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Introduction

Angling tourism as a new field and the economic potential

Angling in the field of tourism research is rather new. According to the New Zealand tourism professor Brent Lovelock angling and consumptive wildlife tourism in general had around the year 2008 received very little attention. Activities like angling, hunting and shooting were mainly researched in the fields of non-touristic activity and more as a leisure and recreational perspective. (Lovelock, 2008:3) In the past researching 'taboos' was also seen badly upon, as Dizard says (2003:58): "nice people don't hunt" so no research was conducted on people performing unpleasant acts.

Today, the perspective has changed drastically - mainly due to the economic potential now associated with the angling tourism industry. That potential is connected with the fact that angling is the most popular form of outdoor recreation in many countries and therefore the most popular product offering within the field of consumptive wildlife tourism (Bauer and Herr 2004 in Solstrand 2013:1).

The numbers speaks for themselves when it comes to the economic impact of the angling. In Denmark alone in 2010 the total revenue for both domestic and foreign anglers was DKK 2,9 billion. The tourists alone contribute with around DKK 275 million to the Danish economy. On the other hand this sector has an employment effect of 2.473 persons (Jacobsen, 2010:7). Another report argues that the combined economical effect of angling tourism in Denmark is a revenue of DKK 2.115 million (2008). There has been an increase of 25,6% in the total tourism revenue in Denmark from 2008 to 2014. If there has been an equivalent increase in the Danish angling tourism then the economical effect in 2014 would be a revenue of DKK 2.656 million. (Hansen, 2017)

The economic incentive has paved way for the development of different major Angling projects around Denmark. The first and most famous 'Havørred Fyn' has inspired other regions and municipalities to work together to launch new projects.(SeaTrout.dk, HavørredLimfjorden.dk, FishingZealand.dk).

The simultaneous development of different project and release of different economic reports has made the Danish government aware of the underlying economic potential there is in angling tourism and the first steps towards a national angling tourism strategy were taken in March 2017 (MFVM.dk).

Angling in Denmark

Not all Danish fishing waters will eventually be part of a new national angling tourism strategy. There are both public and private waters (Naturstyrelsen.dk). The major angling projects and the national strategy is directed towards the public waters.

The major angling projects are often focused towards specific species of fish and most often towards the seatrout, due to increased spending these anglers have. (Havørred- Limfjorden.dk, SeaTrout.dk, FishingZealand.dk)

Reports argues, that the seatrout angling is responsible for 47% of total revenue related to angling. This represents over DKK 1,3 billion (Havørred Fyn Sekretariatet 2012:1 on Seatrout.dk). The seatrout is a

specie of high value and therefore big importance for the angling and the angling tourism. Each individual fish has a socioeconomic value around DKK 4.300 or around DKK 2.500 per kilogram of seatrout (Havørred Fyn Sekretariatet 2012:1 in Seatrout.dk). According to author and biologist Steen Ulnits the seatrout is the specie that gives most in return in the Danish waters. (interview 2) It is understandable that the tourism industry will focus on the seatrout anglers, which spend more than double per day than the cod anglers.

Statistics show, that investments in the seatrout angling tourism sector gives a good return. For example Havørred Fyn has annual investments of DKK 4 million which in return gives almost DKK 40 million - a tenfold return (Vordingborg Kommune 2013)

Without the fish there won't be angling tourists, so an important consideration is how the seatrout in Denmark most likely of all will be spawning in private rivers or streams - and the same can be said about the salmons (Fiskepleje.dk).

In the development of angling destinations there is hence a focus on the river and stream restoration and the release of smolt (*juvenile fish*). Releasing small fish without restoring the streams creates a process, where there each year has to be released a new generation of fish (Videncenter for sportsfiskeri). On the other hand restoring the rivers and streams will be an future investment, as they will continuously keep producing new generation of fish - not just that one year but in years to come. Many cases show, that the story about restored or recreated rivers and streams and self-producing wild fish has great attraction value. It is important to consider that the seatrouts won't be self-producing at all the locations and rivers. It will be necessary to find a balance and there will continuously be a need for additional releases. Even if for example all the Funen rivers and streams are brought back to their natural state, they will never be able to produce enough fish for the flourishing angling tourism (Videncenter for sportsfiskeri).

Angling associations and volunteerism

This creates a need for the national strategy or other projects to take into consideration the private waters, as they can be seen as the ones that brings marine life to the public waters, especially in relation to the seatrout and the salmon. But who has something to say in relation to the private waters? In Denmark the way is very traditional and has been the same way for many years. Since the late 19th century local anglers have founded associations, where the fishing waters and rights have been leased from the landowners. (Madsen 1986)

Not only does the fishing associations have the fishing rights in the private waters, but they make sure the fish have the right conditions to spawn and hereby reproduce. In other terms they are responsible or have taken the responsibility for water restoration and management and have done so since the 19th century (Madsen 1986:6). As Steen Ulnits says, it's the work done in the streams and rivers, that can be harvested through the angling projects in the public waters (Interview 2).

According to the chairman of Limfjordssammenslutningen, Aage Grynderup, the associations are based on the voluntary work of its members (Interview 5). Many angling projects around also recognizes the efforts of the volunteers. The regional project, Fishing Zealand says the following on their official website:

“Without the thousands of volunteer man hours anglers use every year, there had simply not been the fish stocks, the knowledge and the potential that is present today.” (FishingZealand.dk)

The volunteers are a big part of the development of angling destinations. Tens of thousands of volunteer hours are the foundation of projects like Fishing Zealand and they even recognize, that they would be far behind if it weren't for the many volunteering anglers. There will be more information about the volunteers and their activities in the relationship with the Danish angling tourism industry later.

Not all members of the mentioned fishing associations are volunteers. According to the volunteer coordinator at Fishing Zealand, Rune Hylby, and the foreman of Grusbanden Fyn, Søren Knabe it can't be generalised how many are participating - it depends on the association. Some associations have around 20% of their members are participating (Knabe, 2017). As estimated by the chairman of Limfjordssammenslutningen approx. one out of four members are also volunteering (Interview 5).

It can be said to be down to the active participation in the different river management projects conducted by the specific association and their corresponding municipality (SeatROUT.dk). The volunteers are not just only physical labor, but they also bring knowledge and traditions with them, as they know the area better than many others.

“(..) the knowledge and experience of associations and other volunteers represents ensures that there will continue to be healthy trout populations in the streams years to come.” (FishingZealand.dk)

With the above quote it could be argued that the volunteers are both users and protectors of the nature. With the volunteer's importance to the development of angling tourism destinations, what are their motives for being voluntary involved?

The considerations have created the following research question:

Research Question

“What motivations can be identified for involvement in voluntary angling activities in Denmark and how could the volunteers be taken into account in the development of Danish angling tourism destinations?”

The method is dedicated to elaborate on how the research question is going to be answered.

Methodology

This chapter is the methodology part of the project. Firstly the chapter will include considerations towards the used paradigm, along with more specific ontological, epistemological and methodological considerations. Secondly, the research design for this project will be outlined and argued for. Thirdly, the data collection methods will be described and argued for and finally there will be an illustrative overview of the project structure to give the reader an overview of the outline of the project.

Paradigm

The social constructivist paradigm or worldview has been chosen in relation to writing this project. This has had importance for the choice of theory and data. According to Johnson and Onwuegbuzie (2004) the paradigm has importance on the formulation of the research question. This section will be divided using the Gubben and Guba (1990) structure of ontology, epistemology and methodology.

Ontological considerations

This project will follow a relativistic ontology. Realities are multiple and according to Gubben and Guba (1990:26) there 'can be many interpretations into any inquiry'. This creates a position, where there is no process to determine 'the ultimate truth or falsity' (Gubben and Guba 1990:26). Reality is defined and formed by different mental constructions: socially and experimentally based. Reality is formed by the person and holder of the mental construction (Guba & Lincoln 2005). Reality exists through a mental construction, which is dependent on the person, who creates it. This can be opposed by the realist ontology, which believes that reality is out there. The relativists believes it's a question of perspective (Gubben and Guba 1990)

This will also be evident in this project. The results of this research will not be seen as the absolute truth, but as the truth seen from the perspective of the participating informants in the research - either through qualitative or quantitative methods. Meaning, that the results will give the reality of the people asked in this given context and not a general assumption of the motivations of recreational anglers and volunteers all over the world.

Epistemological considerations

The ontological considerations pave the way for the epistemological position. If reality is multiple and only exists in the inquired's mind as a mental construction, the only possible way to access them is by subjective interaction. Reality is seen through the process of interaction between inquirer and inquired.

This means that objectivity is not attainable or possible (Guba & Lincoln 2005). As Gubben and Guba (1990:25) argues the inquiry cannot be value free:

“The inquiry cannot be value free. If “reality” can be seen through a theory window, it can equally be seen only through a value window.” (Guba 1990:25)

This process has become evident in the project as the discussion part is based on ‘reality’ constructed in the researcher's subjective interaction with the informants.

Methodology

In the social constructivist paradigm the individual mental constructions or different perspectives on reality are through the use of hermeneutics put into consensus.(Gubben and Guba 1990:26-27). In other words the process used in this project is a common understanding through action over time. Gubben and Guba (1990) argues, how it is about keeping the channels of communications open as a way to create consensus with the aim to improve the information and sophistication. The openness and identification of the different construction that exists and how they will be brought into as much consensus as possible through the use of a survey will be elaborated in the next section.

There will be a use of mixed methods to attain a form of triangulation. Both qualitative and quantitative methods used in this project to draw from the strengths of both approaches. There is also a complementation aspect to the use of mixed methods in this project, where combining the two is what Johnson et al. (2004) calls ‘development’

“(...) using the findings from one method to help inform the other method.” (Johnson et al, 2004:22)

The of two different types of methods will be elaborated in relation to data collection .

Research design

The research design used through this project can be divided into two phases. Firstly this structure will be discussed through the theoretical concept of the hermeneutic circle. Secondly this concept will be related to the practical and actual methodological approach and tools.

Hermeneutic or iterative approach

Lovelock (2008) argues that the field of consumptive wildlife tourism is rather new. Expecting to find in-depth reports and information, like it is sometimes possible in other fields, was not possible here.

Especially with the focus of this report - several have before focused on the tourists themselves and the destination branding, but not on the host and volunteer perspective.

For that reason it was necessary to get a grasp or an overview of the current context and field of angling tourism before delving further into a specific focus. The fear was to get carried along by the first perspective that presented. Therefore an iterative approach was needed. As mentioned under the paradigm hermeneutics is the methodological approach of social constructivism. The hermeneutic approach is defined by a textual universe and a preposition universe, where the researcher approaches the text or context with a certain preposition (Addison 1992). This cultural, historical and experienced based preposition will be presented next in the section called 'the role of the author.' In the process of gaining new information and understanding the researcher will gain a new preposition. And so the iterative goes. (Addison 1992)

This process has given the opportunity to understand the current field from a more holistic point of view and has in that sense hopefully created a research question with more relevance.

As argued by Tanggaard and Brinkmann (2010) it is important to be structured in this part of the process. It was important to not get biased by one group, so getting a position from different groups of informants like tourist organisations, volunteers with a positive attitude and volunteers with a concerned attitude towards angling tourism.

First it was necessary to grasp the field. Informants elaborated and created new mental constructions. Next, another informant elaborated the context in a different way. And so on. Ultimately the aim was to get a consensus from the field and understanding the different perspectives and views being presented. And hereby gaining a new pre-understanding as argued by Addison (1992). Iterations were made on different levels and are present both as two major iterations or *phases*, but are also embedded throughout the whole process as small iteration within both phases. The two major phases has relevance to the data collection methods and will serve as a framework to describe them later.

The role of the author

The author has been angling for over 10 years and has been part of an angling association for for three years. There was hence a pre-understanding of the context and access to the field. The author has participated in the working days organised by the association and has hereby been part of voluntary work to a small extend.

The two methodological phases

The iterations and cyclic process described before will be put into a more practical level with a description of how the hermeneutic circle has been used. The two-phase approach has been used as a framework to describe the applied data collection methods.

This section will a description of the practical two-phase process whereas the above is theoretically. The methods used in both phases will first be described more thoroughly under data collection methods.

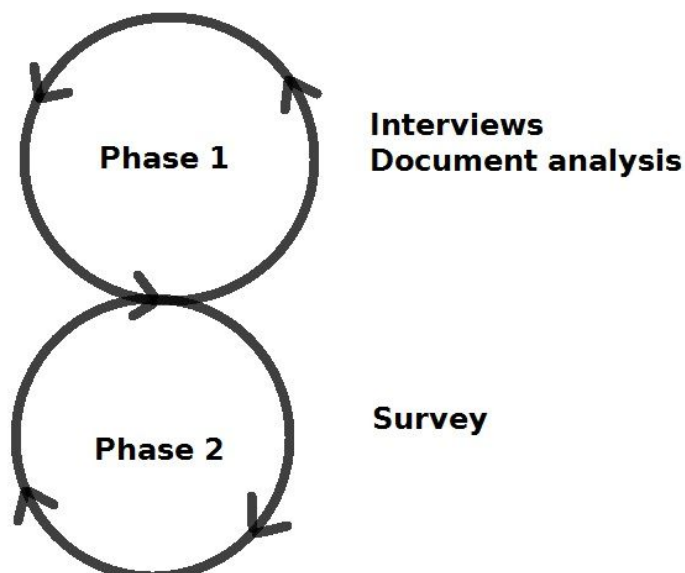
Phase one - exploring the context

It was important in the beginning of the process to get a holistic view on the current field and context as mentioned above. Or “units of general meaning” as Hycner defines is (1999). With that reasoning different positions and different informant groups were relevant to conduct interviews with. Qualitative methods were mainly used in this phase. The initial iteration of interviews were conducted with mainly three different groups: a marine biologist, project managers of two different angling tourism projects: Havørred Limfjorden and Havørred Fyn and three high-profile volunteers in relation to angling: one from Northern Jutland and one from Zealand.

This phase helped discover relevant problematics in the field and narrow down the focus of the research question. In other words it was these interviews, which made the volunteer perspective stand out and present itself. Phase 1 was a possibility to gain insight into the volunteering motivations and their view on volunteerism and angling tourism. Knowledge applied in the quantitative expansion of the data.

Phase two - expanding the data

After exploring the context from a holistic point of view and gaining individual insight the data was expanded quantitatively to expand the data. As argued by Yeung (2004:41) the understanding something *“as complex with such diversity as human motivation demands the use of various methods and their interaction.”* A survey has been used to explore the relevant perspective of volunteerism discovered in phase one. Phase two is methodologically how the research question concerning the motivations of volunteering will be answered.



The illustration above demonstrate how and in what kronology the data collection methods were used to give an understanding of the whole approach. The next section will go into detail with describing how the specific methods have been applied.

Data collection methods

Phase one

In phase one different data collection methods were used to gain a holistic view of the current field. The most dominant data collection methods was the interview, either face to face or through telephone. The interview was supplemented with the use of document analysis. Both collection methods will be argued for and described in their used form below.

Semi-structured interviews

As discussed along with the hermeneutic circle it was important to have open questions in this phase of the research process. The considerations of semi-structured interviews were used (Brinkmann and Tanggaard 2010:37). There was room for the informants to take the conversation in their desired direction. Remember I was in this part of the process still learning and understanding the context of angling tourism in Denmark. The most important feature to take care of to accommodate the informants to drive the conversation is a well structured interview guide. As argued by Brinkmann and Tanggaard (2010) the interview guide is helpful. An understanding of the relation between the different questions and the chronology helped me to keep the conversation moving. It was quickly realised through the first couple of interviews that the main group of informants for this project, anglers, were very talkative. They have passion and love for the subjects connected to angling - and therefore they have a lot to say!

Letting the informants speak freely was only somewhat important during phase one but they still needed structure otherwise the topics could be very changing. This brings up the importance of the interview guide, especially if your informants are really talkative and have difficulties sticking to one point at the time. Some interviews were recorded and some of them transcribed as well. That allowed the interviewer to focus on the conversation rather than taking notes. It also gave possibility listen back to what words were emphasised and could also bring attention to the different wordings used when looking back on the conducted interview.

The specific role as an interviewer has been considered. As said by the Norwegian anthropologist and ethnographer Cato Wadel (1991) taking a specific role as the interviewer has effects on the outcome and the way the informants open up to you. It was deliberate to make myself more 'unknowing' that I am, so they could feel in a position like a teacher explaining me how everything worked. This gives the

informant confidence and don't make him hold back on information, just because he thinks I can judge him. (Wadel 1991:31)

This consideration was conveniently used in situations where I had already talked to others, maybe more insightful informants, who had already pointed out certain points. When asked by the 'new' informants if I had heard something about this, I would quickly tell them to elaborate. Sometimes there was even asked 'stupid questions' to make them feel like experts in their own field. Many in my group of informants would associate the university and a masters degree with expert knowledge, but the point for me was to make this association vanish. But on the other hand it was also important to not seem to unknowing as well, as this could restrict the informants when explaining and could therefore possibly exclude some important information. So giving the informants the conception that the interviewer has a bit knowledge of the field would eventually give them more freedom and openness. Meaning that the approach was a balancing act between being 'unknowing' and 'having a bit insight' to be able to gather the most usable data.

Another consideration was made upon the concept of grand tour and mini tour as presented by Spradley (2016). It was relevant in the chronology in which the questions were asked. 'Grand tour' question were a mean to understand large units of experience compared to the 'mini tour's' smaller aspects (Spradley 2006)

Formal and informal interviews

The interviews during the course of this project have been conducted differently. Mainly due to practical reasons there have been both formal and informal interviews. Not all informants were interested in being interviewed or being quoted, but they still helped to produce insight into the field - used to gain an understanding of the context. In the distribution of the survey foremen for example gave an e-mail response with a couple of lines on the subject of volunteerism.

Three types of questions were asked during the interviews to gain knowledge and insight to different relevant areas. The three types are:

- Context related questions (understanding of the volunteerism in the angling context)
- Motivation related question (identifying their volunteer motivations)
- Tourism and volunteerism (their views on the angling tourism)

In the table below there is an overview of the interviews conducted during phase one along with the reference used during the project.

Informants talked to during phase one

Name	Profession	Reference later in project
Mogens Michael Møller	Former project manager at Havørred Fyn	Interview 1

Steen Ulmits	Biologist and author on angling	Interview 2
Carsten Rømming Sørensen	Project manager at Havørred Limfjorden	Interview 3
Lars Bach	Project manager at Havørred Limfjorden	Interview 4
Aage Grynderup	Foreman and volunteer at Limfjordssammenslutningen	Interview 5
Rune Hylby	Volunteer coordinator of Grusbanden Zealand	Interview 6
Søren Knabe	Foreman and volunteer at Vandpleje Fyn	Interview 7

Please see appendix for the interview guides used and for date and duration and other practical information.

Document analysis

Especially during the time of phase one, where the context and problematics were identified, there was the inclusion of documents. Along with the data gathered through the interviews a large amount of project reports, newspaper articles, guide books, theses, non-fiction books among others were used to lead the way of the research. According to Lynggard (2010:140) the document material can be defined over different time frames. Some of the document material was already defined from start, as the field of angling tourism was chosen rather quickly. On the other hand some more specific document material was defined later by the research question - especially the documents with relevance in voluntarism.

As discussed by Lynggard (2010:142) a criteria for identifying documents can be, that the sender has authority or a central function in the field. This consideration was mainly used during phase one, when gathering and searching for specific publications. The large angling destinations was naturally the place that offered reports on the field.

Another criteria is what Lynggard relates to the snowball method (2010:142). By finding main publications or documents in the field, or 'monuments', it is possible to find other relevant documents as they are often inter-related. Using this method gave the opportunities to access other relevant and undiscovered documents later in the process.

Phase two

In phase two the main data collection method was the use of a survey to create a form of triangulation with more than one type of method. With this approach the qualitative interviewing method will be complemented with a quantitative approach and create a more elaborate understanding of the subject.

Survey

Phase two is the expanding of the data, which made a survey relevant, as it makes it possible to elaborate on the findings of phase one. To be honest the survey was not always part of the methodological plan. Originally it was the idea to expand the data with a series of semi-structured interviews. But due to the intention of creating practical and usable data for destinations to use, the quantitative collection method was chosen instead.

The survey contains 36 questions. 7 of them can be categorised as demographic questions and were added to create the possibility to segment the data. The middle 28 statements are created on the basis of the Likert scale where the respondents had to agree or disagree with different statements. According to Dawes (2008), the Likert scale makes it possible to decide whether the respondent agrees or disagrees with a formulated statement. It creates a method of measurement of the given answers. The scale used in this project will go from 1-5 - where 1 will account for highly agree and 5 for highly disagree. Please see appendix for the original survey as it was distributed and an English translation. As to how the specific statements were formulated will be discussed along with the theoretical framework for exploring volunteer motivations.

The final question is an open answer to give the respondents the possibility to elaborate qualitatively with their own words on the effect of angling tourism on volunteerism. The answers from the qualitative question will have a leading role in the second part of the discussion.

The survey was created using SurveyXact (SurveyXact 2017). It was important to test the survey before making it accessible to the respondents. It was tested with a couple of recreational anglers, who had already participated in volunteer activities. This helped retouch the last details - for example the order of the questions and also as Couper (2000) argue, it is important that the questions are easy to understand for all the respondents. This was part of the test process along with things like the order of the questions etc.

Survey distribution

The survey was mainly distributed through social media. The specific channel was Facebook, where the survey was added into relevant groups for angling. The different groups were chosen based on the number of members, the activity frequency (the rate of new posts) and the main themes presented in the groups. For example freshwater and stream angling were prioritised over saltwater and boat fishing to have a more targeted approach. The table below illustrates and gives an overview of the different Facebook groups the survey was posted in. For the original and an English translation of the Facebook post and practical information please see appendix.

Facebook group	Number of members as of May 30th 2017
Preserve the hated streams (<i>Bevar de forhadte vandløb</i>)	14.914
Angling in general (<i>Fiskeri Generelt</i>)	9.657
Angling spots in Denmark (<i>Fiskespots i hele DK</i>)	9.388
Angling in Northern Jutland (<i>Lystfiskeri i Nordjylland</i>)	3.875
Salmon and Seatrout in the stream (<i>Laks og Havørred i åen</i>)	2.785
Seatrout angling in Norther Jutland (<i>Havørredfiskeri i Nordjylland</i>)	926

A consideration made when writing the post for Facebook was in regards to presenting yourself. The main objective of the survey was in relation to the first part of the research question. The study of motivations behind volunteering in the Danish angling context. Because of that the tourism masters programme was not mentioned in the Facebook post and only mentioned together with the last question in the survey. The reason behind this approach was to avoid a misconception from the respondents as it was not the intention to make them consider or reflect over the angling tourism perspective, but more their own motivations as why they got involved in voluntary work.

To reach as many relevant respondent as possible the survey was also distributed with the help of different persons in the volunteering angling context. One group of them is connected to the main angling destinations in Denmark:

- Rune Hylby - the volunteer coordinator of Grusbanden at Fishing Zealand.
- Aage Grynderup - foreman of and volunteer at Limfjordssammenslutningen in relation to Havørred Limfjorden.
- Søren Knabe - foreman of and volunteer at Vandpleje Fyn in relation to Havørred Fyn.

Another approach to reaching relevant respondents was to also send out the survey to a number of the foremen of angling associations throughout Denmark. To be able to get data from a selection of areas and give the demographic question of geography (post code) more usability, the survey was sent out through e-mail to association foremen from Jutland, Funen, Zealand and Bornholm respectively.

The reason for these distribution channels is simply because it gives access to private and closed channels, where only they have access to. It therefore gives a targeted approach for a higher hit rate for relevant

respondents. Please see appendix for an overview of foremen and associations which have received the survey.

It has to mentioned, that the survey was posted to some of the Facebook groups twice over five days in order to raise the number of respondents.

Angling tourism in Denmark

The following chapter will be used to give the reader an introduction into the context of angling in Denmark. It has seemed necessary to create an overview of the theoretical field of angling and consumptive wildlife tourism and the Danish angling destinations.

The field of angling and consumptive wildlife tourism

The field of touristic hunting or angling has been neglected or at least not seen as a part of the field of tourism research. Not until late has the concept of consumptive wildlife tourism appeared with tourism scholars. (Lovelock 2008:3)

Consumptive wildlife tourism can be placed in different subfields of the tourism research. The most relevant in respect to this project will be discussed below. Consumptive wildlife tourism can be located in the field of 'wildlife tourism' (Novelli & Humavindu 2005). The field of wildlife tourism can be divided in consumptive and non-consumptive tourism (Lovelock 2008:10). The consumptive wildlife tourism may speak for itself. On the other hand non-consumptive wildlife tourism could be more difficult to place and is seen more as the 'bloodless' and non-lethal wildlife tourism such as: wildlife viewing, photography, feeding and interacting in various other ways. (Tremblay 2001 in Lovelock 2008:10).

Other researchers argue that depending on the way the consumptive wildlife tourism is conducted it could also be put in the field of sport tourism, due to fact that participants score their performances; i.e. personal records, based on the weight or length of the fish caught (Gibson 1997 in Hudson 2003). As well as sport tourism the field of eco-tourism seems to be closely related to consumptive wildlife tourism. It is not just about killing the animals, but participants seek a certain experience along with these purposes (Kellert 1996 in Lovelock 2008).

The seek for certain experiences also shows a link to a form of cultural tourism. As defined by Robert A. Stebbins:

"(...) search for and participation in new and deep cultural experiences, whether aesthetic, intellectual, emotional or psychological" (Stebbins 1996:948).

Lee Foote and George Wenzel argue that "a strong sense of cultural exchange" takes place between hunters and anglers and their hosts or locals (Foote & Wenzel 1994:115).

In other words the inbound tourists will affect the hosts or locals and vice versa. Either directly or indirectly. Which is what tourism in general does in many cases - the destinations adapt or change and so is the case in relation to consumptive wildlife tourism or angling. With an increased amount of inbound angling tourists there will happen an exchange with the locals and the locals will have to adapt to the changing context - the inbound tourists create changes. It could be argued, that in a new and emerging sector it is important to understand the locals in the development process to create a natural balance will

emerge between the tourism sector and the locals in the future. This theoretical field does also take the locals or hosts into consideration and is not only the study of the inbound tourists.

The definition of consumptive wildlife tourism is defined as follows by Brent Lovelock:

“Consumptive wildlife tourism is a form of leisure travel undertaken for the purpose of hunting or shooting game animals, or fishing for sports fish, either in natural sites or in areas created for these purposes.” (Lovelock 2008:4)

Through the literature it has become clear that consumptive wildlife tourism is a multi-dimensional practice and not just an act of killing (Lovelock 2008, Bauer and Herr 2004, Stebbins 1996). Meaning that there is a lot of motivations and reasons for consumptive wildlife tourism - both for the tourist and the locals. ‘The natural sites or areas created for these purposes’ could be regarded as the fishing waters the major angling destinations seeks to market. But what are the major Danish angling destinations and how is volunteerism associated with them?

Danish angling destinations

The angling destinations described in the following section will be Havørred Fyn on Funen, Fishing Zealand on Zealand and finally the North Jutland destination of Havørred Limfjorden. These destinations are firstly the largest projects according to the interviewees (Interview 2 and 6). Second of all all three projects are mainly focussed on the specie, that brings in the highest income per kilogram - the sea trout (Havørred Fyn Sekretariatet 2012). And finally the sea trout destinations are possibly the one, where volunteers are the most involved. The destinations will be described chronologically from the oldest to the newest. The description will not contain a thorough overview of the different strategies and initiatives related to attracting tourists, as the research question doesn’t entail such a perspective. The focus will be on the broader context of angling tourism to create a general overview and understanding of the history and organisation of the destinations.

Havørred Fyn

Havørred Fyn was founded back in the late 1980’s as a municipal collaboration in the development and marketing of angling tourism (seatrout.dk). The project started as a late reaction to the terrible realisation from 1960, where Funen was declared a trout free area (Videncenter for sportsfiskeri,, Interview 7). The region had finally put its dark times behind from both the massive pollution from the agriculture and the presence of a large number of water barriers in the rivers and streams.

The project was from the beginning constructed on three main values or ‘pillars’:

- Environmental improvement of the rivers and streams
- Fish farming and the release of smolt

- Tourism based on the large number of seatrouts

It was recognised early on that there wouldn't be any anglers if there weren't any fish to catch. As the former project manager Mogens Michael Møllers says, they were the first commercial development project that had its main focus on restoring the nature. It was also recognised early on, that trout anglers put more money in the local economy than cod anglers.

By 2005 there was already removed 160 of the 218 registered water barriers, which over time paved way for the self-producing seatrout to return back to Funen. It didn't mean, that there was no need anymore to release smolt, as the rivers and streams won't produce enough fish for the angling tourism industry by itself. With this realisation a large trout hatchery was established in Odense in 2001. The Elsesminde hatchery produces each year around 360.000 seatrout ready to be released in the Funen rivers and streams and is a large part of the success with the angling tourism. As Søren Knabe (2017) explained the municipalities focus on the hatching, but the associations deliver around 50% of the mother fish for stripping gametes to the hatchery, which gives the associations a vital role in this respect alone.

The 10 municipalities on Funen, Langeland and Ærø invests around DKK 4 million in Havørred Fyn. Money that not least goes to the Elsesminde hatchery. As Mogens Michael Møller also said Havørred Fyn had already from the beginning focus on the balance between nature and tourism.

The environmental part of Havørred Fyn is being organised under Vandpleje Fyn, which is a union of 28 Funen angling associations. (Interview 7, SeaTrout.dk) They are the voluntary work for the different activities in relation to the environmental improvements and restorations of rivers and streams. They have created a voluntary workforce called 'Grusbanden' which officially assist and aids the volunteers. (VandplejeFyn.dk).

The tourism and marketing related focus is used to spread the knowledge about the destination and keep selling the story about water restoration, the environmental improvements and how it has created a drastic increase of sea trouts. Books and guides were created in the beginning especially for the German market. (Units 2016, Rettig 1994). Today the Funen seatrouts creates more than 55.000 overnight stays on Funen. (SeaTrout.dk)

Fishing Zealand

Fishing Zealand has followed the steps of Havørred Fyn and has been inspired. Especially the economic potential connected with angling has been a big eye opener for the neighbouring region. They make it clear that the approach of Havørred Fyn is mainly on helping the trout stock by restoring rivers and streams. This was also the beginning approach and objective from Fishing Zealand, but they still wanted to develop a project more closely related to the Zealand context, potentials and needs. (Vordingborg Kommune, 2013)

The project started out in 2010 with the name Havørred Sjælland and was founded as a collaboration between Dansk Sportsfiskerforbund, (The Danish Sports Angling Association) Odsherred Municipality

and Vordingborg Municipality with the intention of inviting and involving the other municipalities on Zealand. (Vordingborg Kommune, 2013).

The project has over the first couple of years constructed the five ‘pillars’ or focus::

- The release of fish
- Nature
- Youth
- Communication
- Product development

Loosely build up in the same way as Havørred Fyn. The two first pillars speaks for themselves. Communication and product development could be argued as the same as tourism marketing on Funen. Youth is the only pillar to differentiate from the Funen project. What is interesting to notice, is the involvement of volunteer work throughout all five pillars.(Vordingborg Kommune, 2013)

As their neighbouring region, Fishing Zealand has created a workforce under the name ‘Grusbanden’ which on Zealand takes care of organising the voluntary restoration projects (FishingZealand.dk). The volunteer coordinator and head of Grusbanden, Rune Hylby, mentioned how they have adapted the concept from Funen, but has changed the organisation of the voluntary work to the Zealand context. They are also a collaboration organised in different groups with both municipalities and associations.

Havørred Limfjorden

Havørred Limfjorden started as a 6-month preliminary project in 2013 to 2014. These beginning steps followed the discovered potential from the other two seatrout destinations in Denmark. It was believed to be necessary to examine the possibilities in the North Jutland context before starting the main project. This became a reality in 2015 with a timeframe of almost three years. The project is financed by 10 municipalities of the Limfjord area. (HavørredLimfjorden.dk).

Havørred Limfjorden is built up in two main efforts, as described in their project report for the main project:

1. To improve and develop the tourism industry's economy in the Limfjord municipalities, as well as create growth and jobs in the Limfjord area, by expanding and improving the fishery product with new facilities and experiences in the Limfjord.
2. To help improve the habitat of the sea trout, sustainability and the opportunity to reproduce itself in the Limfjord watercourse, by coordinating and facilitating the establishment of new spawning and growing areas in the streams, so that the stock becomes healthy, strong and sustainable. (Self-reproducing).
(Limfjordsrådet 2014)

Roughly said the main ideas of the project is to communicate and visualise the improvements of the Limfjord and its belonging river and streams. It is closely related to the ideas behind the Funen project,

Havørred Fyn, and the North Jutland project has been divided into two themes: tourism and environment. The efforts are further divided into core services and project development depending on where the funding is coming from - the municipalities or external funding. (Limfjordsrådet 2014).

The environmental part is organised under the 'Limfjordssammenslutningen' - a partner to Havørred Limfjorden, which consists of over 20 fishing associations with private waters with outlets into the Limfjord. (Limfjordssammenslutningen.dk) Limfjordssammenslutningen has also created a 'Grusbanden' as a voluntary workforce to aid the volunteers.

The tourism or marketing part is very closely related to the ones seen at Havørred Fyn and Fishing Zealand, with development and the visualisation of the destination with tools like books, DVD's, guides, apps etc. (Limfjordsrådet 2014).

Part conclusion: the Danish angling projects

What can be said in general about the different projects are, that they can be divided into two main parts. One main part of the projects has a bit different terminology depending on which project you look into, but they all cover the same. It's the part, that makes the projects into tourism projects. And that is inevitably the marketing and branding of the destination to domestic and international angling tourists. In cooperation with the local tourist organisations the main focus is on creating visibility domestically and internationally. Also the development of networks and collaboration between actors in the tourism industry is something they all focus on. Other areas of focus is developing destination related products, services and experiences for the anglers. (Limfjordsrådet, 2016:7)

Another important notion is how Havørred Fyn, Fishing Zealand and Havørred Limfjorden have all decided, from the start, to only do tourism management for the public waters and let the private or association-owned waters be left alone. (Interview 1, 3, 4, 6)

The other main part is the somewhat fundamental environmental part, which has focus on water care, river and stream restoration etc. It can be seen as the "ground stone" in such projects, as mentioned by the project manager from Havørred Limfjorden, Carsten Rømming Sørensen. Mogens Michael Møller elaborates: "without the fish, we knew, that there would be no tourists." (Interview 1)

All voluntary work at the destinations is organised under different unions: Vandpleje Fyn, Limfjordssammenslutningen and Grusbanden Sjælland. The unions have different organisations and sub-groups but are organisation of voluntary activities with various work forces on a tourism destination level.

There have been published a so-called Task Force report (2014), which has evaluated the angling tourism on different levels. Through the use of a structural analysis the ad hoc task force have made some characteristics of the most profiled recreational angling destinations. One thing to take into consideration is the category defined as 'distinctive challenges' for each of the destinations evaluated (Task force om lystfiskerturisme, 2014:20). What can be concluded about these challenges is the sheer amount of them, which have a relation to water and fish care. All the destinations or projects with focus on seatrouts has these distinctive challenges for reaching the tourism potential. As the task force (2014:9) emphasise, it is

the voluntary activities, which has and will take care of the nature restoration necessary to attract more angling tourists.

The interviews and the survey have indicated a diversity in the voluntary activities being undertaken depending on the fishing waters and associations involved (Interview 2). As a result there will not be an extensive overview of the volunteer activities. Please see under results for an overview of the activities being undertaken by survey respondents.

Volunteerism and volunteer motivations

“Research has shown the importance of organizational volunteers in the effectiveness of environmental stewardship” (Schuett 2014:305)

As seen in the quote above the academic research has also underlined the importance of volunteers in these kind of projects - it is not only the different stakeholders at the angling destinations, which clarifies the importance of volunteers in angling projects and environmental projects in general. One of the reasons could be the *“fiscal challenges that federal, state, and local governments face”* (Ryan et al. 2001 in Schuett 2014:305-6).

But as argued by Schuett (2014:306) there has been a lack of academic literature on a specific group of volunteers. Which in this case can be an argument for a relevance of understanding and exploring the motivations for volunteering in the Danish angling context. Especially with the amount of recreational anglers there is in Denmark and more information is needed for better managing this tourism industry.

“the literature that has explored environmental volunteering has not focused on any one group of outdoor recreation participants.” (Schuett (2014:306)

Combining the lack of academic research on this specific subject with the emerging field of angling tourism and the key role the volunteers have, the relevance gets even more applicable.

“(...) using these results to promote stewardship programs, recruit/retain volunteers, and suggest strategies to engage a future generation of volunteers.” (Schuett 2014:306)

As argued above by Schuett (2014) the exploration or understanding of the motivations of the angling volunteers can have practical potential in the future. How to considerate the volunteers in the development of angling tourism destinations will be a extensive part of the discussion.

In this chapter there will firstly be an academic overview of volunteering, which will clarify the main concepts and ideas in this field. Furthermore this will be elaborated and connected to the concept of motivation and mainly motivations for volunteering. The reason to make a theoretical foundation of the concept is to form a framework for a quantitative survey which explores volunteering motivations. Finally the chapter will end out with the theoretical framework for exploring and analysing the motivations for volunteering in the Danish angling context.

Volunteerism

In this section there will be an review of the relevant theory on volunteerism. Firstly the concept will be defined and further linked to the Danish angling tourism.

According to Henderson and Presley (2003) it is complicated to define volunteering because:

“(...) it is a cultural activity that is conditioned by multiple factors including ethnic traditions, religious beliefs, and legal regulations.” (Henderson and Presley 2003:33)

With a context related concept and the hereby connected relativity it is necessary to discuss the reliability of the data. A single definition would not suffice to cover the different manifestations across cultures - in the United States the volunteers are for example mostly occurring in formal structured sense and in other places it would be considered more on a day-to-day basis (Henderson and Presley 2003:34). Therefore a couple of different perspectives on the concept of volunteerism will be examined.

Volunteerism has been defined as:

“volunteering is uncoerced help offered either formally or informally with no or, at most, token pay done for the benefit of both other people and the volunteer.” (Stebbins and Graham 2004:5)

and,

“Volunteering refers to any activity in which an individual gives freely to benefit other people, groups, or organizations.” (Henderson & Silverberg 2002 in Henderson and Presley 2003:34).

Cnaan et al. (1996 in Stebbins and Graham 2004:4-5) has found four dimensions that define volunteerism which seem to appear through the different definitions above. These dimensions are: free choice, remuneration, structure and intended beneficiaries. Free choice is related to the ‘lack of’ coercion. Remuneration, as the volunteers only stay volunteers if they avoid becoming dependent on receiving money. The structure in which the volunteers are can either be formal or informal. Lastly the intended beneficiaries is about the ‘self-interest and altruism’ and the connected benefits the volunteers find in such activity. (Stebbins and Graham 2004:4-5)

The four dimensions from Cnaan et al. (1996) has helped further develop recent definitions of volunteerism, which are closely related:

Volunteerism as leisure

Volunteerism has been researched through different perspectives. A perspective, which fits along with volunteering in the angling context, is regarding volunteerism as leisure, due to its close relation the the

act of angling. For leisure researchers there has been a lack of attention on volunteerism. Volunteerism can be seen as leisure, because:

“(...) leisure volunteering is basically a satisfying or enjoyable experience (or a combination of both).”
(Stebbins and Graham 2004:4)

The dimension of volunteerism, which makes this assumption valid, is the ‘free choice’ or ‘lack of coercion’, as it is being argued, that volunteers are not being forced or pushed into performing their roles. Therefore it is being concluded, that volunteers perform their roles due to the ‘satisfaction or enjoyability’ element connected herein. (Stebbins and Graham 2004:4)

There is also an emphasis on the flexibility of the volunteer obligations. Contrary if volunteerism is regarded as ‘work’ there would be less freedom to honour your obligations.

If volunteerism is regarded as leisure it is argued by Stebbins and Graham (2004:5) that there are three forms of leisure volunteering, namely:

- Casual leisure
- Project-based leisure
- Serious leisure

Casual leisure is a ‘short-lived pleasurable activity requiring little or no special training to enjoy it’ (Stebbins and Graham 2004:5). Examples of casual volunteering could be selling sandwiches at your football clubs canteen. This form of leisure or volunteerism is quite distanced to the volunteering occurring in the angling context, as there is a need for knowledge and insight to take part in these activities. The short-lived aspect is neither visible nor present.

Project-based leisure is:

“a short-term, reasonably complicated, one-off or occasional, though infrequent, creative undertaking carried out in free time”

(Stebbins 2004 in Stebbins and Graham 2004:7)

An example of project-based leisure volunteering could be voluntary work in relation to a specific event, like volunteering at a sports match, security work etc. There could be examples of this form of volunteering in the angling context, but it is not dominating the context. Often the volunteers are connected to the activities, due to their membership in the association. In Fishing Zealand there is an indication of project-based leisure volunteering, when Rune Hylby mentions how volunteers sign up to participate to specific projects. (interview 6)

The final form of leisure volunteering is ‘serious leisure’. Stebbins (1996) defines it as follows:

“(...) a volunteer activity sufficiently substantial and interesting in nature for the participant to find a (non-work) career therein acquiring and expressing a combination of its special skills, knowledge and experience” (Stebbins 1992 in Stebbins and Graham 2004:5).

This creates a clear contrast to the casual leisure volunteering. This form of volunteering differs based on the aspect, that sometimes the deepest satisfaction or pleasure comes at the end of the activity, rather than during (Stebbins and Graham 2004:5). Looking at the angling context, the voluntary work is based on improving the future, so the satisfaction or pleasure may actually first be present years into the future. Even though the volunteers are gaining satisfaction from being in the nature it could be argued, that their deepest level of satisfaction is when the fruits can be harvested. (interview 5) Also the fact that participants in serious leisure volunteering feel a strong connection or identification to the cause and activity they are a part of makes a connection to the angling context, as the volunteers in this context are also anglers and have insight into watercare and fishcare. (Stebbins and Graham 2004:6)

What can be said on the concept of motivations for volunteering and performing the activities in relation to watercare and fishcare? In the next section there will be an introduction to the concept of motivation in general followed by an overview of the theory of motivation for volunteering in general and in this context.

Motivation and motives

Individual motivations guide people as they engage in volunteering. The fulfillment or satisfaction that an individual receives from volunteering is caused by their motivations (Clary et al., 1998). The following will be an overview of relevant theory in the field of volunteer motivation. The aim with the theory is to create a framework to identify volunteer motivations in the Danish angling context.

Motivations for volunteering

The motivations for volunteering are often regarded as multifaceted. Meaning that there is not only one single motivation that drives the individual, but a wide variety of reasons. (Hustinx et al. 2010). According to Hustinx et al. (2010) the reason why volunteers provide their time and efforts includes both altruistic and egotistic motivations. The altruism-egoism debate has to be one of the most prominent regarding the motivations for volunteering. (Hustinx et al. 2010, Wilson 2012). Egoism relates to the ethical theory that all humans are motivated by their own self-interest. Alternatively altruism relates to the notion, that humans have selfless motivations and thereby concerns for others. (MacIntyre 1967, May 2011) This debate underlines how motivations for volunteering are not as straightforward and some individuals may have altruistic and other egoistic motivations for helping another. According to Hustinx et al. (2010:421) most studies distinguish between different dimensions in relation to the altruism-egoism debate. For example do Clary and Snyder (1999:157) argue, that volunteers don't only have one motivation, but usually have two or more motivations. The two American psychology professors (1999) had put up the objective to explore, why a significant number of people engage in volunteerism. They discovered six personal and social functions and hereby developed an inventory 'to assess these motivational functions' (Clary et al. 1998:1517, 1999:156). Hustinx et al. (2010:421) argue that this inventory is the most used "instrument for measuring multiple motivational dimensions".

Clary and Snyder (1999:156) decided to "determine the precise motivations that can be fulfilled through participation in volunteers service." By inquiring about the motivations of current volunteers the research ended up in the Volunteer Functions Inventory or simply called VFI. (Clary et al. 1999). The inventory is an instrument that assesses each of the following six functions potentially served by volunteering. The VFI will not be used directly as a framework for identifying motivations but will applied towards the generation of the survey. The table below is taken from Clary and Snyder (1999:157).

Function	Conceptual definition	Sample VFI item
Values	The individual volunteers in order to express or act on important values like humanitarianism	I feel it is important to help others
Understanding	The volunteer is seeking to learn more about the world or exercise skills that are often unused	Volunteering lets me learn through direct, hand-on experience
Enhancement	One can grow and develop psychologically through volunteer activities	Volunteering makes me feel better about myself
Career	The volunteer has the goal of gaining career-related experience through volunteering	Volunteering can help me to get my foot in the door at a place where I would like to work
Social	Volunteering allows an individual to strengthen his or her social relationships	People I know share an interest in community service
Protective	The individual uses volunteering to reduce negative feelings, such as guilt, or to address personal problems	Volunteering is a good escape from my own troubles

Motives for volunteering in the environmental context

After discussing motivations for volunteering in more general terms it is necessary to give an overview of the literature, which focus on the motivations in a more closely related context. Research on motivations for volunteering in environmental work or with environmental organisations is rather limited. In the following section there will be a brief review of the literature of volunteer motivations related to the environmental context.

O'Brien et al. (2008) studied motivation for environmental volunteering with forest services in Scotland and identified several key benefits including fitness, keeping alert, meeting others, and reducing stress levels. Ryan et al. (2010) identified motives for continued participation in ecological stewardship

programs. There was three main factors that shows why volunteers keep volunteering, including helping the environment, learning, and project organisation.

Pillemer et al. (2009, 2010) focused on environmental volunteering for a water quality program involving older adults of the age 60 or older). They found that motivations for volunteering were mainly based on physical activity, exposure to nature, and health.

Bruyere and Rappe (2007) explored motives for volunteering in six natural resource organisations. They identified that helping the environment was the most dominant motive as well as improving areas that volunteers use for recreation, expressing their values, and learning about the natural environment. Jacobsen et al. (2012) also found that 'protecting resources' like helping the environment was a large motivation for volunteers. The following section will take a starting point in the even more limited research on motivations for volunteering in the angling context.

Motives for volunteering in the angling context

Schuett et al. have conducted research on the recreational licensed anglers in the United States of America (2014). Their studies had the main objective of examining the motivations of licensed recreational anglers for volunteering with fishing or conservations organisations. (Schuett et al. 2014:306).

The motivations that received the highest scores through the use of a survey was found to be (from highest to lowest): 1) enrich activities that I enjoy doing, 2) see improvements in the environment, 3) protect natural areas and 4) observe nature. (Schuett et al. 2014:307) The motivations that received the lowest scores was found to be (from lowest to highest): 1) give me more access to managers, 2) expand my social network, 3) feel better about myself and 4) gain knowledge about public policies.

In this research it can be argued, that most anglers that volunteer for the environmental work, are most interested in helping and learning about the environment. This means that they are a concerned group of outdoor enthusiasts, who are interested in conserving the natural resources. (Schuett et al. 2014:308-09)

The framework used in this project to analyse the motivations of the angling volunteers will be discussed in the following section.

Volunteering motivations in the Danish angling context

The following section will be devoted to discussing the development of the framework used for identifying volunteering motivations in the Danish angling context. There was not dedicated space in the methodology chapter for this framework, as it has been formulated and defined through the use of different research and theory. Theory on volunteerism would have been misplaced and out of touch with the rest of the methodology chapter.

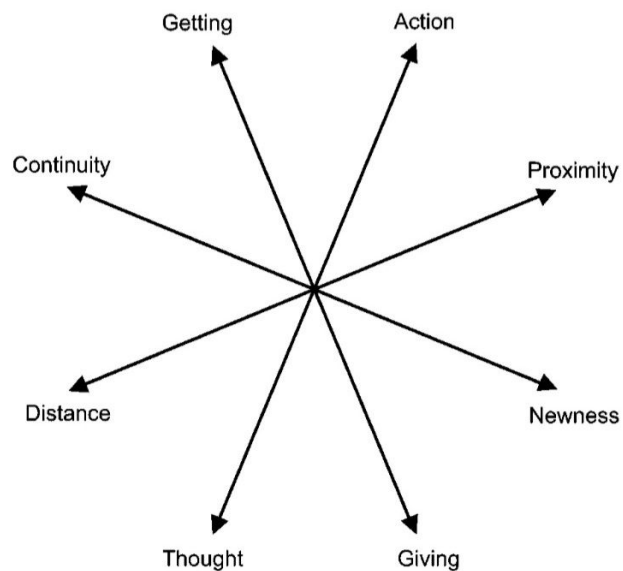
Firstly, the 'Octagon Model of Volunteer Motivation' developed by Anne Yeung (2004) will be described. Next, the applicability and the necessary adaptation of the model will be discussed, along with how a motivational map will be a theoretical tool for analysing the volunteer motivations in the Danish angling context.

Octagon Model of Volunteer Motivation

Yeung (2004) has developed a four-dimensional octagon model of volunteer motivation. The model will be briefly described and furthermore related to the research question.

The model is based on interviews with volunteers in Finland and makes it possible to look at the level of motivational elements (Yeung 2004:26). The model has been created on the basis of four dimensions, each having two poles depicting internal or external motivations. The four dimensions as developed by Yeung (2004) are as follows:

1. Getting \Leftrightarrow Giving
2. Continuity \Leftrightarrow Newness
3. Distance \Leftrightarrow Proximity
4. Thought \Leftrightarrow Action



The model also shows the ‘shared inward-outward meta-dimension of a person’. As discussed before there are both internal and external motivations - altruistic and egotistic motivations. The four left-pointing motivational poles are orientated to the person internally like distance from other, obtaining personal benefits etc. The poles pointing right shows the outward dimension like giving to others, activities etc.(Yeung 2004:33). In other words the meta-dimensions can relate back to the egoistic and altruistic debate discussed under the volunteerism theory. As underlined by Hustinx et al. (2010) volunteering includes both altruistic and egotistic motivations and this model can help identify which meta-dimension the angling volunteers are leaning the most towards.

Adapting the ‘Octagon model’ to the angling context

Yeung (2004:33) discovered 47 motivational themes in regard to the four dimensions of the octagon model. The approach followed for this project has been to transform each relevant theme into a question or statement in the survey. Not all themes were relevant due to different reasons. The main reason being the context in which Yeung (2004) conducted her research in another context with possibly different sets of motivational aspect to the angling context. The general themes were kept, but the ones more specific to Yeung’s (2004) context were removed. Instead some themes were combined or added on the basis of volunteer research and theory more closely related to the angling context. This ended up with a total of 26 themes, still divided into the four dimensions discovered by Yeung (2004).

In the table below, the four dimensions will be elaborated with the so-called ‘themes’ discovered through the research of Yeung (2004), Clary and Snyder (1999), Schuett et al. (2014), O’Brien et al. (2008), Ryan et al. (2001), Pillemer et al. (2009, 2010), Bruyere and Rappe (2007) and Jacobsen et al. (2012). The interviews conducted with volunteers have also been used in the adapting process (Interview 6 and 7). The themes will be presented in relation to their corresponding pole. It is important to note, that each pole has themes from different theoretical sources, which works towards the aim of a more holistic approach. To the right of the relevant themes is the derived question used in the survey (english translation). For the original Danish wording of the questions and statements please see appendix and for elaboration on the research.

Getting	
Themes	Derived survey questions (translation)
Self-fulfillment (Yeung 2004)	I am a volunteer to achieve a form of self-realization
Personal well-being (Yeung 2004) Reducing stress levels (O’Brien et al. (2008) Health (Pillemer et al. 2009, 2010) Feel better about myself (Schuett et al. 2014)	I am a volunteer to achieve personal well-being
Rewarding (Yeung 2004) Improving areas that the volunteer use recreation	I am a volunteer for the physical benefits I get out of it

(Bruyere and Rappe 2007)	
Emotional rewards (Yeung 2004) Enhancement (Clary and Snyder 1999)	I am a volunteer for the personal and emotional benefits I get out of it
A structure for spending time (Yeung 2004)	Volunteering is a way to spend my time on something meaningful
Work experience (Yeung 2004) Career (Clary and Snyder 1999) Project organisation (Ryan et al. 2001)	Volunteering is an experience I can use in my profession

Giving	
Themes	Derived survey questions (translation)
A desire to help (Yeung 2004) Helping the environment (Bruyere and Rappe 2007 and Ryan et al. 2001) See improvements in the environment and protect natural areas (Schuett et al. 2014) (Interview 6)	I am a volunteer because I want to help
Spread the habit of helping (Yeung 2004)	I'm a volunteer because I want to show others how much benefit one can get from helping others

Continuity	
Themes	Derived survey questions (translation)
Familiarity of the subject matter (Yeung 2004) Enrich activities that I enjoy doing (Schuett et al. 2014)	I am a volunteer because I have insight and understanding of fish and water care
Positive experiences and memories of volunteerism (Yeung 2004)	I am a volunteer because I have good memories and positive experiences with volunteering
Extension to paid work (Yeung 2004) Career (Clary and Snyder 1999)	Volunteering helps giving me something my work can not give me
Maintenance of personal well-being (Yeung 2004) Health (Pillemer et al. 2009, 2010)	I am a volunteer because it benefits my personal well-being
Exposure to nature (Pillemer et al. 2009, 2010) Observe nature (Schuett et al. 2014) My love for nature (Interview 6 and 7)	I am a volunteer to be out in the nature

Newness	
Themes	Derived survey questions (translation)
New subject matter (Yeung 2004)	I am a volunteer in connection with angling to try something new
Counter-balance (Yeung 2004)	I am a volunteer in connection with angling to create distraction to my daily life
Learning new knowledge, skills and meeting challenges (Yeung 2004) Understanding (Clary and Snyder 1999) Learning (Ryan et al. 2001) Learning about the natural environment (Bruyere and Rappe (2007) Gain knowledge about public policies (Schuett et al. 2014) Lære ny færdigheder (interview 6, 7)	Volunteering helps me bring new knowledge, more skills and meet new challenges
Personal change (Yeung 2004)	Volunteering helps create personal change for me

Distance	
Themes	Derived survey questions (translation)
Distance from others (Yeung 2004) Protective (Clary and Snyder 1999)	I am a volunteer to get away from other

Proximity	
Themes	Derived survey questions (translation)
A wish to belong to a group (Yeung 2004) Social (Clary and Snyder 1999)	I am a volunteer to belong in a community
Meet people (Yeung 2004) Social (Clary and Snyder 1999) Meeting other (O'Brien et al. 2008)	I am a volunteer to meet new people
Communal spirit (Yeung 2004) Social (Clary and Snyder 1999) Expand my social network (Schuett et al. 2014)	Volunteering helps create a communal spirit between me and other volunteers
The social nature of the activities (Yeung 2004)	I am a volunteer because of the social nature of

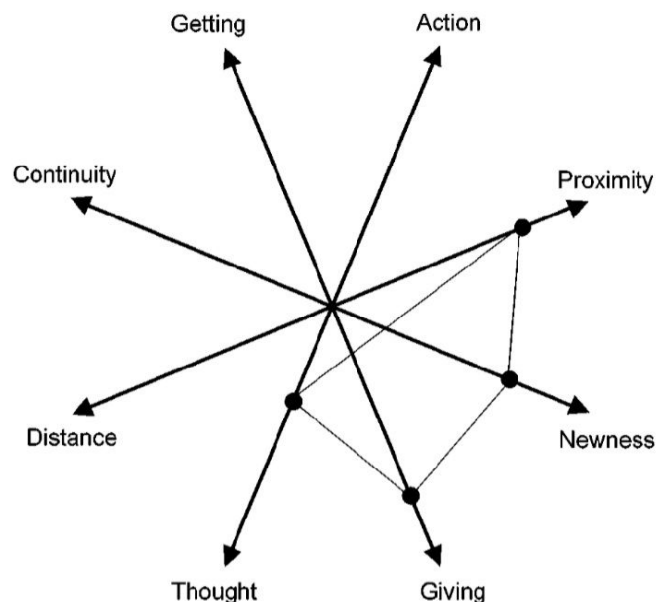
Social (Clary and Snyder 1999)	the activities
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Thought	
Themes	Derived survey questions (translation)
Values as the background (Yeung 2004) Values (Clary and Snyder 1999) Expressing their values (Bruyere and Rappe 2007)	I am a volunteer because of my personal values
Role models (Yeung 2004)	I am a volunteer because of the role models that inspired me
Living through personal matters (Yeung 2004) Protective (Clary and Snyder 1999)	I volunteer because it helps me through personal challenges

Action	
Themes	Derived survey questions (translation)
Fill up spare time (Yeung 2004)	Volunteering is for me, a way to fill up spare time
Active nature (Yeung 2004) Fitness (O'Brien et al. 2008) Physical activity (Pillemer et al. 2009, 2010)	I am a volunteer to stay active

Motivational map

Yeung (2004:40) propose an approach of drawing a motivational map on the basis of the octagon model. It could be done with focus either on individuals or groups. According to Yeung (2004:40) a motivational map will indicate which of the eight poles the volunteer motivation is closer to. See an example from Yeung (2004:40) on the illustration beside. One of the main aims of the project is to explore the motivations behind volunteerism in the Danish angling context. This approach and the tool of the motivational map will be used with the survey data in the next chapter. How the motivational map was drawn and how the motivations have been plotted in for this context will be discussed next.



Approximate point and partition of poles

The method for drawing the motivational map is based on the considerations Anne B. Yeung (2004:40) has in relation to what she calls an 'approximate point'. In the case of her research, she drew individual motivational maps, because her data was based on 18 individual interviews. The drawing of the map for this project was never intended to be created with the same approach, as the data is gathered from more than 100 survey respondents. This will create a motivational map of a group of volunteers.

Four-point vs. eight-point approach

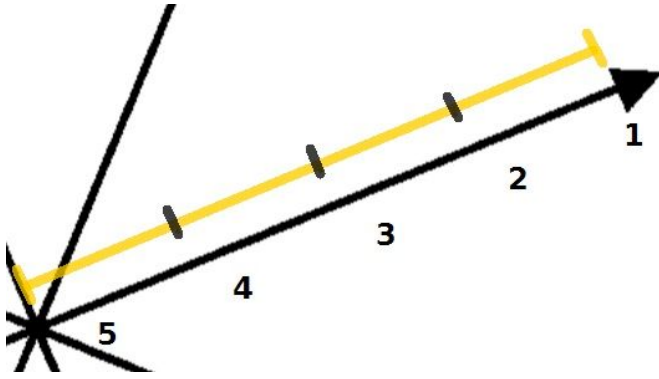
With the individual approach of Yeung (2004:40), she ends up with an approximate point along each of the four dimensions (four-point). The map for volunteer motivation for the Danish angling context will have an approximate point along each of the eight poles (eight-point).

Finding the middle point between the two plotted approximate points would give possibility to only plot in one approximate point - just like Yeung (2004:40) does. But with the four-point approach it will be difficult to differentiate between the different dominant poles in a group motivation context. By extending the number of approximate points to eight, it will be possible to compare the different poles with each other in one single map. Furthermore, as Hustinx et al. (2010) argue, volunteer motivations are often a combination of both altruistic (external) and egoistic (internal) motivations. With the eight-point approach the distinctions between the pole will be better illustrated.

The four-point approach has been used to see the interaction between the two opposing poles, as Yeung (2004) argues it's possible. This approach will supplement the eight-point approach to show the interaction and richness in the data. In the discussion both approaches have been used to identify the volunteer motivations. The eight-point approach is the main approach, but the four-point will supplement and add richness to certain dimensions.

The position of the approximate point along the eight poles will be calculated through the answers to the survey statements. Each statement has five options for the respondents from 1-5, where 1 indicate 'strongly agree' and 5 indicate 'strongly disagree' with the given statement. To see more clarification on the survey method and appendix.

Every pole will be partitioned from 1-5, with 1 (strongly agree) closest to end of the pole and 5 (strongly disagree) closest to the centre. This partition allows for the plotting of the approximate point. Each pole has a number of statements related to them, as seen above under the translation process. Not all poles has the same number of statements or themes, which is why the average of the statements related to each pole will be used to plot in the approximate point. Meaning that 1 on the pole indicates the volunteer motivation as strong for that given pole, whereas 5 will indicate a low sense of motivation. Below the adapted motivational map (of one pole) is illustrated along with the division of one pole from:



The next chapter will be the result gathered from the survey in relation to the adapted framework of the Octagon Model of Volunteer Motivation.

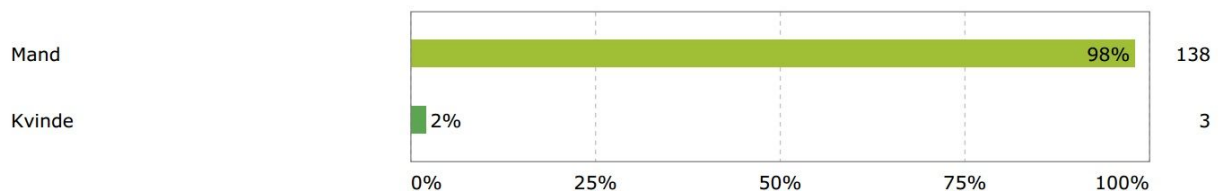
Results

The aim for this sections is to introduce and present the mostly quantitative data collected from the survey. Firstly, the demographic data will be presented and the voluntary activities have been categorised. Finally, the ‘Octagon Model of Volunteer Motivation’ has been used to categorise the survey data after the eight motivational poles. A discussion of the data will first be in the next chapter.

Demographics

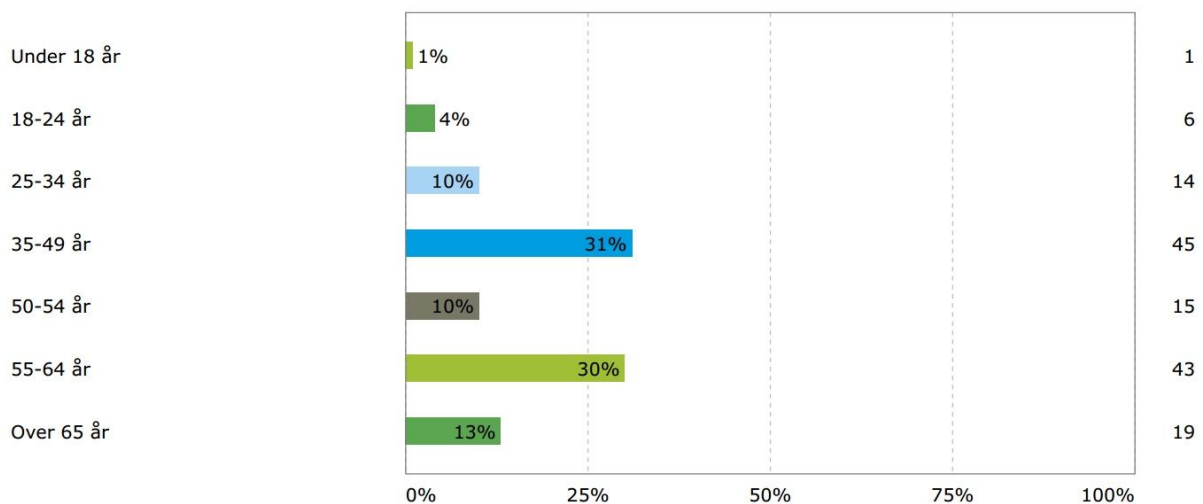
Gender (n=141)

The respondents can be concluded to be mostly men, with only 3 respondents out 141 being women. This could indicate how the majority of volunteers in the Danish angling context are men.



Age (n=143)

There have been respondents participating of all age groups, but some are more dominant than others. Illustrated below is the distribution of the respondents age:



The most dominant age groups in the angling volunteering context is approximately the same size. Both the age group of 35-49 years old and 55-64 years old are combined accounting for over 60% (n=88) of the total respondents.

On the other end of the scale the two least dominant groups of volunteers are the younger segment. Only around 5% (n=7) of the total respondents were 24 years of age or younger.

There can be different reason to the age distribution. Family life takes a lot of time, as Carsten Rømming Sørensen from Havørred Limfjorden explained. With kids of your own and a busy schedule you probably don't have time for voluntary work.

Geography

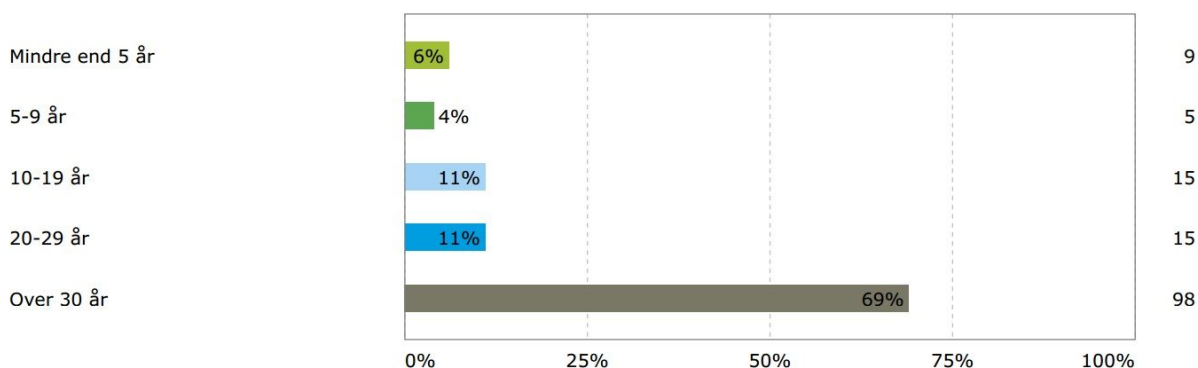
27 volunteers from Zealand

7 volunteers from Funen

99 volunteers from Jutland

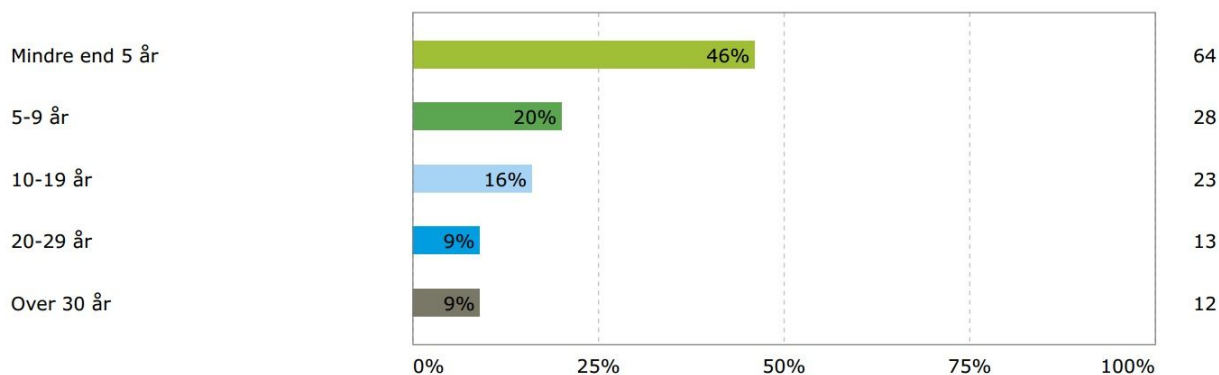
Number of years angling (n=142)

The results indicate how the volunteers are very experienced recreational anglers. Over 70% (n=98) of the respondents have been angling recreationally for over 30 years. Around 90% (n=128) of the volunteers have been angling for at least 10 years. Below there is a illustration of the distribution:



Number of years of volunteering with fish and watercare (n=140)

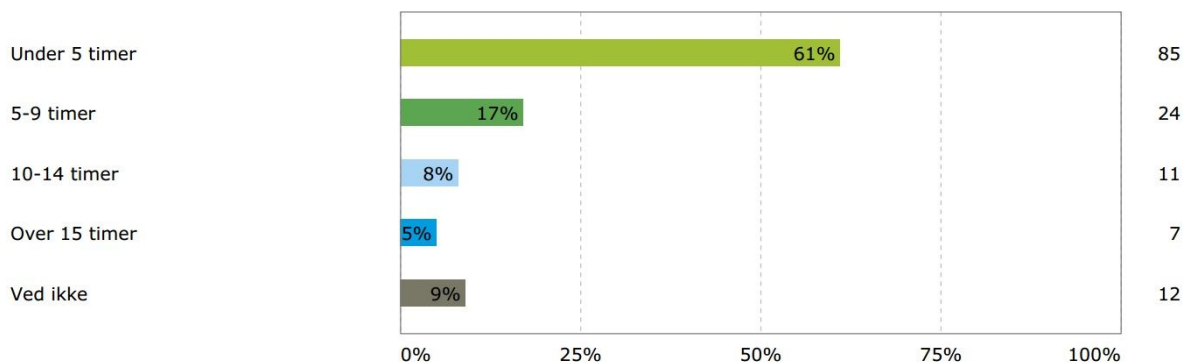
The results indicate how the majority of the respondents have taken part in voluntary activities for under 10 years, with over 60% (n=92)) of them have been participating voluntarily in that amount of time. Below there is an illustration of how many years the respondents have participated in voluntary activities in the Danish angling context:



As discussed before under the demographics of age, the volunteers are mostly over 35 years of age. Combining this fact with the number of years volunteering could indicate a pattern - volunteering in the angling context is an activity, where the involvement starts rather later in life compared to other types of volunteering.

Time spent on volunteering (per month) (n=139)

Volunteering in the angling context is an activity that often uses up under 10 hours each month. Only around 20% (n=26) of the respondents spend more than 10 hours each month on fish care and water care.



Volunteering activities

The last demographic type question in the survey was presented in way, which gave the respondents the possibility to answer qualitatively to what volunteering activities they participate in. To see the qualitative answers in their original form please see appendix. Below the answers have been categorised into more general categories below to define which voluntary activities the respondents in this case takes part in. This has created 7 categories of activities, that the volunteers participate in. Every theme or activity mentioned in the each qualitative answer has counted for $n=1$, meaning that each answer can contain more than one theme or activity. The reason for making the activities clear is to illustrate what kind of volunteers have responded for this project. The categories are below ranked from high to low and will be elaborated more afterwards:

- Watercare (n=62)

- Fishcare (n=43)
- Association related activities (n=34)
- Administrative activities (n=19)
- Procurement and education (n=16)
- Other practical activities (n=14)
- Control (n=3)

Watercare

The category of watercare is the activity being the most participated in. The category in itself is very large and is related to nature restoration in relation to vegetation and the rivers and streams. This includes many different activities like for example the restoration and the upkeep of streams, habitat improvements, the wash down of spawning banks, vegetation and weed removal, the removal of different water blockages and the clean-up of smaller brooklets to enable passage for fish.

Fishcare

The category of fishcare also covers a wide field of activities. The main distinction from watercare is, like the word says, the focus on fish rather than the water. It has to be noted, that both categories are very closely related when talking about increasing the fish stock population (interview 2).

The activities within fishcare includes the setting-up and registration of spawning banks, the allocation of spawning gravel, electrofishing to be able to strip gametes, maintenance of hatcheries, the release of smolt and the collection of ‘mother fish’.

Association related activities

The category of association related activities could be regarded as a less practical level, but more on an organisational level. A large amount of respondents spend time within their fishing association on different activities like management, planning, filling out roles like association treasurers, foremen, board members, youth managers and webmasters. The respondents are part of different committees within their association such as a practical committee and watercare or streamcare committees. The committees have both practical and organisational activities.

Administrative activities

The administrative activities are closely related to the association related ones. The distinction between the two is how the administrative activities are concentrated on the relation with actors not directly involved in the association. This could be activities like writing applications, having contact to and dialog with the municipalities and relevant landowners, taking care of potential sponsors and the promotion of their angling association by for example writing articles, political involvement with or lobbying for city councils, mayors and actors like DSF.

Some respondents even take part in off-site activities like being a member of councils in the municipality like the so-called “Det Grønne Råd” - a dialogue forum within nature, environment and outdoor life (Aalborg.dk). Others are so-called “Nøglefiskere” or key anglers at DTU. A working relationship between recreational anglers and DTU to register and analyse the occurrence of fish in different geographic areas. (DTU.dk)

Communication and education

This category of activities can be defined as ways of educating and passing on knowledge and information to both outsiders and insiders to the association - not directly as an administrative activity, but in relation to education and teaching. This includes activities like guiding, teaching children how to fish, educating school pupils in nature restoration and protection and doing PR for the associations.

Other practical activities

This category includes all the practical activities, which didn't fit into both the watercare and fishcare category. This could include activities like restoration, maintenance and construction of footbridges, associational cabins and other types of do-it-yourself crafts like cutting vegetation. It also includes an activity like cleaning up, where many respondents mention how they *"clean up in the nature after others [and] always bring a bag along"* for this purpose.

These activities are sometimes organised as working days, where the associations invite all their members to participate in different activities, that mostly everybody can take part in.

Control

The activity being mentioned the fewest times are the control and monitoring activities. Most freshwater associations have preservation zones at the outlet of their fishing waters, which prevents people in catching fish, when they enter or leave the streams. At the same time the private fishing waters is reserved to the members of the association. The respondents included activities like the monitoring of illegal fishing and the protection of fish in the preservation zone.

Volunteer motivations

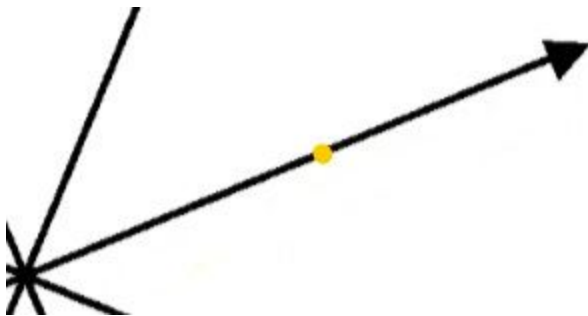
As discussed and elaborated before the framework applied to identify volunteer motivation is derived from Anne B. Yeung's (2004) 'Octagon Model of Volunteer Motivation'.

This section will be divided on the basis of the poles from the Octagon Model (Yeung 2004:32). The matching survey statements and the data will be connected under each pole. The statements will be presented in the order of the most agreed upon statement (closest to 1) to the least agreed upon (closest to 5). Finally, along with each pole, there will be an illustration of the given pole along with the 'approximate point' plotted in.

To be completely clear the closest the average score is to 1 the more volunteers agree with the statement. Closer to 5 and the volunteers disagree with the statement.

Getting

Survey question (translated)	Average score
Volunteering is a way to spend my time on something meaningful (n=120)	1,97
I am a volunteer for the personal and emotional benefits I get out of it (n=122)	2,22
I am a volunteer to achieve personal well-being (n=123)	2,59
I am a volunteer for the physical benefits I get out of it (n=120)	2,96
I am a volunteer to achieve a form of self-realization (n=108)	3,13
Volunteering is an experience I can use in my profession (n=118)	3,16
<i>Total average score</i>	$\approx 2,67$



Giving

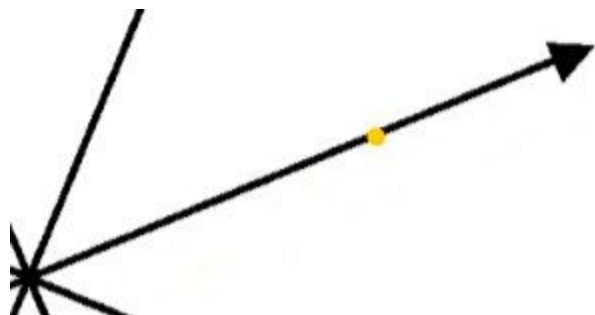
Survey question (translated)	Average score
I am a volunteer because I want to help (n=117)	1,80
I'm a volunteer because I want to show others how much benefit one can get from helping others (n=117)	2,50

<i>Total average score</i>	$\approx 2,15$
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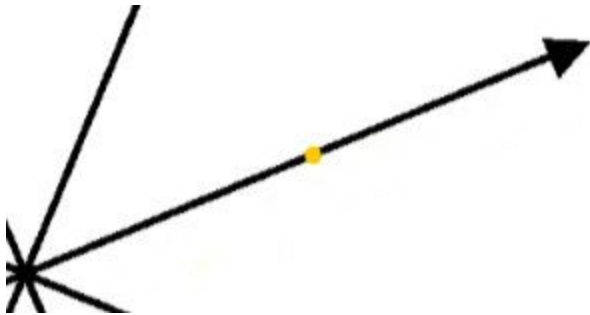
Continuity

Survey question (translated)	Average score
I am a volunteer because I have insight and understanding of fish and watercare (n=113)	2,12
I am a volunteer to be out in the nature (n=123)	2,14
I am a volunteer because I have good memories and positive experiences with volunteering (n=111)	2,18
I am a volunteer because it benefits my personal well-being (n=108)	2,26
Volunteering helps giving me something my work can not give me (n=108)	2,44
<i>Total average score</i>	$\approx 2,23$



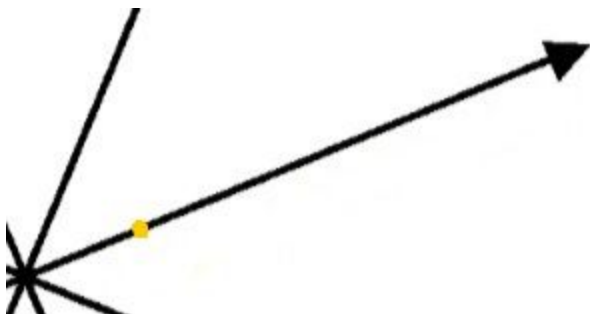
Newness

Survey question (translated)	Average score
Volunteering helps me bring new knowledge, more skills and meet new challenges (n=106)	2,08
I am a volunteer in connection with angling to create distraction to my daily life (n=107)	2,79
Volunteering helps create personal change for me (n=106)	2,75
I am a volunteer in connection with angling to try something new (n=108)	3,16
<i>Total average score</i>	$\approx 2,70$



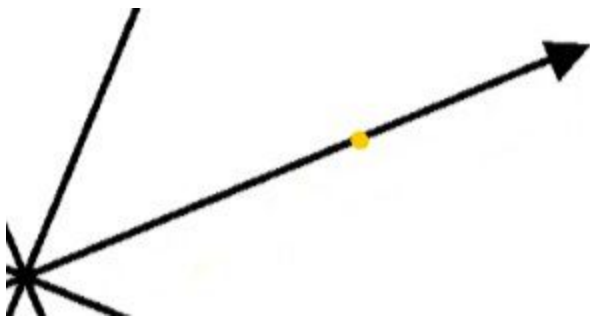
Distance

Survey question (translated)	Average score
I am a volunteer to get away from others (n=105)	4,09
<i>Total average score</i>	$= 4,09$



Proximity

Survey question (translated)	Average score
Volunteering helps create a communal spirit between me and other volunteers (n=104)	2,08
I am a volunteer to belong in a community (n=105)	2,45
I am a volunteer to meet new people (n=104)	2,72
I am a volunteer because of the activities of social nature (n=104)	2,77
<i>Total average score</i>	<i>≈ 2,50</i>



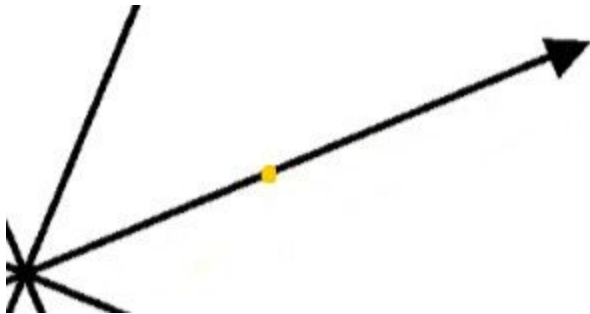
Thought

Survey question (translated)	Average score
I am a volunteer because of my personal values (n=103)	2,04
I am a volunteer because of the role models that inspired me (n=103)	2,84
I volunteer because it helps me through personal challenges (n=102)	3,53
<i>Total average score</i>	<i>≈ 2,80</i>



Action

Survey question (translated)	Average score
I am a volunteer to stay active (n=102)	2,52
Volunteering is for me, a way to fill up spare time (n=102)	3,60
<i>Total average score</i>	<i>≈ 3,06</i>



The collected data will be used further in the next chapter, where a discussion will be formed on the basis of the volunteering motivations and how they can be taken into account in the Danish angling tourism destinations.

The first part will be a discussion that sums up the results gathered and hereby an identification of voluntary motivations. The next part will be a practical discussion of the how the the previously identified motivations can be taken into account in the development of angling destinations.

What volunteer motivations can be identified?

This chapter will take shape of a discussion of the identified volunteer motivations in the Danish angling context. The discussion will be divided in two main parts. The first main part being the discussion of the gathered data in relation to the identification of volunteer motivations in the angling context. Firstly, the demographic results will be discussed to create a better overview of the participating respondents. Next, the results from the survey statements will be used to draw a map of volunteer motivation to illustrate what factors are motivating volunteers to participate in the Danish angling context. The map will be accompanied and analysed through a discussion of the inward-outward-dimension, the most or least agreed upon individual survey statements and conducted interviews. Finally, alternative motivational maps based on the segmentation of the survey data will be discussed.

The second and last main part will be a separate discussion of how the volunteers can be taken into consideration in the development of Danish angling tourism destinations.

Who are the participating respondents?

- Male
- 35 years of age or more
- More than 20 years of angling experience
- Less than 10 years of fish and watercare experience
- Spending less than 10 hours a month volunteering

The bullets above indicates the average demographics for the participating respondents. But what motivates this person to be involved as a volunteer in the angling context? In the next section the survey results from the motivational dimensions will be the approach for discussing the motivations behind volunteering in the Danish angling context. Relevant interviews will help elaborate certain points along the way.

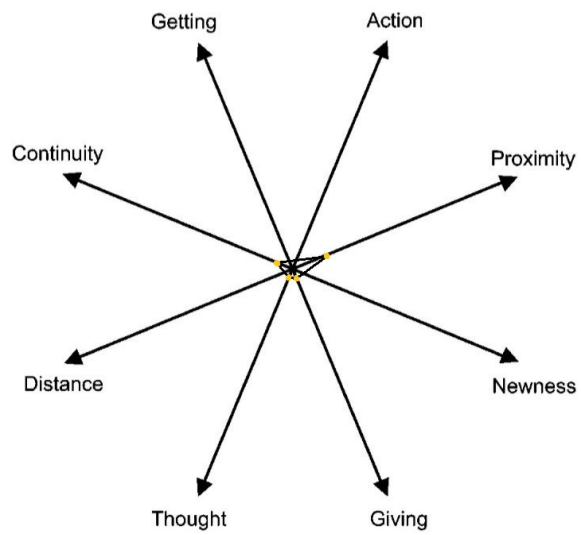
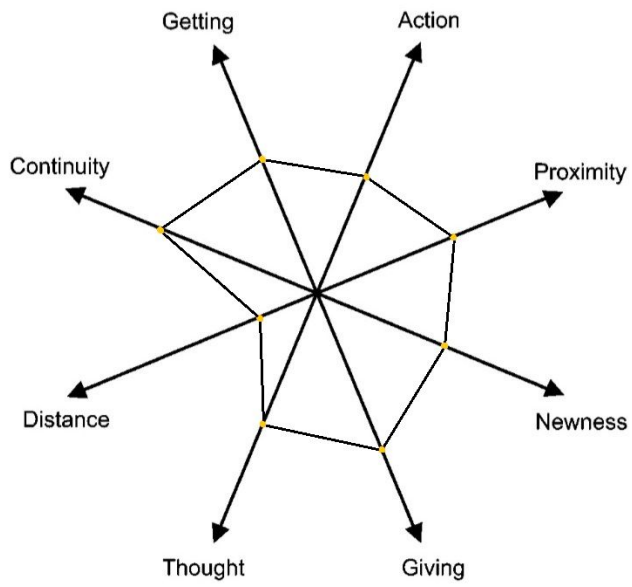
The identification of volunteer motivation for the Danish angling volunteers

The different average scores from the eight poles are compiled in the table below in the order of the most motivating pole first:

Pole	Total average score
Giving	≅ 2,15
Continuity	≅ 2,23
Proximity	≅ 2,50
Getting	≅ 2,67
Newness	≅ 2,70
Thought	≅ 2,80
Action	≅ 3,06
Distance	= 4,09

The total average scores from above would be enough data to draw a map with the eight-point approach, but to make the drawing of the four-point approach it is necessary to identify intermediary points on each dimension. Please see more on the specific approach for plotting in both eight and four points in the framework. The four-point approach will help illustrate the interaction between the two opposing poles and hereby indicate to what extent the motivations are more closely connected to one pole or another. In other words it can help discuss to what meta-dimension the motivations are most connected to. The inward-outward meta-dimension in relation to angling volunteering will be discussed further later in this section. On the other hand the eight-point approach illustrates the role of each individual pole and makes it more manageable to compare the different poles illustratively. The use of both approaches is to give more richness to the data and see implicit relations in the statements.

Below is the complete overview of the combined motivations in the framework of the ‘Octagon Model of Volunteer Motivation’ (Yeung 2004). Plotted in the model are both the original four-point approach and the adapted eight-point approach for group motivation.



The inward-outward meta-dimension

The following section will be a discussion of the identified volunteer motivation in relation to the shared inward-outward meta-dimension developed by Anne Yeung (2004:32). Each dimension will be discussed compared to the total average score identified before. Quantitative survey data will be combined with qualitative interview data to allow more richness and clarification in the discussion.

As argued by Yeung (2004) volunteer motivations will rarely be either one of altruistic (external) or egoistic (internal), but is more often a combination of the two. This will be discussed along with the different meta-dimensions as conveyed through the motivation of the Danish angling volunteers.

The table below illustrates the four dimensions along with the total average score of each corresponding pole.

Internal (egoistic)		External (altruistic)	
	Total average score		
Getting	≅ 2,67	≅ 2,15	Giving
Continuity	≅ 2,23	≅ 2,70	Newness
Distance	= 4,09	≅ 2,50	Proximity
Thought	≅ 2,80	≅ 3,06	Action

The collected data and the eight-point approach indicates that the anglers in general are volunteering due to a variety of different reasons and that the motivation can be different from individual to individual. Around half of the total average scores are scoring about the same - within a margin of $\pm 0,30$. This means, that the respondents have both been agreeing and disagreeing with the same statements. What can be said in general about the identified volunteering motivations is however the higher and lower ranking of some poles. Four poles are in total standing out compared to the others:

- Giving (2,15)
- Continuity (2,23)
- Action (3,06)
- Distance (4,09)

The four-point approach has identified the 'proximity' pole, as an important volunteering motivation. With the eight-point approach the proximity pole, was still ranked number three, but very close to several other poles. But when the opposing pole of 'distance' was taken into consideration and the interaction of the two poles was illustrated, the proximity pole stand forward as a prominent pole.

The motivational poles with the highest score on the eight-point approach and the most prominent pole on the four-point approach has been identified as:

- Giving (2,15)

- Continuity (2,23)
- Proximity (2,50)

The data has indicated how volunteer motivations in the Danish angling context could lean towards the three poles listed above. This will be the starting point in the last part of the discussion, where these three poles will be used as the framework for discussing voluntary concerns.

The poles will be discussed in relation to their respective dimension below - 2 by 2.

Getting ⇔ Giving

The data indicate, that the volunteers are more driven by external motivations on the 'Getting ⇔ Giving' dimension. It seems that volunteers in the angling context are more driven by helping others than for personal benefits. The idea of being able to help a larger cause is actually more attracting than simply doing something for your own good. It's about being able to give to the environment or to the community as being underlined by research (Bruyere and Rappe 2007, Jacobsen et al. 2012, Schuett 2014). It could indicate, that the volunteers are more motivated by 'serving' others. Serving others could very well mean serving other anglers or like-minded people, that share the same values as themselves. As Steen Ulnits mentions, volunteering in private waters gives you and your like-minded people the possibility to harvest the fruits of your own work (interview 2). The volunteers are motivated by the possibility to pass on the angling experiences they have had in the past (interview 6).

Continuity ⇔ Newness

The data indicate, that the volunteers are more driven by internal motivations on the 'Continuity ⇔ Newness' dimension. The volunteering motivations are exemplified as a drive for continuity in their voluntary work. Their existing knowledge on fishcare and watercare was a motivating factor to them to become volunteer in this field - at least the search for trying something new was not evident. The only statement 'The volunteers are experts in the angling field, and it could be argued, that this expertise has drawn them to the voluntary work as they felt they could offer something. There is an indication, that they feel obliged to offer their work, due to their vast knowledge on the subject. An important point brought up by Steen Ulnits was how volunteers for most of the part are passionate anglers (Interview 2). There is also the indication in the demographic survey data, that all volunteers have been angling for an extensive period of time. It could hence be argued that the volunteer motivations are closely related to their motivations for angling. The reason the volunteers are motivated by voluntary work could be connected to their wish to create a continuation of their opportunities to angle. As Søren Knabe mentions, that it motivates him to be able to do a difference in relation to the fish stocks (Interview 7). The continuation motivation could arguably be closely related to the motivation to 'give' - as they are actually 'giving' to their role as an angler and the angling community.

The voluntary work has been a part of the angling context for over a century (Madsen 1986) and many current volunteers most likely have good memories with voluntary activities and connected benefits from the past.

The volunteers seem to identify a lot with the nature - in another word they could be regarded as nature lovers. As underlined by several respondents the outdoor is a big motivating factor for volunteering (Interview 6 and 7). The nature has most likely been a large part of their lives for a long time, and a motivation for participating in voluntary activities is to be in their beloved surroundings. Steen Ulmich underlines the point, that Denmark doesn't have much untouched nature and a large motivation for being a part of voluntary activities was to preserve the what little is left (Interview 2).

The volunteers do not participate because they need to have a contrast to their everyday life, but it is a way to connect more with nature and extend this aspect of their life and give them the continuation of an appreciated joy.

Distance ⇔ Proximity

The data indicate, that the volunteers are more driven by external motivations on the 'Distance ⇔ Proximity' dimension. It can be argued, that the volunteers in the Danish angling context are volunteering for the community feeling and the communal spirit present in the association context. The meeting with new people and the social nature of the voluntary activities are driving factors behind the voluntary involvement.

In some fields of volunteering motivations could be to get away from others and being distanced. This is surely not the case for volunteering in the Danish angling context. Although the act of angling in itself may be motivated by elements of solitude and tranquility, the voluntary activities with watercare and fishcare has the opposite motivations of proximity.

Thought ⇔ Action

The data indicate, that the volunteering motivations are close on the 'Thought ⇔ Action' dimension. Not one meta-dimension seems to be dominating and the two total average scores are the two closest together of all four dimensions. It doesn't mean that the dimension isn't represented in the motivations for volunteering in the angling context, but indicates that the volunteers aren't leaning towards one pole much more than the opposite.

There is a little indication in the data, that the volunteer motivations are more internally driven on this dimension, as the personal values play a significant role. They can be seen as the background of voluntary activity. A personal value mentioned in several interviews was the concept of sustainability. As discussed under the 'continuity ⇔ newness' dimension, the volunteers can be seen as nature lovers. The activities themselves could transform the personal values and thoughts of volunteers into something practically tangible and relatable. It could be an indication of an active way to realise their values and thoughts.

It can be said, that volunteering is not a way to use up spare time.

Individual survey statements

As mentioned under the motivational framework it has been deemed necessary to also allocate a brief discussion to the individual survey statements. The total average scores are useful for drawing a motivational map, but the averaging makes some of the richness of the data disappear, so discussing the individual survey statements will create more nuances in the identification of volunteer motivations.

Mostly, the individual survey statements and their individual average are closely related to the total average of the matching pole. But some statements seem to be contradicting the average of their matching pole and some seem to underline it. Looking at the survey statements individually could reveal some relevant points that were not visible when presented as an average. Below is the seven most agreed upon survey statements:

1. I am a volunteer because I want to help
(Giving - 1,80)
2. Volunteering is a way to spend my time on something meaningful
(Getting - 1,97)
3. I am a volunteer because of my personal values
(Thought - 2,04)
4. Volunteering helps create a communal spirit between me and other volunteers (Proximity - 2,08)
5. Volunteering helps me bring new knowledge, more skills and meet new challenges (Newness - 2,08)
6. I am a volunteer because I have insight and understanding of fish and watercare (Continuity - 2,12)
7. I am a volunteer to be out in the nature
(Continuity - 2,14)

There are three survey statements, which seem to go against the average of their matching motivational pole, namely:

1. Volunteering is a way to spend my time on something meaningful
(Getting - 1,97)
2. I am a volunteer because of my personal values
(Thought - 2,04)
3. Volunteering helps me bring new knowledge, more skills and meet new challenges (Newness - 2,08)

Even though it was discussed before, that the volunteers seem to lean towards the external meta-dimension within the ‘giving ↔ getting’ dimension, the first statement seems to indicate an internal motivation for volunteering as well.

The second statement indicates a relation to the notion of helping in the ‘giving’ motivational pole. Their values could play a large role for their motivation to volunteer. In regard to helping it could be argued, that the individual values could indicate how and who you are going to help. Some volunteer in war

zones, due to their values on humanity or alike, and in the angling volunteer due to their values of sustainability and a better environment.

The third statement gives an indication, that the newness also plays a role in the motivations for volunteering in the context of angling. The participation is not only down to being able to use your insight and knowledge of fishcare and watercare, but also to learn new skills. It could be seen as newness in the continuity, where the volunteers learn new things about the subject they are already familiar with - evolving and creating new challenges within their own field. This is at least what the interviews have emphasised (Interview 6, 7). As Rune Hylby mentions, one of the motivations to become a volunteer, was to learn new skills in the field of angling - like for example PR and communication skills (Interview 6).

How could the volunteers be taken into consideration in the development of Danish angling tourism destinations

An aspect hopefully standing clear by now, is how the success of angling destinations is dependent of the dedication and involvement of the local volunteers. (Havørred Limfjorden, FishingZealand)

Angling tourism in Denmark would be limited if there were no organised fishcare and watercare. Denmark doesn't have large untouched natural resorts, like for example the United States - there are no natural resources which just needs to be marketed. There are many examples of the damage previously done to the nature which is a major reason for the volunteerism - there is a need to restore the waters back or close to their original state to be able to attract more angling tourists. The Danish nature needs a lending hand to be able to provide the necessary amount of fish suitable for tourism. A large part of the help has been given by the volunteers.

Volunteerism is something that holds some commercial value to the angling destinations. For example, a European study estimated that every dollar invested in volunteering brought eight dollars of value in return (Smith 2001 in Henderson and Presley 2003:34). It could be argued volunteerism has a high value in return, but simultaneously volunteerism is something which needs to be managed correctly. According to Merrill (2006) *"the management of the volunteer workforce possesses essential differences compared to the management of the paid workforce."* There are multiple factors as to why there are differences. Merrill (2006) elaborates by making the distinction between how paid employees rely on their jobs 'for their livelihood' and volunteers don't. Following along these aspect the volunteers are most of often receiving pay or benefits from their primary jobs other sources (Drucker, 1998). This indicates, as stated by MacDuff et al. (2009), towards the inability to predict the 'commitment to serve' by the volunteers. In the paid workforce the commitment is *"an agreement for service in exchange for a salary and benefits."* Another aspect is the availability. As mentioned by Wisner et al. (2005) and Merrill (2006) the availability and the work schedule is a major difference between the two groups, as the volunteer workforce determine when they are willing to work and how much time they will serve. This gives an 'employee-to-employer relationship', which is very different to the paid workforce (Wisner et al., 2005).

Kemp (2002) concluded that there was an undisputable relationship between motivation and satisfaction. Hence, it can be argued that there is a relationship between volunteer motivation and satisfaction. Clary et al. (1998) takes the same position, and argues that the satisfaction an individual gets from volunteering is caused by their motivations. It indicates a relationship between recognising and identifying motivations and achieving volunteer satisfaction with the volunteers continued availability. A position also taken by Omoto and Snyder (1995), who agree on how the availability and the length of volunteer service or commitment are linked to their motivation to participate.

Identifying the volunteer motivations is mentioned by Clary et al. (1998):

“Managers with the ability to identify or recognise the motivation behind the volunteer can aid in the enhancement of the experience, which will translate into sustained helping over time.”

The identified motivations for volunteering in the Danish angling context could hence have relevance for the managers and tourism angling destinations in keeping the large asset that voluntary work is in the current context. It could be argued how a large part of taking the volunteers into consideration is by understanding them and taking their motivations into consideration by how they are reflected in their voluntary activities.

The following will be a discussion of how the volunteers could be taken into consideration in the development of angling destinations in Denmark. It is important to keep the volunteers satisfied, as they are a key asset in developing the Danish angling destinations. The discussion will be made on the basis of the qualitative survey answers, where the respondents had to give their thoughts on the possible influence of angling tourism on volunteerism. Their attitudes have been divided into both positive and concerned. Firstly, the positives, as seen by the volunteers themselves in the qualitative survey question. Second, the concerns will be categorised according to the main volunteer motivations identified. The qualitative survey answers will be elaborated and balanced with the interviews.

Volunteer attitudes

The discussion structure will take its starting point on the basis of the last survey question. The last question was formulated qualitatively, so the respondents were able to give their view and thoughts on the development of angling tourism in their own words. Please see the framework for more considerations behind the survey. There was a total of 88 answers to the last question (n=88). As already identified through the interviews the volunteers seem to be divided towards the development of angling tourism in Denmark. Both positive and concerned views were presented by the volunteers. What is interesting to note, is how the positive attitude is not completely positive. Most answers are said with reservations and hence very few respondents answer completely positively to the questions. It's formulated in a way where tourism is regarded as something, which 'could bring some positives' or 'if it is done right tourism could maybe...' etc.. Angling tourism is still seen with a hypotheticality about it. In other words it could be argued, that the positive attitudes are presented with an 'if'. This is an important consideration, because it could indicate how some volunteers still feel a bit uncertain and have reservations about the direction of the angling tourism in Denmark. With that in mind a better foundation for discussing has been created by dividing the answers into the two categories in relation to their attitude towards the development of angling tourism.

Firstly, the positive attitudes from the qualitative survey question (n=17) will be discussed to underline the potential regarded by the volunteers of angling tourism. It will be elaborated with the conducted interviews.

Subsequently, the attitudes of concerns (n=25) or reservations (n=37) will be used prospectively in the discussion along the three identified main motivational poles to discuss how the volunteers could be taken into consideration in the development of Danish angling tourism destinations.

Positive attitudes

The positive attitudes (n=17) are the aspects volunteers are regarding as benefits of the angling tourism development. There was not much diversity in the positive answers as all aspects were rather closely related along the same themes. All aspects are part of the same synergy - the amelioration of nature. As mentioned before, many positive answers to the qualitative survey question was made with reservations. The reservations will only be taken into account in the next section and this will be dedicated to underline what the volunteers see as positives in the development of angling tourism.

The love and satisfaction the volunteers have for nature is exemplified through their political beliefs. There is a strong sense of dislike towards the government policy on agriculture and its possible effects on the private fishing waters.

The volunteers underline their hope for political change towards different environmental issues and see the development of angling tourism as a wake-up call for the politicians. The economic potential connected with angling tourism would be the manner to engage the decision-makers in both municipality and government level. The increased development of angling tourism would create political as well as public attention which in the end would create a better environment for both local as well as foreign anglers.

The communication between municipality and the angling associations has been mentioned as a place to improved. Years ago the different bureaucratic processes, like the application and hearing procedure were seen as a struggle (Interview 5). In some cases there has already been a change as told by Aage Grynderup. The application process has been streamlined and made more accessible in the municipalities connected to Havørred Limfjorden and Havørred Fyn. (Interview 5 and 7).

The political attention and possible recognition of the angling tourism could help create better legislation in regards to the preservation of fishing waters and fish stocks. The destinations are also regarded as something that locally will help improve the fishing water's physical condition. The destinations will generate an income which will be re-invested in restoration projects. Projects that in the end creates larger fish stocks and hence better angling possibilities. Basically, what can be said how the volunteers are regarding the angling tourism as a possible catalyst for creating a better environment. The efforts and organisation of the workforce 'Grusbanden' was also regarded as one of the positives of the development of angling tourism.

Concerned and reserved attitude

As mentioned before, most of the positive volunteer attitudes towards the angling tourism are mentioned with reservations and other have concerned attitudes. It could be argued that volunteers, which currently

have a positive attitude could reverse into having a negative one, if they are not taken into account appropriately or if they are 'forgotten' in the development of tourism destinations. This could cause a drop in volunteer motivation and hereby the downfall for an important assets in the angling tourism development context. Others had a concerned attitude when they responded to the survey question.

The discussion of volunteer related considerations in the development of Danish angling destinations has been made on the basis of the primary volunteer motivations: continuity, giving, as identified before. Creating a division of the discussion of how the volunteers could be taken into consideration into three parts. The reserved and concerned attitudes (n=62) have been categorised under the motivational poles. The following discussion does not intend take side with any party, but rather demonstrate what the volunteers feel worried and concerned about in the development.

This will make it possible to sum up and discuss what practical considerations could be taken in the future.

A balance between nature and tourism

After going through the responses from around 80 volunteers and interacting with more than a dozen there was an indication of one main theme of consideration to be taken in the development of angling tourism. The data indicated a strong notion towards the balancing act in general. As Rune Hylby says: "It's an interplay between tourism and nature." The balancing act relates back to the notion of nature being the cornerstone for volunteers in the angling tourism context - something which is also exemplified in their political and personal beliefs. Many years of angling and volunteering have made the volunteers into experts in the field of fishcare and watercare so they would recognise a lack of balance on different levels. 'Everything in moderation' could be the main point made by the volunteers towards tourism. In other words the volunteers indicate a positivity towards tourism and the positive effects it could bring along, but the tourism has to be balanced along the volunteering values to keep them motivated and satisfied. Next, the three main motivational poles will be discussed.

Volunteer motivations: *Giving*

A connection that has manifested itself in the data is the fact that volunteers are anglers and have been for many years. Their passion for the hobby has turned them into volunteers in the angling context. It would be wrong to not consider if their motivations for angling drops, their motivation for volunteering drops. In other words local anglers have to be considered in the development of angling tourism. The fruits the volunteers can harvest from their own work is possibly most often done in the role as a recreational angler. Some motivations are hence directly or indirectly connected to volunteering.

One of their main volunteer motivations is 'giving' in the altruistic aspect of helping others. A way to define this motivation could be a drive to give to the nature and hence the community. A community the volunteers are an integral part of and it would seem that the volunteers are motivated to be giving to this community. They are not as much interested in giving to other communities, as they could have difficulties identifying themselves with the values presented by all foreign anglers or local businessmen - they simply need a certainty that their own community would be able to harvest the fruits of their work.

The motivation of giving seems only evident, when the volunteers know who and what are on the receiving side.

The volunteers have emphasised their love for nature throughout the whole process. In the development of angling tourism the nature is no less of a large aspect for them as well. The focus is on sustainability and regarding nature as the cornerstone for future development because of their high level of understanding of fish and watercare. The volunteer reservations have mostly arisen towards tourism from their expert-like position and has exemplified itself through their reservations of the possible future balance between the environmental and the tourism side of the destinations.

The positive attitude towards angling, as mentioned above, could turn into a less positive attitude if the tourism does not affect the amelioration of nature in the future. There is an indication of the volunteers could become de-motivated to volunteer if money is not invested properly back into the water and fishcare. It would be loss of the volunteer motivation to 'give' or help if their work is not recognised. (Interview 5, 7). It is important for the volunteers that the focus is kept on nature and environment and not forget that it is not possible to sell a product, which is not there, like the foreman of Viborg Sportsfiskerforening Jørgen Buch.. According to the volunteers, tourism has to be driven by nature and on the premise of nature. Not the other way around. Like Aage Grynderup remarks: "patience is a virtue with nature - have to follow its clock" (interview 5). The focus on creating larger wild fish stocks is a motivational factor for the volunteers, due to their altruistic motivation of giving to the community and giving to the next generation. They are not driven by financial estimates and overnight stays, but by the potential common effort to improve the nature and the well-being of fish and alike.

If the volunteers feel opposed and not supported politically, there is an indication of considerable concern, which could eventually create a loss of their motivation and ability to 'give' or help through volunteering in the future. The specific aspect they seem concerned about is the agricultural legislation, which in their own words, would end up 'killing' the streams responsible for reproducing the fish stocks. Possible legislative action, as presented by the volunteers are for example a ban against net fishing for salmon and sea trout, an improved effort towards cormorant regulation and better access to the public angling spots. The volunteers appear to indicate a wish for more political recognition of their work. (Interview 5, 6, 7) The future involvement of the volunteers could be dependent on how the angling tourism is managed on a governmental level as exemplified by Rune Hylby. People were no longer motivated to volunteer in the Great Belt area, due to Slagelse Municipality not supporting the local anglers and hereby volunteers. The streams were ignored by the decision-makers, which led to a decrease in the number of fish. Hence the volunteers got the feeling of: "Why do I have to do restoration projects, when the municipality is destroying the streams anyway?"

Volunteer motivations: *Proximity*

Another concern rising from the volunteers is the possible threat angling tourism could pose towards the level of folksiness and volunteerism currently present in the angling context. According to the volunteers, the possible commercialisation of angling could pressurise the small angling associations with a little

economy. The data indicated, that a motivation to volunteer is the 'proximity' they get by the community feeling. It could be argued that if the social nature element diminished in the future it would affect their motivation to volunteer negatively.

Some volunteers even go to the extreme and label angling tourism as the 'death' for the volunteerism and the associations. They indicate that their motivation to participate in voluntary work could diminish if angling tourism in the future would mean fewer opportunities to do the associational activities with the other members of the association.

Higher prices seem to be a general concern for the volunteering anglers. Some volunteers see the angling tourism as a catalyst for more expenses and higher prices for the local angler and associations. It is a hope that angling tourism will mean a rise in the quality of angling but the potential improvement could possibly mean higher prices to rent the fishing waters from the landowners. In the end this could mean a higher membership cost for the local anglers and volunteers. The concern is especially raised by volunteers on retirement, which believe a higher price could force them out of the voluntary activities and association. As indicated by the survey results a large amount of the volunteers are close to retirement or retired and could well possibly have this concern. The price issue is also raised towards the increasing prices in the salmon angling, where the commercialisation has created prices, so high that some locals cannot participate. In Norway for example some respondents mention how prices have increased drastically due to the angling tourism (Interview 2).

Basically the volunteers are would be de-motivated to volunteer if the community feeling and the social life, as they know it today, would be to fade away. Volunteering seems to be something you do along with people you know and have a social bond to. So if the organisation of the activities were to change and create a scenario, where you never got to volunteer with the friends or alike it could decrease their volunteer motivation. It indicates, that the context in which there is being volunteered also has significance to the motivation to volunteer in general.

Volunteer motivation: *Continuity*

The data indicated 'continuity' as an evident motivation for volunteering. The volunteering anglers could be considered a bit conservative and not too receptive to changes they are not controlling. It could be down to the massive traditions present in the associational life (Madsen 1986) and the connected feeling of ownership the volunteers have to especially the private waters. At the same time the volunteers are in general not motivated by the opposing pole 'newness' and it could possibly be argued that the volunteers wants to keep it like it has always been and not risk the future for changes. Rather stay like it is now that take chances.

A general concern from the volunteers is the possible clash in the future with foreign anglers. Some volunteers are already experiencing the impact of angling tourism on Funen and seem to hope for a future that doesn't reach a point where it becomes impossible for the local angler to practice their lifelong hobby. The fear for the Danish volunteers and nature lover is that the wild angling they enjoy will disappear and Denmark will become '*one large Put & Take lake*'. Anglers catching wild fish seem to undermine Put & Take angling and one of the main reasons for that is the crowded lakes and the

man-made nature. Not a future desired for their beloved 'wild' fishing waters. Their motivation to volunteer is leaning towards the 'continuity' pole, so a completely changed angling context could work against this existing motivational element.

It could be why, the answer coming up the most amount of times (n=8) is the concern about lack of room for the locals. This refers back to the volunteer motivation of continuity, as the volunteering values could be at risk if drastic changes are being made. One respondent elaborates by how foreign angling tourists with the wrong behavioural values could leave litter and cans along the fishing waters. In the end creating a change in both how the volunteering activities are undertaken and in their role of anglers.

The volunteers are also seeking a sense of ownership in connection with the development of angling tourism. There is a fear of over-commercialisation where the potential income would end up as the driving force for the industry. The fear is that the economic incentive would change the structure of angling as it currently is. As identified in the individual voluntary statements, the love for nature is unmistakably a driving force for the voluntary engagement along with their personal values. This becomes evident in their way to determine how angling tourism should be managed. Their values shines through their concern in the balance between nature and tourism. There is a concern among volunteers that angling tourism potentially will be steered with the focal point on the economic incentive and not with the nature's requirements to prosper. A significant concern in relation to the over-commercialisation is if and how the angling tourism could end up changing the private waters. As mentioned before, there is a concern for the potential prices increase for renting fishing waters. One respondent has speculated, as he calls it himself, on this perspective of over-commercialisation and landowners. He mainly addresses the large west facing streams in Denmark, eg. Skjern Å and Storåen. The point being made is related to the landowners realisation of the economic incentive in the angling tourism. It could possibly mean a change of structure, where the administration of the fishing waters could be controlled by the landowners instead of the associations. Arguably, this is worst-case scenario and possibly not in the near future, but it could be a hypothetical example of what over-commercialisation would mean to the voluntary activities. The idea of commercialising or attracting foreign tourists to the private waters is something many volunteers are concerned about. It can be argued that there is a motivation in the feeling of 'calling something your own.' Currently, the major Danish angling destinations only have focus the public waters and possibly it will stay like that too.

Part-conclusion

According to Macduff et al. (2009) the management of volunteers is much more complicated than it used to be. Combined with the impossibility to create a universal approach in the volunteering context it must be acknowledged that the considerations should not be regarded as the only way forward. Below there is summary of how the volunteers could be taken into account in relation to their motivational poles: *giving*, *proximity* and *continuity*.

Through the data it was identified, that the balancing aspect between environment and tourism is important to the volunteers, due to their motivation to *give* to the environment and the community. If their help is not given to the environment, but eventually someone else - a tourist or a businessman - the data indicates a loss in volunteer motivation. Their personal values are exemplified in the concept of sustainability in which the volunteers take pride in..

Another aspect of consideration is how the volunteers have all been recreational anglers for many over 20 years, hence their motivation to volunteer is closely related to their motivation to angle. If the volunteers don't have the motivation of 'giving' to other anglers they could stop volunteering. The motivational factor '*giving*' cannot only be considered in the altruistic sense. Somewhat the volunteers are driven by helping themselves and their like-minded by ameliorating the environment. The motivation of being able to harvest the fruits of your own work is very much present in this context. The volunteers are not driven by financial estimates and overnight stays, but by the possible common effort to improve the nature and the well-being of fish and alike. It is important to recognise how volunteers most definitely will get motivated by other factors than the destination managers.

The data points to how the volunteers may fear the concept of tourism and a potential commercialisation of the folkeliness currently associated with angling. This is both shown in their motivational factors of '*proximity*' and '*continuity*'.

The respondents are motivated to volunteer by the social nature and unity of the current associational structures. The altruistic motivation of '*proximity*' drives the respondents to volunteer. Volunteering is a mean to be with like-minded friends with common interests and if change would occur, their interest to keep volunteering could diminish. Pointing out the importance of the current associational organisation and operation in their decision to volunteer.

There is an important point in how the angling associations and the ownership obtained as a member could be a driving force to volunteer. The ownership is currently exemplified in the distinct division between private and public waters. The volunteers are driven by how they can help '*give*' to and ameliorate nature on a place they specifically cherish. The data indicate how a commercialisation of private waters could affect their motivation to volunteer. There is an apparent fear of having to share 'their' fishing waters and hereby creating a context of change or '*newness*.' Many respondents have been volunteering for over 10 years and feel attached to the sense of folkeliness in having something they can call their own. The '*continuity*' factor is motivating the volunteers and is also exemplified by their fear of over-commercialisation.

On the basis of the fears and reservations presented by the volunteers and their motivations to volunteer it could be argued that the future involvement of the volunteers could be dependent on how the angling tourism is managed. It could be a question of not creating a loss of motivation in the development of angling tourism in Denmark.

The following section will be practical considerations in the development of Danish tourism destinations.

Retaining the volunteers?

The discussion will end with a final section on possible ways to retain and keep the volunteers motivated. It will be discussed on the basis of the collected data and considerations made in the discussion up to now.

Even though some volunteer concerns seem appropriate, many could be down to misconceptions. The major Danish angling destinations seem to focus on the balancing aspect of tourism and environment to a different degree. Something maybe not evident to every volunteer. As mentioned in one of the qualitative answers *“I’ve meet people, who before were ‘unconcerned’ towards tourism and now suddenly have opinions based on the wrong basis.”* It gets elaborated by a couple volunteers with concerned attitudes: *“Tourism and volunteerism doesn’t fit together.”*

As shown by Havørred Fyn fishing waters can be significantly ameliorated by the help of volunteerism. Following the aspect of the balancing element that is motivating volunteers (*‘giving’* and *‘continuity’*). But in some cases the positives of tourism development may be overshadowed by the concerns - possibly down to the involvement and tradition undertaken by the specific association and individual. Rune Hylby underlines the importance of the *‘good story, the good story, the good story’* as a mean to connect with the volunteering values of a better environment.

Their volunteer motivation of helping the environment (*‘giving’*) is evident and by communicating the message of how tourism development will make a potential difference to the environment it could help keeping them motivated. The volunteers have to feel and know that they are helping the environment. The recognition element was underlined in the interviews and there is an indication that the volunteers feel great reward by getting recognised for their involvement in the struggle for better natural surroundings. The message of environmental amelioration seem to vanish for some volunteers and is substituted with the concern for over-commercialisation.

It could be necessary to focus on communicating the *‘good story’* properly to the experienced recreational anglers in general to avoid misconceptions of the tourism development. The volunteers needs to see the possible advantages of angling tourism. The foreman of Limfjordssammenslutning Aage Grynderup mentions how the attitude towards tourism often is down to the individual angling association and its specific foremen (interview 5).

Streamlining the application process with the municipalities is one of the steps taken, but actively helping the associations in the communication with landowners and other activities they normally could find troublesome could possibly help remove misconceptions (interview 5)

It has to be emphasised to the recreational anglers and volunteers, how angling tourism doesn’t decrease the angling possibilities for the locals. But emphasise on the contrary how it will generate money to make it possible to supplement the existing fish stock with fish to the incoming tourists. This relates back to the

notion the volunteers have of wanting to be able to continue to harvest the fruits of their own work ('giving' and 'continuity'). 'The good story' has to underline how money generated by the tourism industry will be put back into the environment so there can be enough fish for everybody. Some respondents has underlined how a better nature will generate more anglers and how more anglers will generate more tourists. In relation to a better nature it has to be underlined how an opposing political agenda could have negative effect on the volunteer motivation The sense of helping the nature would diminish as their work would have limited effects in the future.

'The good story' has to focus on balance - not only environmentally, but also between locals and foreigners. A prominent motivational aspect to volunteer was down to 'continuity' and 'proximity' and how the sense of ownership is an important motivation for volunteering. Including the maintained division between private and public waters in 'the good story' seems evident as many respondents has the fear of losing their cherished private streams due to increased tourism. The possible misconception of losing their ownership could be down to the development in destinations like Skjern Å, where the private waters have been marketed to tourists. The data indicate a loss of motivation if the volunteers were to lose the 'continuity' element of having your ownership taken away from you.

'The good story' related back to an appropriate way of communication to the volunteers about the angling tourism. Some positivities can apparently be overseen and has to be communicated in such a manner that the volunteers understand the potential of angling tourism. If it happens over the head of the volunteers it would create a incomprehensible 'newness' which the data indicate could create a loss of motivation. *"Rather call an extra time to an association than to overlook them"* as Rune Hylby explains. He elaborates by stating how *"communication and communication"* are the keywords when talking volunteerism in the development of angling tourism. The volunteers or anglers have to be invited to a dialogue. 'The good story' could possibly also be used as a mean of communication to the incoming environmental angling tourist.

The age of the current group of respondents indicates there is a need for consideration for the future. Each year the NaturErhvervstyrelsen publish statistics on the licensed Danish anglers. (NaturErhvervstyrelsen 2015). Both annual, weekly and daily licenses are taken into account. There is issued around 15.000 fewer annual licences in 2015 than in 2005. On the other hand the number of weekly licences has increased by around 3.000 and there has been approx. a 100% increase in daily licences over the course of the last 10 years.

Generally speaking it could be argued, that there are fewer 'full-year' Danish anglers, but more people tend to fish on a short time-frame. This could be down to people only buying their licence when they have time or there has been an increase in angling tourism. This means that there are currently fewer 'dedicated/full time' anglers and possibly volunteers compared to 10 years ago.

This aspect should be considered in the development of Danish angling destinations. According to Rune Hylby it can currently be difficult in some geographical areas to have enough volunteers to do restorations work. If that tendency extends the future could be like in the USA, where an issue is "improving the public's sense of connection to the natural resources" (Leslie 2004:14).. What if the number of annual or the 'dedicated/full time' anglers continues to decrease by around 10% each decade? Who will then take over tens of thousands of volunteer hours, that are necessary for the fishing projects to continue existing?

The next generation of volunteers should be considered before it is too late otherwise the volunteer model will maybe not be obtainable in the future. Another consideration could be teaching and events to improve the public's sense towards the environment and angling. The volunteers are motivated by learning and acquiring new skills. Different informants got their interest for fish and watercare during a session of electro-fishing and it could be a mean to attract both new but also younger fish and watercare enthusiasts (interview 6 and 7).

Conclusion

The point taken up in the introduction was the perspective to explore the locals and their role in the tourism context. In the case of Danish angling tourism the role of volunteers is key in the development of angling destinations.

The information search ended up in the following research question:

What motivations can be identified for involvement in voluntary angling activities in Denmark and how could the volunteers be taken into account in the development of Danish angling tourism destinations?

The project has been constructed in two main parts to complement the research question. Firstly, the volunteer motivations was identified and finally a discussion of how the volunteers and their identified motivations could be taken into account in the development of Danish angling destinations.

Volunteer motivations

The research design of the project was constructed as a two-phase approach. The data collection methods of interview of document analysis were the integral parts of phase 1 and a survey was used as a mean of triangulation in phase 2. Through the use of a document analysis and interviews conducted with recreational anglers, association foremen and project managers of angling destinations it was possibly to adapt a survey to the 'Octagon Model of Volunteer Motivation', as created by Anne Yeung (2004). The participating respondents (n=143) are mainly:

- Male
- 35 years of age or more
- Having more than 20 years of angling experience
- Having less than 10 years of fish and watercare experience
- Spending less than 10 hours a month volunteering

The survey was created on the basis of the poles present in the altruistic and egoistic meta-dimensions of the Octagon Model (2004). The adapted approach ended up in 26 motivational themes where the respondents had the possibility to answer whether they agreed or not with the theme on a scale from 1-5. 1 being the most motivational and 5 the least. This gave the possibility to plot in, what Yeung (2004) calls the 'approximate point' with the averages of the different pole-related survey statements. Both a four-point and an eight-point approach was used as a mean to draw a motivational map of the volunteers in the Danish angling context. The two maps and the collected data of volunteer motivation is presented below in relation to the connected meta-dimension:

Internal (egoistic)		External (altruistic)	
	Total average score		
Getting	≅ 2,67	≅ 2,15	Giving
Continuity	≅ 2,23	≅ 2,70	Newness
Distance	= 4,09	≅ 2,50	Proximity
Thought	≅ 2,80	≅ 3,06	Action

:

Motivational maps x2 (four and eight point approach)

With the two approaches the data indicated how three motivational poles could be identified as dominant in the motivations for volunteering in the Danish angling context:

- Giving (2,15)
- Continuity (2,23)
- Proximity (2,50)

The individual survey statements indicated how some motivations may go against the general picture of the motivational map, but could still be regarded as motivational factors for volunteering:

1. Volunteering is a way to spend my time on something meaningful (Getting - 1,97)
2. I am a volunteer because of my personal values (Thought - 2,04)
3. Volunteering helps me bring new knowledge, more skills and meet new challenges (Newness - 2,08)

How can the volunteers be taken into account in the development of Danish angling destinations?

The second part of the research question was answered through a discussion of the beforehand identified volunteer motivations, the conducted interviews, the document analysis and the personal attitudes towards angling tourism as presented by the volunteers in a qualitative survey question.

The data indicated how the volunteer attitudes towards the development of angling tourism are divided. There are both volunteers seeing tourism as positive sign for environmental and political change, but some volunteers are also concerned or have reservations towards the development of angling destinations.

The first thing evident, was how the motivational factors for volunteering are closely related to the motivations for angling. Volunteers need to be seen as anglers, as their passion for angling and a better environment drives them to volunteer. The motivation behind angling could very well be the potential to catch fish in the future, so they naturally focus on creating and helping the environment.

It was discussed how the three main motivational poles of giving, proximity and continuity could be taken into account in the development of angling destinations in relation to the volunteer attitudes. There is an indication of volunteers could lose their main motivations and ultimately stop volunteering if there is not a balance between nature and tourism in the future development - or in other words sustainability. The discussion identified how this balance can be regarded in two different ways.

- A balance between environment and tourism
- A balance between locals and tourists

The volunteers are highly motivated by elements of 'giving' in wanting to help the environment. They have to see the point in their voluntary time spend - if there is no reward, the motivations for volunteering could diminish. It has to be identifiable for the volunteers how tourism is a mean to create a better environment. The idea of being able to harvest the fruits of your own work is a high motivational factor, which relates back to be able to give. Either to other like-minded or to the volunteers own role as an angler. An important notion is how politically aware the volunteers are and if they are going to feel opposed by the political agenda, their motivation of giving to the nature could disappear. The volunteers are not driven by financial estimates and overnight stays, but by the possible common effort to improve the nature and the well-being of fish and alike.

The volunteer motivations of 'proximity' is exemplified in how the volunteers are drawn closer by the social nature of the volunteering activities and how this could be an important factor to consider in the future development of angling tourism as some volunteers fear the tourism could disrupt the folkiness and community feeling associated with watercare and fishcare currently.

'Continuity' is exemplified in the sense of ownership many volunteers have in their associations. The volunteers don't seem to keen on drastic changes - or at least changes made without involving them appropriately. A voluntary fear connected the tourism development is how an over-commercialisation could change the playing field for the local anglers. A possible future lack of division between private waters and public waters when marketing angling tourism to foreigners, is something the volunteers are concerned about. In the same sense, as they are interested in harvesting the fruits of their own work, they are interested in keeping a place they can call their own. If the tourism destinations were to include private and possibly association owned water, the fruits would be harvested by someone else.

The discussion ended up with a section on aspects of possibly retaining and keeping the volunteers motivated in the future development of angling tourism. This ended up in considerations on 'the good story' and the next generation. For overview purposes the main points will be presented in bullets:

- 'The good story' to remove possible misconceptions
 - Emphasise the possibility to attain a balance between volunteerism and angling tourism and show examples of e.g. Havørred Fyn

- Money generated in the tourism industry will be used on watercare and fishcare
- There will be enough fish for both locals and tourists
- Tourist are for the public waters - associational fishing waters are kept private
- Give the volunteers the recognition that drives them - tell them how they are making a difference by 'helping the environment'

'The good story' is a mean of communication. Involving the volunteers seem evident in their continued interest in volunteering. An invitation to dialogue is evident, so the volunteers don't feel decisions are being done over their heads. 'The good story' could also be used in the marketing of the destination - as the personal values present with the volunteers are most likely to be present with foreign anglers too.

In the development of Danish angling destinations it could also be important to consider the age factor made evident on the basis of the respondents. It could be necessary to take the new generation of volunteers into account already today, as they are a key asset for the potential economic development of the angling tourism industry. There is a drop in the annual angling licenses, which could indicate fewer 'dedicated' anglers and hence volunteers. (NaturErhvervsstyrelsen 2015). If the general focus of tourism is kept as a catalyst in the amelioration of the environment the recruitment process could possibly happen by itself. As some respondents said: better waters will create better angling opportunities, which will create more angler. More anglers will create more volunteers. Teaching and events could improve the public's sense towards the environment and angling.

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Appendix 1 - interview Steen Ulnits

Steen Ulnits - Dansk Videncenter for Sportsfiskeri - 23/3 - Interview

00:46 [PCS] Kort og godt, så er jeg i den fase i projektskrivningen, hvor jeg er ved at have defineret, hvad jeg skal skrive om. Kort og godt, så er fokus som jeg også skriver i mailen på de frivillige's rolle i forbindelsen med udviklingen af de forskellige lystfiskerdestinationer. Jeg vil gerne analysere mig frem til de forskellige aspekter i de frivilliges motiver, hvorfor de er med, hvad der driver dem og hvad der gør dem glade/utilfredse, hvordan de egentlig ser på den her udvikling der foregår. Det skal føre ud i noget mere håndgribeligt, som en mere hensigtsmæssig udvikling i det her samarbejde der er mellem de her organisationer (kommunerne) og foreningerne for de frivillige.

02:26 [PCS] Hvad er din rolle med dine egne ord og hvad går DVS ud på?

02:37 [SU] Nu ved jeg ikke lige, hvor du har fundet mig henne.. nå, det er DVS du tænker på. Jeg har mange hjemmesider, men DVS er noget vi lavede i 2005. Det var lidt en joke, da der sprang videncentre op for alt muligt - både for neglefilings osv. Så vi ville også have et videncenter for sportsfiskeri - selvfølgelig skulle vi have det. Det har vi haft stor fornøjelse af efterfølgende, fordi bare fordi man kalder sig videncenter, så har man noget af en status - det er helt vildt, at man kan stjæle sig til det. 03:29 På det mere seriøse plan, at jeg har beskæftiget mig med lystfiskeri og været meget meget rejseaktiv og beskæftiget mig meget med fisketurisme og faktisk studeret det også i udlandet og set, hvordan de gør der. Jeg har egentlig i mange talt til Dansk Turistråd, om at de burde gøre noget ved det. Men de har bare ikke haft evnen til det, og har det i virkeligheden stadig ikke. Deres tilgang er forkert. Deres tilgang er at vi bare skal markedsføre lystfiskeriet i Danmark - så er det det! Men det er IKKE sådan det er. Fordi for det første er der ikke altid noget lystfiskeri at markedsføre. Jeg kan nævne flere eksempler på, at vi har markedsført noget, som ikke fandtes og når man fortæller dem det, så bliver de meget fornærmede. Så var det at vi selv sad sammen nogle stykker i Randers (nogle af spidserne). Vi vil samle lidt mere sammen på det her og gøre det lidt mere seriøst og gøre det mere tilgængeligt og professionelt. Stadigvæk uden at det bliver lange pdf-filer og links til lange videnskabelige afhandlinger. Mere spiseligt for den almindelige borger.

04:33 [PCS] For at gøre det potentialet mere forståeligt for den almindelige borger?

04:38 [SU] Men også i høj grad også forklare dem, at det ikke kommer af sig selv. F.eks. det havørredprojekt på Fyn, som lige har fejret 25 års jubilæum. De har haft god succes, men de har haft mega meget arbejde og megainvesteringer bag og alle andre steder i landet tror de bare man kan kopiere det hele, bare ved at starte med at markedsføre noget som ikke er der. Det er fejlen!

04:59 [PCS] Jeg var ude og snakke med det tilsvarende projekt, hvor jeg holder til - Havørred Limfjorden. De er jo lidt nogle år efter både Havørred Fyn og Fishing Zealand og de siger også at de har nogle ting, som de skal lære fra dem. Det med markedsføring kan ikke stå alene - der skal også være fokus på miljø og fiskene.

05:24 [SU] Jeg ved ikke, har du læst min artikel om Havørred Fyn - 25 år. Den hvor jeg talte med Jørgen Dan Petersen. Den handler om, hvor meget der skal gøre, for at nå dertil, hvor man er i dag. Det, som er problemet overfor turister er, at de forstår ikke helt, eller vil forstå, at der skal virkelig meget til, før det rykker. Ellers får man bare nogle bad feelings, når man markedsfører noget som ikke er der. Jeg kan give dig et godt eksempel. I 1997 der døde Mariager Fjord simpelthen - den afgik ved døden en eftersommer.

Det stank så man næsten kunne lugte det i Randers - hele bunden vendte og alle fiskene døde. I 1998 udgiver Dansk Turistråd en brochure i fuld fire farve på det tyske marked, hvor de markedsfører Mariager Fjord som en af landets fornemmeste fiskevande og HOLD KÆFT, hvor er det åndsvagt! Så kom der selvfølgelig en masse tyskere op til Mariager Fjord og de både så og lugtede fjorden og de kunne ikke få det til at hænge sammen med at det var Danmarks fineste fiskevand, for det var det jo ikke længere.

06:57 Og det har jeg jo sagt til dem (Aktiv Danmark red.) og så bliver de meget sure og fornærmede fordi de godt er klar over det - og så bliver de ikke nemmere at arbejde sammen med.

07:29 [PCS] Det er vel til at se i dag, at det måske går op for organisationerne, at de ikke kan nøjes med at fokusere på at markedsføre det. Vi talte meget om Gordon P. Henriksen hos Havørred Limfjorden...

07:33 [SU] Ja, han er ikke så frygtelig populær. Han har simpelthen fokus på penge, hvis du spørger mig. Jeg har set deres regnskaber og han trækker næsten en lille million ud af det foretagende hvert år, som kommuner indbetaler til. Samtidig forventer vi, at lystfiskeriet skal lave frivilligt arbejde, så der kommer flere ørreder, så Gordon P. kan tjene endnu flere penge - det er den sammenhæng, der kikser fuldstændig - der er ikke nogen kobling.

08:08 [PCS] Så det handler om flere frivillige ude ved åerne og så en lønforhøjelse til de store drenge?

08:12 [SU] Simpelthen. Du kan se, at Danmarks Sportsfiskerforbund og Danmarks Jægerforbund de kører lige nu en kampagne, hvor vi skal ud og lære børnene i folkeskolen om jagt og fiskeri. Det er en smuk ting - til det formål har de ansat en mand i Jægerforbundet, som er lønnet af Nordea Fonden. Hans opgave er simpelthen at skaffe frivillige til alt det arbejde der, så Danmarks Sportsfiskerforbund og Danmarks Jægerforbund kan få nogle flere betalende medlemmer - det er jo en ganske sjov sammenhæng.

08:46 Det er også sjovt, fordi der er tale om Nordea Fonden - og de har så meget brug for positiv omtale / PR. De har mistet 25.000 privatkunder pga. hvidvaskning, South Dakota osv. De har så meget bad-will, at de køber sig til good-will via Danmarks Sportsfiskerforbund og Danmarks Jægerforbund.

09:23 [PCS] Tror egentlig også de er involveret heroppe i Havørred Limfjorden?

Der er mange perspektiver, som jeg ikke har haft tænkt over - den dobbeltmoralsskhed, som er til stede - frivillighed vs. indtjening - det virker ikke bæredygtigt.

09:44 [SU] Personligt tror jeg slet ikke. Jeg har siden jeg var lille barn været ude og lave vandpleje i vandløbene - rensat gydebanke, lagt gydegrus og fjernet alt muligt. Vi har aldrig fået en krone for det, men så lige pludselig så er der en som offentliggør et regnskab, at Gordon P. som udgangspunkt får en grundløn på DKK 795.000 plus alt det løse, som i sidste ende løber op i 1 million - Og har han nogensinde smidt en sten i vandet noget sted? Nej - han har til gengæld været rigtig god til at få andre til at smide sten i vandet. Det er det, som er kunsten. Men i samme øjeblik som folk får at vide, at han scorer en million på det, så gider det sgu ikke at lave det gratis arbejde mere. Og hvem skal så lave det? Så skal det finansieres af fisketegnet og så går det helt galt.

10:45 Det er meget en dansk mentalitet. Se for eksempel ude ved Skjern Å, hvor Esben Lunde Larsen og Jakob Ellemann-Jensen skal ud at indvie Laksens Hus her d. 1/4. Hvorfor skal de det? De har aldrig sat deres fødder dernede og Esben Lunde synes det er træls, at den er blevet snoet igen - han kunne godt lide den gamle Skjern Å, som den var, da han var en lille dreng. Men det er fordi, vi skal til at tjene penge på det her - vi skal til at tjene penge på, at der er kommet laks i åen igen. Så skal det markedsføres på den her måde og faktisk er både Esben Lunde Larsen og Jakob Ellemann-Jensen begge to fortalere for Landbrugspakken, som vil fjerne alle de små vandløb, som laver de her fisk - det hænger slet ikke sammen.

11:20 [PCS] De holder også noget her på fredag - temadag i Maribo?

11:26 [SU] Ja lige præcis - som vi ikke er inviteret med til. Jeg har faktisk klaget over, at vi ikke er inviteret.

11:30 [PCS] Jeg tænker ellers, at du var en af dem, som var blevet inviteret?

11:34 [SU] Nej, det kan jo ikke lide mig, fordi jeg siger tingene som de er - det gider de jo ikke at høre på. Sådan er det altid. Alle de store lystfiskeforeninger på Sjælland som f.eks. Lystfiskeriforeningen, som næsten har 1.000 medlemmer og Fiskeringen, som har næsten 2.000 medlemmer... [Samtale afbrudt] er heller ikke blevet inviteret.

Appendix 2 - Interview - Mogen Michael Møller

Enter your transcript here...

02:51 [PCS] Kort og godt, hvad har din rolle været i forbindelse med Havørred Fyn?

03:02 [MMM] Min rolle var projektleder på projektet fra amtets side og min var opgave bare at binde de forskellige elementer af projektet sammen - 3 ben: Udviklingen af lystfisketurisme, som vi lavede sammen med det daværende regional turistudviklingsselskab, 2) udsættelse af smolt, som ligesom skulle booste fiskeriet og støtte velstanden i vandløbet og 3) var at lave vandløbsrestaurering og fjerne spærringerne på vandløbene, så vandløbene kunne blive bedre. Så det var min rolle og hvis vi skal hoppe ud i det med det frivillige, så havde vi jo. Jeg har jo ikke som sådan beskæftiget mig ret meget med selve sportsfiskeriet, foreningerne og alt det frivillige der. Vi havde jo selvfølgelig et link over til sportsfiskerne, for deres indfangning af moderfisk indgik jo i den plan vi lavede og den aftale vi lavede med den lokale produktionsskole, Elsesminde, som jo så lavede noget yngel, som var adskilt i fire områder, så vidt jeg husker. Det er det eneste jeg har været indover det frivillige og så havde vi hele tiden en opmærksomhed omkring, hvordan lystfisketurismen går ind og interefererer med den frivillige aktivitet og skabet en konkurrence til dem, som har det her som hobby. Det er måske en del af projektet vi måske kan komme ind på. Det er de to steder jeg med min rolle har haft berøring med det frivillige aspekt.

05:27 [PCS] Så det var allerede helt tilbage i starten af projektet, at det blev klart, at det skulle balanceres mellem de frivillige og turisterne?

05:35 [MMM] Ja, vi havde en meget meget tæt dialog med Sportsfiskerforbundet på Fyn omkring de her ting, da der jo var en latent kritik eller risiko for kritik af at der kom alt for mange tyskere op og de optog pladsen. Man kan jo også se steder i Skotland, Island og mange andre steder, hvor det end ikke er muligt for de lokale at tage ud og fiske, da det er blevet så dyrt, at de ikke har råd til det. På et tidspunkt var der så mange postulater omkring det på Langeland, hvor der var for mange lokale, der beklagede sig over de mange tyske lystfiskere, at vi simpelthen satte vores fiskekonsulent, Steffen, til at køre rundt i en påske, flere gange og hver dag, for at registrere lystfiskere på de anviste fiskepladser rundt på hele Langeland.

06:45 [PCS] En manuel tælling?

06:46 [MMM] Vi skulle simpelthen have syn for sagen og finde ud af om der var noget om det. Vi har hele tiden haft en formulering i vores strategioplæg, at det her skal ikke være en masseturisme, fordi det vil være at save den gren over, som vi sidder på. Det er en nicheturisme og en [??] og selvfølgelig øger man antallet af lystfiskere på kysten og dermed konkurrencen omkring pladserne - der som skulle få den til at glide ned var: at samtidig med, at der kommer flere lystfiskere, så bliver det også mere attraktivt.

07:35 [PCS] De har et tilsvarende og nyere startet projekt i Nordjylland: Havørred Limfjorden. De ser op til Havørred Fyn projektet, som værende det man stræber efter - som er lidt drømmen. Der er måske nogle ting I gør rigtigt i forhold til de andre projekter? Ligger det i balancen mellem miljø og turisme - synes du de andre projekter gør det tilsvarende godt?

08:38 [MMM] Jeg følger ikke projekterne mere, men vi var meget bevidste om, at det der gør det interessant for lystfiskerne at medvirke til det her, var jo at vi fjerner jo rigtig mange spærringer i vandløbene. Det har vi snakket om mange gange, at allerede den gang, at hvis der var nogen, som forsøgte at kopiere os, at hvis det ikke kan lykkes at få politisk 'commitment' til at koble det op på en reel

naturforbedring, så er det jo bare turismeprojekt og kan meget nemt komme til at skabe noget lokal modstand. For så hvad er det lige de lokale lystfiskere får ud af det her? De har jo ikke rettighederne på kysten - og for at du kan forstå, hvor bevidste vi var omkring den her ting - for det første så var vi fuldstændig benhårde overfor politikerne ift. at den her restaureringspulje skulle være uforandret og vi havde en fast fordeling: 45%, 40%, 15%. Det er så her det bliver et erhvervsprojekt - de midler vi puttede i turismeudviklingen matchede vi jo så med erhvervets egne medfinansiering. Så de gik jo ind og var med til at finansiere det der reelt var kampagner. De fik synlighed og var med til at finansiere de her kampagner. Den vej rundt var det bevidst fra vores side - vi som amt vi tager os af de to intrastukturmæssige eller systemiske ting, altså fiskeplejen og renoveringen af vandløbene og så ligger vi nogle [?money] 10:45 ud til turismeudviklingen og beder erhvervet om selv at være med til at finansiere den del.

10:56[PCS] Så 80-85% af indtægterne på miljø og forbedringer?

10:57 [MMM] Ja - det skulle erhvervslivet så ikke være med til at betale noget til. Fra amtspolitikernes side var det helt uomgængeligt, at det var et erhvervsprojekt - dengang var det i biologkredse og naturkredse det første projekt som gik ud og sagde - vi vil faktisk gerne udvikle et erhverv og skabe vækst på baggrund af et forbedret naturgrundlag - det var første gang man gjorde det. Helt konkret var jeg jo nogen steder persona non grata - jeg følte mig simpelthen i enkelte situationer, at folk tænke: "Hvad fanden har du gang i?" At det sidenhen er gået hen og blevet en model for andre projekter - det skal vi ikke tage æren for - men jeg kan love dig, at vi dengang var forud for vores tid på det koncept. For det skabte sgu nogen tommel og sportsfiskerne virrede (rystede) på hovedet første gang vi kom med det. De synes jo også det var noget af en sælgen ud af vores natur. Indtil vi fik forklaret dem, at ved at gøre det her, så kan vi skabe en større kage til alle. Er det ikke federe at være sportsfisker i en region med et super fedt kystfiskeri og stærk fiskepleje og stærke renoverede vandløb end at være på en ø, hvor der godt nok ingen lystfisketurisme er, men hvor spærringerne er der og hvor der ikke er noget fiskepleje osv. Jo, det er det nok.

En anden ting vi også gjorde, som også viste at vi var bevidste på det her, at vi fra dag 1 og til den dag i dag jo aldrig har rørt fiskeriet i vandløbene og det var ud fra en betragtning om, at vores vandløbsstrækninger allerede er konkurrenceudsat, hvor foreningerne har deres leje. Så hvis vi går ind og markedsfører et vandløbsfiskeri, er vi direkte med til at skrue prisen op for de lokale lystfiskere.

13:27 [PCS] I kan måske mere betragtes som værende assistance til de lokale fiskere?

13:29 Du kan jo sige, at vi bygger på noget, hvor konflikten til deres mest sårbare ressource - nemlig vandløbsfiskeri - bliver taget væk. Så er der kystfiskeri, som mange lystfiskere også er glade for, men der har vi jo i Danmark og på Fyn helt vildt meget plads.

13:55 [PCS] Man er vel vant til at spillereglerne er lidt anderledes ved kysten i forvejen?

14:02 [PCS] Grundstenen er vel at følge naturens gang, da den skal være hovedressourcen i det her projekt, og hvis man ikke når at tænke langsigtet, og glemmer miljødelen, så forsvinder turismen måske ad sig selv, hvis man promoverer noget som ikke er ligesom forventet? Der er jo en historie om Mariager Fjord tilbage i slut-90'erne.

14:49 [MMM] Det som vi kan se helt op til i dag og hvis du spurgte tyske lystfiskere, som kender Havørred Fyn, så vil du også se, at de sætter stor pris på den sammenhæng. Altså den sammenhæng er jo lidt ligesom bæredygtighed i virksomheder og ECO-labelling. Den sammenhæng mellem vandløbsrestaurering og fiskepleje og lystfiskerturismen har simpelthen værdi i markedet overfor

tiltrækningen af lystfiskere. De kan selvfølgelig godt lide, at komme til noget som de opfatter som bæredygtig lystfisketurisme.

15:46 [PCS] Når du tænker tilbage på tiden, hvor Havørred Fyn var i opstartfasen - dragede i så erfaringer udefra - var der nogen I så som foregangsbillede?

16:01 [MMM] Jeg tror sgu egentlig, at det var min chef, Jørgen Dan Petersen, den daværende miljøchef, som skabte konceptet. Det var sådan egentlig fra scratch - men så søgte vi så igennem projektperioden inspiration - vi var i Vänern i Sverige, som har et ret stort trollingfiskeri - ikke fordi vi overvejede så meget at arbejde med trolling, men det var mere fordi vi kiggede på metodikken bag og ikke så meget på om det lige var trolling- eller kystfiskeri.

16:40 [PCS] De er måske nogle år foran deroppe i Sverige ift. fiskeriet og turismen?

16:42 [MMM] Ja, men jeg kan dårligt nok huske det - det fortaber sig sgu lidt tågerne. Det er nogle år siden. De var ret stærke på infrastrukturen og det lærte vi noget af. Derefter tog vi en tur til The Greak Lakes i USA. Det var sådan set også meget lærerigt, men halvdelen af det var altså at se, hvordan man ikke skulle gøre. Det var netop nogle ikke naturlige arter/stammer de sætter ud og søerne var så forurenede at gravide måtte ikke spise fisken. Da laksene gik op, gik de nærmest op i en maskine for at blive strøget og slagtet. De havde en stor endestation de kom op i. På flere måder var der noget med skalaen: Det var stort derovre og fiskene var store. Vi troede vi skulle over at se, hvordan man skal gøre det, men der var elementer i det, hvor vi måtte sige, at det var et eksempel på, hvordan vi ikke skulle gøre det. Vi havde faktisk en ambition om at komme til New Zealand og Lake Taupo, men det lykkedes aldrig. Lige da vi skulle til at afsted kom der noget skriveri om amtspolitikere, som rejste verden rundt. Man kan altid hente inspiration fra andre. Vi var også ved Mörrums-åen. Vi havde også erhvervet med på disse ting. Vi tog ikke bare afsted 3 mand, men vi tog sgu erhvervet med, vi var 12 mand i USA. Det styrker også organiseringen internt.

19:48 [PCS] Når jeg kigger på tredelingen med 80-85%'s fokus på miljø og natur og det sidste på turisdelen. Jeg har kigget på Fishing Zealand virker deres fordeling anderledes, faktisk vendt på hovedet. 15% på vandløb og 85% på markedsføring - hvordan lyder denne fordeling for dig og kan det komme til at påvirke fremtiden?

20:49 [MMM] For mig, objektivt set, kommer det meget an på de lokale forhold - hvis forholdene i vandløbene og gydebestanden er optimal er der ingen grund til at bruge yderligere ressourcer på det - så skal man bare finde en bæredygtig balancen, for hvor meget det her kan trække. Hvis det ikke er tilfældet, så er det jo kortsigtet. Men jeg tror sådan set også at det markeds-mæssige er det kortsigtede, fordi jeg tror jo, at netop den målgruppe som vi i hvert fald henvendte os til, var jo dedikerede havørredfiskere - ofte kystfluefiskere. At lige præcis den målgruppe ligger vægt på, at der er en sammenhæng mellem tingene. Så jeg tror sådan set også, at det uklogt, hvis ikke der er den balance i tingene, men hvor den balance ligger henne og hvad behovene er, kommer meget an på de lokale forhold. Det er ikke særlig klogt at lave og opbygge en turisme, hvad enten det er campingturisme eller kajak eller lystfisker eller cykelturisme. Hvis du opbygger en turisme, som udhuler dit naturgrundlag, så er det uklogt. Vores model gik på, at opbygge en turisme, hvor vi styrkede naturgrundlaget. Det er ikke nok bare at beholde status quo - der skal være mere natur, hvis vi skal invitere flere ind og bruge den og nyde den. Vi overførte rent faktisk konceptet til cykelturisme, hvor vi sagde, at der skal være flere småbiotoper, hvor man kan lave primitive lejrpladser osv. for at udvikle naturplejen henover cykelturismen. Modellen går ud på, at det ikke kun er et turismeprojekt, men det er også nogle projekter, som skulle løfte naturgrundlaget på Fyn.

23:01 [PCS] Det hæfter sig vel også tilbage til de frivillige, som måske var lidt modstandere i starten mht. at vi mister vores pladser og ressource - med jeres model mister de vel ikke deres fisk - der kommer flere af dem.

Det er nok vigtigt at præsentere det på den rette måde. Der er en sammenslutning i Aalborg. Det er måden at præsentere det på, som er vigtig overfor interessenter/frivillige?

23:49 [MMM] Det tror jeg du har ret i. Italesættelsen er vigtig i den her sammenhæng.

23:58 Få det forklaret og set på en måde som virker positiv for dem selv og at de ikke får stjålet noget som sådan - ejerskab.

24:53 [MMM] Jeg håber også der er nogle kort (i Arbejdspapir 59, 1994 red.) der viser hvor meget vandløb vi faktisk åbnede for havørredgangen. Det var jo, som jeg husker det mellem 300-400 km vi fik åbnet. Jeg lavede sådan et kort hvert år, der viste hvor meget vandløb, der nu var blevet tilgængeligt. Det var en fornøjelse. Vi gav jo bare pengene videre til vores vandløbsfolk, som så designede og lavede de her projekter. De havde jo gyldne dage.

25:19 [PCS] Hvordan blev disse projekter taget med til foreningerne? Tog man det i samarbejde med dem?

25:23 [MMM] Nogle af dem var store projekter. Det blev prioriteret i vores vandløbsgruppe. Vi havde en helt gruppe i amtet, som arbejdede med vandløbsrestaurering.

25:41 [PCS] Blev de frivillige ikke involveret omkring det så? Nu kommer vi og fjerner denne spærring eller trappe osv. Det er de da med på de fleste?

25:50 [MMM] Jo jo, det var big time de private steder.

25:55 [PCS] Det er vel også svært at få modstand på sådan nogle initiativer?

25:55 [MMM] Det tror jeg generelt ikke de havde. De fandt også en model, hvor de kunne bevare vandspejlet, hvis der lå en vandmølle. Ved at lave sådan en sliske ind i dammen, som så har en tilbundsvæg. Det er Svend Petersen, som har stået for det. Det er ham og hans folk, som har udviklet det. Det var ret smart, da det løste nogle problemer på den front. Han er vist på pension nu. En af hans gode folk sidder i Middelfart Kommune nu og han hedder [kan ikke huske] - han bor i Fåborg eller sådan noget.

Appendix 3 - Survey

(Uploaded 9/5)

Hej allesammen,

Jeg skriver i øjeblikket mit speciale på universitetet om lystfiskeri. Jeg har fokus på de mange ildsjæle rundt i bl.a. lystfiskerforeningerne, og særligt de mange frivillige timer I lægger i dansk lystfiskeri. Jeg prøver at undersøge, hvad der driver jer til at være med til forskellige former for vandpleje og fiskepleje. Besvarelsen tager ca. 10 minutter. Denne besvarelse har ikke et kommercielt formål og besvarelsen er anonym.

<https://www.survey-xact.dk/LinkCollector?key=YPZ4UH3ZCJ3J>

Jeg håber, at du har lyst til at deltage og at du kender andre personer, som det kunne være relevant at dele dette spørgeskema med.

Tak for din hjælp!

Uploaded 14/5

Hej allesammen,

Jeg mangler stadig nogle besvarelser, så jeg forsøger at dele mit spørgeskema med jer igen.

Jeg skriver i øjeblikket mit speciale på universitetet om lystfiskeri. Jeg har fokus på de mange ildsjæle rundt i bl.a. lystfiskerforeningerne, og særligt de mange frivillige timer I lægger i dansk lystfiskeri. Jeg prøver at undersøge, hvad der driver jer til at være med til forskellige former for vandpleje og fiskepleje. Besvarelsen tager ca. 10 minutter. Denne besvarelse har ikke et kommercielt formål og besvarelsen er anonym.

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