of the local companies that become members of the association and participates in the city development of the Lyngby. The organisation also seek to promote Lyngby as "a Knowledge City", through Greater Copenhagen. However the strategy developed for "the Knowledge City", does not consider tourism. First I thought that "the Knowledge City" would naturally consider the field of tourism, but when I found out that it did not, then I thought whether Lyngby was aware of the potential that it has as a destination. Lyngby is a great destination for the students, international workers, residents as well as for leisure tourists. It has everything that a "little

big city” needs; an international university (DTU), an amusement park (Bakken), castles (Sorgenfri Slot and Bernstorff Slot), large nature areas such as beach, harbour, lakes and Eremitage sletten, where the Parfocehunting landscape recently was announced as a UNESCO protected area. Furthermore Lyngby has a well equipped Shopping Center (Lyngby Storcenter) and a cosy shopping street, with danish design and a high-end food markets. And then I began to research the field of this “new mobility tourism”, through the new strategy, that Wonderful Copenhagen came out with in the same months, “The end of Tourism as we know it” (Aarø-Hansen 2017) and the book about mobility “Reinventing the local in Tourism” (Russo, Richards 2016).

1.1.1 The research question

This research explores the views of the representatives of Kongens Lyngby and their understanding of tourism development, through the theories of mobilities.

How can the new understanding of tourism, benefit a municipality, that does not want traditional tourism, such as Lyngby Kommune?

1.2 The rationale of the report

The purpose of this study, is to clarify what is going on when a danish suburban, such as Kongens Lyngby decides, not to develop tourism in their destination.. As an academic practitioner, I want to research the possibilities and boundaries for Lyngby to become a destination. My hope is that the report will give useful insight into the tourism mobility field and give Lyngby Kommune tools in developing a more structured approach to tourism.

2.0 Method

2.1 The research approach

This research study is grounded in the book; “Making social science matter” (2001) and case studies as a research method by Bent Flyvbjerg (1989, 2001, 2010) who understands social science as the study of human activity and which can therefore not be compared to the methods and theories used within natural science.

Theory is not used in the same way in social science as it is in natural science. Natural science is relatively cumulative and logical and Flyvbjerg discusses how it is based on

explanation and predictions on context-independent theories, which is a very prestigious method in our society. Natural science has been the most ideal way of doing science, and there have been hopes, that other sciences would follow the natural science paradigm. And both Freud and Marx have looked to natural science to study human activity (Flyvbjerg 2001). But Flyvbjerg is very clear in his opinion about the differences of the sciences, he states; “where natural science is weak, social science is strong and vice versa”. Here he means that maybe social science cannot be cumulative or predictable, but it can be reflective.

Flyvbjerg (2001), discusses how the social science have never really been acknowledged as a science, since it cannot be evaluated in the same rational way as natural science. According to Flyvbjerg (2001), social science should be seen in a different context in order to give meaning. Flyvbjerg (2001) discusses the question; “Can the studies of humans and society be scientific in the same manner as the study of natural objects?” He suggests that these two types of science should be viewed in total different ways. He uses the Dreyfus Model to explain the social issues with learning. The model shows five levels of human learning stages, from novice to expert, which change the way we learn and use thinking. The Dreyfus model show us that the more experts we become, the less need we have for rules and regulations in a context-independent situation. Instead we tend to do things automatically, when we become experts at something. The jump from rule based thinking to action based, happens from level 3 to 4, where our context dependency changes to the use of our intuition. Flyvbjerg argues that studying such phenomena cannot be considered scientific in the epistemic meaning and will never be. And that is because social science studies “self-reflecting humans”, which has the ability to be subjective about objects, and not like natural science which studies “physical objects”, with no possibility of being subjective. Or as Flyvbjerg states it; “in social science the object is a subject”. In order to understand why people, act as they do, one can use the theory of Giddens, cited in Flyvbjerg 2001, that refer to the double hermeneutic. This refers to the self-interpretation that the studied people have in the context and the self-interpretation that the researcher has. And it is argued that the study is only as stable as the self-interpretations of the people studied. But since these are not constant, it can never be stable. In natural science, the objects are considered stable and therefore easily researched, since they never change. However, interpretations can change from context to context and person to person. Therefore, the natural science approach is not appropriate in the study of Lyngby as a destination, since destinations are made up of several networks of local actors, which all have different perceptions of how a destination should be, or if Lyngby can be considered a destination at all. In the case of

Lyngby it shows that the people have many different perceptions of tourism and what a destination is, yet there seem to be a resemblance at the Lyngby Kommune and “the knowledge city” association. Flyvbjerg’s approach to social science is therefore suited for this case because the unstable and unpredictable opinions, would not be able to research with the theories of natural science.

Flyvbjerg explains how the methodology forms of epistemé, techne and phronesis, can be used differently? In science; The epistemé, which origins from Aristotle's way of understanding science; a rational knowledge production, convincing of principles, also seen as the ideal method in the natural sciences. Techne; the art and craft, that calls for creativity and production, whereas the phronesis approach, calls for experience, because it is what we do in praxis and thereof gain practical wisdom about, what is good or bad for the people and society. That is value analysis.

In this study, I follow the phronesis approach. The reasons for this is that epistemé is considered by Flyvbjerg to be context-independent, oriented towards analytical rationality and techne towards production, whereas phronesis is oriented towards actions and the values created in praxis, which is context-dependent. This case study is context dependent, because it takes place in the city of Kongens Lyngby and therefore the phronesis approach are most relevant.

2.2 Research Design: The case study

Case studies are well known in medical research. The term case study means the study of an occasion, where reality situations are discussed from many angles and as widely as possible (Flyvbjerg 1989).

Natural Scientists believed that studies of single occurrences, were uncontrollable and not of any use (Flyvbjerg 2010). Flyvbjerg agrees with that; case studies are “detailed examinations of a single example”, but he also claims that it doesn't make case studies less reliable because, cases are context-dependent.

Case Studies usually consists of a lot of different data collection, from statistical to background information. Interviewing are one of the most used method for collecting these data. Flyvbjerg discusses in his “Five misunderstandings about Case-Study Research” (2010), that Case studies create context-dependent knowledge, which teaches us much more about the human affairs than the context-independent knowledge. He gives an example; that learning from case studies will give us competences, whereas just learning the rules, won't give us competencies as experts, but only at beginner level. This is what the

Dreyfus model learned us. Only knowing the rules of the game, is not the same as playing the game (Flyvbjerg, 2001).

Flyvbjerg argues that it is necessary in case studies to let phenomena and descriptions grow out of the case, which is also known as an inductive research. Theories cannot be fitted into reality without changing it a bit, such as a deductive analysis would do.

The theory, reliability and validity are areas that all are of issue in the traditional conceptions of case studies. However, Flyvbjerg (2010) discusses the importance of seeing the social science as problem driven not methodology driven. The researcher should use the method most relevant to collect the desired knowledge. Therefore, both qualitative and quantitative data can and should be collected in a case study.

Flyvbjerg 2010, suggest the structure of a case study to entail three steps:

1. Assemble the data
2. Constructing a case record
3. Writing a case narrative (analysis)

I have followed this procedure. Details about the three parts are presented in the next paragraph.

2.2.1 Data Collection

This is a qualitative research, made up of interviews from relevant stakeholders in the community of Kongens Lyngby. The methods of qualitative interviews are seen to be the most suited for collecting knowledge about human experiences and conceptions (Merriam and Tisdell 2015). I needed to ask what the different interviewees knew about tourism and how they understood tourism. According to (Kvale, Brinkmann 2009), a research interview is like a conversation with a structure. Most of my interviews ended up with being conversations, where we followed the interview guide and at the end, the interview became more like an informal talk.

2.2.2 Construction of a case journal

To have an overview of appointments and the data collection, I gathered all information in a separate document, also known by Flyvbjerg as a Case Journal. The Case Journal also include all appendices, including interview guides and e-mail correspondence.

2.2.2.1 Correspondance and interview guides

The correspondence took place via email and I kept track of them in the Case Journal. The questions were formed to give answer to specific themes and problems, which I have noticed during the research. In some cases, the questions were amended during the interview, for example if it suddenly seemed irrelevant in the present context or if an interviewee already unintentionally answered the question.

2.2.2.2 Interviews

Research interviews are used as a method for gaining knowledge. As (Kvale, Brinkmann 2009) claims, an interview is an interaction between two people. Where the “*inter view*” is the creation of knowledge. The interview is different from a regular conversation, since the interviewer asks the questions and the interviewee answers.

The interviews done during this study, are semi-structured interviews, to make it possible to ask further into what the interviewee felt like sharing. Before each interview, I have written to the interviewee and asked for permission to conduct the interview. I have furthermore explained them, in rough headlines, about the project and which literature I was working with. As soon as permission, was given, I formed the questions to the individuals, which were also sent to them per email, so they had time to prepare for the questions. Each interview was recorded and later transcribed. The process of interviewing started early in the writing process, but lasted until May, because of time issues with conducting interviews, but also since some interviews first became relevant at the last moment.

Some interviewees have pointed me in the direction of their webpage to find answers. I have in these cases still asked for a short summary of the answer, because I need to know their personally opinion and not independent information on a website, written by someone else. When deciding who to interview, it has been important for me that the individual and/or company have had some actions in Lyngby that I could refer to as being tourism. Also, I was wondering who could benefit from tourism and who knows about what is going on in Lyngby. I also looked in the media, such as the local newspaper; “Det grønne område”, for local information.

The first place, I visited was Lyngby Kommune. Their tourism strategy was uploaded on the municipality webpage. My way of chosen the interviewee was done inductively. I took contact with the Chairman of the Business and Employment Committee, who had written the foreword in the tourism strategy. Her name was; Anne Jeremiassen, she guided me to; Trine

Tybjerg, Project manager in Plan and Business in Lyngby Kommune. Before starting the research, I had a conversation about my ideas and what I thought of the strategy with Trine Tybjerg. After this conversation, it became clearer whom to contact. I was later invited to a tourism network meeting in the municipality, where I met several local actors. At this meeting, I had two caps on, since I was also representing Scandic Hotels, because Birgit Nørgård, Hotel Director, could not be present at this meeting, where she usual participates. And I represented my own thesis project. I also met people during the meetings I was attending. For example, I was introduced to “the Knowledge City” through their meeting about internationalization. The meeting had two presentations, one from an international kindergarten and another of a new department of Rotary in the area, for young international people. Many local companies were represented to this meeting. After the meeting, I contacted Mette Rønning Steffensen, who was the person representing “The Knowledge City”. I wanted to make an appointment to interview her, to find out what role the Knowledge city association have in Lyngby, it was during this interview that I understood how much of their work remind of the same work a Destination Management Organization (DMO) does. The interview with Bianca Mercier from Wonderful Copenhagen, became relevant since the Knowledge City mentioned that they have participated in meetings with them. I also saw their relevance since Lyngby strategically is under the destination management of Wonderful Copenhagen. Before my meeting with Lyngby Kommune, I had contacted the DMOs of Ishøj and Frederikssund because it seemed relevant to understand how they drive tourism to these suburbs of Copenhagen. However, Visit Ishøj, couldn't see the relevance to my project and Visit Frederikssund invited me to their office, which felt very meaningful at the time, However I have not used this interview, because the mobility in Lyngby are different from the one in Frederikssund. But it did support my idea, that a suburban to Copenhagen can drive tourism to their city, even though it might not be the largest area, tourists still find their way, if there is “a reason to go”.

Most interviews have ended with a conversation about the issue at topic, which I have interpreted as an indication of their curiosity about the subject and that there are literature about mobility that they have never heard about.

Other data, were sampled through participation in meetings. In these cases, I have made meeting notes and written a summary of my experience of the meeting afterwards. I tried to do it as early as possible, to get as much of my remembered information into writing.

2.2.3 Analysis Method

As Flyvbjerg (Flyvbjerg 2010) states “a Case Study is the detailed research of a single example”. He argues that case studies should not only be seen as a pilot method, which prepare for larger quantitative researches or for testing of hypotheses. The case study is the whole research, which is always dependent on the context within. Hans Eysenck (1976, cited in Flyvbjerg, 2010) have together with others changed their view on the benefits of case studies, he states that we should not try to proof anything with the case study, but rather learn something. Therefore this analysis takes departure in the situation of Kongens Lyngby. I will look at how tourism is perceived, which role “the Knowledge City” has and where tourism are found in Lyngby. All to understand the mobility mechanisms that make tourism happen and further learn how Lyngby could with a changed view on tourism, benefit from its contributions.

The analysis will analyse the different issues of the case. According to the case study method (Flyvbjerg 1989), the analysis are recommended to be structured either thematically or chronologically. I have chosen it to be thematic, since it give space for the many angles that tourism can be seen through and will represent the different elements that rules in the case of Lyngby. The analysis will grow inductively from the interviews, case descriptions, visions and strategies and the activities observed in Kongens Lyngby.

According to Braun and Clarke (2006) the thematic analysis is a tool that can be used across many different methods. Braun and Clarke (2006) argue that thematic analysis is a method in itself. They find the thematic analysis to be a flexible tool, which can provide rich and detailed data.

I have therefore chosen, to some extend to use the method of Braun and Clarke (2006), they work with data in these terms:

Data corpus: Is all data collected for the research project, in this case it is all data collected from and about Lyngby in relevance to the research question.

Data set: Is the data selected from the corpus, that are being used to the specific analysis.

Data item: Is the individual data, for example an interview, an article or a website.

Data extract: is something extracted from a data item, for example a quote or coded chunk of data.

For example when analysing the Knowledge City, I will only use a certain amount of the data corpus, which is then referred to as the data set of the Knowledge City. The data set will again consist of several data items, where data extracts of quotes are selected and interpreted into issues. Themes should be understood as a recurring pattern of issues that is observed either across different data set or in the same data set. However there are no rule to, how many times a pattern is repeated, before it can be seen as a pattern. Braun and Clarke (2006) claim that it is important to know how the researcher have done the analysis, in order to evaluate and compare it with studies on the same topic.

The themes of issues are chosen from what is important in relation to the research question. I have chosen to follow the phases of analyzing (Braun and Clarke, p. 87, 2006):

Phase 1:

Reading and re-reading of the collected data actively to find patterns and themes to familiarize myself with the data and finding meaning in the data. I have transcribed the interviews and written summaries of meetings and a tv interview. While transcribing I have marked places, where I interpreted the context into meaning or a pattern that I felt engaging in. Upon re-reading I have gone through the texts and highlighted data extracts.

Phase 2:

In the phase 2, I have coded the interesting extracts from data corpus. When reading a data item, I would look for relevant extracts and code them within the different areas.. I found different codes in different data items, some were overlapping. The codes were created while reading and writing the analysis, and I used highlighters in different colors, to mark the extracts. Sometimes I also wrote my immediate interpretation of the issue in brackets.

Phase 3:

This is to find the themes. I maded an initial thematic mind map, to better find which themes were relevant, and where they belonged. I Started writing it by hand, on a piece of paper and then I used the (, MindMup 2,0 for Google Drive) program to create the mind map. In the initial mind map, I ended up with three main theme issues; Tourism development, City development and Knowledge destination (Fig. 1).

Phase 4:

This phase is about reviewing the themes again. Are they still relevant to the case, discard some that are not or put themes together. This phase was done at the very end, after I finished my analysis, because I wanted the themes to grow inductively. Another Final thematic Map was created in MindMup. The analysis are made on a latent level, which means that I have found the underlying and interpretative meaning in the data extracts.

Phase 5:

In this phase I were naming the themes, trying to find themes which included the relevant extracts, and refined them. See fig. 1 below, showing the thematic mind map.

Phase 6:

This is the writing of the actual writing analysis, using the themes as a guideline.

When analysing TripAdvisor, I used a digital method to scrape some reviews from their data. Many free online programs are available for scraping the internet for data. In this scraping, I have used the WebHarvy program (SysNucleus 2017), which can be downloaded in a beta version for free. The data is visualized in word clouds (Zugomatic 2017). Visualizations can be made in many ways due to the many technology solutions. However, it is time consuming and some visualizations takes an IT savvy to break the code. However the word clouds can be made quite easy for free online. I have chosen reviews from three places, which either had many reviews or are a well visited touristic place in Lyngby and I took a data sample of each.

2.3 Trustworthiness

Before starting the project I tested my subject idea between colleagues in the hotel and with Lyngby Kommune and some citizens in Lyngby. The study at first, seemed as a surprise for many, in the way that Lyngby did not wanted tourism. Many could not understand the statement from Lyngby Kommune, and many began to share their own experiences of how wonderful they saw Lyngby for tourists as well.

The Hotel director of Scandic Hotel, Birgit Nørgaard, explained a bit about how the tourist information had closed down, the lack of resources, which only made me even more curious. I even spoke to some parents from my children's school, who also wondered why the municipal declined the obvious tourism potential.

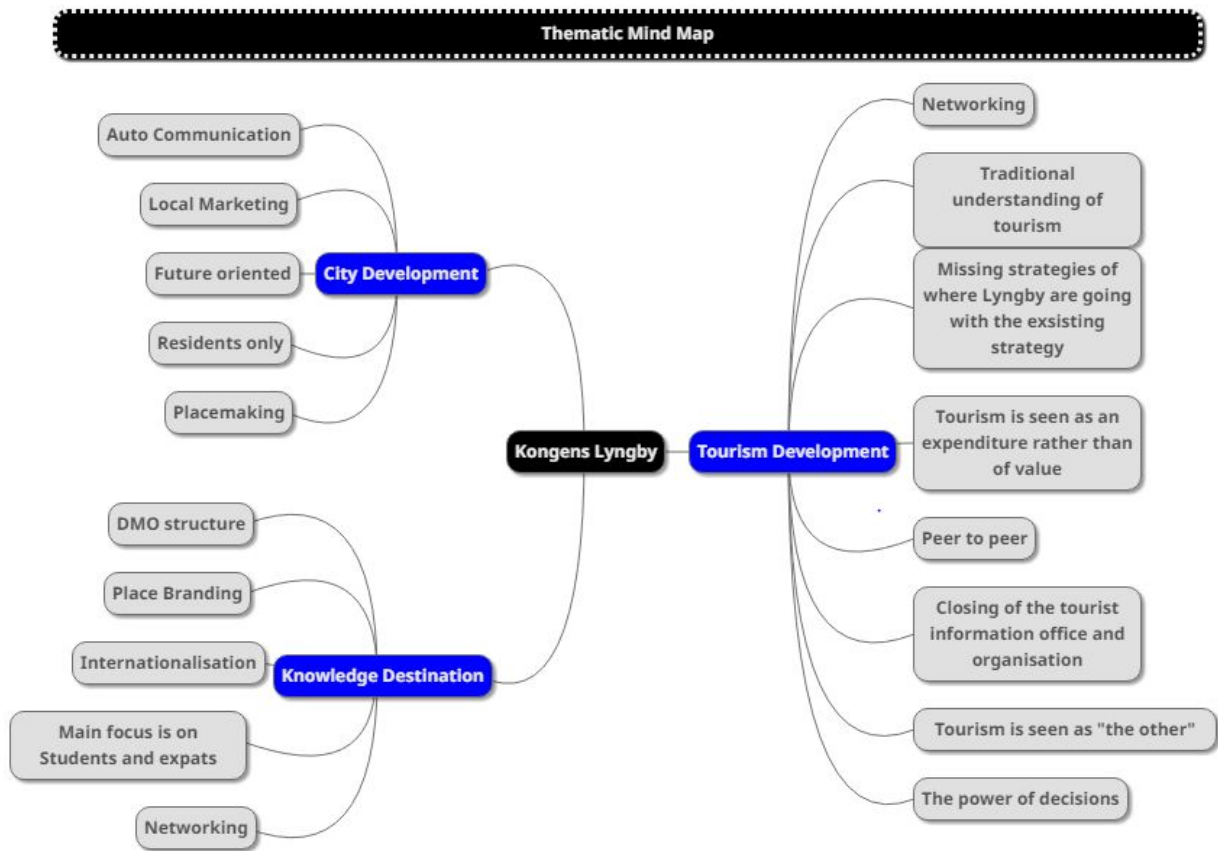
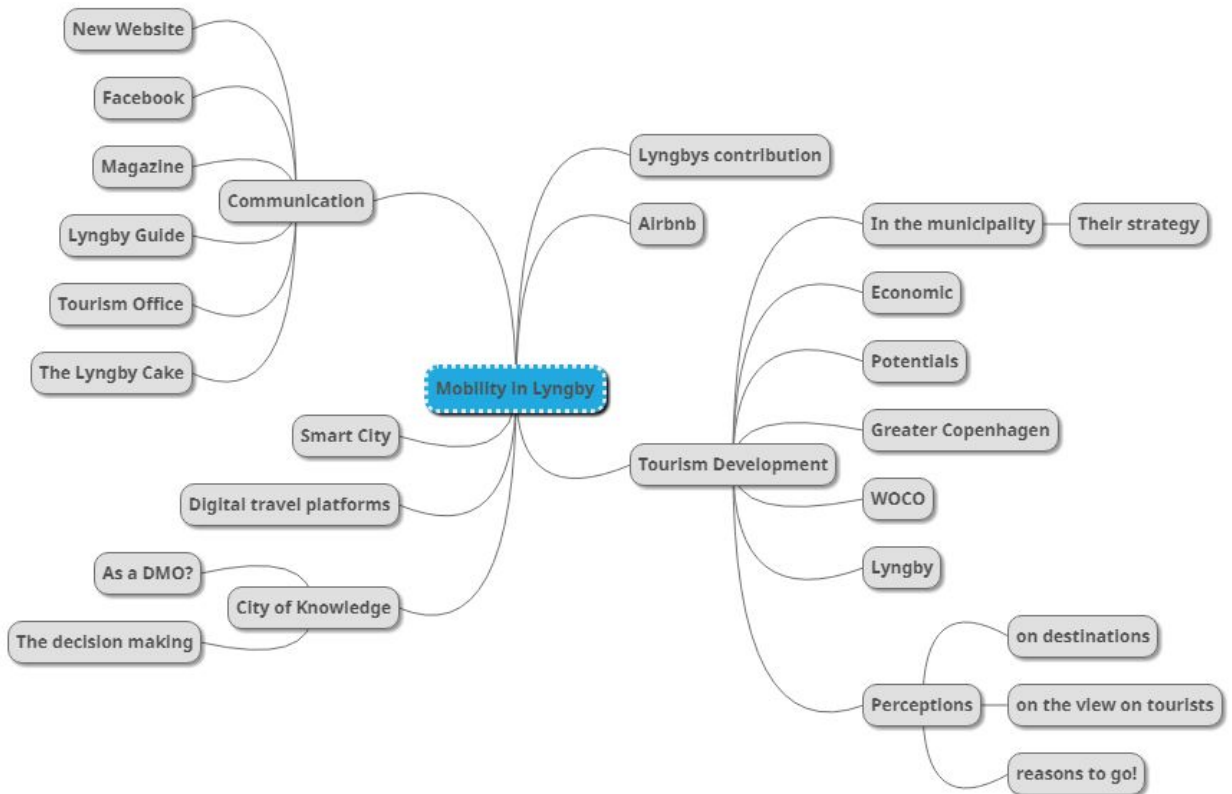


Fig. 1. **Initial Thematic map**, author's own creation, Source; MindMup

Fig. 2 **Final Thematic map**, author's own, Source; MindMup



2.4 Delimitation

Since, I work at the local hotel and live in the community, it is hard not to be biased about what could be good or bad for Lyngby, but this study is not about what Lyngby should do or not do, but rather a learning of what they are doing and have done, and through these learnings one may see a future tourism potential. I have also limited myself from themes, that I don't see a pattern in. Which means that I have limited the study to tourism within the three biggest themes; Tourism Development, the Knowledge City and the Communication. I have not looked at the consequences and downfalls of this "new" tourism form, but more looked at the possibilities and the human actions within. The theories of mobilities concern many areas, not all have been included in this study.

3.0 Literature review

In accordance to the new strategy written by Wonderful Copenhagen; “the end of tourism as we know it” (Aarø-Hansen 2017), they claim that we are in a time, where new tourism perceptions are being formed and that old perceptions still are difficult to get rid of for some institutions and people. This literature review will discuss what traditional tourism used to be and what it entails today and how it differs from the traditional perception of tourism, which will take it through a historical evolution as well as a look into the future.

3.1 The historical understanding of Tourism

It is in the early nineteenth century. A time where swimming in the sea was never heard of, even the fishermen could not swim. Löfgren (1994) tell the story of how the first travellers, who came to Sweden and saw the landscape with cliffs and rocks, were very negative in their view on this landscape. Statements from the visitor was “the coast is ugly and not picturesque”. The coast was yet not considered as a place that anyone would visit. It was seen as a depressing landscape without harmony. But not long time after, artists and writers began to find it thrilling and soon the Scandinavian coastline was sought for. A magazine printed a fictitious letter from an artist to his colleague, where he tells about his experience by the coast, with words. that tells a authentic story of the life, he lives at the coast. And soon after the “ugly” coast, now became an attractive place for the town people. The landscape painters, played a great role in framing the sights and they changed people's view on the coast, by redefining it to be more aesthetic.

The invention of the steamboats, helped in making the panoramic view on the coastline. All over Sweden, was postcards with scenery created and as Löfgren (1994) states:

“This radical redefinition of the landscape into sights and views comes so natural to most of us that we may find it difficult to understand the kind of relearning that went before it”.

At this time sightseeing paths were arranged, outlook towers were built and the tourism language began to take form. Words, such as Breathtaking, Majestic, Grandiose and Magnificent were used to grade sights. The star system, took form in Germany and spread to the rest of the world. One, two or three stars were assigned to different sights (Löfgreen 1989a cited in Löfgren,1994). The scenery was enjoyed by the travellers, and people quickly learned what was worth seeing. The so called “tourist gaze” now became “the panning gaze”. A term that refer to the activity of travellers looking at a sight. The panning gaze,

could now be bought as postcards and tourists learned to collect those beautiful cards of panoramic views. Later on people recognised the healthy qualities by swimming in the ocean. The coast was represented as an unpolluted, fresh air and clean water area. The life in the cities were stressful and inharmonious, as we know it today as well, and the coast was considered free from rules. It became the antidote to the urban winter life (Löfgren 1994). Around 1900, it became common to leave the towns in the summer time. People got the idea that the salt water and the sea air was curative. An elite world of highly exclusive health hotels were established, and prominent guests were visiting yearly. However, the bathing was still just for health benefits, not for pleasure. There were strict rules and open-air bathing was not permitted, so people bathed in bathing houses. In 1925, some hotels started to market their hotels as "Bathing and Spa Resorts", not only for cure but also as a pleasure.

The visitors described the locals, as people that had no fire in their eyes, no quickness of thought and no life in their souls. They were considered lower class with a lack of culture. A newspaper even advised the summer visitors to keep their children away from the local children, due to unsuitable manners and behaviours (Holmgren 1983:79 cited in Löfgren 1994). The locals made fun of the visitors, by telling stories of their idiotic behaviour. But soon the travellers wanted to live close to the ordinary people, and it was cheaper than the hotels. This was the start of the shared accommodation at that time. The locals would move down in the cellar or into the outhouse while renting the head house. At that time the locals felt like underdogs, living together with an alien culture in sandals and suntan lotion (Löfgren 1994).

The invention of the railway was the start of the mass tourism. People were able to expand their daily territory and travel faster than ever. The encounters between the urban and coastal people, gave something to both parts. Without tourism, they would probably never have met. It was mostly women who took care of renting the houses, and their living standard rises and with the years they could stay in the main house and rent their cellars and outhouses instead (Löfgren 1994).

It was not until 1930, that the working class families began to visit the beaches on a holiday. Summer camps were erected along the coasts and children from the cities spent their summers here. Playfulness became the order of the day. It was filled with activities, such as biking, sailing, swimming and badminton. Between 1930 -1940, biking holidays are very popular. Only one in sixty has a car, so it was not before the end of the fifties, that it became normal to go on road trips. After the second world war the motor tourism expanded. People felt the freedom of travelling with speed and it was convenient to pack the whole family in a car. The motoring turned the bathing guests into nomads, they can go into the water

wherever they find it (Löfgren 1994). Campsites emerged, as uncontrolled places. At the time people felt like the motor tourism threatened the traditional tourist pattern. The campsites were filled with young people, that seeked a place without the control of the society. They hardly used tents, but the caravan where a symbol of adventure. They were looking for different experiences from week to week, but still from the same window (Löfgren 1994) One, 1949, p. 335 cited in Löfgren, 1994). After the second world war, in 1954, the invention of the airplane was the main cause for the mass tourism that we know today. This form of mass tourism quickly became a significant problem child, for the smaller mediterranean islands, such as Mallorca.

New technologies are often connected with new behavior. The invention of the camera, the camcorder and the make of home video, become a popular way to document the holiday experience and to relive it in the winter months as a family tradition.

Today, the sights, the authentic experiences and healthy spa holidays are still relevant and important for tourists. Our touristic needs from back then, are still important, but our view on it is different. According to (Williams and Lew 2014) the way people change their view and evaluate their environments produces new geographic patterns of activity. So the digital tourism development that we see today, origins from a change in our view of our environment. Our environment have changed through its history, and though we have the same needs as people have had through the history, we have changed our view on it. For example when mass tourism was the only way to travel, no one viewed it as being a bad thing. It was new and exciting to fly to spain with other danes and eat and drink for hardly any money. oday we have other options and there fore we value this type of tourism differently. And we have also seen the pitfalls of it. They way people used to travel by car can be seen at the first mobilisation. People become mobile and are more reluctant to travel further and therefore expanding their geographic "*usual environment*". With the invention of the airplane, began the first charter holidays in Denmark in 1953, where Tjæreborg and Spies Travels arranged tours to the popular spanish island, Mallorca (DR 2017).

The historical development of tourism, gives a historical insight to the way people acted and behaved duing the first touristic time. Löfgren (1994) shows us how the people were characterised, defined and viewed. As he argues; the tourists are often commenting on others and on the things seen. There is an obsession with putting people into social classes, whether it was locals or tourists. Identities are created and communicated and new communities are developed. We learn how the travelers have changed, from the artists that

made landscape paintings, to the bourgeois, that visits the luxury spa hotels, and later the change to the shared accommodation of summerhouses and then the car nomade that feels the freedom of travelling from campsite to campsite or to the traditional family camp, with children and adult playing all day, and later the charter tourism that become so popular in the sixties and seventies, that the phenomenon of mass tourism became an ordinary term within tourism.

Looking back at history and learning how travelling started is actually not so far from how we pursue travelling today. Our means are just very different.

3.2 Tourism definitions

Many authors and organisations have over the years come up with definitions that should make it easier to understand tourism, tourists, travellers and visitors. Tourism definitions are often used to characterize certain types of tourism in order to make uniform statistics. The official definition from UNWTO (United Nations World Tourism Organization) in 2001 is:

“Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.” (UNWTO 2001:13, cited in Govers, Hecke et al. 2008)

This definition makes it difficult to distinguish the difference of a tourist to a resident or a student to a commuter. Govers, Hecke et al. (2008) notices that the distinction lies in the “usual environment”. They put great emphasis on the environment in their study of understanding who to include or exclude from the tourist statistics. They discuss whether the “usual environment” should be understood as “a place” or “as space”. They seem to find that “place” is a better understanding of the term, since it refers to a repeatedly visited and known place, whereas they find that space is made up of several place-structures and also include volume. The tourism statistics seem to agree with this interpretation: *“The usual environment is the geographical area, where a person resides”* (International recommendations for tourism statistics, 2008. 2010).

According to Govers, Hecke et al. (2008) there are basically three dimensions to the concept of “usual environment”: Distance, frequency of visit and defining the place. They discuss how the researcher play a role in setting the boundaries in what frequencies are and how far the

distance are, before it can be concluded whether a visitor is out of their usual environment. However another method is to let the visitors define their own perception of whether or not they are tourists.

Definitions helps in understanding what we mean when using the different terms and words within tourism. According to the International recommendations for tourism statistics, 2008 (2010), several definitions have been made:

“Travel refers to the activity of travellers. A traveller is someone who moves between different geographic locations for any purpose and any duration”

“A trip refers to the travel by a person from the time of departure from his usual residence until he/she returns: it thus refers to a round trip. A trip is made up of visits to different places”

“A visitor is a traveller taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited. These trips taken by visitors qualify as tourism trips”

“Tourism refers to the activity of visitors”

Tourism is much more than definitions, and no matter how tourism are defined, tourism is still an important worldwide business.

3.3 Tourism key figures

According to UNWTO cited in (Williams and Lew 2014) the international tourism have grown since the fifties. The growth has only been slowed down temporarily due to economic crises, war and health problems and latest the terrorist attacks. However people don't seem to stop travelling, but rather find alternative places to visit.

According to the latest report of Tourism Highlights (UNWTO 2015) tourism ranks as the third largest export industry in the world, after fuels and chemicals and ahead of food and automotive products. More destinations than ever are investing in tourism worldwide and tourism are becoming a key driver in the socio-economic growth. International travels have increased from 25 millions in 1950, where the charter travels began, to 1186 millions in 2015. International arrivals have increased with 52 millions from 2014 to 2015 alone and has

grown the last six consecutive years. UNWTO forecasts that international arrivals will increase worldwide to 1.8 billion arrivals in 2030, which is equal to an increase of around 43 million a year, which is double the growth rate, compared with the average growth between 1995 - 2010, which was 23 million a year (Fig. 3). The increase are mainly caused from the increased travel from Asia and the Pacific. 10.752.000 international tourists arrived in Denmark in 2014 and generated 94,7 mia.dkk, which secondary effects was 114.900 tourism related jobs and 39.1 mia.dkk in public revenue and a value add on 55.1 mia. dkk (Fonnesbech-Sandberg, Rømer Rassing 2016).

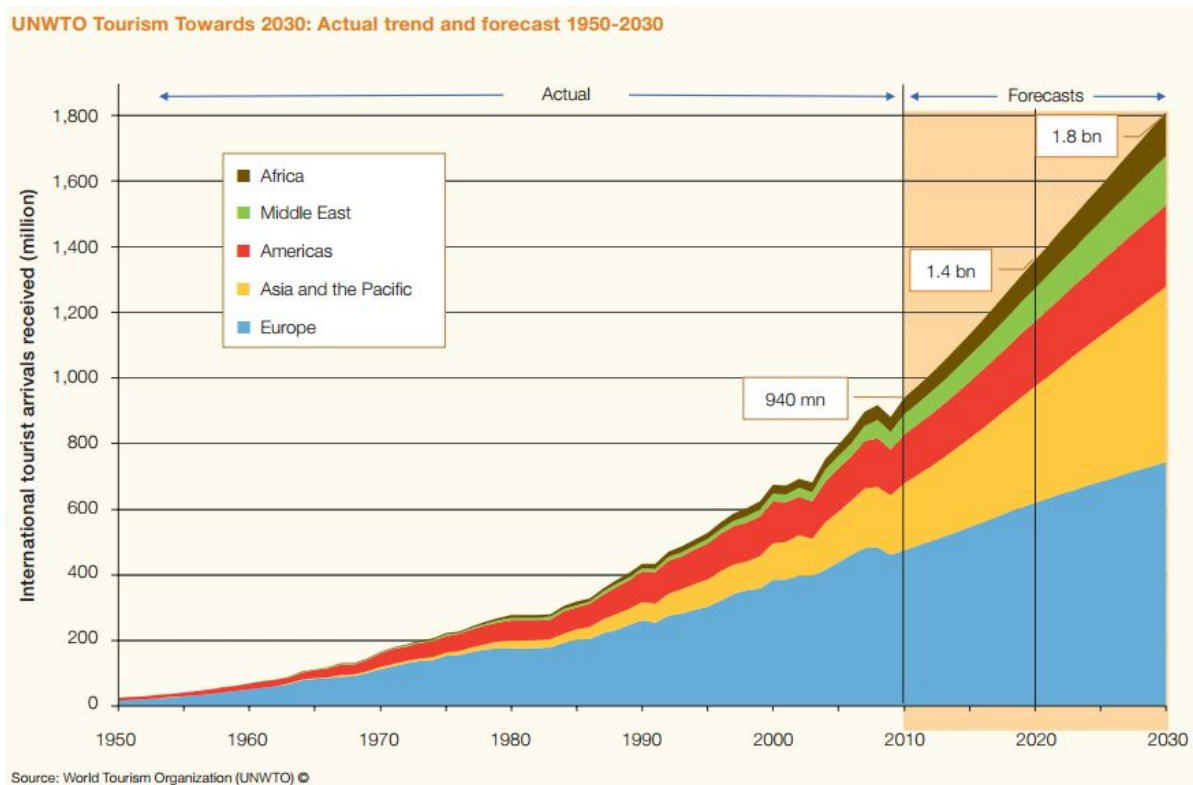


Fig. 3; International tourist arrivals received. Source; (UNWTO Tourism Highlights. 2015)

3.4 Mobility

3.4.1 The general understanding of mobility

This study is build up around the mobility studies, because there seem to be many resemblances from the theories applied in mobilities to the development of destinations.

According to the advanced english dictionary there are two ways of understanding the word “mobility”, It is that mobility is; “the ability to move easily from one place, social class, or job to another” or it is “the ability to move or travel around easily” (Oxford University Press).

According to Hannam, Sheller and Urry (2006), “the concept of mobilities encompasses the

movements of people, objects, capital and information across the world". The field of mobility research in other contexts are fairly new, and Hannam, Sheller and Urry suggest that new theoretical approaches of mobility studies should be approached in social science. Mobilities are connecting the world through many different patterns. They claim that mobilities are causing the movement of not just people, but also climate changes, risks, illnesses, information and money and it is altering our way we travel, giving us a distant family life, transforming our social life and making us connect with distant people through the social medias. The use of cyber devices makes mobility easier as communications are done on the move and new forms of arrangements of meetings and events are done through online media (ibid.).

As Hannam, Sheller and Urry (2006) explains, specific software systems has been developed in order to speak to each other, so that mobilities can take place. Computers makes decisions for us. The internet search engines store all information in large databases, which can be retrieved later for statistical purposes or can be used to trace our social lives and our craving for materialism in the Internet of things. Hannam, Sheller and Urry (2006) discusses how mobility can be applied in various areas. The areas of migration, tourism and travel are seen as especially interesting for this report. According to Adey & Bevan (2006, cited in Hannam, Sheller and Urry, 2006) airports can be seen as a place of "cyber mobilities", where different software keeps track of passengers, the baggage X-rays, surveillance systems, ticketing etc. Airports are becoming like smaller cities (Gottdiener, 2001; Pascoe, 2001 cited in Hannam et. al., 2006) and cities are becoming like airports, with software installed on public spaces, such as Wifi spots, internet cafes, GPS systems, also known as Smart Cities. Our movements can be traced for the purpose to collect data. Mobility are formed around certain nodes, which are social places for example beaches, parks, hotels, airports and stations. Movements can also occur in less privilege spaces, such as on street corners, in buses or in an alley (ibid.). Mobility is when activities happens while we are on the move physically or virtually. According to Parker (2002, p.16 cited in Hannam, Sheller and Urry, 2006), airports are boring, everyday routines enable our global mobility to occur. Airports bring places and people together. Kesselring & Vögl (2006, cited in Hannam et. al., 2006) describe the opposite from mobility; The immobility. They claim it to be "places of in-between-ness". Places of immobility are; waiting rooms, cafes, amusement arcades, parks, hotels, airports, stations, motels, harbours etc. They are also called "Non-places", which is interpreted as places, "where people coexist or cohabit, without living together". However Hannam, Sheller and Urry (2006) claims that our time is not dead, even when we are sitting in a bus or waiting in a station. It is active, with digital movements. The world are a

criss cross of people; tourists, businessmen, workers, asylum seekers, family members and students all at the same place for different reasons. This criss cross makes a network pattern, even for the people who are not on the move (Hannam, Sheller and Urry,(Hannam, Sheller et al. 2006).

3.4.2 Migration mobility

The mobility from migration can be traced back to the nomadism (Hannam, Sheller and Urry, 2006). Migrants are often visiting their country of origin in holidays and are taking souvenirs and other local things with them from home. There is a complex interrelation between travel, dwelling, home and not-home (Brah,1996; Fortier,2000; Ahmedet et al., 2003 cited in Hannam, Sheller and Urry, 2006). Travelling can be necessary in some cases, and can be seen obligatory or volunteering (ibid.) According to (Williams, Lew 2014) the migration mobility of international employers creates modern heterogeneous global cities.

3.4.3 Student mobility

According to Chieffo, 2000; Altbach, 2004; Daly and Barker, 2005; Tremblay (2005 cited in Llewellyn-Smith and McCabe, 2008) students travel to gain linguistic, cultural and social competencies. The globally competitive marketplace are in need for international students with high skills. The universities must find out what motivates the students to attracts students, that want to undertake an educational exchange. According to Kelly and Brown (2004, p. 390 cited in Llewellyn-Smith and McCabe 2008) the definition of an educational tourist are "a person who travels to an attraction or destination and participates, formally or informally, in a learning experience available there". Exchange students are educational tourists, because they travel for the motive of "education first", contrary the "tourism first" segment (Llewellyn-Smith and McCabe, 2008). Exchange students primary goal are to study. Even though they might not consider themselves as tourists, they have touristic needs and contributes to the local economy through spendings on accommodation, food, travel and leisure. Since exchange students' length of stay are usually longer than "Tourism first" tourists, they also contribute more to the local economy. Exchange students attract their family and friends to the host country. They become consumers of the destination. It was found that students' satisfaction had great influence on their recommendations of the host city to others and they would recommend the host country to other students if they are satisfied with their experience (ibid.).

Several rankings has been made over universities, evaluated on their satisfaction from students, since it is important for the universities to identify what motivates students through push/pull effects. The push effects are described as what makes the students go on an exchange and the pull effect is what makes them choose the destination (ibid.).

3.5 Tourism as we know it today

Leisure and business are no longer perceived to be so different, they melt together, because of our constantly access to technology. The life we live today, are intertwined with all our actions, whether it is business or leisure. The traditional mass tourism are out performed by new versions.

3.5.1 The sharing economy

The “co-producing hospitality services”, “network-hospitalities” and “web-communities”, are something that most people are fond of. We live mobile lives. People travel as they please, with no regards to whether they have to work or are on leisure holiday with their families. We have flexible work plans. the travel market are much more transparent, due to the internet technology and the social medias, which allow travellers to search for online reviews, prices and air connections, before making their travel decisions (Russo and Richards 2016).

New disruptive business´, such as “Airbnb”, makes it easier for people to share their homes with foreigners.

“Airbnb is a collaborative way of hosting visitors in the city”

(Russo and Richards 2016)

Airbnb operates as a peer-to-peer platform, which means that people share their resources between each other. So what I have can be yours, if you have something that I need. Since Airbnb does not own any rooms or properties, their financial risk is much lower than an ordinary hotel chain. This is one of many reasons that Airbnb have a market valuation of US\$13bn, which is much larger than the world's largest hotel chain, InterContinental hotel Group (Russo and Richards, 2016, p. 210). Airbnb have had a big impact on the sharing economy, changing the way we book travel experiences, share experiences and pay for our experiences.

3.5.2 Co-creation

Travel interactions has become a two-way communication between producers and consumers and also between consumers themselves (Russo, Richards 2016). People exchange knowledge through network platforms, which creates new shapes of destination experiences, with user-generated content. The role of the consumer and producer have become more blurred, due to these interactions. Consumers creates content for other consumers (ibid.). This form of co-creation goes beyond the traditional cooperation between companies and consumers. (Russo, Richards 2016) claim that the experiences from user-generated content are based on “experiences with”, rather than an “experience of” something. One becomes a part of the experience not just observing it, like with the “tourist gaze”, but rather forming it. Russo and Richards (2016) also states that globalisation has increased our “connectedness”, where the consumer have taken over empowerment. The traditional supply chain structure are challenged. Travellers today have high IT capabilities in booking online and the transparency of the internet, makes it easy to connect with the locals and search experiences “like a local” (Russo and Richards, 2016, p.18). Co-creation have led to online platforms, like Tripadvisor, where travellers review their experience of service qualities of suppliers within the travel industry.

3.5.3 Placemaking and localities of tourism

Russo and Richards (2016) claim that the reason why urban spaces are well visited is not only because of the monuments and touristic buildings, but also because of the interaction with the local people, which is seen as a great enjoyment.

Tourism is more than ever integrated into the local neighborhoods. Travellers doesn't only visit them for a few hours, now they are arriving direct into local areas in their search for an authentic experience. Urban areas, all over the world, are looking to attract visitors to neighborhoods and local activities, that lies beyond tourist areas (Pappalepore *et al.*, 2014; Rath, 2007; Shaw *et al.* 2004 cited in Russo and Richard, 2016), because they see a potential in giving visitors authentic experiences. Maitland (2008;15 cited in Russo and Richards 2016) states “virtually every city see a tourism possibility”.

Authenticity have always been a sought for touristic attribute. Now the authenticity has moved from the city centres out into the streets of the locals, whereas in earlier years the locals would bring local attributes, such as dance and acts, into the cities.

Russo and Richards (2016) discuss that placemaking comes through community integration.

Today, we travel individually and not so often in larger groups. This new way of travel has benefitted new hospitality forms, as peer-to-peer tourism. As Maitland and Newman (2009, cited in Russo and Richards, 2016) claim *“tourism is a source of income and employment not only for the traditionally downtown areas... but also,..., in urban neighbourhoods that lie off the beaten tourist tracks”*. However the term *“of the beaten track”*, is already worn out. In Barcelona, where Airbnb, have taken over large areas of the city, the term has become a cliché. The areas are now full of temporary travelers, accommodated by international workers. So the authentic local can be difficult to find. This type of tourism is growing together with our new way of travelling. According to Volkan and Rath (2012, cited in Russo and Richards, 2016), the placemakers must take care of the true city characters and the voice of the locals, if the community should benefit from placemaking. Russo and Richards (2016), claim the information and communication technology has an important role in getting the community involved in the community. They take departure in the case from Auckland, where a programme has been implemented to attract and develop tourism, called “Get local”. The programme are about, optimizing existing resources, building networks and collect stories. They argue that these elements are all important for a community that wants to develop tourism. Collaboration are seen as the keyword for co-creation.

The tourism today are using existing resources instead of inventing new spaces. The claim to the “local” becomes an authenticity marker (Russo and Richards 2016:261). Localities are not marked as tourist sites, and therefore it can be used for a various amount of things by mobile people or groups.

3.6 Tourism and its impact on host community

According to Mathieson & Wall (1982, cited in Mason, 2015) the impacts from tourism can be both negative and positive, since tourists may not respect local traditions and standards, which can become an issue for the locals. However they also claim that the effect on the local community can be in the locals favor. Locals will experience an improved “localhood” due to development of infrastructure, attraction of companies with new job opportunities and access to more social events, conservation of heritage areas and urban development, all due to the sustaining of tourism. According to Cooper et al. (1993, cited in Mason 2015) the biggest benefit in tourism are the creation of jobs and economic revenue growth in local business.

3.6.1 Suburban tourism

According to the Advanced English Encyclopedia; “a suburb is a residential area and a community, which is opposed to the countryside, also referred to as rural areas”. According to Allen (2003, cited in Karakas, 2012) the suburbans can be defined as a place with a loss of rural attributes and a lack of urban qualities.

When searching for tourism in suburban areas, there are not a lot of research found. Most research are concerned with other subjects. For example there are articles relating to management, engineering and city development within suburban areas. But suburban tourism in itself seems to be a less researched area. Weaver and Lawton (2004, cited in Karakas, 2012) claims that even though that there are tourist potential in suburb areas, there are a lack of research within this field. Also Karakas (2012) claims that for example the subject of business tourism in smaller communities and suburbs are neither well researched. She suggests that it could be because most business tourism, are situated around city centres. Karakas (2012) defines the suburban destination through varies authors in her article *“Marketing Business in Suburban Areas”*. She claim that most people in the developed countries reside to these areas outside of the city centre, which cannot be categorised as ‘urban’ nor as ‘rural’ and that suburbs can be seen as an area in between. According to Weaver & Lawton (2001, cited in Karakas 2012) there are many terms used to describe such areas. Such as Suburban, Peripheral, Urban-Rural Fringe, Peri-Urban Zone or Exurbia. Hinchcliffe (2005, cited in Karakas, 2012) claims that there are different meanings to the term ‘Suburban’, either having to do with socio-economics or culture.

“The Suburbs are at once the city’s extension and its opposite” (Sverrild 1992)

Driving tourism into the suburbans seem to demand for development of certain vital factors for the suburban destination. Karkas (2012) discusses; Transportation, Capacity, Quality, Remoteness, Isolation, lifestyle, authenticity, nature, service, price and exclusiveness as important factors.

4.0 Case Analysis

4.1 Case description of Kongens Lyngby, Denmark

This research takes departure in the suburb of Copenhagen, Kongens Lyngby in Denmark. Before going into the case study, a description of the danish suburban development are presented. This is considered necessary in order to understand how the suburbs have developed in Denmark and what the purpose of it was.

4.1.1 Overall challenges

The municipal of Lyngby have plans for tourism in some degree. They are planning for a new tourism strategy to take over for the old one, which will run out in 2017. The next strategy are covering 2017-2019. The overall challenges with the current strategy is that, even if it points out the strengths and potential for Kongens Lyngby, it seem to lack direction and goals or even enough funds for Lyngby to develop tourism.

Upon the first meeting with the municipal, their opinion about tourism seemed clear. 'The fact is that Lyngby don't want tourists', Trine Tybjerg (2017).

Lyngby Kommune focuses on the development of Lyngby-Taarbæk as "The City of Knowledge". They focus on attracting international businesses and job opportunities in collaboration with local business and educational institutions.

This case is about Kongens Lyngby. A suburban that never thought about developing tourism before 2014. Now a strategy have been written, due to a tourist report that pictured Lyngby with a high tourism contribution. However, as tourism was already neglected in the municipality, the tourist information is now closed down and their focus on the development of the Knowledge city have overtaken the area of tourism. This study will try to learn what tourism is today and how the new form of mobility tourism are seen in Lyngby. The study will try to understand the viewpoints of tourism in a typical suburban city to Copenhagen.

The findings of the case study, has been organised into themes of issues, under which different real life examples are described, analysed and discussed.

I claim that Lyngby Kommune does not want tourism, because they don't know enough about what tourism can do for the community and what the consequences are of an opt-out attitude in the future.

4.2 Understanding the suburban development in Denmark

This part will describe the suburbans historical development of Copenhagen. What does the term "suburb" entails and how did it evolve in Denmark? The purpose for this is to ease the understanding of the role of suburbans, and how tourism mobility could be integrated into the suburban lifestyle and characteristics of Kongens Lyngby.

Sverrild's article "*Forstaden. - byens forlængelse - ny by - eller?*" from 1992, makes the foundation of this description, as he is one in few that have written about the historical development of the danish suburbs. After the war years a great housing shortage occurred. The shortage of material and workers, made it possible only to build with concrete. People in the cities started demanding larger flats and access to green areas. The suburbs could fulfill this new demand of being close to the nature and the city at the same time. The people who moves into these new areas are first generation of Copenhageners. It was rarely to see native Copenhageners moving into the suburbs because the people, who were born on the countryside, wanted to return to the fresh air, light and a healthier housing. The suburbs create a safe living environment for the families. Women and children forms the suburbs, while the husbands are commuting into Copenhagen. At the beginning the suburbs don't have a city-center, so people are not only commuting to Copenhagen for work, but also for culture and shopping.

What characterises a traditional city are that it is build around central streets, which makes the public space, but with the new suburban architecture the concrete buildings are planned in the middle of nowhere. People living in the suburbs starts thinking of them as being boring and they are missing a city centre. People starts to demand teaters, cinemas and museums to the suburbs. The politicians tries to make real cities out of the suburbs by building a town centre with a town hall and square. In the sixties, when the women started on the working market and the children went to modern kindergartens, the suburbs was left deserted and empty during daytime. Due to the large concrete buildings, no city center, the suburbs now gets the reputation of being boring and grey, due to the concrete buildings. The expression "Sleeping cities" becomes a common nickname. Inspired from America, the first shopping center in Rødovre, opens in the middle of the sixties. More suburbs now builds shopping

centers, which in many suburbs have caused the death of many small local retailers. In the seventies the commuting to Copenhagen are falling, and more people work in other suburbs or locally. People are no longer dependent on the working market in Copenhagen, but rather on the whole area (Sverrild, 1992). According to Sverrild, the suburbs are a part of a development that took place together with the industrialisation and that the changes seen in the suburbs, are caused by the changes in the post industrial society.

Sverrild recognises, that many writers are biased of what the suburbs are and therefore they might not find it necessary to make a clear definition of what a suburb is really about. Sverrild characterises the suburbs as “a place for residents who are dependent on the main city, for working and culture facilities”. Sverrild refers to the definition from the German encyclopedia, which at that time is the most commonly used for understanding terms and phenomena, here is a suburb described, in a translated version:

“A settlement, which is separated from a city, but is socially and economically connected with it (school attendance and commuter)”. The Danish Ministry of the Interior made a definition for the purpose of statistics, which defined suburbs as *“urban areas, which in another municipality forms a direct continuation of borough buildings”*. Sverrild states that such a definition is not suitable to explain and understand the phenomenon of the suburbs and their characteristics.

Also Karakas (2016) claims in her business tourism research, that it is difficult to define a suburb, since it depends on which main city you refer to. Karakas even defines North Zealand, Southern Denmark, Bornholm and Malmø as suburban areas of Copenhagen, when it comes to attracting congress and meeting tourism, on the contrary Sverrild argues, that there are certain things that is obvious, such as the suburb is in the fringe of a city and it is a place for residents who commutes to work. But the dynamic characteristics of a suburb and the values has yet not been defined (Sverrild, 1992). In Karakas' (2016) way of defining the suburbans, she is actually not limited by distance, but rather by the level of dependence to other cities. Sverrild discusses that there were a higher mobility among people living in the suburbs, than in other cities, due to the fact that they had to commute to work and to family visits. This is confirmed by Karakas, where an interviewee claims that people in the suburbs are more eager to come to Copenhagen than the other way around;

“...the distance from Copenhagen to here is longer than the distance from here to Copenhagen...” (Participant 4, cited in Karakas, 2016). Sverrild conclude that the traditional suburb, does not exist in this way any longer. It was a historical development of the time. He even challenges the negative perception of the suburb, by stating that maybe people living in it, may have perceived the suburbs, *“...as a different society than people from the main city”*.

He also claim; *“It is easier to see the physically development in the suburbs, than to see the local identity development”* (Sverrild, 1992), so even though the suburbs have changed in time, it is not easy to see all the changes, since they lie in the creation of our identity.

Lyngby is a suburb in the traditional way. However the development that we see today, can be described as a change from industrial production to prosumption. Where Lyngby's industrialisation becomes a historical evolution with interests to others. Brede Værk and Raadvad are places in Lyngby, which offer learnings of this time and also attracts tourists today. Even with Lyngby being a traditional suburban, today it is not as dependent on the culture and workplaces in Copenhagen, because the city has grown into an international hub of students and international workers, and it is now possible to find both work and cultural experiences in Lyngby. However since Lyngby is a relatively small geographical area it is dependent on the logistics to the nearby cities, such as Hellerup, Gentofte, Bagsværd and Holte. These suburbs have grown together and are perceived by tourists as one area. As (Tybjerg 2017) states; the tourists don't know municipal borders.

4.3 Tourism Development

According to Mason (2015) tourism is a complex area, which is not easy to explain nor to fully comprehend. This mainly because of the large number of industries involved. Mason (2015) characterizes the tourism system involving the industry sectors below:

- Accommodation; Hotels, B&B
- Attractions, Museums, Theme Parks, Natural Areas, Educational, Events
- Tour operators; Tours and Sightseeing
- Carriers; Airlines, Trains, busses, cruises, car hire
- Promotion & Communication; Travel agents and wholesalers
- Coordination agencies; Industry Associations, Tourist Association, Local Government
- Retailers; Restaurants, Shops and production of crafts and visitor service

Generally tourism can be divided into three areas; domestic travel, inbound and outbound travel. Domestic travel are characterised by national travel for example when FCK football players travels to Lyngby to play a game against Lyngby at Lyngby Stadion. Inbound travel can be understood by people travelling to Denmark. For example when a family from China travels to Lyngby to visit their daughter, who is an exchange student at DTU. Outbound travel is when we travel from Denmark to another country, for example when researchers

attend an exhibition about smart cities in another country or when exchange students from DTU take a year of study in Canada (Krull 2016). It is important to understand that tourism is a complex area.

"tourism is a concept that can be interpreted differently depending on the context"
(OECD, 1991, cited in Mason 2015)

But even if tourism can be a complex area, it is not difficult to understand why communities develop tourism. The most known tourism benefits are; economic growth, the creation of jobs and stakeholder collaboration.

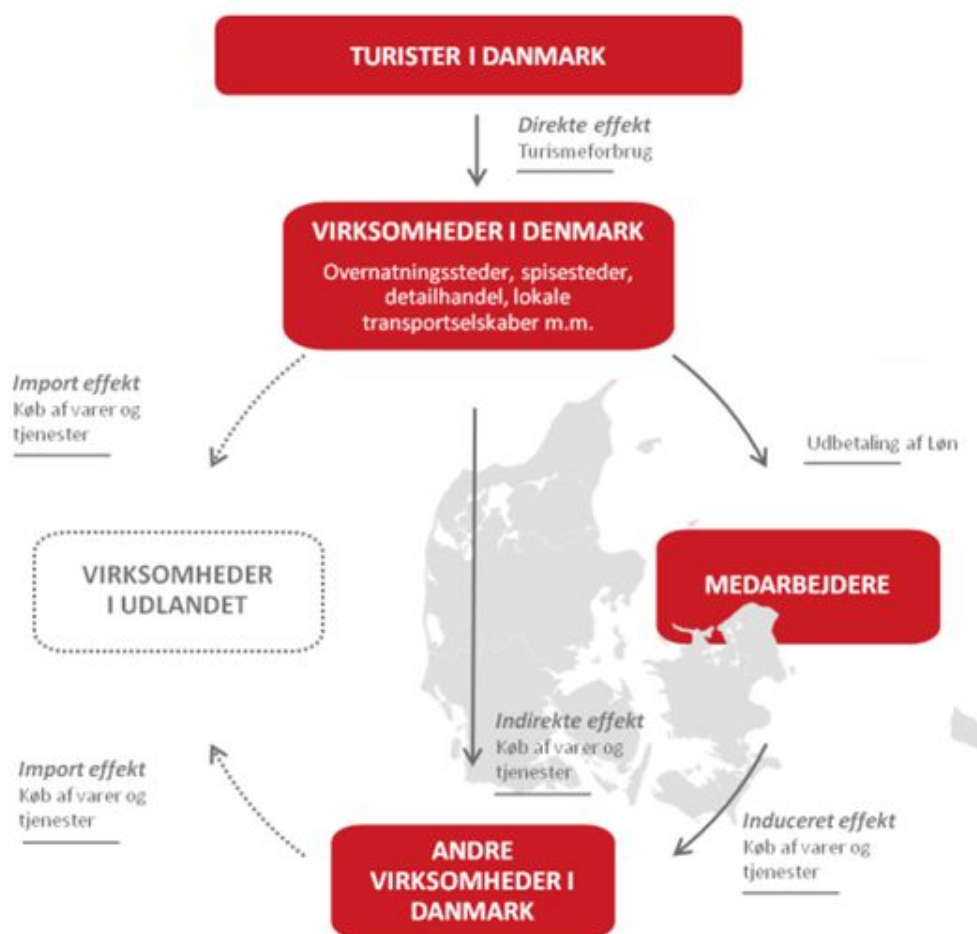
4.3.2 Tourism's Economic Importance in Denmark

According to UNWTO (cited in Williams and Lew 2014) international tourism has grown since the fifties. The growth has only been slowed down temporarily due to economic crises, war and health problems and latest the terrorist attacks. However people don't seem to stop travelling, but rather find alternative places to visit.

The tourism in Denmark 2014, (Fonnesbech-Sandberg and Rømer Rassing 2016);

- 94.7 mia. in consumption
- 114.200 jobs
- 55.1 mia. in value added growth
- 39.1 mia public provenu

Even though that Wonderful Copenhagen have opened their eyes to the new mobility trends in their new strategy, Visit Denmark still work with the traditional definition of tourism in their analysis (Fonnesbech-Sandberg and Rømer Rassing 2016). Visit Denmark account the tourism industries for; Travelling agents, transport, the retail businesses, accommodations both commercial and non-commercial (private), activities such as museums, botanical resources and amusement parks. Tourism is an intertwining business that reaches far deep into all industries, and therefore it is also impossible to make assumptions on this industry, from the number of people employed directly in the tourism.



Figur 4, Economic flow, Source; (Fonnesbech-Sandberg, Rømer Rassing 2016:47)

Tourism has derivative effects which is also measured in the report from Visit Denmark. Visit Denmark analyses different types of effects: The direct effect, the import effect, the induced effect and the indirect effect. The direct effect is the tourism effect derived direct from where the tourist uses their money, for example in hotels and restaurants.

The indirect effect is when the hotel is ordering goods to provide services for its guests, for example the lining service and the food to the restaurant. If the hotels are ordering from abroad it has an import effect, for example when the hotel are buying IT equipment from Sweden. When the hotel pays their employees salary, an induced effect happens, because the employees will spend their money in other business, which then also benefits from the tourism industry.

4.3.3 Lyngby - An area of tourism potential

Kongens Lyngby, only 30 minutes by train from Copenhagen or 13 kilometres. A suburb that has opportunities for the many. To get an overview of "the reasons to go" in Kongens Lyngby, I have pinned some of the sights and attractions that the area in and around Lyngby, can enrich tourists with. Lyngby lies in between the municipalities of Rudersdal, Gentofte, Furesøen and Gladsaxe. As tourists does not recognise the borders between the municipalities, I have listed all attractions of interest, even though some of them does not lie in the postal code of Lyngby, However they are close enough to be of interest to travellers. The list shows, that not only does Kongens Lyngby, have a lot to offer, the sights are a good variation of City and Nature life attractions, which conclude that Lyngby can stimulate many types of needs. It is also noticeable that Lyngby can be reached from Copenhagen in just 30 minutes by direct train. See appendix 10 for a list of attractions, that has been plotted into the map below.

Map of attractions and touristic places in Lyngby and surroundings:

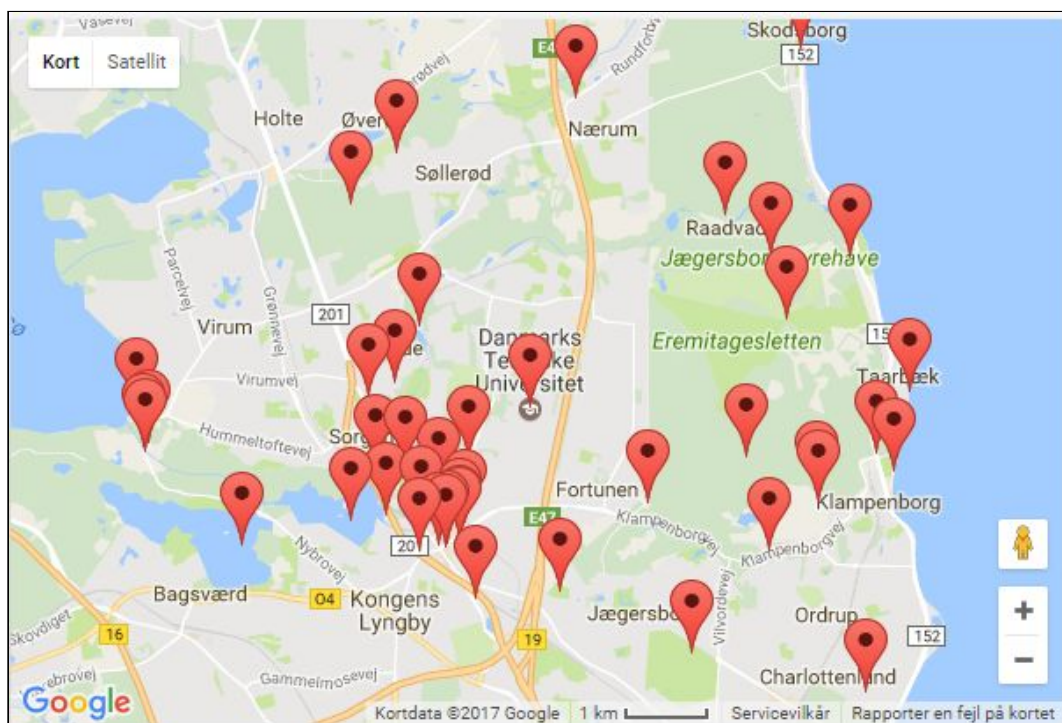


Fig. 5; Map of attractions in and around Lyngby, authors own making, Source;

<https://www.mapcustomizer.com/>

4.3.4 Lyngby as a part of Greater Copenhagen and Wonderful Copenhagen

In these years, the organization Greater Copenhagen are being established. The joint tourism effort is led by Skåne AB, and the mission is to create growth and cooperation between twenty tourist organizations and municipalities represented in the Swedish, as well as in the Danish regions. Two countries, three regions (Region Skåne, Region Hovedstaden og Region Sjælland) and 79 municipalities are accounted in this project (Greater Copenhagen, 2017). Their strength is the combination between land and city.

The tourism track was not taken into account in the original plans for Greater Copenhagen (Mercier 2017). However in 2016, the board for Greater Copenhagen and Skåne Committee decided that tourism should be prioritised in the years ahead. Their mission is to attract more international travelers and to inspire the travelers to explore more of the geographical area.

Greater Copenhagen are still in a pilot phase, as they are still building relations between the municipalities and among the regions. The branding opportunity through the partnerships of Greater Copenhagen is something that Region Hovedstaden and Region Sjælland should take advantage of (Mercier 2017). The regions need to know each other's forces and what each can contribute with. Which is why, they are collecting information and knowledge about the tourists in all areas. According to Mercier (2017), The regions work very differently, some more organized than others, some have many small DMO's others have just one large DMO. The year 2017, is the year for collecting basic knowledge and making pilot projects for joint marketing activities. Greater Copenhagen need to prove that this is a project that is worth investing in. Greater Copenhagen is also a opportunity for Lyngby Kommune, where they can contribute with their knowledge about international workers and the students. The Knowledge city is already a member of Greater Copenhagen, but not in the tourism track. Furthermore, If Lyngby wanted to participate in the tourism track, a true interest for tourism would be expected (Mercier 2017). Greater Copenhagen have two main foci; one is the Internationalisation area and the other is Coherent labor and business development. Tourism and highly educated labor lies under the area of Internalisation. Lyngby already contribute with internalisation of exchange students and expats. However, Greater Copenhagen have already realised that the area of tourism are intertwined with the internalisation, since they have included tourism as a specific direction.

Greater Copenhagen is primarily financed through public finances, but the idea is that private companies should be more involved as well. Since the Knowledge City is already a

part of Greater Copenhagen, this partnership can be seen as a good chance for branding Lyngby and its touristic values across borders and collaborate with touristic partners in a the much larger geographical area, which this area covers.

However, when asking Mercier (2017) about the visions for the area of North Copenhagen as a part of Greater Copenhagen, she admits, that there are no specific strategy for North Copenhagen, including the area of Lyngby. Wonderful Copenhagen (WOCO) rather work with a "Greater Copenhagen perspective", as she states. However, they do invite DMOs to participate in their meetings, they look at where they can contribute with activities and WOCO introduces them to their strategies.

"We select places where it gives meaning for the tourist" (Mercier 2017)

Even when Lyngby is a member of Greater Copenhagen, through the City of Knowledge, and is actively participating in attracting international workers, there is surprisingly little found on this development. Most information found is on the website of the City of Knowledge and in the Local newspaper, not even Mercier have heard much about the City of Knowledge in Lyngby.

4.3.4.1 Where is Lyngby?

Lyngby belongs organizationally under the area of Wonderful Copenhagen. The nearest place to Lyngby is Hellerup, which is described as an Upscale area on the map on the website of Wonderful Copenhagen. When accessing the link of Hellerup a site with attractions are shown. However the attractions are not only located in Hellerup, but are from a wide area of North Copenhagen. Attractions of Dyrehaven, Eremitageslottet and Bakken are shown. These attractions are located in Lyngby and Klampenborg, but the area map of Copenhagen shown on the website of Wonderful Copenhagen, doesn't show Lyngby at all. The areas that are shown, are what the tourists demand (Mercier 2017). So when Lyngby is not shown neither mentioned, but the place of Hellerup is, and the attractions from Lyngby and area have been applied, as if they were lying in Hellerup, it must be because Hellerup is an area, which tourists want to visit, however since Hellerup does not have many touristic sights, the sights from nearby areas have been applied to this area. *"They properly didn't have any other place to put the attractions of Dyrehaven, Eremitage Castle and Bakken"*, Mercier (2017) states. As the attractions of Lyngby are listed on the site, it must be because it is sought for by travelers, if we believe what Mercier stated about the selection of places, as something that should give meaning to the tourists. Mercier mentions, that Greater

Copenhagen, will make a new area map of the whole region in the future. And she points out that hopefully there will be more knowledge collection, so we can find out what the tourists wants in all regions. It seems, that it will be important for Lyngby to participate in this knowledge collection, if they have intentions of being branded through Greater Copenhagen, and become a area, which is worth showing on the future maps. They have all the opportunities of bringing knowledge of students and expats to the table.

That Lyngby is not clearly shown, could be a consequence of a missing interest for promoting tourism in Lyngby.

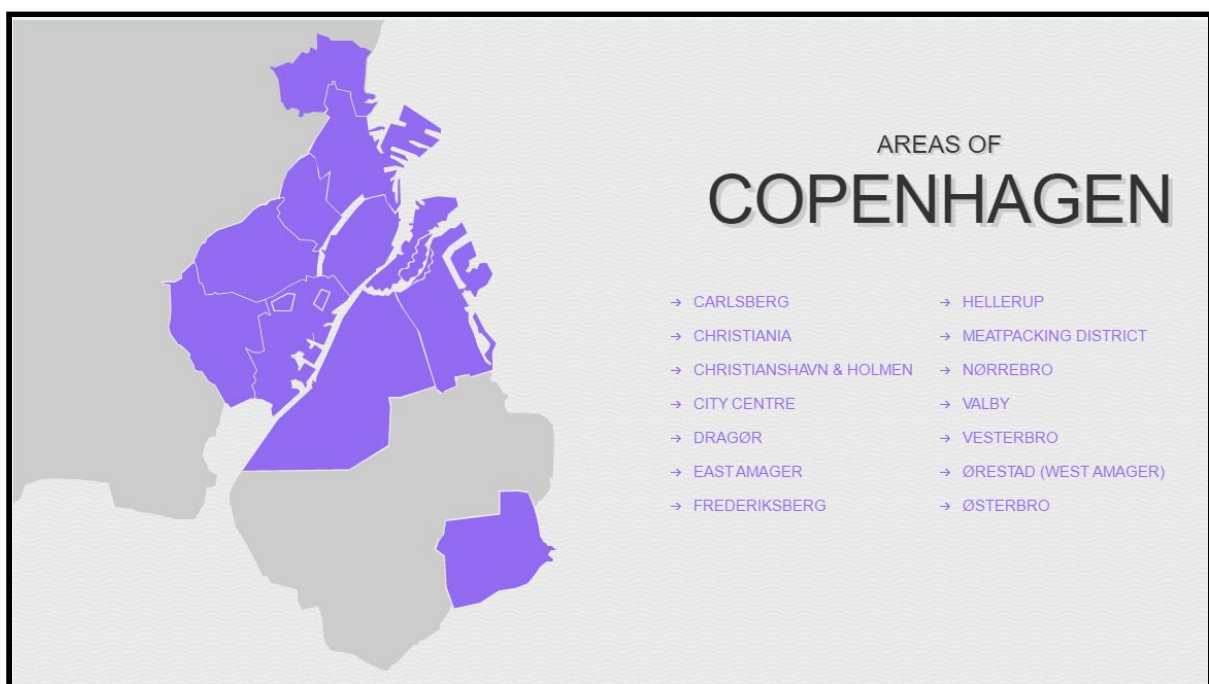


Fig. 6, Map of surrounding areas; Source, <http://www.visitcopenhagen.com>

Wonderful Copenhagen are placing the attractions under other areas of interest. Which is a shame for the awareness of Lyngby as an interesting touristic area and also for the future branding value of the Knowledge City. However, for now Lyngby must accept that they are not a part of the Wonderful Copenhagen area map, and the city is likely not to be marketed unless a tourism interest is manifested in the municipality. For the companies in Lyngby, that pay a membership fee to Wonderful Copenhagen, it is a shame that the municipality has little interest, for Scandic Ermitage Hotel they do not see any direct results of being a member of WOCO (Nørgaard 2017), but if Lyngby is nowhere to be found on their website or in their marketing activities, it must be expected that results fail to show. An establishment of a DMO could help such cases. As with the DMO of Vestegnen, which is shown on the area

map of Wonderful Copenhagen, where Vestegnen are marked with a red dot on the Denmark Map.



Fig. 7; Map of Vestegnen, Source, <http://www.visitvestegnen.dk/vestegnen/vestegnen>

The website of VisitVestegnen, shows that there are surprisingly little to come for. They have a beautiful beach and the Arken Museum as their main attractions, and besides that a few smaller museums and Vestskoven, a forest. Lyngby has many more reasons to go for. However Vestegnen still have a tourist organisation and a tourist information in Ishøj.

If a municipal doesn't have a DMO, they can still participate in Wonderful Copenhagen meetings, but they may show that they want tourism. The ones who takes initiatives and are hungry for tourism can participate in the projects (Mercier 2017).

So if Lyngby want to take part in future tourism projects, the door is open into WOCO. But as long as Lyngby can't see the advantages derived from tourism consumption, it will be difficult for them to follow the new trends and developments that happens in these years.

According to the map (Fig. 7), Lyngby should be a part North Zealand. Even, Mercier (2017) had her doubts about where the placement of Lyngby should be, thinking it was part of the DMO; VisitNordsjælland. Another consequence of not being visible in the touristic market is the lack of awareness, not only from tourists but also from neighboring areas. As stated by (Williams, Lew 2014):64); *“tourism cannot develop without basic facilities of support or active promotion designed to raise public awareness”*.

Tourism development is something that happens over time. The development phases can be learned from the theory of Butler and his model; “Tourism Area Life Cycle” (fig. 8), which shows the stages, that places goes through in their development of tourism.

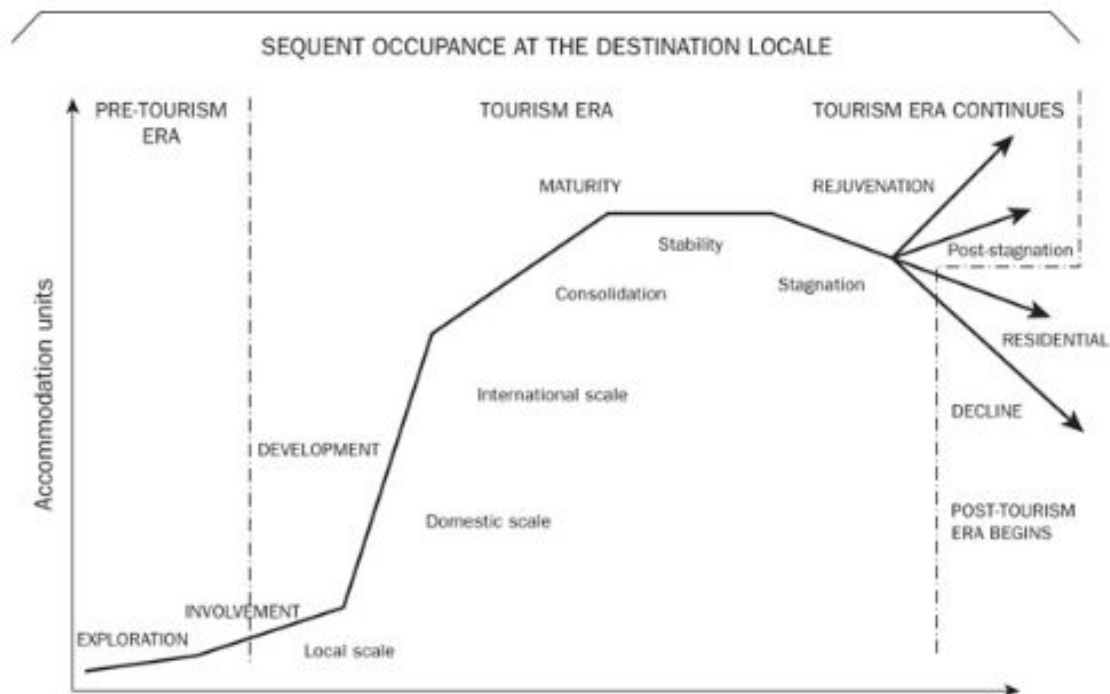


Fig. 8, Butler's Tourism Area Life Cycle, Source; (Williams and Lew 2014:67)

According to Butler's model, Lyngby is in its development phase, because the early phases, as the exploration and involvement phase is characterised by the time, where the locals have started providing accommodation, because they could see an economic opportunity by developing touristic facilities (Williams and Lew 2014:65). It must have been around the time 1670, when the King Christian V, made Dyrehaven to a hunting forest. Later, the park was opened to the public, which encouraged the Copenhageners to go for daytrips to the area. In the middle of the seventeenth century, the amusement park Bakken opens and in 1863, the railway between Copenhagen and Klampenborg is established, which is a benefit for the guests of Bakken and the summer guests that live in Taarbæk harbour (Lyngby Kommune 2016). Already in the beginning of 1600, the citizens from Copenhagen came as summer guests to the summer residences; Sorgenfri Castle, Friesboville and the Sophienholm. These guests are some of the first tourists in the area. The old residences still exist today. However Sorgenfri Castle are closed for the public, but both Friesboville and Sophienholm are open, the latter with art exhibitions. Lyngby have a great history also within industrialization, with Raadvad Dam factory and Brede Clothing factory, which today is open for visitors during the summer time. Dyrehaven have recently attained status as UNESCO Park, because of its Parforce hunting system developed by the king. This place has become a touristic site due to its historic development and Naturstyrelsen is taking care of the

communication of the historic Parforce Hunting system and the making of publications with guides to walking tours and information about the area. This is available on their website.

So even if the municipality does not want tourism, tourism happens organically in the area. Places can either be created for tourism as their main purpose or places attract tourism without strategic marketing. However, both needs attention for maintenance and communication. Lyngby is in the development phase because they have already established some touristic facilities and they attract international travellers, in the form of exchange students, international workers and expats (on the International scale) at the same time many people from the rest of Denmark (Domestic scale) are visiting Lyngby due to its closeness to “Bakken” and “Cirkusrevyen”, and soon Dyrehaven is expected to attract more visitors, due to the newly UNESCO World Heritage area. According to (Nørgaard 2017) the Scandic Hotel Eremitage have many repeat guests every year that come to watch Cirkusrevyen. Also sports tourism has a high occupancy during the year at the Scandic Hotel Eremitage. It is noticed that Scandic Hotel Eremitage is the only hotel in the centre of Lyngby. According to Butler's Life Cycle, the number of accommodation units is expected to rise together with the tourism development. However since the “City of Knowledge” started five years ago, there have not been any indications for attracting more hotels. Probably because the “City of Knowledge” does not see these visitors as having a touristic value. According to (Steffensen 2 2017), when talking about whether she sees the segments that the “City of Knowledge” attracts, she states; *“Tourists are something more short-lived”, “people here stay for 2-3 years”*. The students and the international workers with a long-term contract might not be a tourist in the traditional way, especially not after 2-3 years, they are considered migrants. However, in the beginning of their stay, they will have touristic needs and look for a map or ask for directions, seek entertainments and experiences, since they are in a new place with an urge to explore this newness. As can be learned from the historical development, it is the access to transport and easiness of getting around that creates a tourism need. A need to see new places. An urge to escape from the everyday routines. This type of historical mobility is what have led to the tourism as we know it today. The mobile traveller, which calls for new types of touristic needs.

4.4 The perception of tourism in Lyngby

During my research the most recurring pattern found in the interviews, was that the representants of Lyngby municipality and the “City of Knowledge” have a misconception of

what tourism entails. In the following paragraphs, the evidence of this are explained and discussed.

4.4.1 The view on destinations

According to the Advanced English dictionary (Sinclair 2003) a destination is; *“the destination of someone or something, is the place to which they are going or being sent”*. So this means that a destination is where a person is going. In travel terms, destinations are often considered the place that we travel to. According to Tybjerg (2017) Lyngby is not a destination. When talking about the making of a website in collaboration with other municipalities, she states *“We have asked other places, to find out what to do, when you are not a destination..”*. Her statement tells me that she doesn't consider Kongens Lyngby, as a destination, which might also be the cause for her general view on tourism being only mass tourism. However I notice that after the first meeting with Lyngby Kommune, they change their view. However, if Lyngby is not a destination, then none would visit it, which does not fall under the vision of “the City of Knowledge”;

“To be an international hub for work, culture, trade and urban life”. (Vidensby.dk 2016)

A hub is not considered a destination in itself, but since the “City of Knowledge” want to attract guests to the city, in form of students and international workers, Lyngby becomes a destination for these travellers. According to Webfinance (2017) a hub is to do with air travel or computers, because it refers to *“strategically located places”*, where the place houses and operates the major facilities. A hub connects services in a network. So the understanding of the vision for Lyngby’s “City of Knowledge”, is that their vision is to house the major facilities and operations, that has to do with internationalization, hereunder work, trade and urban life. The latter categories of culture, trade and urban life, also fall under the area of tourism, since tourists uses these facilities too.

According to (Jovicic 2017) destinations have been perceived differently during the years of travelling. The classical-traditional view of destinations, which origin from the early days of travelling, the systemic approach where the view on the tourism system changed to be more complex and includes stakeholders from various industries. (Wall, 1996 cited in Dobrica Z. Jovicic 2017), and the new Smart City phenomenon, which have led to Smart Destinations. Destinations that uses the digital revolution to make everyday life easier for citizens as well as for travellers through shared information and knowledge.

According to Williams and Lew (2014), places are something that has evolved through history. Which also are true for destinations. Lyngby, have also evolved through history, starting with being a summer residence area for Copenhageners and today being only a daytrip away from Copenhagen, it heightens the day tourism to Lyngby.

Leisure day tourism is not the only form of tourism in Lyngby. Business tourism is high. According to Scandic Hotel Eremitage, their main segments are international visitors to the international companies in the area. Guests arrives from around the world to Microsoft, Mærsk, Dong Energy, Cowi, Hempel, Niras and Novo Nordisk just to mention a few of the big clients. Lyngby also have potential to become a Smart City Destination, because DTU and the “City of Knowledge”, develop Smart City facilities (DTU 2016). DTU is developing a Living lab in Lyngby for their citizens and businesses (Askholm Larsen 2016). Smart City tourism is a way of attracting intelligent international workers as well as MICE tourism (Meeting, Incentive, Conferences and Event).

Kongens Lyngby is already a destination for many business travellers, students, expats and day tourists and will be seen as a destination for all that visits, no matter the purpose of their visit or the length of it. The more activities that Lyngby entail in, the more there will be a need for destination management in the future.

4.4.2 The view on the tourist

The concept of tourists are well-known, but as (Löfgren 1994) argues, it has turned into a cliché; *“it is all the other people who are tourists!”*. We see them as the “other”, as something that we can never be. But we should recognise we are also considered as the “the other” from others.

In the historical review, we learn that there has been a change on the view on the tourist and on the locals. Löfgreen describes how the tourists look down on the locals, thinking of the locals as lacking culture and manners. Funny how the roles seem to have changed today. The travelers does not want to be seen as a tourist, but rather as a temporary local. It was a different time, back then, but still today we view each other as two different species. The perception of the “other” are still alive. Steffensen (2017), did neither consider herself as a tourist when backpacking in her younger days. Actually she states “We did everything, not to look like tourists”, this statement fits well with the argument that Löfgreen makes of people's view and obsession with the “others”, which is a common way of looking at tourists today.

However it might only be a matter of time before this will fade out, if our mobility keeps intertwining with our everyday lives. The difference between locals and the temporary locals are minimized, due to the human mobility. People travel for for a variation of reasons and whether they are business workers, students or leisure seekers, their yearnings are intertwined (Russo, Richards 2016):15), which makes it more difficult to separate everyday life activities from tourism activities. And it is clear that it is difficult to really describe the segments that the City of Knowledge attracts.

“We focus on international families and.....to get a good life in Denmark, while they are here” and *“...it is not just a job, they have to pick, it is a whole life, for the time they are here”*.

Steffensen (2017) contradicts herself, because she first say that visitors a here for their “whole life” and then she say: “for the time they are here/while they are here”. Her statement is an indication for that most visitors are in Lyngby temporarily, but since it is complex, there is no right or wrong. Some stay for a long period of time, maybe even years, while some stay for only a short time. Our human mobility have caused us to view this behavior as everyday life, and since it is not the way traditional tourism works, these people are not seen as tourist. However they can be described at the new mobile traveller, who is as temporary as he or she feels like being.

“One of the secrets of the marked transformation between summer and winter life lies in the role of movement - not so much to a geographical location” (Löfgren 1994: 23)

(Steffensen 2017) does not agree with me, when I state that I consider the visitors, that the City of Knowledge attracts, for tourists or travelers. Her argument is; *“Tourists, that is something more short-lived, right?”*. She continues *“...but they come here to settle down, they don't start with visiting the museums and Kronborg. Rather they want to know where the grocery store is and how do I do my laundry”*. The everyday things, that she mentions here, is also a concern for the mobile traveller. The first thing I do when travelling, is figuring out where I can find the places for my basic human needs. Even though, when we are travellers, we still have our basic human needs, which is food, a place to sleep, clean clothes (Maslow's theory of motivation). If we don't know, where we can fulfill these needs, it could be a touristic mobile character.

According to the traditional definition, one is only a tourist for less than a year, so with her perception, she is right, the students and workers that come to stay for longer than a year is not a traditional tourist. However the traditional tourist is extinct. Today the tourists are

mobile travellers, who seek local experiences among locals, and their everyday life is intertwined with their urge to travel and seeking new experiences.

“I think there was many of those umbrellas, where a bunch of asian tourists flocked around a guide” (Steffensen 2017).

Yet, another statement from one of Steffensen's tourism experiences from abroad. It is clear to understand where her perception origins from. She uses the term “those umbrellas” as a concept for tourism. We all know what she means, however it is not the only type of tourism that exist. These tourists are the ones most noticed, in the city picture, because of the umbrella and the guide, but the “invisible” tourist is more difficult to spot. This new “invisible” tourist, that mingles with the locals, is not staging themselves in the same way as a group tourist. Like herself. Steffensen was a tourist, even if she didn't feel like it. Group tourists will forever exist, because it is an easy way of travelling for some people. However that does not mean that group tourism is the same as mass tourism, which is a remain from the charter tourism that evolved in the sixties, due to the invention of the airplane and the introduction to holiday days in Denmark (DR 2017). The traditional understanding of tourism have changed due to new technology which makes more people book their holidays individually through online travel agents. The human mobility have also made it possible for the suburb to be an attractive tourism destination. At the Scandic Hotel Eremitage, in Lyngby, it is often seen that, when Copenhagen have large events or is fully booked for other reasons, the overflow of visitors book accommodation in Lyngby. The suburbs can become an “authentic” local experience, that can attract tourists from the city centre out into the suburbs. This would benefit the cities in preventing from being overcrowded during high season. There are areas in Copenhagen that are so crowded from tourists, that even the local Copenhagener avoid these places (Mercier 2017). So it can be even more relevant to bring the suburbs into the touristic scene, to spread the urban travellers on a larger area. Both due to capacity limitations in the cities, but also because of the readiness in the new travelling behavior from the urban travellers.

*“The main attraction of our destination is the locals”
(Aarø-Hansen 2017)*

4.4.3 The reason to go and to feel different

Löfgreen argues that, to go on a journey, is not only a matter of changing places, but it is a physical and mental movement too. *“There is a transformation in mood to a freer, more childish and more simple life”*. He sees it as a change to switch to a different emotional register. We probably all know the feeling piling up in our bodies, when just thinking of going on a journey, no matter how long it is and what it entails..

This feeling of being different was also something that Steffensen (2017) described when she told about a trip of hers, where she had taken the train through England. “It was a bit different”, she stated, when referring to the other tourists. I wondered what was so different. The feeling of travelling like the locals, in a train? - or the fact that she had never travelled like that before, and that made her feel different. Different from the other tourists or from her everyday life. Steffensen's own view on being a tourist, mirror in the way she understands tourism and therefore she does not see the students, international workers or expats as tourism potential. Students travel for the reason to learn and for experiencing new cultures as their first priority, however as with other travellers they have touristic needs. The total tourism experience is much more than the visit itself, since it consists of several phases, starting with the planning phase, the travel experience and the reliving through memory of the travel upon return of the visit (Williams and Lew 2014:49). The reliving of memories is what the youth today uses the internet and social media for. They document every bit of their travel to state themselves as beings and to show the world who they are and what they stand for. This digital behaviour have phased out the old-fashioned photo album.

4.5 Tourism and the role of the municipality in Lyngby

According to Wendelboe and Damm (2017), the municipalities play an important role in the development of the danish tourism, because it is their responsibility to make sure that the beaches, harbours, cities and infrastructure are maintained. It is also the municipal that help the local actors with the correct approvals for their development.

Municipalities often join forces to develop a destination organisation. Back in 2010 Visitnordsjælland was developed from five independent tourist organisations, which all had different ideas of how to promote and mobilise the destination through this organisation. But it had its benefits, the numbers of overnighters in the area increased with 14 pct. and they decided to develop different concepts; “The Danish Riviera” was made in collaboration with

Odsherred Municipality and the five municipalities promotes the area as “Kongernes Nordsjælland”. Also the meeting tourism was put into the concept of “Unikke mødesteder”. In 2015, the five municipalities have had an increase in the meeting tourism with 13 pct.

Trine Tybjerg (2017) from Lyngby Kommune, states that they do not have enough money budgeted for tourism, only 33.000 dkk, and for that reason it is difficult to do much. However if looking at other municipalities, the advantage of working together across municipal borders are exactly to gain more value from tourism development and in that way increase the budget for the years to come. According to Tybjerg (2017), Lyngby Municipal have never talked about making any form of tourism development at such, but only talked about making a website covering the experiences and attractions, which can be found in the municipalities. Unfortunately the municipalities could not agree on the details, such as which event should be shown in which week on the front page and so forth. However, this proves exactly why the municipal should not be making websites, however it would be an appropriate task for a destination management organisation, which would hire experts in sales and marketing that are devoted to the tasks of tourism. The low budget for tourism development in Lyngby, also indicates that they have yet not seen the benefits of destination management. According to Wendelboe and Damm (2017) bringing municipals together gives better options in achieving higher quality in the destination and more value from investments. One thing that investors look at, is if a destination has sufficient capacity and attractions to make an interesting business. As already shown above in the map, Lyngby are a very attractive investment area, not only due to the current development of the city, DTU and the newly opened international business offices, but also because of its close location to Copenhagen, the nature areas and the many various experiences and restaurants.

Kongens Lyngby, could benefit from more accommodation. With only one hotel in the city centre, there are simply not enough capacity for the future tourism development, that the City of Knowledge attracts. It can be difficult to attract more overnighters to the city centre of Lyngby, with so little capacity. However the day trippers should still be attracted, even if they don't benefit to the hotels, unless people visit the restaurants or other facilities. According to Birgit Nørgaard (2017), the Scandic Hotel Eremitage attracts mostly business during the week and leisure and sports tourism in the weekends. Athletes, who are participating in sports such as; BT half marathons, cycling, tennis, golf and football are among the most paying guests in the weekends. Sports tourism in general are seen as a good steady revenue. First of all it is seasonal, which is easy for the hotels to plan in advance and the athletes has a high purchasing power, which means the the hotel can charge a higher rate

than to leisure groups. Lyngby already attracts sports tourism, however there is a lack of willingness to make it happen, when offers come in. Birgit Nørgaard, gives an example of the unwillingness or lack of enthusiasm that occur in Lyngby municipal. This story happened some years ago;

“...I was contacted by a partner, that could make the football team from Leeds..to come to Lyngby for a training camp. He asked if I could accommodate the football team. I contacted the municipality and they told me that it could not be done, because there was no one to chalk up the football field, due to everybody was on their summer holiday..”

4.5.1 The tourism strategy for Lyngby-Taarbæk

Lyngby-Taarbæk Kommune have written their first tourism strategy in 2014. The strategy covers two years, 2015-2017, and will be renewed in 2017. Lyngby have made this strategy, without considering establishing a DMO. The strategy entails Lyngby’s four strengths; “Culture for everybody”, “Out in the nature”, “City Life and shopping”, “Lyngby-Taarbæk City of Knowledge”.

In the strategy (Lyngby-Taarbæk Kommune 2015), Lyngby describes how there is a wish for more interconnected experiences, among the local stakeholders and that they seek opportunities for making packaging across industries. Many stakeholders have shown initiatives for making tourism products. They point out areas for improvement, such as The visibility of tourism products, the easiness of combining products, Strengthening the network between the stakeholders and to collaborate with neighboring municipalities, since the tourist does not know municipality borders. Their objective with the strategy is to increase the business income from tourists. The way that they want to achieve this tourism growth is through increasing the number of “24 hour-tourists” and at the same time, they want to “lengthen their stay in Lyngby”. To focus on extending the length of stay for “24 hour-tourists”, does not make any sense. Increasing their length of stay will cannibalize this type of tourist. However if they keep their focus on increasing the number of the “24 hour-tourists” it might be easier to measure the progress, as well as finding the right strategy for this objective. However the other is impossible. Their strategy is only built on numbers from Visit Denmark’s yearly Tourism report (Fonnesbech-Sandberg, Rømer Rassing 2016) for Lyngby-Taarbæk Kommune. The efforts for obtaining the objective is from the municipality to give back up and facilitation on ideas to the local actors, however they expect that the initiatives for obtaining the goals should come from the actors. They don’t consider the residents in their tourism strategy. According to Russo and Richards (2016:69), the locals are a part of the tourism experience and also the sustainability of tourism in local

areas, because the residents, are the voice of a destination. They create the image, the storytelling and the myth to the tourists. They even claim that storytelling from residents can be sustainable tourism, in that way, that it helps in respecting the local traditions, the residents can influence the visitor's preferences and behavior. It needs planning if a whole community should achieve this type of sustainability. The residents and the whole community are a part of the tourism experience and it can be both good or bad, since the storytelling of a places can create negative images as well as positive. This can be controlled by image marketers. So it can be seen as a mistake, when Lyngby municipality haven't taken the community and its residents into perspective upon making a tourism plan. The efforts have been written into "suggestion to an action plan". The suggestion to an action plan entail the overall goal for Lyngby and nine suggestions to how the strategy can be obtained. Even though Tybjerg stated that they never wanted to develop tourism or anything of that kind, the overall objective for the strategy is to "determine the overall objective and potentials for development of the tourism area". Again the main focus are on the "24-hour tourist", which they define as both leisure and business tourist, who makes relatively short stays. According to (Fonnesbech-Sandberg, Rømer Rassing 2016), the one day tourist in the municipalities are the visitors, who travels outside of their usual municipality. So they uses the same definition of the "usual environment" as UNWTO. The tourism consumption in 2014, that stems from one-day tourism in Lyngby, is 447 mio. kr. (Fonnesbech-Sandberg, Rømer Rassing 2016):58) and the total tourism in Lyngby equals 1,4 % of the total supply of goods and services in region Hovedstaden, which total is 1.868.407 mio kr. The total supply of goods and services in Lyngby equals 58.633 mio kr. (ibid.). The action plan and the strategy is made due to the awareness of this high consumption (Gottlieb 2017), which is the trigger for the sudden interest in tourism.

The Action plan have four main efforts, which relates to the potentials mentioned earlier. The actual actions that have taken place is the application on making Lyngby visible on the brown tourism signs and the making of "Lyngby Guide book". Furthermore is was a wish to seek opportunities for GPS supported tourism, this should support the easiness for the tourists to combine tourism products in the area. other efforts has been to establish a network, where Lyngby in the project leader of the efforts of the strategy, evaluation of the current strategy and a new suggestion for a new tourism strategy 2018-2021. The objective of collaboration across municipality borders have been researched together with a collaboration with the development of the Parforce hunting system as a UNESCO world Heritage, and at last they seek to clarify future models of tourist communication in Lyngby-taarbæk. There is contradictions in what the strategy and action plan states and

what Tybjerg (2017) states, about Lyngby's view on tourism. If they don't want tourism in Lyngby, why make a strategy, a network and a plan for it?

According to (Christensen 2004) strategy plans are often used as autocommunication. Meaning that companies and institutions use strategies to stage themselves. Talking about oneself makes the goals and visions more real to themselves and makes a company look like they are in control of their objectives. However it is also often seen that strategies are never fulfilled. Some areas of the strategy of the tourism plan in Lyngby have seemed to be fulfilled, like making a network among local stakeholders. However as (Nørgaard 2017) states; *"We were all very optimistic about the network, but never found common ground"*.

4.6 Destination management and the role of the DMO

A DMO's purpose is to market and manage a destination. However the days where a DMO would have the full control of a destination is gone, because of presumption and travellers access to social digital medias. This section will discuss the importance of DMOs and how their role has changed and how a DMO would be of benefit for the area of Lyngby-Taarbæk.

4.6.1 DMO's are going through change

Tourism is often understood in a classical quantitative way, which entails calculations of numbers of international arrivals, nationalities, economic figures, such as amounts of expenditure per visitor, average length of stay and sold bednights.

However tourism research can tell us more about the social behavior and the complex interconnections between public and private actors. According to Russo and Richards (2016) we are undergoing changes in our travel behavior, due to new technology and our way of balancing work and family life. Our work and sparetime are getting heavily intertwined, which urge for more flexible travel patterns and solutions (ibid.). We are more mobile, due to easy transportation, which allows us to work from anywhere. In the newest strategy from WOCO, they are naming the traveller, the "temporary local". This matches with the mobility studies description of travelers in (Russo, Richards 2016), whom also seek local experiences. Since travelers have access to information at all times through mobile devices, they make online reviews and personal recommendations, right after or during their stay. This new behavior is creating user generated content accessible to everyone, who seeks online touristic information. The traditionally DMO recommendations, are no longer sought for in the same way as earlier. So instead of DMOs promoting experiences to the visitor, they should now

promote them through the visitors (Aarø-Hansen 2017). Meaning that experiences should be made in co-creation with residents, local actors and public institutions.

With their new strategy they are renewing their focus to visitor management. The strategy is very different from the traditional DMO, which was about market and manage a destination in full control. Now control have changed hands to the visitors and locals in destination.

WOCO is the DMO of Copenhagen and they uses five storytellings in their approach to the traveler; Design and Architecture, Gastronomy, Sustainability, A pocket-sized fairy tale, Tolerance and diversity. Lyngby could use the storytelling of; The student life. Culture diversity, The Knowledge City, the Summer of the Royals, the Green and the Blue nature, A High-end Shopping spree.

According to (Aarø-Hansen 2017), WOCO must find new ways of measuring the value created in the city. Their vision is: *“Local hood for everyone”* and their mission is: *“enable our destination to be shared more”*. Both statements are related to the new travel behavior of the mobile travelers. However, both goals are difficult to measure, and as Mercier stated; *“we need new ways to measure the value in the future”*. Even though they are recommending value driven measurements, they still uses quantitative goals, as supposed are the most convenient for comparison of success. Marks of success are stated as; 49+ billion in social-economic revenue, 77% visitors having intentions to recommend, +80% Citizens support visitor growth. It will be interesting to follow the development of this. Some goals can almost be impossible to measure; such as people's intentions, which are something that they haven't done yet, and maybe never will be doing. So it seem as a fictive number. The citizens support are important, especially due to tourism coming into the local areas. Mercier (2017) stated that WOCO have taken the pulse on the citizens of Copenhagen, to find out if the locals are ready to embrace the local tourism. Over 90% can see that tourism contributes positively to Copenhagen and makes it a “cool city”. So as long as this number doesn't comes under 80%, WOCO are happy to increase visitor growth. According to Mercier, there are areas that gets overcrowded in the high season, and when growth gets too high in Copenhagen, there are areas where they want more tourists, it can become a win-win situation to create a bigger flow into the suburban areas. In WOCOs strategy they put great emphasis on advocacy from the local.

4.7 The Knowledge City

When Rambøll decided to move their head office to Ørestaden, Lyngby Kommune took the decision to make a strategy that would make Lyngby more attractive to companies.

“We cannot have a head office in Virum” (Pedersen, 2013 cited in Byplanpris ansøgningen, 2013).

The Knowledge City was founded in 2012, on the basis of the IRIS Group feasibility study report and some visionaries that saw the need for DTU to become an important factor of knowledge and urban development in Lyngby (Steffensen 2017). The Knowledge City is set up as a members association, and comprises of educational institutions, private companies and the public authorities of Lyngby, also known as a Triple Helix model (Steffensen 2017).

The vision of the Knowledge City is to attract many highly educated people that can reside in Lyngby. Engineering and consultant businesses are highly represented in Lyngby and more international business are wanted. The vision is to utilise and strengthen this knowledge concentration in the municipal by being “one of Europe's leading scientific centre and university town with a world-class level of research and education” (Lyngby-Taarbæk Vidensby, no date)

“We must want something with the place we live. It is us who is the municipal”

(Engelhardt, the ambassador of Vidensbyen, 2011)

4.7.1 The decision making

The decision of making the City of Knowledge, was a feasibility report, that showed a high concentration of highly educated employees in Lyngby and only a very little employment within the tourism sector. In 2013, Lyngby applied for a Urban plan prize. Lyngby concludes in this application, that “knowledge” is the most important quality for the city, besides the green areas and nature in Lyngby. The high level of education of the residents and DTU are the main factor for this conclusion. According to the bubble diagram (Fig. 9), the area of tourism has a specialization degree of around 150 and since the bubble is green, tourism has a high employment growth rate in Denmark. It is difficult to say which numbers lies under these bubbles. However, the numbers of the tourism growth can be retrieved from DI, The Danish Industry in Denmark (Jensen 2015); In 2013 was around 150-160.000 employed within tourism. This number have been stable for the past 9 years. Around 28% has

vocational training. Over 50% of the jobs are employed by unskilled workers and 30% are part-time workers. One third of workers within tourism are under 28 years old (Jensen 2015). It is important to understand that tourism covers many different industries, from transport, accommodation, to restaurants and retail. The diagram is understood as the growth in employment, against the specialization grade, which I presume is an index number, since it is the specialization grade in Lyngby, compared with other municipalities, however the diagram reference is not shown and it is difficult to make any realistic academic judgement on the bubbles, as there are many size variations and the exact numbers are not shown. Indexes are based on the number 100 as the starting point. So, if the vertical line represents 100, then tourism does not lie in such a bad position. Tourism also has a green bobble, which is the indication for growth in Denmark. As the bubble seem tiny prepared to the larger bubbles of technology industries, it can be because the specialization is extremely high in this area. However, I would still argue that tourism is large compared to these factors. It is above the average employment specialization in other municipalities, since it is over 150 and the tourism bubble are separated from other bobbles, which is not the entire correct picture of tourism. The retail industries, such as supermarkets, shopping center and transportation are also accounted as tourism contributors. So, to calculate tourism as done in this study, is

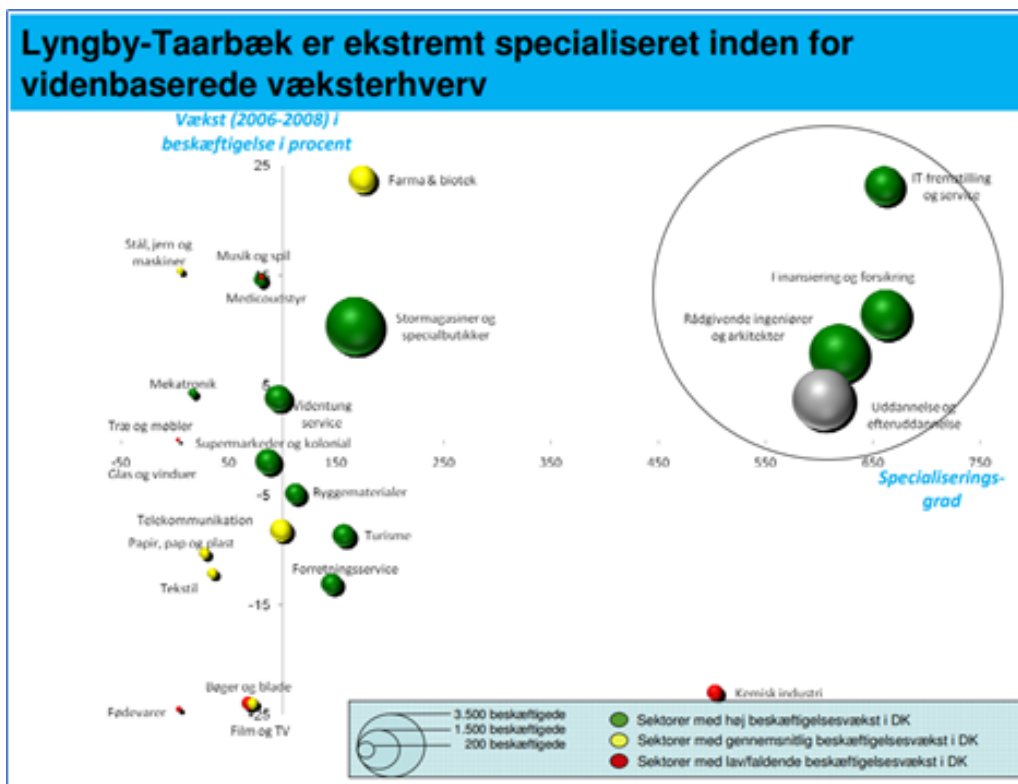


Fig. 9, Specialization within Lyngby. Source:

<http://vidensby.dk/wp-content/uploads/2017/06/1IRIS-Group-Feasibility-Study-2010.pdf>

not a realistic calculation. This feasibility study, was the cause for the election and making of “the Knowledge City” and at the same time it was also a neglect of tourism development (Gottlieb, 2017). But since the tourism industries are one of the fastest growing industries in the world, it is difficult to understand why they didn’t bring in a tourism track in the plans of the “Knowledge city”. The fact is that the hospitality industry is dependent on students, as primary replacements and part time workers in the evenings and weekends. DTU and K-Nord (Business school in Lyngby) attracts the students that could be employed in the tourism and hospitality industry. Scandic Hotel in Lyngby employs Service Management students for the summer-time every year, however it can be difficult to attract Scandinavian applicants and high qualified workers. More international accommodation in Lyngby could benefit from the high concentration of international students. According to Gottlieb (2017), figure 9, was the first that was presented to the decision makers of the knowledge city, and since the tourism “dot” was a lot smaller than the knowledge based industry concentration, they neglected to include this potential industry as part of the knowledge city.

4.7.2 The Knowledge City as a DMO

The setup of Vidensbyen is very similar to the setup of a Destination Management / Marketing Organisation.

According to the characteristics and role the DMO, it can be difficult to see why the City of Knowledge exist without the consideration of the tourism area.

Actually the constellation of the City of Knowledge have many of the same characteristics as a DMO:

Destination Management Organisation	Lyngby - Taarbæk City of Knowledge
<ul style="list-style-type: none"> ● Main focus: Tourism development ● Association organisationsform ● Public funding ● Private sponsors ● Sales from advertising ● Creating a destination Brand/Image ● Manage stakeholders interests 	<ul style="list-style-type: none"> ● Main focus: City development ● Association organisationsform ● Public / private collaboration ● Members pay a fee according to size of company ● Creating an image of Lyngby as a University and Knowledge City ● Service members

Fig. 10; DMO comparison with City of Knowledge. Authors own

So looking at The City of Knowledge with the eyes of a DMO, the difference from the two is that the City of Knowledge is a closed network, where networking are only for the members, whereas in a DMO, everyone is welcome to benefit to and from the tourism created through tourism development.

The DMO and the City of Knowledge have both the same agenda of development. Tourism would therefore be a natural part of The City of Knowledge. The collaboration and networks are already there.

4.8 Mobility in Lyngby

According to Urry (2000, cited in (Williams, Lew 2014)) mobility theory is concerned with two factors; “Scapes” and “Flows”.

“Scapes” is *“the networks of machines, technologies and infrastructures that enable mobility, such as airports, motorways and computer networks”*.

“Flows”; is *“the movements of people, goods, ideas or images”*.

4.8.1 The contribution from the City of Knowledge

The Knowledge City, encourages mobility, because there is a “flow” of travelers where the international companies are the “scapes” that allow the “Flow” of mobility to happen.

The Knowledge City attracts international companies and their workers. These workers can be considered mobile travelers, that have touristic needs and furthermore, the workers have an induced economic effect in Lyngby and its surroundings, because their salaries are being spent in the local Danish business. The international companies contribute with import effects and indirect effects. They are not directly linked to tourism, but their effect of international employment contributes to the society and the local residents in Lyngby, since the companies pay taxes which will benefit Lyngby as a community and gives better living conditions, due to better maintenance of the city.

However according to Steffensen (2017), The Knowledge City doesn't consider these people as travellers. The travellers that arrive in Lyngby, are not what we know as the traditional tourist, but expats or students, as well as day tourists.

However this segment are considered as travellers in the “International Recommendations for Tourism Statistics 2008” (2010) where they distinguish between travellers and visitors.

Visitors are; Business and professionals, visiting friends and family and people coming for leisure. Whereas, students and long term workers are considered travellers. This definition tells us something about the length of stay, since an (exchange) student and a long term worker are here for a year or more, and yet they are considered as travellers. Whereas according to the OECD's definition of a tourist, it is one that travels for less than a year. Due to the modern way of travelling and our mobile social lives, the traditional segmentation seem to change, and maybe even disappear, since if everybody begin to live mobile lives, where travelling is an ordinary everyday thing, how can we distinguish between a traveller, visitor or tourist? What might seem *“out of the ordinary”* now, may be seen as *“in the ordinary”*, in the future (Russo and Richards 2016).

4.8.2 Smart city possibilities

Lyngby is a knowledge city and a are interested in being a smart city too, with their initial developments from DTUs “Smart Campus”. According to Dobrica Z. Jovicic (2017) a Smart Destination is a knowledge based destination, so it makes good sense to combine these two factors; “Knowledge” and “Smart”.

Smart City initiatives can be seen in the hotel industry as well; The hotel chain CitizenM have named their hotels after this new type of mobile travellers. Their maps even signal “I am not a tourist, I am a Citizen”¹.

CitizenM call themselves a development hotel, that serves the needs to the new mobile citizens. They see the need for affordable luxury as their mission to fulfill as a smart hotel.



CitizenM describe this new segment as “the international traveller that crosses continents the way others cross streets” and continues *“Those in search of business, shopping or art. In short, everyone who is a mobile citizen of the world. Most likely, that also means you”*. The hotels are run as a smart hotels, where sustainability can be traced outside the hotel location via digital systems. Furthermore the “citizens”

(guests) check/in and out via the self check-in/out desks in the lobby. Everything in the room is controlled by a tablet, turning on the TV, operating the blinds, turning the light on/off and even changing the color in the room. The rooms are very small and the bathroom is a frosted

¹ Scan the QR-codes on this page, to view the video made by CitizenM of the new traveller. *Source; youtube.com*

glas cabin with a rainhead shower. You can even use your smartphone as a room key. This is a hotel of the future.

DTU have in collaboration with Lyngby-Taarbæk Vidensby, developed a platform called “Smart City Hub”, which is a place where ideas can be developed in what they call a Triple Helix. A collaboration with researchers and students, businesses and Lyngby Taarbæk kommune. DTU have developed a “Smart Campus”², which is a 1,3 km “Smart Avenue” at DTU with 106 LED street lamps, that are energy saving and gives a safe campus.



the street lamps are designed with “smart city technologies”, so that it is possible to collect data of for example how many people are getting of the bus or how fast the bicycles are riding. There is a shift in the way lightning will be used in the future, in the future all sorts of information can be sent from lightning direct to your phone. But how can smart cities have anything to do with tourism?

This form of collaborative tourism, created by the “knowledge society” and our “network society”, replaces the traditional forms of mass tourism (Russo and Richards 2016:1).

4.8.3 Airbnb and its contribution to Lyngby

Airbnb was founded in august 2008, and since then the short term rentals has only gone up. Airbnb has exceeded everyone’s expectations. In eight years they’ve gone from renting out a single air mattress in a San Francisco apartment to accommodating over 80 million travelers across 34,000 cities. (Shatford 2016). According to Airbnb, their guests wants to live “like a local” (Russo and Richards, 2016:218). Originally is was the backpackers that seeked this type of travel. Today the trends of the sharing economy, with its many digital platforms, have made it possible for Airbnb to make this available for everyone.

Airbnb are also a contributor of tourism in Lyngby with around 85 active users. Airbnb quantifies their statistics on the site Airdna.com. It is possible to buy in depth market reports of any area that has Airbnb listings. These reports are especially recommended by Airbnb to DMOs. The reports determine the the market of Airbnb, which are essential to know if a DMO want to make a country specific campaign (Shatford 2016).

² Scan the QR-code for watching the DTU smart Campus video. *Source youtube.com*

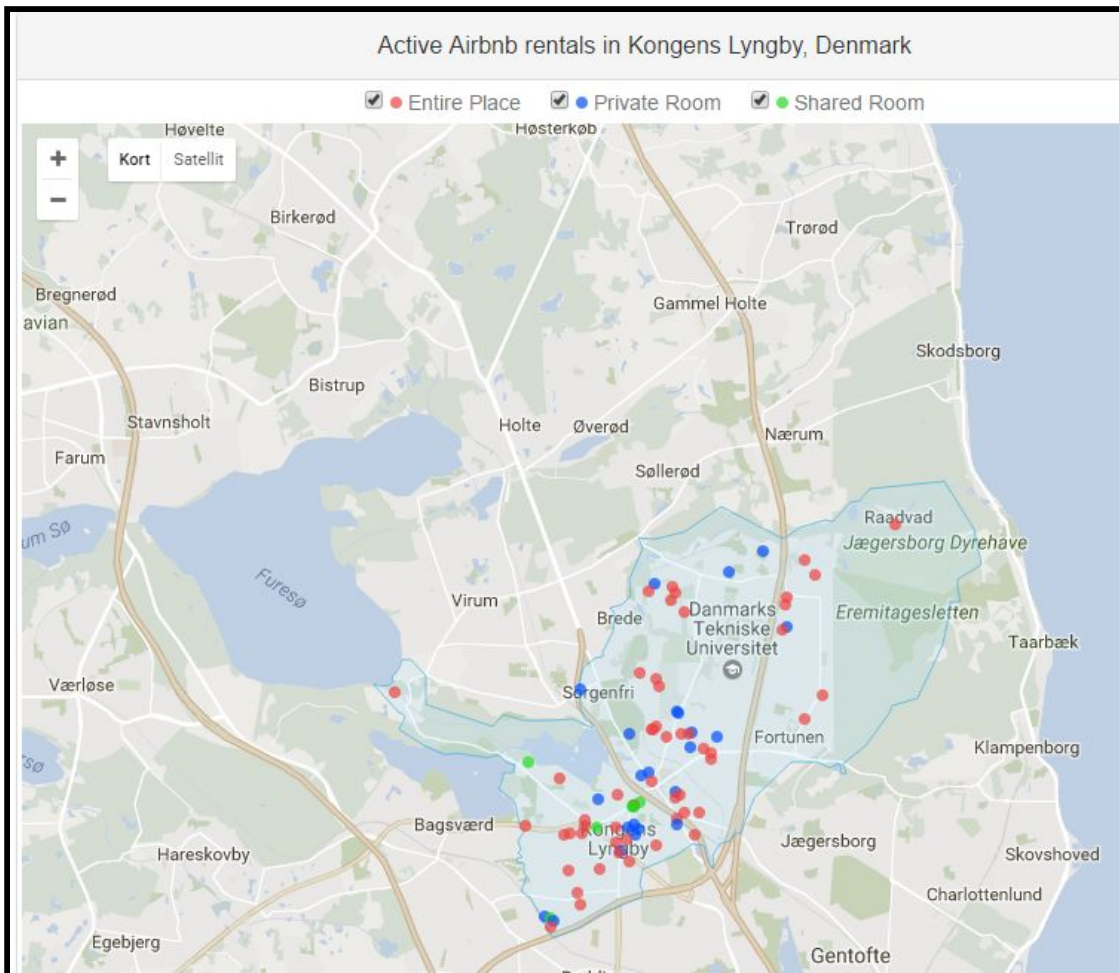


Fig. 11, Active airbnb listings in and around Lyngby. *source; airbnb.com*

In the analysis the numbers from Lyngby, Gentofte, Hellerup has been extracted from airbnb. When searching for rentals in neighbouring municipalities, for example Holte, Gladsaxe, Ballerup, Klampenborg and Hørsholm, there are no statistics available. Which is an indication of a low number of listings.

Airbnb name each profile who is renting out his flat “a host” and each entire flat or room is a “listing”. So in reality a host can have more than one listing. A host can choose to list a room, a shared room or an entire place. When you rent a room, the host will most likely live in the rest of the place. If you rent an entire place, you have it all for your self, a shared room is like renting a room, here it is shared with another airbnb guest. Airbnb is an american company and therefore all figures are in USD. The analysis of Airbnb in Lyngby is held up against the growth.

AIRBNB Area	Active Hosts May 2017	Active Rentals May 2017	Most common Listing	Most common room type	Average RevPar	Airbnb listings YTD 2017	Growth from 2016-2017
Lyngby*	85	94	3 bedrooms	Entire place	\$51,53	194	19,75%
Hellerup*	65	67	1 bedroom	Room	\$64,04	117	17,00%
Gentofte*	250	267	1 and 3 bedrooms	Room and Entire place	\$69,86	514	21,51%

Fig.: 12 Airbnb rentals; Sources; *<https://www.airdna.co/city/dk/kongens-lyngby>, <https://www.airdna.co/city/dk/gentofte>, <https://www.airdna.co/city/dk/hellerup>



Fig. 13: Area map of prices.

Source; <https://www.airbnb.dk/s/Lyngby>

Airbnb listings have shown an amazing growth. This type of growth would not be possible to see in the hotel industry. The room limitation and high capacity costs, are the reason for a slower market. Airbnb have no limitations in that matter and therefore there is high growth and opportunities in short-time rentals. The map (Fig. 13) shows that there are many rentals with a quite low rate in Lyngby. Listings are spread out in a large area. It is a tendency that the rental will disrupt the 3 hotels in the

area. However the type of guests at Scandic are high-end business clients, that hardly would consider Airbnb for their visit. The prices for an Airbnb is low, and could be hurting the hotels, however the few hotels in Lyngby accommodates most business guest, which keeps

the prices high. The leisure guests tend to choose cheaper accommodation, which could very well be airbnb or similar products.

Most Airbnb accommodation lies in and around the major cities and hotel areas. Which have had a revitalization of the neighborhoods. The effects of Airbnb have been a larger diversification in types of accommodation and product quality. Airbnb attracts the digital traveler, who book online and who want to experience and live like the locals.

The concept of short-term rentals through platform, such as Airbnb have created entrepreneurial opportunities for everyone, which allows poor and rich to rent out their homes (Russo, Richards 2016):213)

Airbnb have experienced massive growth in the world. Also in Denmark, a growth can be seen. From 2015 to 2016, is the number of bed nights grown from 1,7 million to 3 million and the numbers of hosts have risen from 21.000 to 30.000 (TV2 Nyhederne 2017a).

In Denmark the Airbnb listings was in 2012 concentrated around the large cities, however the phenomenon have spread to the countryside and now Airbnb is spread all over Denmark (TV2 Nyhederne 2017b). Horesta states that there is more Airbnb listings than hotel rooms in Denmark. The largest concern for the Danish government, is to recover the tax. As it is now, the Airbnb property owners, have the responsibility to inform the tax authorities about their tax income. However they are working on making a solution for tax recovery.

4.8.4 Travel platforms

The traditional guidebooks are no longer in demand. Holiday apps have taken over (Larsen 2017). People don't seek information through experts any longer, they seek it through user generated apps. Which also correlates with the new WOCO strategy. Apps have the same functions, with touristic information about a place or booking opportunity for restaurants, hotels and experiences. Reviews are popular, and many seek reviews before visiting a places, because we mirror ourselves in other people, which is the main reason that apps and other user generated sites are so trusted among travelers. It is the amount of public recommendations and companies likes Trustpilot that makes the trustworthiness so high. Other apps, besides Tripadvisor is "Yelp", "Showaround" and "Ask a Local", which are built on a peer-to-peer model, between the supplier and the customer, what is known as prosumption and/or co creation. As well as being a host for your accommodation, it is now possible to become a local guide. Airbnb have recently started selling local experiences in

certain cities as well. Here you can book local experiences, such as city walking, guided bicycle tours and more.

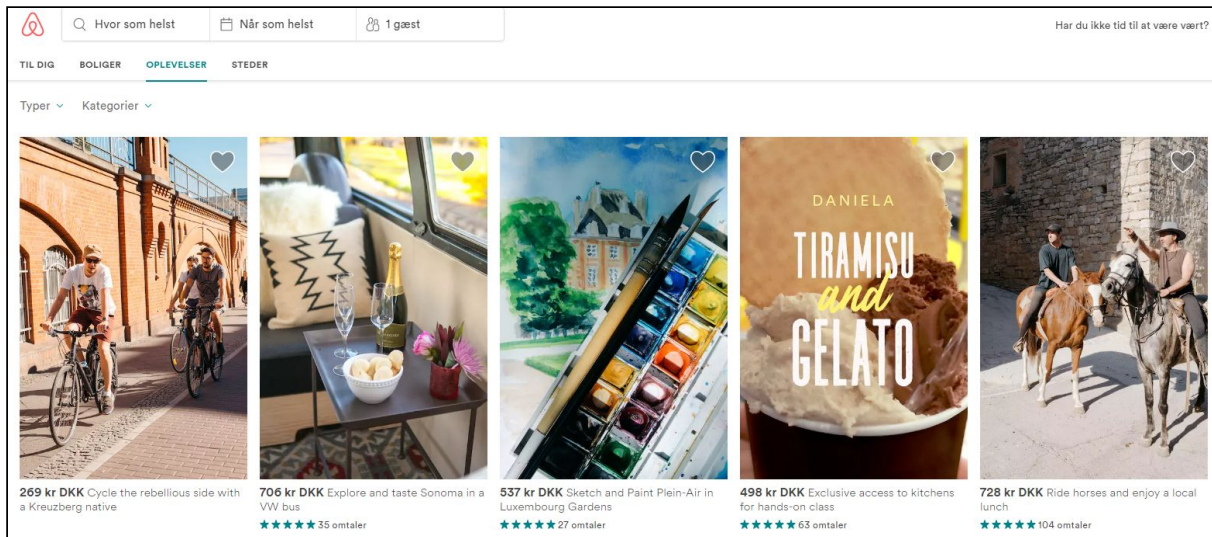


Fig. 14, Experiences for sale, created by locals on Airbnb

Source; https://www.airbnb.dk/s/experiences?allow_override%5B%5D=&s_tag=q9y36Weq

4.8.5 Communication

4.8.5.1 New Website

The website of Kongens Lyngby tourist information, has been left untouched since the closure of the tourist information. But, since I took the subject of tourism up, something have happened. I criticised the old tourist site at the municipality, for having the wrong information as well as being outdated. But this have suddenly changed, while writing this report. The new website is called <http://visitlyngby.dk/> and is representing Lyngby in a very professional manner, however the page is very slow in loading due to the many graphic elements, so the user experience of it is not very efficient. It is still just a website, so there is not an organisation behind it. But is a positive start to hopefully a more tourism minded Lyngby.

According to Tybjerg (2017), Lyngby Taarbæk-Kommune wanted to make a tourist website together with other municipalities for the purpose of information only. However the digital manners websites must interact with the customer and give value before customers want to revisit a site, so if the site keep looking the same, the value of the new site will fade in time.

The social medias have gained popularity among travellers (Xiang, Gretzel 2010). The social medias or so called Consumer Generated Sites (CGS), as represented by youtube, tripadvisor and other sites, are used by travellers to to share pictures, experiences and videos online. This shared information are again used by other travellers to gain information of an area or activity. Travellers relive their trip through the internet and this is a big difference from how touristic information used to be given and collected through an ordinary Tourist Information Center. As WOCO have recognises, it is not the organisations telling the user what to see or buy, but the users will share the things they like, and it is in that way that destinations should be marketed.

4.8.5.2 The Facebook of the Lyngby Municipal

The newly made facebook page, are used to communicate different events in the municipality, herunder some tourist information, such as “the bathing season” has begun, visit Frederiksdal Friluftsbad. The facebook, which the municipality introduced in february, was intended for touristic communication. Bur rarely any tourist would go and find information on a municipality site.

4.8.5.3 The Magazine “Kongeblå”

Again, an example of diffuse auto communication. The Magazine is published by the football club of Lyngby, thereof its name, which refers to the blue colors of the club. However, the magazine also communicates tourism, which can be a bit confusing, when it is a football magazine. The fact that both this magazine and the Lyngby Guide Booklet, meant for the residents, communicates tourism, is a sign that there is a need to communicate it. However, the communication through the wrong channels and to the wrong audience, doesn't seem as a clear strategic plan.

4.8.5.4 The Lyngby Guide

A book that exist in a hard back version and online on the website of the municipality, (Lyngby Kommune). However, it reminds of a tourist brochure only communicated to the residents only and the intention is to use it for tourists. However I have never seen any tourist run around with a book of the weight and size on a tour.. Some guests from the hotel uses the map in the booklet, but the booklet has too big a format, A5.. Since it is made as a book, the weight is also a problem for tourists that want to bring it along. In general, guides and maps are outdated and online apps have taking over. Paper maps, can be good for the planning at home, however for the most people, google maps work perfectly around the globe.

4.8.5.5 The Tourism Office

There used to be a tourist office at Ulrikkenborg Alle in Lyngby, however it has closed down, not due to a strategic decision of saving money or developing a different alternative, no due to coincidences. The tourist office went on a private initiative for a few years, from the owner of the business “Pak & Send”. He has now gone to pension, and the website was still “Live”, until I started question it. The office is closed now, which is also in the spirit of times. Tourist offices is no longer in need, due to the digital online communication.

4.8.5.6 The Lyngby cake

Lyngby decided in 2016, to make their own cake. A signature cake, a cake that represents Lyngby in every way, from taste, to texture and shape.

The event was launched as a competition, where residents could suggest what a Lyngby Cake should look and taste like. The cake was developed by the famous pastry chef; Mette Blomsterberg, who also has a cafe in Lyngby. The cake that was developed, symbolises Lyngby in the way that it looks and consists of a bottom of hazelnut cookie, apple compote, chestnut ganache and caramel mousse. All covered with white chocolate, decorated with stripes inspired from the Lyngby Vase. Red currants on the top symbolises the red ports of Dyrehaven and it has a crown on the top as a symbol of the King's presence in Lyngby.



The purpose of the cake, was that Lyngby should have its own signature cake and the recipe should be available for the citizens. The Lyngby cake was not made for any specific occasion. The competition was communicated in the local newspaper and on the website of the municipality, where the recipe also can be found today after the competition is over. Unfortunately the cake can only be bought at Blomsterbergs cafe in Lyngby, and therefore it is hard to see how it can benefit Lyngby in any other way than the co-creation of making it have done. However, the cake is likely to be soon forgotten, as soon as the competition was over, because it is not being marketed or served.. If the cake have been made for a certain occasion, and furthermore were marketed through various media, and sold in supermarkets, served in restaurants and cafes and hotels in Lyngby, it could become a symbol of Lyngby, maybe even worth travelling for one day. The way the cake has been communicated is yet another example of auto communication, which doesn't lead to awareness from other people than the Lyngby residents. Most recognised food origins from regions or countries. For example Belgian Waffles, Alsace Wine, Turkish Delights and so on. Many of these foods have a long historical tradition in the areas, and have been known to the world through travellers that have spread the word of these delicate foods.

4.8.6 TripAdvisor, Reviews turned into word clouds

This section is digital analysis of words used on Tripadvisor. Three touristic places have been researched. And the results are shown as word clouds.

A review on TripAdvisor contains user generated text, from the visitors of a place or attraction. I have in this case, chosen the Scandic Hotel, The Boat Tours and Jægersborg Dyrehave. The hotel reviews are long texts, whereas the boat tour texts were very short, which is the reason for the large sample amount, to make a cloud which had enough data.

The word cloud is a method to visualize data, so it shows the most used words in the reviews. The larger a word is in size, the more it is used in the reviews. The method can give an insight into the visitor's recommendations and experiences, which can be further used by companies in optimization of the attractions or products. If a very positive cloud is made, it can be used in marketing material.

I have taken samples from three places. The places have reviews in both English and Danish, and you can make cloud of both language or a mix. I have chosen to make an English cloud for Jægersborg Dyrehave and Danish clouds for the Boat tour and the Scandic Hotel.

Place	Total reviews on TripAdvisor	Data sample	Percentage
Jægersborg Dyrehave	275 reviews	39 reviews	14 %
Bådfarten (Boat tours)	37 reviews	21 reviews	57 %
Scandic Hotel	348 reviews	21 reviews	6 %

Fig. 15, Tripadvisor review sample, Author's own

The concept of word clouds is a good indicator for what the visitors are talking about and sharing on TripAdvisor. However, the word cloud doesn't say anything about whether a word have been used positively or negatively, that will call for a more in-depth research and a thorough reading of the single reviews.

Below are word clouds for the places; Jægersborg Dyrehave, Boat Tours (Bådarten) and Scandic Hotel developed, and the reviews are summarized and analyzed shortly.

“Personal recommendations and word of mouth are key influences to facilitate post-visit recommendations” (Aarø-Hansen 2017)

Jægersborg Dyrehave

People talk about how large and beautiful the area is. How it is convenient to bring a picnic basket. Many are very surprised about the hundreds of deers, and that they are coming so close to people. Many rent bicycles and take a tour in the park. It is great for families. Also the fairly short distance from Copenhagen is something people like. They find it easy to reach. The horse buggies are very popular and many have tried or seen them. Many come to see the Deer Park, and take a daytrip from Copenhagen.

The future word clouds, could see a change in the wording, containing words relating to the parforce hunting landscape and that UNESCO Heritage and therefore it is expected that this will be a more talked about topic in the future.



5.0 Perspective on Lyngby for the mobile individual travellers

Most of what Lyngby is doing, can be turned into tourism consumptions, however the potential are missed, because there is nobody to carry out the needed actions.

According to Wonderful Copenhagen and Greater Copenhagen only the DMOs and municipalities with a genuine interest in developing tourism are invited to their meetings on future strategies and actions in WOCO (Mercier 2017). It is important for any community to be part of the surrounding associations and follow the upcoming trends, for the sake of their residents, local stakeholders and travellers.

5.1 Suburban Culture, the way to create livelihood

The advantages of being a suburb of Copenhagen are that as soon as Copenhagen have high room occupancy, the overflow of tourists comes to the suburbs. The area around Copenhagen have good infrastructure, frequently running public transport. For any foreign traveller, the area of Lyngby is a part of Copenhagen, not even Elsinore seem far away for an American traveller. The perception of distances are simply shorter in their eyes. 13 km from Lyngby to Copenhagen are only a short distance and can be seen as the back pocket of Copenhagen, which can be an attractive area for anyone who seek a day in nature or going on a shopping spree.

The new strategy of WOCO (Aarø-Hansen 2017), describes the tourist as “a temporary local”. With this new understanding, the suburb is just the right place for the modern travellers, because here they can find the real authentic feeling of being “a temporary local”, the suburbs are still pretty much untouched in Denmark. The most travellers arriving to the suburbs are the people booking through the new travel apps, such as couchsurfing or Airbnb. Others are engaging in local business, as seen with the international companies, such as Microsoft, that attracts many business travellers a week or the students and family and friends.

As we have learned from the evolution of the suburban cities, people quickly seeked culture and entertainment to make them happy. They went into Copenhagen to fulfill this need, leaving the suburban deserted. People were generally looking for good times after work and in the weekends. Lyngby has all the characteristics of a traditional suburban, with the

municipality building in the middle of the city, with “Lyngby Storcenter”, the shopping centre, built in 1973, as a monument of a city of merchants. that Lyngby was and still is. Attracting people from neighboring municipalities. The city has evolved into a city of modern shops and restaurants, small local boutiques and the well known university DTU as the main reason to go for young students. Furthermore the cinema “Kinopalæet” opposite the shoppingcenter are well visited by residents in the evening and during the weekends.

With the visions of attracting more people to the centre of Lyngby, due to it being deserted at night, Lyngby are planning to build more residential buildings and more companies (Videnscenter for Byudvikling - Byens Ejendom 2017). By doing this they may not fulfill their goal or liveliness in the city, rather the opposite. Shops are closing at 17 o'clock and if there are only residents living here, the city will still be deserted in the evening and at nighttime. Residents tends to stay at home during the week, because they have to work the next day. Unless there is something going on nearby. However “temporary locals” are more keen on going out during the week, visiting restaurants and bars. They are here for a limited time and might not have early obligations the next day.

DTU and the Lyngby Kommune want to attract students to downtown Lyngby. But a few benches cannot make up for the entertainment or localhood that these people are looking for. At the moment there are nowhere in Lyngby where young people can hang out (Gottlieb 2017). The few places that people can go are “Templet” a concert place and the “Irish pub”. These places cannot create the local livelihood alone, as Templet is a closed building away from Lyngby hovedgade (the high street) or bars to hang out in after the concert. There are simply nowhere to go after a concert other than Copenhagen, which is what people tend to do. The streets of Lyngby are empty after 18pm, like the old suburban. Potential is there, because people are there, but they need “reasons to stay” in this case. International workers with their spouses, exchange students and locals all demand experiences as their reason to go out. Lyngby have a lot of culture that can be developed, but it needs to be visible. Some consequences of not having experiences for all the new international residents, could be that Lyngby turns into an industry area, where residents travel into Copenhagen to seek entertainment and local experiences. Airbnb, are a place that still undergoes development, and lately they have launched and implemented a local guide service, where locals create any experience which they find interesting for visitors. One can find anything from pop up restaurants, that offer you to dine with locals. or the residents inviting you to guided tours in their neighborhood, or making crafts with locals. And what has Lyngby to offer in that way? Well a long list of interesting areas can be named, such as Walks in Bondebyen, Visits at the Bjørn Wiinblad Atelier, Entertainment in Lyngby Park, Visits to Sorgenfri slot, Visits and

walks at the Eremitagen and see the dears, Trips to Dyrehavsbakken which is the oldest entertainment park in the world, Sailing from Taarbæk Havn and so on. Many more ideas can come to mind. All it takes is to engage the locals in making the “localhood” come to live, which is so sought by the new “temporary resident”.

The new definition for these new travellers could be;

“Tourists are individual mobile travelers, that travels outside of one’s usual feeling of known environment, for all lengths of travel

6.0 Conclusion

With the invention of the internet and new technologies, the mobility of humans have changed. We have become more self driving due the phenomenons of prosumption and access to information through our mobile devices. The more mobile we get, the more we seek specific technology to handle and solve our needs. The traditional way of seeing tourism are still undergoing a radical change in our travel behavior. We have become more independent. Due to our need for context dependent technology and devices, smart technologies, which allow us to experience the world in a different way. Whole cities are implementing smart technologies that makes it easier to track our behavior and predict for future sales. The Smart tourism is already a reality in certain business and even DTU have with their Smart City Hub shown interest in making a Smart Campus, which will attract future mobile students. The traditional way of thinking tourism stand in great contrast to the new perception. The only thing that has not changed, is that humans are mobile, we still travel, however in a different way, with a different agenda, and with a different pattern. The touristic needs are though still the same. Lyngby Kommune might not see the potential for tourism in their community, however as can be learned, Lyngby already have many visitors and travellers; Business visitors, Long-term students, expats travellers, recreation and leisure visitors, athletes and people joining the events in and around Lyngby and all the temporarily locals, that make use of the peer-to-peer online platforms, such as Airbnb and Couchsurfing, besides that there are all the daytrippers that arrive from Copenhagen or from North Sealand.

With the new way of perceiving tourism, the usual environment mean less in the definition of tourism, since the aim is not to be a tourist but a global mobile citizen, and with this traditional definition one might never be in the usual environment, because travelling and

being on the move are more frequent than being immobile. This situation might not be a reality yet, but with a future where mobility are getting more common than today, the definition of the usual environment could weaken.

With the suggestion for a new definition, a tourist can be anyone who travels, where there is a feeling of being new to the place or its surroundings. Our world has become smaller and in due to that, our usual environment has become larger, and if we are used to go to Rome every summer, we don't see ourselves as tourists here, however if we go to Hillerød to visit the Castle for the first we might feel as tourists, because we have touristic needs and feelings. For example, a need for a map, a tour and information to make a travel plan. Tourism has become a feeling. A feeling, that we control individually and that we have it difficult with admitting we have, because even though we are all travelers at one point and we all uses digital devices to plan, book and staging ourselves on social medias, we still find it difficult with having touristic needs and being stereotyped as a tourist. But we should then remember that a traveller is all kind of human, a micro segment, just as ourselves.

Since Lyngby doesn't have a DMO to handle the touristic needs or even find tourism relevant, it will be difficult for them to participate in the new tourism development that happens in these years. However since the City of Knowledge already have a large network, an area for tourism could be created within this association.

A DMO in Lyngby could be the answer for owning the tourism of the area and it would be an arm into Wonderful Copenhagen. Also the doubt about where Lyngby belong, would no longer be an issue, because Lyngby lies exactly perfect; 20 min. North of Copenhagen. A combination of land and city in a unique setting between the lake and the harbour.

Nothing less.. just right!

7.0 Table of Figures

Fig. 1; Initial Mind Map, Author's own

Fig. 2; Final Mind Map, Author's own

Fig. 3; International tourist arrivals received. Source; UNWTO Tourism Highlights. 2015

Fig. 4; Economic flow. Source; Fønnesbech-Sandberg and Rømer Rassing 2016:47

Fig. 5; Map of attractions in and around Lyngby, Authors own,

Source; <https://www.mapcustomizer.com/>

Fig. 6; Map of surrounding areas,

Source, <http://www.visitcopenhagen.com/copenhagen/upscale-hellerup-area>

Fig. 7; Map of Vestegnen, Source, <http://www.visitvestegnen.dk/vestegnen/vestegnen>

Fig. 8; Butler's Tourism Area Life Cycle, Source; (Williams and Lew 2014:67)

Fig. 9; Specialization within Lyngby.

Source: <http://vidensby.dk/wp-content/uploads/2017/06/1IRIS-Group-Feasibility-Study-2010.pdf>

Fig. 10; DMO comparison with City of Knowledge. Authors own

Fig. 11, Active airbnb listings in and around Lyngby. source; airbnb.com

Fig.: 12; Airbnb rentals; Sources; *<https://www.airdna.co/city/dk/kongens-lyngby>,

<https://www.airdna.co/city/dk/gentofte>, <https://www.airdna.co/city/dk/hellerup>

Fig. 13: Area map of prices. Source; <https://www.airbnb.dk/s/Lyngby>

Fig. 14, Experiences for sale, created by locals on Airbnb

Source; https://www.airbnb.dk/s/experiences?allow_override%5B%5D=&s_tag=q9y36Weg

Fig. 15, Tripadvisor review sample, Author's own

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