



LANGELAND, ANGLER'S LAND

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Abstract

Our interest in angling tourism has been influenced by the fact that we, the authors of the master thesis are taking over an accommodation facility on Langeland in the following year (2018). We have chosen to look at angling tourism as a possible market for future development and a possible tool to create competitive advantage. The aim of this master thesis is to investigate Langeland's potential to develop as an angling destination. Firstly, we had to understand angler's motivation and what pushes them towards travelling for angling, secondly to explore what destination attributes were preferred by anglers. Afterwards, we created a research based on interviews and desk research to evaluate if Langeland had potential to fulfil the requirements argued by anglers. We realised in the literature review that angler's motivation often was driven by their level of specialisation in angling. Therefore, we included the anglers level of specialisation when analysing angler's motivation, to explore if there were any modifications.

In this project, we are following the interpretivist approach, which has helped us look at the social world from the particular position. Our collection of data was done by interviews with anglers in Region South Denmark where we discovered the anglers needs, desires and motivation for fishing. Subsequently, we have used desk research and interviews with experts to evaluate if Langeland has the destination attributes required by anglers. When conducting interviews with anglers, we used different interviewing technics like laddering in the context of means-end theory, narratives for identifying destination attributes leading to the relation between destination attributes and angler's motivation.

As a tool to explore angler's motivation, we followed Pearce and Lee (2005) career travel pattern and substitute the level of travel experience proposed by Pearce and Lee (2005) with angler's specialisation level following McIntyre & Pigram (1992) recreation specialisation theory. Following this method, we found the core motives of all angling tourist which includes escape/relax, relationship (strengthen), stimulation and nature. We as well discovered that high specialised anglers are driven by motives such as self-actualization, isolation, and nostalgia where lower specialised anglers are highly motivated by recognition and self-development.

Furthermore, we followed Smith's (1994) generic tourism product in correlation with angling literature (Ditton et al., 2002; Hunt, 2005; Moksness et al., 2011), to identify anglers preferred attributes. We found that the physical plant represented through the environmental quality, the fishing quality and facility development are the essential element in the development of angling tourism argued by anglers which is the strongest element offered by Langeland.

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II. Introduction

Tourism has shown rapid growth the last decades and has become one of the fastest growing economic sectors in the world (UNWTO, 2016). Within the tourism industry, nature-based tourism has shown a dramatic increase the last two decades and is expected to keep growing (Honey, 2008). According to Tyrväinen & Fredman (2010), the demand for nature-based tourism has shown the most rapid growth within the tourism sectors in Europe. Moreover, nature-based tourism is an essential element for recent tourism development in Nordic countries (Toivonen et al., 2004; Tyrväinen & Fredman, 2010). How we understand nature-based tourism as a concept taking into consideration that there is no agreed upon definition, shapes what activity we chose to look at. Mehmetoglu (2005) argues that nature-based tourism has different travel activities, which define how nature-based tourism performed and developed. *“Relaxing nature-based activities”* is mentioned as a motivation for nature activity oriented tourist’s travels. Relaxing nature-based activities include occupations like hiking, cycling, hunting, swimming, and angling (Mehmetoglu, 2005, p. 654). Additional to the explanation offered by Mehmetoglu (2005) of why angling tourism is a nature-based activity, Valentine, (1992) brings in focus the dependence of nature (water and fish) angling has.

Angling tourism has been mentioned as a recreational activity that is showing increasing popularity (Bryden et al., 2010; The Ministry of Tourism, 2009; Lovelock, 2008). Angling was treated in literature as a holistic activity that challenges the mind and body, Palmer (1933) stating

“there is something in fishing that is relative to holiness. It makes men good-tempered and quite minded. It steadies the nerves and sweetens the understanding. It undermines vulgarity and prompts simplicity of thought and manners” (in, Mordue, 2016, p. 270).

Mordue (2016) mentions that in today's western world the development of angling tourism cannot be avoided, as more restrictions are applied, and the waters become overused, anglers look for different places to satisfy their needs. The phenomenon of angling tourism has emerged from the mutual desire of anglers that see fishing as *“serious leisure activity”* (Stebbins, 1992) and the *“serious tourism”* developers (Hannam & Knox, 2010). One of the challenges when approaching angling tourism from a product development

perspective can be summarised in Frankiln (2001) vision, that angling is more than a social activity but is an embodied practice. Therefore, the complexity of the relation between fishing activity and the angler's world materialises through concrete decisions anglers take about angling.

“It is about travelling, joining clubs, socialising in these clubs, sensing the world within which angler and fish engage, rationalising priorities, wearing the right clothes, making, or buying equipment and generally performing fishing in myriad socio-corporeal ways” (in Mordue, 2009, p. 546).

Furthermore, several studies have considered angling tourism as a possible tool for rural development (Kauppila & Karjalainen, 2012; Navrátil et al., 2009; Wilson et al., 2001). In the last 30 years, more destinations designed packages and tours, but also exclusive destinations for fishing tourism (Mordue, 2009). The economic benefits of angling tourism have been assessed in more than a few studies (Kauppila & Karjalainen, 2012; Moksness et al., 2011; Toivonen et al., 2004). Against commercial fishing, recreational angling has been found to have ten times higher economic value (Hayden, 2000; Gemini & Young, 2003). According to Seatrout Funen (2012), one sea trout caught and brought home by a recreational angler has a socioeconomic value of 2.537 DKK per kilo, and 4.313 DKK per fish, with an average weight of 1.7 kilos. These factors show how angling tourism can influence positively rural tourist destinations such as Langeland.

a. Why Langeland? (study focus)

Region South Denmark consists of four administrations, Funen, Ribe, South Jutland and Vejle (**Error! Reference source not found.**). Due to its geographical position, Region South Denmark has been named the “*gateway to Europe*” (Region Syddanmark, 2017) this has direct implications on tourism development due to increased accessibility towards the west and central Europe. Moreover, the division of the region enables management to develop tourism strategies at regional and local level. Our interest point is Langeland (**Error! Reference source not found.**), an island located in the Baltic Sea between Funen and Lolland, and is having connections with the Bay of Kiel in the south and the Great Belt in the north.

The destination Langeland has our interest as it is the home of Færgegårdens Camping, an accommodation facility that we will take over in the spring of 2018. The facility includes a campsite, bed and breakfast, cabins, and dining facilities. The business location is in an old fishery village named Spodsbjerg, next to the harbour front.



Figure 1 Denmark economic regions/ position of Langeland, (Kazubon, 2007)

Like many other holiday destinations in Denmark (Halkier & Therkelsen, 2013), Langeland and Spodsbjerg are searching for new alternatives for attracting tourists in the shoulder seasons (the shoulder seasons accounts for Marts, April, May and September, October, November). More angling magazines, tourist organisations and specialists mentioned Langeland as a possible hotspot when it comes to angling in Denmark, Ulmits (2009) argue that Langeland is on the top five for the best coast fishing in Denmark.

Visit Denmark (2017) mentions that the Belt of Langeland has the best conditions for cod fish and deep-water fishing. Furthermore, Fisk og Fri (2015) argue that angling on Langeland is fantastic, and the best angling on Langeland is in the spring from Marts to May and as

well from September to November, which correlates well with the identified problem mentioned above of attracting tourists in the shoulder seasons. Nevertheless, the statements from the tourist's organisations and angling specialist magazines have motivated us behind this project to focus on angling tourism, as a relevant topic to investigate further and a possible strategic option for differentiation and market focus helping Langeland to create and maintain a competitive advantage.

III. Problem Formulation

The research design starts with the topic choice, as the subject approached, will influence all research structure. In our case, the idea began to frame from the desire to increase the number of overnights stays at our campsite on Langeland during the shoulder seasons. Finding a topic from everyday life or personal experience and social context has been seen as advisable sources of inspiration for research (Flick et al., 2004; Silverman, 2013). From this vast area of interest a research topic was narrowed down based on the following consideration:

- Personal experience has been a key factor for us when choosing to look at nature tourism, especially fishing as possible subject to our inquiry. We have engaged in the camping activities from 2016 to have a smooth takeover, and at the beginning of October 2016, we had two large groups of anglers to accommodate. During their stay, we engaged in conversations with them about their needs and travel patterns, we wanted to know when they travel most and what do they look for at the destination. Based on our inquiry we found out that recreational anglers travel most in spring and autumn for fishing, making them a possible segment for season extension. Based on this knowledge we choose to focus on fishing tourism as a potential niche market for Langeland.

- The existing literature on the topic of angling and product development has fuelled our topic choice. Reviewing existing literature has a direct influence on the subject choice as the researchers look to find new knowledge, not duplicate existing research (Boeijs, 2010: 21). At this point, we have learned that there is an extensive body of literature focusing on recreational fishing, approaching themes like destinations sustainability, the environmental and economic impact of recreational angling, angler's motivation, behaviour, and attitude towards regulation but not specific study on Langeland.

- The timeline of the study was another consideration when choosing the topic. This aspect allows us to direct approach anglers that are active in the months of March and April the month's considered shoulder seasons.

The aim of this study is (1) to understand the motivation of anglers in Region South Denmark and (2) to evaluate the suitability of Langeland as an angling tourism destination.

Considering all of the above, our research aim is formulated:

- feasible considering the resources (looking at Langeland as a destination),
- relevant to practical use, focusing on product development and motivation of recreational fishers (learning about the needs and motivation of recreational anglers will enable us to make suggestions)
- moreover, exploring academic dimensions (combining theory from tourism, marketing, leisure, and the human dimension of wildlife to get a deeper understanding of the topic).

In sequence, four objectives to help guide the research better, and support the aim, were developed. Ensuring that exploration, understanding, describing, and identifying different issues within the phenomenon of interest are not overlooked (Ritchie et al., 2014). When designing objectives is important that they: *“fall under the umbrella of the overall research question or aim, match one another and follow logically, are answerable and researchable”* (Ritchie, et al., 2014, p. 93).

Obj.1 Finding anglers motivation is a cornerstone in developing successful tourism products. Only by understanding what needs anglers want to satisfy and what pushes them towards a particular destination, a successful tourism product can be developed (Grunert, et al., 1995). Therefore, angler’s motivation to engage in fishing trips is in focus.

Obj.2 Find the anglers level of specialisation in Region South Denmark. This objective will help us to see particularities in travel pattern, motivation, destination attribute preference in reported to the level of specialisation.

Obj.3 Find important destination attributes from angler's perspective when choosing an angling destination. At this point developing a new product addressed to anglers will not be possible without a comprehensive understanding of the demands and needs. Moreover, the link between the attributes and values will be exploited to create a core benefit proposition (Vriens & Hofstede, 2000).

Obj.4 Evaluate Langeland destination attributes and the possibility to support anglers needs. The last step will focus on looking at the opportunity to develop Langeland as an angling destination, referring to the knowledge identified in the previous part of the research.

All in all, the focus of our study comes from two primary considerations, firstly looking at the literature, we acknowledge the economic benefits of angling tourism and the potential growth of tourism on Langeland. The second consideration is of personal nature and refers to the location of the study as we will be taking over a campsite on Langeland from April 2018 our research focuses on Langeland as a potential angling destination. Subsequently, the subject of our thesis hopes to satisfy through the academic research, also our need for knowledge about anglers that we aim to use in season extension, through becoming an angling business ¹.

¹ "A tourist angling business was defined as an enterprise renting out rooms and boats for recreational fishing at sea and with facilities for gutting and freezing catches" (Vølstad et al. 2011)

IV. Literature review

Finding the relevant theory is impossible without a good literature review. Becker (1986) mentions “*ideological hegemony*” as a potential trap for researchers, through which the researcher becomes blinded by the repeated use of the same theory accepting it without a critical perspective. In the same time Hammersley and Atkinson, (2007) warn the researcher that is not always helpful to go in data collection with preconceived theories and ideas. Therefore, in our study we have selected four theories, (Smith 1994- Generic Product Development; Klenosky 2002- The means-end approach; Pearce, and Lee 2003- The Travel Career Pattern and McIntyre & Pigram, 1992- specialisation theory) allowing us to look at data from multiple perspectives relevant to the study. Being flexible while conducting qualitative research has been a stance employed throughout the investigation, therefore, has been a perspective as we look at theory as well, aiming to have “*open but not empty minds*” (Janesick, 2000:384) when applying it.

a. The road towards product development

Seasonal demand in tourism is a central theme not only in academic research but also in domains of policy-making and tourism management. The tourism flow can be affected by several factors, starting from available leisure time, to sociological or economic causes, to constraints regarding the climate (Commons & Page, 2001). The problems regarding seasonality are more prominent at destinations that rely on outdoor activities. Therefore, tourism strategies from cold-climate destinations (Iceland, Prince Edward Islands, Scotland, Norway) encompass strategies for season extension or developing new products and orienting on different markets to extend or create demand for the off-season. A focused strategy targeting the audience operating in the off seasons is seen an option for strategic choice. Thus, angling is considered a feasible option for a targeted strategy for Langeland, which according to Tribe (2010) will lead to a competitive advantage. Tribe (2010) argues that:

“ A focused strategy occurs where a strategy is tailored towards a particular market segment [angler] rather than to the whole market [all potential tourist for Langeland] [...] a successful focus strategy needs to identify and serve a group of customers that form a distinct market segment” (Tribe, 2010, p. 129; emphasize added).

McCabe (2012) notes that focused strategies can be used in producing long-lasting relationships from a defined segment, whereas organisations can concentrate on their resources to create competitive advantage, explicitly within the niche of the service category that they operate in (McCabe, 2012, p. 127). This project aims to provide core knowledge, and information about angler's motivation and destination attribute preference, which can be used in focused strategies by the destination Langeland. This market intelligence is aimed to be useful when developing tourism product not only at macro level (DMO and governmental) but also at micro level (small and medium businesses interested in developing angling tourism). It is necessary when creating a focus strategy, to develop a range of products or services which are needed by the niche market (McCabe, 2012). Tribe, (2010) argues that product development should be a continuum for an existing product to maintain a competitive advantage.

b. Product development

When we discuss "product", in any industry, we refer to goods, a service, a mix of them that is designed to meet potential customer's demands. The tourism sector has made no exception in developing new products looking to better accommodate the ever-changing needs of its guests (Anuar, et al., 2012, d) or supply (Arlinghaus et al., 2002; Hjalager, 2010). Scholars have not reached a consensus in generating a definition of the tourism product but chose to provide more understandings of the concept depending on scholar's background and perspective. Therefore, Sharma (2007), offers a marketing perspective in understanding tourism product *"as whatever is put into the promotion. "It could be a whole community or an individual facility, such as a park (a site) or a hotel (property)"* (Sharma, 2007, p. 23). Kotler's definition supports this view and states *"product is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need. It includes physical objects, services, persons, places, organisation, and ideas"* (Kotler, et al., 2008, p. 500). The important note in Kotler's definition is the tangible and intangible characteristics of products. We agree in this study with the definition offered by Kotler (1984) enforced by Pearce (1989) and Kim (1998) that define a destination as a tourism product, describing it as a bundle of tourism facilities and services existent at one location, combined with attributes of the site.

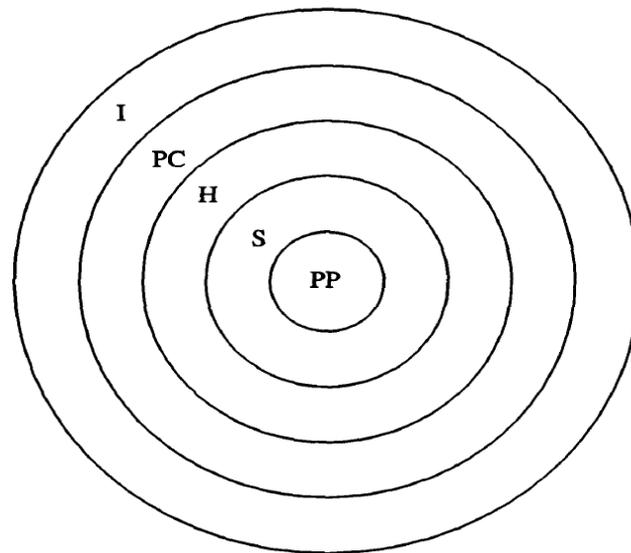
From a supply side, the literature was concerned with either a broad planning approach, product specific analyses or the development of the offers. Gunn (1988) has noted that the tourism product must be seen as a fundamentally complex human experience and that tourism product development must be an integrated process. Xu (2009), brings a deeper view acknowledging that *"each tourism sector can be considered as a tourism product, attracting tourists by focusing on a particular business/ leisure purpose"* (p. 608) while, Hall's (2000), delimitation of a destination from a geographical perspective, related to geography like country, island or city. Consequently, we will look at Langeland as a destination and a tourism product in itself, looking at the tangible and intangible characteristics of the destination focusing on angling as a tourism sector.

i. The Generic Product

Smith (1994), has proposed a model that integrates the role of human experience with tangible and intangible elements of a destination, bringing the tourism product together. The combination of tangible and intangible elements in Smith's (1994) theory resonates with our understanding of the tourism product and has recommended the theory as relevant for this project.

The way Smith (1994) presents the interaction between these elements (Figure 2) has been questioned (Xu, 2009). Smith (1994) proposed a progression of the elements with the core element being the physical plant and moving out the onion diagram as the management capacity to control decreases and the customer involvement increases. This aspect of Smith's model influences the potential for empirical research (Komppula, 2001). Smith himself mentions that each element of the generic tourism product deserves to be approached individually and have extensive bodies of literature (Smith, 1994, p. 588), therefore when applied the researcher should choose specific indicators within each element, relevant to their scope. This can aid the researchers not to get "lost" in the complexity of each item. Therefore, it is crucial when evaluating these dimensions to be clear in what way they will be assessed. Other researchers have criticised Smith's model arguing that it lacks the role of human experience (Komppula, 2005) due to the management perspective each element is looked at. In our study, we assume that the role of human experience is emphasised when the model is applied, using anglers interviews the model allows the human factor to have a direct influence on product development. From the desire to offer a clear explanation on how we approached each element and what characteristics we considered, we discuss the

general elements proposed by Smith (1994), presenting the particularities identified in angling literature representing each item.



PP = Physical Plant FC = Freedom of Choice
S = Service I = Involvement
H = Hospitality

Figure 2 The Generic Product, Smith 1994, p.587

In Smith's vision the tourism product has five major elements:

1. Physical plant that can be represented by *"a site, natural resource, or facility such as a waterfall, wildlife, or resort"* (Smith, 1994, p. 588) and *"also the landscape, scenery and climate of a tourism destination. It also includes activities in a natural setting which give tourists enjoyment"* (Anuar, et al., 2012, d, p. 66). In the case of angling tourism Hunt (2005) while looking at angler's destination choice, has identified three destination attributes, that represent the physical plant:

- (1) fishing quality, which can refer to the diversity of fish species existent in the water, the amount and size of the fish;
- (2) environmental quality that relates to the conditions of the destinations surroundings, terrestrial aesthetics, and water quality;

(3) facility development is understood as supplies which create better circumstances for anglers (e.g., the existence of boat launch facilities, accommodation, access to the fishing site);

2. Service “refers to the performance of specific tasks required to meet tourists needs” (Smith, 1994), also understood as work done for the wellbeing (needs and interests) of various people (Kamus & Dewan, 2010). For anglers, it can refer to the guidance offered by different actors within the destination about angling locations and the information availability, the service provided at the accommodation or rentals.

3. Hospitality is understood by (Smith, 1994) as the “*the attitude or style in which the task [service] is performed [...] Hospitality is an expression of welcome by residents to tourists arriving in their community*” (p.589, text omitted). In the case of angling tourism, more prominent encounters with the locals are done at the fishing site and result in information, experience exchange or single physical meetings. Ditton et al., (2002) found that resident vs. non-resident encounters at the fishing spot will be influenced by the perceived fishing quality of the locals, meaning that if the locals are satisfied with their fishing experience on their site, they will be more welcoming towards non-residents/angling tourists. Hospitality regarding service also exists in angler’s interaction with the product/destination through the interaction with tourism offices, accommodation places or other services anglers use.

4. Freedom of choice is a part of the tourism product that proves the status of co-creator of the tourist. “*Freedom of choice refers to the necessity that the traveller has some acceptable range of options in order for the experience to be satisfactory*” (Smith, 1994, p. 589). Incorporates all the decisions that tourists make, stressing the importance of choice, starting with what transportation they will use to the accommodation, what activities they will engage in, what type of food they favour and any other decision that tourists make in the holiday. Freedom of choice is not limited to choice, it also refers to the potential to create happiness and do things spontaneously or at the last minute (Anuar, et al., 2012, d). The freedom of choice is directly represented in Hunt (2005) research through (6) regulations at the site. This aspect is widely approached in research being of relevance not only for tourism site choice but also when looking at behaviour and management preference, discrepancies have been found

between low specialised and high specialised angler's perception and attitude directed to fishing site regulation (see. Angler Typology and Behaviour Characteristics).

Moreover, Region South Denmark (2014), have released a report categorising recreational anglers, with the focus of thematic tourism. In cooperation with the Ministry of Food, Agriculture and Fisheries, Region South Denmark (2014) argues that the most common methods of angling are:

- (a) spin fishing with 41 percent of the anglers first choice
- (b) bait angling with 20 percent,
- (c) jig angling with 17 percent,
- (d) fly angling with 10 percent.

These favoured methods of angling can be performed in several ways. The most popular forms of angling in Denmark, reported by COWI (2010) are:

- (a) coast angling is the most common way of angling and the target would often be seatrout, garfish, or flounder,
- (b) put and take lake fishing is the second most common way of angling in Denmark,
- (c) sea angling is the third most common way of angling with nine percent of all anglers in Denmark prioritising this kind of angling.

The diversity of techniques and ways angler want to fish, emphasise the (1) fishing quality and (2) environmental quality are elements of freedom of choice. The demand for diverse types of fishing techniques and methods show that both features can support the freedom of choice. Another aspect of the physical plant that has implication in freedom of choice is (3) facility development, referring to the possibility to conduct other recreational activities at the fishing destination and the opportunity to choose among diverse types of accommodation (Moksness, et al., 2011). When talking about various kinds of housing, from an angler perspective the existence of angling focus accommodations that have, facilities to gut, to store and to cook the fish. An additional place to store the gear and dry the outfit are desired (Hunt, 2005; Moksness et al., 2011; Cabanellas-Reboredo et al., 2014).

5. Involvement refers to *“not simply physical participation, but a sense of engagement, of focusing on the activity- whether for pleasure or business”* (Smith, 1994, p. 590). In some circumstances, involvement takes on the quality of *“flow”* (Csikszentmihalyi 1975; Mannell, Larson and Zusanek 1988) in which the participant *“loses”* oneself in an activity. Encounter levels in Hunt’s (2005) research refer to how many other anglers and individuals are met at the fishing site. Based on the findings we can argue that encounter levels are an element of involvement. This attribute has been found relevant when influencing site choice and showed a negative relationship between high-level encounter and fishing location choice (Banzhaf, Johnson, & Mathews, 2001).

Xu (2009) argues that the physical plant is the core element and the rest of the elements emerge in one dimension covering the physical plant (Figure 3). Smith (1994, p. 588) makes a note underlining that the mere existence of the elements will not be sufficient for creating a satisfying product but the *“result of synergistic interaction among all the components”*. He, argues that the correct balance between the five elements of the tourism product will *“virtually guarantee a quality and satisfying tourism product”* (Smith, 1994, p. 591). He accepts the relative importance of each element depending on the type of product we look at, but all five elements will be part of each product. We use Smith’s (1994) model when looking at angler’s preferred destination attributes, aiming to understand the correct balance for recreational anglers in South Denmark and then compare it to the existing elements on Langeland enabling us to evaluate Langeland’s sustainability for angling tourists.

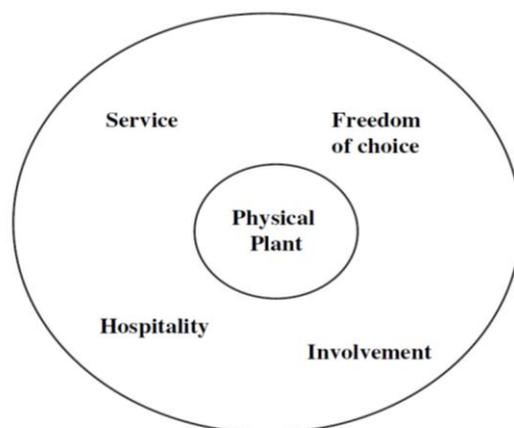


Figure 3 The Tourism Product, Xu 2009, p.609

Implications on the Tourism Product Elements

Concern arises regarding the perception of “*quality and satisfying tourism product*” (Smith, 1994). Even though this could be a topic on its own, we found it relevant to mention implications when developing the tourism product elements. Lynch (2006) and Turpie et al. (2005) looked at travel constraints and how they influenced the perception of quality of a tourism product and concluded that having awareness about possible restrictions, can support the delivery of a quality and satisfying tourism product. Further on considerations regarding angler’s quality perception are made, aiming to stress, and emphasise the need for awareness about these factors when developing a touristic product.

Lynch (2006) and Turpie et al. (2005), have looked at cost as well, and define it as “*vehicle operation costs*” (how much it cost an angler to get to the site) and “*the travel time*”. Turpie et al. (2005), while researching anglers in South Africa, found that the cost of getting to the fishing site is the second most crucial factor in fishing site choice. This variable will be influenced by the fishing opportunity and the size of the catch (Lynch, 2006). The size and amount of the catch were seen as the most important destination attribute in site choice in both studies (Turpie et al., 2005; Lynch, 2006) and proved that if the catch is satisfactory anglers are willing to travel further. Fishing and environmental qualities together with encounter levels² at the site, are seen to overlap and highly influence each other’s level of importance (Hunt, 2005; Cabanellas-Reboredo et al., 2014). Regarding encounter levels, they have seen to have a negative influence on site choice (Mordue, 2009) but escalating in importance depending on fishing quality and environmental quality (Cabanellas-Reboredo, et al., 2014).

Furthermore, Hunt (2005) includes facility development as an important attribute influencing site choice. Regarding this attribute, previous studies have confirmed that the number of boat launch facilities are highly demanded and influential in sea angler’s choice (Jakus & Shaw, 2003; Cabanellas-Reboredo et al., 2014). The existence of accommodation facilities was found necessary as a destination attribute influencing destination choice (Morey et al., 2002; Hjalager, 2010; Moksness et al., 2011). Regarding accommodation, previous research has found that campground facilities (Morey, et al., 2002) and independent housing (e.g., summerhouses) are relevant for anglers and favoured over

² Refers to how many other fishers, anglers encounter on the beach or on the sea.

motel, hotels, or resorts. Vølstad, et al., (2011) has described the accommodation that anglers look for as an enterprise renting out rooms and boats for recreational fishing at sea and with facilities for gutting and freezing the catch. Another study (Moksness, et al., 2011) looking at fishing tourism effects in Norway have learned that accommodation levels will influence the length of the stay.

The balance between natural environment, access/regulation, and private sector becomes a major cornerstone in destination choice. Turpie et al. (2005), argue that anglers in South Africa are happy with stricter regulation if in the long-term it will influence in more fish, reinforcing the previous statement about the quantity of fish being an important destination attribute.

Additionally, by understanding South Denmark's angler's preferences regarding destination attributes and the silent dimension of intrinsic drivers associated with product attributes we can add to the knowledge and support promotion strategies. It is relevant as competition between destination increases (Lipman, 2007) and the seasonality issue persists for destinations in the cold climate, management and policymakers need to approach more sustainable and diverse tourism products, becoming creative in their offerings (Anuar, et al., 2012, a). Therefore, the importance of knowing tourist's motivation and *"the favourite tourism destination as well as the element affecting a selection of tourism destination is an essential in developing [a tourism product]"* (Anuar et al., 2012, a, p. 109, emphasis added).

ii. Means-end theory

Tourism researchers have used push and pull framework to understand the essential factors for human behaviour in terms of decision making, motivation to travel, or visit a particular destination (Crompton, 1979; Dann, 1977; Dann, 1981; McCabe, 2009; Zhang & Lam, 1999; Klenosky, 2002; Kim et al., 2003). The researchers agree to some extent on how push and pull are understood but the debate on the relationship between them perceived from a tourism perspective is ongoing. We will follow Klenosky (2002) understanding of push and pull therefore we recognise push motives as reasons that *“influence or pushes a person to consider travelling outside his or her everyday environment and another set [pull motives] that attracts or pulls that person to visit a particular destination”* (Klenosky, 2002, p. 394).

Moreover, even if push and pull factors seem to act individually, Dann, (1981) mentions that *“pull factors [...] respond to and reinforce push factor motivations”* (p. 191) and that *“tourists in deciding where to go take into consideration various pull factors which correspond [...] to their motivational push”* (p. 206). Therefore, each destination attribute should be associated with more abstract concepts like values and motives that recreational anglers aim to fulfil. Taking into consideration our understanding of the tourism destination, as a product, the means-end theory was found relevant to help reinforce and uncover the silent dimensions of angler motivations.

The means-end theory has its basis in marketing research and has been first deployed by Reynolds and Gutman in 1980. The development of the theory started as a response to the need for marketing managers to develop new products, position them on the market and create appropriate advertising strategies (Gutman, 1982; Vriens & Hofstede, 2000).

“Means-end theory is based on the idea that products, and the attributes they possess, represent the “means” by which consumers obtain significant consequences or benefits and reinforce important personal values or “ends”” (Gutman, 1982, p. 62)

For a better understanding of the means-end chain theory, we will offer a description of each concept involved in the creation of a means-end chains. As seen in Figure 4 the first level is represented through the concrete attributes of a product, *“the means”* (A1: *beautiful surroundings*). This can refer directly to observable physical characteristics of a product or service, in the case of angling tourism, could refer to the surroundings, fishing quality, facilities, or other elements that are part of the product.



Figure 4 A means-end Chain (own production)

The second level increases in abstraction and is represented through the consequences or benefits that the concrete characteristics offer to the consumer. Consequences are not physically visible concepts, and they can be the result of one or a combination of attributes (Vriens & Hofstede, 2000). Moreover, it is important to mention that one attribute might trigger more than one consequence or benefit (Klenosky, 2002). Looking at Figure 4 we can see how beautiful surroundings can lead to more than one consequence (C1: *take a walk* and C2: *to look at nature*).

The highest level of abstraction in the model refers to the values (Gutman, 1982) or goals that are personal drivers of behaviour (Pieters, et al., 1995). The values are considered relatively stable cognitions and beliefs that customer/ tourist have. In the example presented we can see that it is possible for different consequences to lead to the same values (V1: *to relax*) or the same attribute to result in multiple values (V1: *makes us happy*, V2: *we feel young*) different ones.

All together these three concepts (attributes-consequences-values) form a means-end chain, explaining how products obtain their meanings to the consumer. The use of means-end theory comes with associated methodology, composed by qualitative in-depth

interviewing using the technique call laddering (presented in Interviews with anglers) and analysis method.

The identification of attribute-value links has implications in marketing as guidance for the development of marketing strategies. For new/existing product development through the identification the links between the concrete attributes of the product and the core motives that they are associated with, leading to a successful design of core benefit propositions (Vriens & Hofstede, 2000, p. 8). Another practical usage of the means-end chain theory includes advertising strategy development, brand assessment and brand positioning or market segmentation (Gutman, 1982, p.71; Vriens & Hofstede, 2000, p. 8-9). The applicability of the means-end approach in research has not been disputed (McDonald, et al., 2008, p. 596) and in tourism research McIntosh & Thyne (2005) argued that the theory can be particularly relevant in understanding behaviour, this position being also reinforced by McDonald et al., (2008).

Application of the Means-End Chain theory in tourism and leisure context has predominantly tried to understand tourist behaviour in terms of destination choice (Klenosky et al. 1993; Klenosky 2002; López-Mosquera & Sánchez, 2011; Kim, et al., 2016), museum and heritage visiting (Crotts and Van Rekom 1998; McIntosh and Prentice 2000; Thyne 2001), nature-based experiences (Frauman and Cunningham 2001; Klenosky, Frauman, Norman and Gengler, 1998) and accommodation choice (Thyne and Lawson 2001), although other applications exist.

Looking at Klenosky's (2002) research on spring break destination choice, he found that the attribute "*beaches*" was the dominant destination attribute mentioned by the respondents. This attribute had the consequence "*being out in the sun*" and resulted in the benefit of "*looking healthy*" that ultimately unveil the "*need to feel good about oneself (self-esteem)*". In his concluding remarks Klenosky (2002) noted that additional to the dominant chain for the attribute "*beaches*" other consequences were discovered that led to other values:

"One set emphasized the opportunity a beach provides to socialize and meet people, go out with others, and ultimately have fun and enjoy life [...] going to the beach to enjoy nature and the outdoors, to escape and to feel refreshed and recharged, thus enhancing one's productivity and chances for success back at home or school." (Klenosky, 2002, p. 394)

Additional, the means-end approach proved relevant in researching both pull and push factors. As Klenosky (2002) research shows even if the two factors refer to different stages in

decision-making process following Crompton's (1979) view of the interrelationship between the two, the pull factor will always correspond to a push motive. Furthermore, Kim et al. (2003) also looked at the relation between push and pull factors in the framework of Korean national park and confirmed the strong influence that push reasons have in the perception of pull attributes of destination on a domestic tourism level. The means-end approach has been seen suitable to explore both push and pull factors, allowing the researchers to understand the silent dimensions of human behaviour and the corresponding attributes.

Within this project, we aim to look at the destination attributes that angler see as relevant and follow up through the means-end chain theory to find the silent dimensions of the attributes. The knowledge about preferred destination attributes relation to the consumer benefits and values will enable us to make recommendations for Visit Langland and its partners for the development of angling tourism on the island.

c. Anglers motivation

Researcher have pinpointed case particularity in researching angler's motivation and behaviour proposing challenge on generalization and encouraging case specific studies (Arlinghaus, 2006; Mordue, 2009; Beardmore et al., 2011; Ferter et al., 2013; Oh, et al., 2005; Jakus & Shaw, 2003; Schramm & Gerard, 2004). Therefore, taking into consideration the practical aspect we hope to achieve through this research, looking at angler's motivation will help us gain useful knowledge for marketing strategy developers and policy makers. An extensive body of literature has been produced around recreational fishing. From looking at its impact on the recreationists behaviour and motivation, researchers have devoted centuries of attention to the field. First publication³ based on recreational fishing dates from 1496 and discusses techniques and ethics of recreational fishing.

"Many men go fishing all of their lives without knowing it is not fish they are after."

(Thoreau, n.d.)

Henry David Thoreau in his statement underlines the broad range of motives that anglers have for engaging in fishing and countless utilities recreational fisheries offers its participants, both displaying the different expectations anglers have from a fishing experience. Fisher (1997) divides angler's motives in activity specific (unique to fishing) and activity general (common to all outdoor recreational activities). Cooke et al. (2016) offers an updated and more comprehensive view of these groups of motivation, describing the component of activity specific as catch related reasons (the desire to catch a fish, species sought, size of the catch, number of fish caught, disposition of the catch, pulling strength and method used in catching the fish) and activity general as non-catch reasons (include relaxation, being with friends and family, experiencing natural surroundings, and being outdoors, among others). Previous research has shown that anglers look to escape daily routines and relax in nature (Moeller & Engelken, 1972; Fedler & Ditton, 1994, Arlinghaus et al., 2002; Chi, 2016). Looking at the timeline of the researcher, it is safe to say that these motives are strong and have been experienced by several generations of anglers.

³ Berners, Dame Juliana (1496). - "A treatyse of fysshynge wyth an Angle"

Concerning recreational anglers in Denmark, *“to catch a fish and the excitement of having a fish on the hook”* (COWI, 2010, p. 12.) is considered one of the greatest motivation for anglers, independent of the method or way of fishing. Even so, researchers have identified that the catch related motives are not always the sole or the main reason people choose to engage in angling (Chi, 2016). Nature experience has also been found an important motivational factor for anglers in Denmark.

“You get a great nature experience on this fishing spot, with silence or natural sounds, wild animals, beautiful scenery and limited human activity with only dirt roads and small buildings in the area”. (COWI, 2010, p. 31)

iii. Pearce Travel Career Approach

When talking about motivation of anglers, it is interesting to look at the Career Travel Approach (Pearce & Caltabiano, 1983; Pearce, 1988, 1993; Pearce & Lee, 2005) and its evolution. Additionally, Pearce Career Pattern will enable us to look at the push reasons for travelling and fishing, then in combination with the means-end approach allowing us to have a full understanding of why anglers do what they do and what specific elements they need, to get it done.

Firstly, the travel career ladder was proposed by Pearce (1988) and then refined by Moscardo and Pearce (1986) and Pearce (1988, 1993). The main conceptual framework suggests the evolution of travel motives as the traveller accumulates more travel experience. The travel career ladder followed Maslow’s (1954) hierarchy of needs framework, therefore as Maslow (1954), Pearce has developed it in five stages: (1) relaxation, (2) stimulation, (3) relationship, (4) self-esteem and development, (5) fulfilment. The use of the term ladder has been challenged as it implies constant upward progression (Ryan 1998; Kim et al. 1996; Pearce & Lee, 2005). TCL has employed a linear relationship between the hierarchy of travel motives and their travel experience much like Bryan’s (1977) progression in specialisation, the idea that all participants will eventually reach a higher level of specialisation as the years of practising increases, the TCL also assumes that as travels experience is widened their motives change towards more activity general motivations. Pearce & Lee (2005) have developed the concept of travel career switching from the linear and hierarchical focus of the TCL to a dynamic, multilevel emphasis on travel motivation. After doing extensive research Pearce and his colleagues have proposed the replacement of term “ladder” with

“pattern”. The Travel Career Pattern (**Error! Reference source not found.**) has been presented by Pearce and Lee (2005) as a development of the TCL even though some authors (Huang & Hsu, 2008, 2009) see them as different theories. As seen below, TCP is presented as a three layers framework with associated travel motivations.

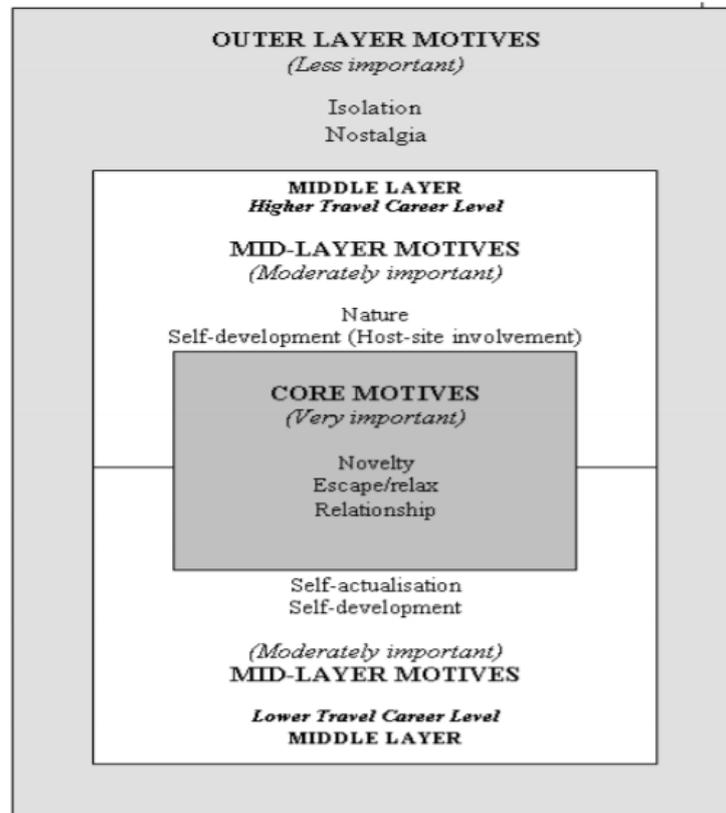


Figure 5 The Career Travel Pattern, based on Pearce and Lee (2005)

As seen above, TCP is presented as a three layers framework with associated levels of travel motivations. This framework has been used in relation to the level of experience, and it provides the possibility to discover the “backbone” of travel motivations (Paris & Teye, 2010). The motivations encountered in the backbone, have been found to be stable, independent of the level of experience, while the second level is represented by two subcategories (1) motivations for high experienced travellers, (2) motivations for low experienced travellers that Pearce and Lee proved to be distinctive. At the third level, Pearce & Lee (2005) have identified a set of motivations that were less important to all their respondents.

The TCP theory has been used to research backpacker's motivation by Paris & Teye (2010) who found that there is a set of motivations (e.g. cultural knowledge⁴ and relaxation) were considered significant by both low and high experienced forming the backbone of backpacker's motivation. Moreover, budget travel and independence were placed on the second level of motivation where the different attitude was identified depending how experienced the backpackers were. Much like Pearce & Lee (2005) research on general travel motivation, Paris & Teye (2010) have found that also in the case of low experienced backpacker's motivational factors were significantly different from the ones identified at high experience ones. The discrepancy between motivational factors has also been encountered in the case of angling where researcher starting with Bryan, (1977) have tried to identify motivation based on the level of experience/specialisation and found that high specialised anglers have more activity general oriented motivation than activity specific.

In the case of anglers, we are aiming to follow Pearce Career Travel Pattern with the aim of exploring the "backbone" of angler's motivation, and discovering angler's motives depending on their level of specialisation.

⁴*"The Cultural Knowledge factor was the most important factor and included the three motivational items, to explore other cultures, to increase my knowledge, and to interact with the local people". (Paris & Teye, 2010)*

iv. Specialisation

Specialisation has been a subject of research for more than three decades' now. Bryan defines specialisation as "*a continuum of behaviour from the general to the particular, reflected by equipment and skills used in the sport and activity setting preferences*" (Bryan, 1977, p. 175). The evolution is done from one end where the novice, the infrequent participants⁵ to more devoted participants⁶. Bryan (1977) claims that recreationists, after trying an activity and having a positive experience, are likely to continue the participation investing time and financial resources and continuously expanding their skills and knowledge. Bryan (1977) progression concept has been challenged from more perspectives (1) of not considering all factors needed for someone to achieve progress in specialisation (Dawson et al., 1992; Tsauro & Liang, 2008), and (2) that recreationist have heterogeneous willingness to achieve higher level of specialization, the repeated participation/experience does not necessarily push them to achieve higher level of expertise (Scott & Godbey, 1992,1994; Scott & Shafer, 2001; Kuentzel, 2001).

Moreover, specialisation theory in Bryan's (1977) perspective can help predict recreationists motivation, resource preference, attitude towards regulation through sets of characteristics that can be identified for the different levels of specialisation. Over time anglers observed on Lake Ontario (Siemer, et al., 1989) and Lake Michigan (Absher & Collins., 1987), proved that as more specialised anglers are, a decrease in interest related to the catch and further interest in conservation of the fisheries are encountered. These findings have been confirmed by other researchers that followed the specialisation theory in angling research (Arlinghaus, 2006; Cabanellas-Reboredo et al., 2014; Chi, 2016; Oh & Ditton, 2006; Oh, et al., 2005; Ferter et al., 2013).

At this point, it is important to emphasise the discussion about how specialisation has been measured in previous research. The recreation specialisation framework has been used in varied cases and ways since Bryan (1977). Researcher have measured the concept in different ways, looking at behaviour in relation to an activity (Martin, 1997; Choi, et al., 1994; Dittion, et al., 1992), attitudes and values towards the activity (McIntyre, 1989; Shafer &

⁵ People who "*do not consider the given activity to be a central life interest or show strong preferences for equipment or technique*". (Needham, et al., 2013, p. 199)

⁶ People who "*are committed to the given activity and use more sophisticated approaches*". (Needham, et al., 2013, p. 199)

Hammitt, 1995) but also considering both dimensions (Chipman & Helfrich, 1988; McFarlane, 1994; Bricker & Kerstetter, 2000). McIntyre & Pigram (1992, **Error! Reference source not found.**) have proposed a multidimensional understanding of specialisation looking at Little (1976, Figure 6) perception of specialisation.

“ A specialist is a person who either spent a lot of time engaged in activities associated with the area of specialisation or who had infrequent but intense encounters with it; who had developed an advanced level of knowledge in the domain of specialisation; and who derived pleasure from and exhibited interest in objects, events, and activities closely connected to the focus of specialisation” (McIntyre & Pigram, 1992, p. 4).

McIntyre & Pigram (1992) tried to offer a complete view of the specialisation dimensions incorporating Little (1976) three dimensions, (1) the affective psychological commitment dimension, (2) the cognitive dimension and (3) the dimension of behavioural involvement in one model (**Error! Reference source not found.**). They have also added the main measurement indicators used for each dimension. Using this framework, they have studied vehicle-based campers and found that *“significant differences in the perceptions of the character and quality of management intervention”* depending on their specialisation level (McIntyre & Pigram, 1992, p. 14).

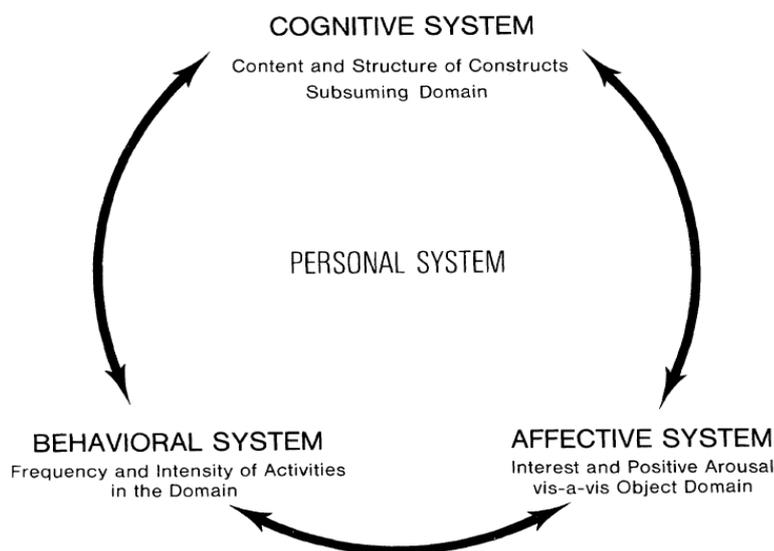


Figure 6 The basic components of a specialization loop, (Little, 1976)

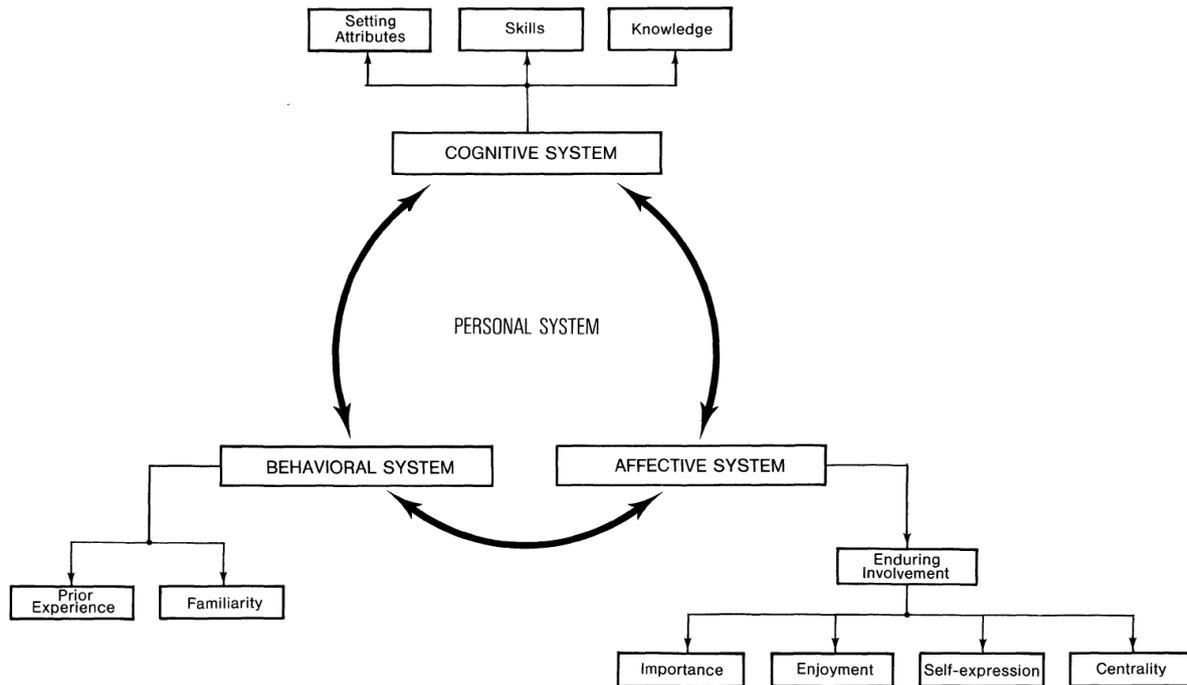


Figure 7 The basic components of a recreation specialization loop (McIntyre & Pigram, 1992, p. 9)

McIntyre & Pigram (1992) specialisation framework have been used in various outdoor activity groups [e.g. fishing, hunting, paddling, kayakers, bird watchers, rock climbing] looking at relationship between the level of specialisation and several related concepts [e.g. **involvement** (Hvenegaard, 2002), **commitment** (Wu, et al., 2013), **site preference** (Fatt, et al., 2010), **site attachment** (Bricker & Kerstetter, 2000), **satisfaction** (Arlinghaus, 2006) , **attitude towards management and regulation** (Oh, et al., 2005; Oh & Ditton, 2006) , **motivation** (Siemer & Brown, 1994; Chi, 2016), **preference in destination attributes** (Beardmore, et al., 2013)]. All these studies have proved that recreation specialisation framework can be successfully used in the segmentation of distinct groups, offering universal characteristics of the group researched. In the case of angling tourism development, understanding angler's level of specialisation within motivation theory can show the distinction, if any, between higher specialised anglers and low specialised. Also, understanding if the level of specialisation influences their motivation to take a fishing holiday, travel pattern and destination attribute preferred helps a destination develop focused strategies using specialisation level as a market segment. Moreover, the impact, different categories of specialised recreationists have on the local environment, and economy (Chi, 2016; Oh & Ditton, 2006; Siemer & Brown, 1994; Fedler & Ditton, 1994) can be considered from previous research.

v. Angler Typology and Behaviour Characteristics

The importance of different types of motivation (activity specific/activity general, intrinsic/extrinsic), in angler behaviour and preferences, has been combined by researchers with other concepts, hoping to offer comprehensive typologies and insights that could aid management in policy making, destination developing, or marketing planning (**specialisation** - Bryan, 1979; Absher & Collins., 1987; Ditton & Holland, 1992; Ditton et al., 1992); (**residents vs non-residents** - Ditton, et al., 2002); (**satisfaction**- Siemer & Brown, 1994; Arlinghaus, 2006); (**specific fishing-preferences**- Connelly et al., 2001); (**trip context**- Beardmore et al., 2011); (**economic impact**- Kauppila & Karjalainen, 2012); (**temporal changes**- Arlinghaus, 2006; Schramm & Gerard, 2004). Further on, findings from these studies will be discussed.

- Bryan's (1979) typology for freshwater anglers based on their level of specialisation, identifying four categories of participants:

(1) the occasional angler that has a novice ability and only casual interest in the practising of the sport;

(2) the general angler who is interested in catching fish in any environment by any legal method;

(3) the tackle-species specialist who specialises in a particular angling method and angling for an individual species; and

(4) the method-species angler. This category includes "*specialists who specialise them self in the angling method or species*" which shape an individual experience. This typology reflects the needs and resource dependency that anglers have from a destination, depending on what level of specialisation they have.

- Ditton et al. (1992), tested different propositions between high specialised anglers and low specialised anglers. Ditton et al. (1992), realised that high specialised anglers have a greater resource dependency (support regarding tools to catch specific fish species) compared to low specialised. High specialised anglers saw catching a trophy fish to be an important part of the experience, where low specialised anglers seemed disinterested in that kind of event. Furthermore, high specialised anglers were dependent on various forms of mediated interaction (use of media to learn and to gain knowledge about angling), compared to low specialised which showed less to none involvement in mediated interactions. Ditton's

et al. (1992) comparison between the two segments of anglers revealed that high specialised anglers saw activity specific motives to be equally important to activity general, and perceived catching the fish as a bonus for the overall trip. The low specialised anglers saw activity specific motivation to be exclusively essential (Ditton, et al., 1992, p. 48).

Furthermore, the level of specialisation that anglers have is likely to influence the position anglers have towards fishing regulation. Several studies have proven that high level of specialisation, results in a great concern for environment and water conservation (Oh, et al., 2005; Ferter, et al., 2013) and positive reaction towards regulation (Oh & Ditton, 2006; Ditton & Shafer, 2001) therefore, Dawson et al. (1992) recommends for a destination to attract more specialised anglers, because it will influence the angler's motives and ultimately "*the motives [for fishing] will shift from harvesting fish to a greater emphasis on conservation and appreciation*" (Dawson, et al., 1992, p. 158) supporting sustainability and preservation within a destination (Oh, et al., 2005, p. 275).

More studies have shown a high difference in attitude, motivation, and behaviour from high specialised anglers to low specialised. If the primary motivation for traveling for fishing is to catch a fish, Ferter et al. (2013) discuss the implication for the destination they choose as negative. This type of anglers spending less at the destination (in terms of recreation activities other than fishing) and "abusing" the water in case of lack of regulation (overfishing⁷). Beardmore et al. (2013) argue that high specialised anglers have a higher willingness to pay licence fees and travel farther for angling, also they derive greater wellbeing from the fishing experience than low specialised (Beardmore, et al., 2013, p. 288). The payment of licences fees for fishing helps the destination to manage the practical aspects of fish stock, that was found to positively influence the numbers of tourist days (Moksness, et al., 2011). Furthermore, Oh et al. (2005) argue that high specialised anglers have an overall higher economic expenditure at the destination than low specialised anglers this aspect being also influenced by the non-resident status of the tourist.

⁷ A form of overexploitation where fish stocks are reduced to below acceptable levels (Wikipedia, n.d.)

- Ditton et al., (2002) analysed anglers by resident vs. non- resident ⁸ status through looking at the expenditure, environmental impact, position towards regulation and level of specialisation. They found that most of the non-resident anglers are “fairly specialised”, travelling abroad with the purpose of angling, having a greater frequency of fishing trips than the residents and different motivations (activity general motivations). The non-resident type of tourists has also been found to be less harmful to the environment and more willing to contribute financially (pay licences and taxes) in the conservation of the natural resources (Oh & Ditton, 2006; Arlinghaus, 2006). All these elements are being favourable for a destination allowing management to develop sustainable products/destinations that not only support the economy at the destination but also the environment.

- Kauppila & Karjalainen (2012 Figure 8) in their research understanding typologies based on the intrinsic reasoning/push factor and destination choice. They pinpoint the distinction between “fishing tourism” and “tourism fishing”.

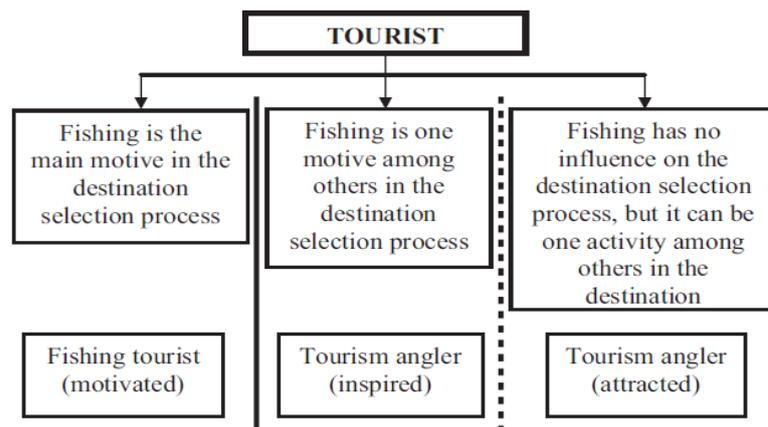


Figure 8 fishing tourism and tourism fishing. Kauppila, & Karjalainen, 2012, p.3

The angler inspired and attracted “sees fishing as just one motive among others for destination selection, whereas the latter [fishing motivated type] emphasises the importance of fishing as the main motive for the journey” (Kauppila & Karjalainen, 2012, p. 2)

Kauppila & Karjalainen (2012) make an analogy with culture-based tourism concept: the culture motivated, culture-inspired and culture attracted tourists (look at Bywater, 1993).

⁸ By non-residents Ditton, et al., (2002) argumentation is based on non-residents by American States, travel to other American states for angling. Which can be seen in context to EU countries, where anglers travelling as non-residents.

This analogy resulting at behaviour level, in characteristic like high expenditure power and extended stay period for fishing motivated and environmental unconcern and entertainment seeker, for the inspired and attracted angler.

To better understand the angling culture in Denmark, COWI (2010) supported by the Ministry of Food, Agriculture, and Fisheries in Denmark, have conducted a research considering anglers' behaviour, reasoning, preferences, and the effects they have on the Danish economy.

Table 1 Danish angling typology, own interpretation based on COWI (2010)

Angler Typologies	Characteristics
<p>Cosy fishing with friends and family</p>	<ul style="list-style-type: none"> - Counts for 24 percent of all anglers - Chooses to go fishing in for socialising - The highest percentage of women participants compare to the other typologies - An average yearly expenditure⁹ of 300 DKK. - This group has high willingness to pay for greater access to fishing spots - This group has low willingness to pay for reducing ecological footprint and improve water qualities.
<p>On fishing trips when the sun is shining</p>	<ul style="list-style-type: none"> • Counts for 13 percent of anglers • The highest percentage of lake fishers • Can often be found fishing at put and take lakes • Average yearly expenditure is of 1.000 DKK • The lowest willingness to pay for greater fishing opportunities. • This group has low willingness to pay for reducing ecological footprint and improve water qualities

⁹ The yearly expenditure on based on angling equipment, lodging, dinning, membership/licence, access fees and transport while pursuing the hobby of angling. (Jacobsen, 2010)

<p>Out to catch a fish</p>	<ul style="list-style-type: none"> - Counts for 24 percent of anglers - Mostly prefers fishing from a lake or the coast - Goes fishing average ten days a year - Average expenditure of 4.600 DKK a year - The group has a high activity concerning planning fishing trips and find good fishing water - When these anglers are out on a fishing trip, all from transport to lodging and dining will be prepared - This group has a relatively low willingness to pay for greater fishing qualities and low environmental footprint.
<p>Angler in nature</p>	<ul style="list-style-type: none"> • This group counts for 30 percent of anglers • Strongly motivated by enjoying and being part of nature while fishing • Average goes fishing 17 times a year • Have a regular yearly expenditure of 7.000 DKK • This group has a high willingness to pay for fisheries, especially for greater nature experiences and for the quality of fishing water. • This group has no willingness to pay for easy access to the fishing spot.
<p>The active angler-life</p>	<ul style="list-style-type: none"> - Counts for nine percent of anglers in Denmark. - Has on average 18 fishing days a year - Average expenditure of 10.000DKK yearly - Prefer fishing destination with few people as possible. - They avoid places with easy access, as they see less visited and hard accessible fishing waters as part of the good experience - This group of anglers has, in general, a high willingness to pay for cleaner fishing water and for greater opportunities for catching.

Looking at the typologies mentioned by COWI (2010) we can argue that angling tourists in Denmark search for novelty, escape and relaxation. Pearce & Lee, (2005) mention these factors as the core of general travel motivation, which correlates with Region South Denmark's (2014) rapport, stating that additional to the catch, the opportunity to *"unwind"* is an essential motive for anglers in Denmark. Furthermore, relationship and self-development are seen as a foundation regardless of the travel experience. Therefore, it can be argued that a high percentage of anglers in Denmark choose destinations with the purpose of angling and as well maintaining relations. Moreover, these motives can also be found at the German anglers in Denmark, as Region South Denmark (2014) states that most German anglers that travel to Denmark, travel in groups with family or with friends (Region Syddanmark, 2014, p. 26). Pearce & Lee, (2005) noted *"Doing something with my companions, or friends and family, and being with others that enjoy the same things as me"* are the essential in relationship based travels (Pearce & Lee, 2005, p. 231).

It is unknown with the current data if this also relates with travel motives of the other nationalities angling in Denmark. Pearce & Lee (2005) argues that people with high travel experience have activity general motivations, corresponding to self-development through host-site involvement and are often more nature seeking than the low-experienced travellers. Looking at the angler's categories developed by COWI (2010), anglers in Denmark can relate to the motivation pattern proposed by Pearce and Lee (2005). More specifically, the angler in nature and the active angler-life both are having a thoughtful approach towards nature experiences and water qualities. The *"active angler-life"* typology searches for challenging fishing waters to develop skills through host-sites. It is important to mention that the same factors might be shown by other angler typologies as well, but it reflects clearly on the two typologies mentioned. Moreover, the two typologies suggested show signs of specialisation as well, which can be understood by their yearly expenditure (Beardmore, et al., 2013), the number of trips fishing in the last year (Oh & Ditton, 2006), and their environmental awareness (Oh et al., 2005; Ditton et al., 1992).

Further empirical research is recommended to bring additional knowledge in the case of motivational factors and level of specialisation of recreational anglers encounter in Region South Denmark. Pearce travel career pattern will be used with the aim of finding the core motives of anglers and examine the difference in motivation depending on their level of specialisation. McCabe (2012) argues that push motives are often used in tourism information centres, as their position in the minds of the customers is trusted as reliable

sources of good advice (McCabe, 2012, p. 195). Furthermore, finding the push factors through Pearce travel career approach allow us through the combination with the means-end theory to find the core value proposition for anglers encompassing not only motivation but also destination attributes preferred.

V. Methodology and Research Design

“A sound understanding of methodology will help us avoid the risk of collecting and analysing the data competently, but finding ourselves unable to draw any sound conclusions because the research design is flawed.” (Perri & Bellamy, 2013)

It feels only right to start the methodology discussion with this quote, which so well pinpoints the importance of methodology for research. Additionally, methodological considerations raise researcher’s awareness about potential drawbacks or limitation of the data collection tools, analyses techniques adding value to the trustworthiness of the paper (Perri & Bellamy, 2013) and will help us deliver the “goods” promised by social science research.

This chapter aims to clarify how the thesis will proceed to explore the matters brought forward in the research question. This will be achieved by discussions over the research design, including philosophical approach, methods, and tools used, looking at validity, reliability, and compatibility with the research purpose.

a. Knowledge creation within tourism

This thesis aims to explore, inquire, analyse, and evaluate in order to reach an adequate answer to the proposed research question and subsequently generate new knowledge within the destination development area.

The production of new knowledge within a field requires knowledge of the existing concepts, theories, and research, the ideological underpinnings and power structures that is shaping production knowledge in their field. This will serve not only the starting point for the research but will guide it end to end (Wenneberg, 2000; Tribe, 2010). Within the field of tourism research, Tribe (2010, a, p. 30) have conceded that tourism is *“largely multidisciplinary endeavour”* that can be widely understood as The Business of Tourism and the Tourism Social Science. He argues that tourism research is not a discipline in itself because, a large body of literature comes from other fields like economics, geography, sociology, anthropology, business management. This multidisciplinary character of tourism research brings along considerations regarding how we should go about and research the field. Cohen (1979) advocates that *“the complexity and heterogeneity of the field of tourism suggest that there is no point*

in searching for the theoretical approach to the study of tourism” (Cohen, 1979, p.31, highlight added).

Smith & Xiao (2007) based on the multidisciplinary character of Tourism, discuss the use of knowledge produced within the field as significant to *“conceptual understanding [...] more to instrumental, political and process uses”* (Smith & Xiao, 2007, p. 315). Even so previous research suggests that interaction between practitioners and academics is not intense and that knowledge generated by academics is frequently perceived as unnecessarily complicated and abstract (Ritchie & Ritchie, 2002), this phenomenon is becoming more visible in destinations *“characterized by a dominance of small and medium enterprises”* (Smith, 2006). Therefore, this research aims to follow Denzin and Lincoln (2011) argument that a good theoretical research will also have practical relevance, and bring useful knowledge to Langeland's tourism organisation (Visit Langeland) and the actors involved in angling tourism. To be able to achieve relevant knowledge we see tourism field as a complex cultural phenomenon (Hannam & Knox, 2010), and it seems reasonable to approach tourism research from different fields (e.g., marketing, psychology, anthropology, business management). Hence this study has been constructed purposely combining research methods and expertise from the field of tourism, marketing, leisure, and the human dimension of wildlife. Connecting these disciplines enable us to come about angling tourism on Langeland, with a broad approach to knowledge, and reflecting the reality of tourism industry.

b. Key Philosophical Issues

It could be easy to fall in the deception the one philosophy is better than the other but *“How ought reality to be perceived?”* (Guba & Lincon, 1994, p. 108) , it is a matter of what angle we look at the world. In the case of sports tourism and nature tourism, including recreational angling research, the positivist paradigm hegemony has been balanced in the last decades with more qualitative inquiries, being supported by several authors (Sparkes, 2000; Weed, 2006; Harris, 2006; Ardoin et al., 2015). This can be motivated by the multidisciplinary character of tourism influencing the approaches researchers have looked at the topic (tourism, leisure science, sports management, travel research, sports marketing, economics, environment management, fishery management and the human dimension of wildlife). New research supports pragmatism as a way choosing the paradigm for a study, motivating that epistemological determinism might place the methods in conflict with the subject (Ritchie,

et al., 2014). Kuhn (1962) states, that although researcher commits to a paradigm, change will happen if not willingly, forced by enough conflicting data, therefore to commit to a paradigm can be a trap and, in order to avoid this trap, we have looked at the subject of the thesis and try to find the best framework to approach it.

In the case of understanding preferences and motivation interpretivist approach is encouraged (Harris, 2006; Smith & Weed, 2007) and the use of interpretivist paradigm has been desirable in the diversification, of approaches and methods used in sports and nature tourism research (Weed, 2006; Walker & Moscardo, 2006). Thus, looking at the subject of our thesis that aims to explore the motivation and destination attribute preferences of recreational anglers followed by the evaluation of Langeland as a possible angling destination referring to the preferences and motivation previously identified an interpretivist framework will be assumed. The interpretivist paradigm has been developed through the work of, Lincoln and Guba (1985), Bryman (1988), Willis (2007), Holloway and Wheeler (2010), and has helped researchers to look at the social world from a distinctive position compare to the natural science. The focus of interpretive is to search for meanings, and interpretations of the social world of the people studied, recognising the investigator's interpretation of the phenomenon studied.

Within the broad interpretivist framework our research associates with the school of thought known as critical realism (Robson, 2002; Bhaskar, 1978) or "subtle realism" (Blaikie, 2007; Hammersley, 1992). Through adopting this paradigm, **the ontological stance** reflects the fact that, we accept that the external reality is existent, but is only known through the human mind and its socially constructed meanings (Ritchie et al., 2014; Blaikie, 2007; Hammersley, 1992). Therefore, we accept that Langeland exists as a tourism destination independent of our or angler's perception, but we learned about it through the interpretation anglers have of the destination. Hammersley (1992) proposes subtle realism as an alternative for social research that accepts the existence of an outside of our perception reality and acknowledges the influence of the human agent. The subtle realism stance has been supported through empirical work, adding an "*emancipatory thrust to subtle realism*" (Houston, 2001, p. 849) and presenting it as a multi-disciplinary movement. After choosing an ontological position, the epistemological stance comes to complete the set of guidelines applied to this study.

The epistemological stance looks at the ways of knowing and learning about the world and focuses on how we can learn about reality and what forms the basis of the knowledge (Ritchie, et al., 2014).

About the relation between the researcher and the researched and the influence it has on the knowledge, we look to have an **empathic neutrality**. 'Empathic neutrality,' is a position that recognises that the investigation cannot be value free, which promotes that researchers should try to make their norms, biases, and values transparent while striving as far as possible to be neutral and non-judgmental in their approach. Patton (1990) looks at the terms of empathy and neutrality as contrasting but *"points out that empathy is a stance toward the people one encounters, while neutrality is a stance toward the findings"* (p.58). Therefore, while interviewing we took upon us this position and stayed open and aware of the respondent's needs and not being intrusive towards the respondent's persona and act as a human instrument of data collection that has no preconception on the subject and values all information. Taking into consideration our personal interest in the findings of the study and the little knowledge we had on angling tourism before we started the project, we had little preconceptions about it. The preconceptions we had referred the gender of the participants in recreational angling (we assumed that is an area dominated by men) and that recreational angling can be an excellent tourism product to develop for Langeland.

Regarding **the nature of knowledge and truth**, we want to approach it as a fallibilistic model, treating all knowledge claims as provisional. In this way, we accept the possibility that the knowledge we gathered can be infirmed or changed based on new research. Looking at the subject of the study, angler's motivation, and destination attributes preference, employing a fallibilistic model is relevant, taking into consideration that both these concepts are subject to change (Bryan, 1977; Bricker & Kerstetter, 2000; Schramm & Gerard, 2004; Arlinghaus, 2006; Huang & Hsu, 2008).

In this context, **reflexivity in qualitative research** and systematically thinking are considered particularly important (Ritchie et al., 2014; Houston, 2001). The heart of reflexivity are issues concerning, intuition, interpretation, understanding, the relationship between the research and the subject of the research (McAuley, 2004, p.192). Therefore, thinking about our thinking becomes paramount. We aim to do so by asking questions like what worked and why, what other possibilities exist to approach the topic in terms of theory, methodology and analyses. This comes as a result of accepting that the human subject can never have a fully accurate picture of the social world (Houston, 2001) resonating to the

coherence of truth that articulates, that an account is true if its social representation is supported by more accounts (Ritchie et al., 2014, p. 34).

c. Research Design

“The design of an investigation touches almost all aspects of the research, from the minute details of data collection to the selection of the techniques of data analysis.” (Flick, et al., 2004, p. 146)

We acknowledge the importance of proper planning while carrying out qualitative research (Malterud, 2001; Cole et al., 2011; Berg and Lune, 2012; Silverman, 2013) therefore in this part of the methodology chapter we will present the practical steps undertaken in the production of this thesis.

vi. Qualitative methods

The use of qualitative research has been seen as desirable in cases involving *“words or images rather than numbers”* (Ritchie et al., 2014, p. 28), learning about the social world of the respondents, looking at their experiences, understanding feelings. In this study, our interest in angler’s motivation to go on fishing holidays and their preferred destination attributes are done, through exploring respondents’ life experiences and stories, aspects that recommend qualitative methods as favourable in approaching this topic (Silverman, 2013; Ritchie et al., 2014). Thus, it is important to note that there is not a unique way to carry out qualitative research (Ritchie et al., 2014; Lynch, 2007; Silverman, 2000; Flick et al., 2004; Denzin and Lincoln, 2011). Making use of qualitative methods comes with a set of attitudes and positions that the researcher must choose themselves as guidelines for the study because qualitative research has no theory or paradigm that is distinctive, and does not have a distinct set of methods or fixed practices that are entirely its own (Denzin and Lincoln, 2011). Furthermore, the goal of the research, the beliefs about the nature of the social world (ontology), the nature of the knowledge and how it can be attained (epistemology), and the characteristics of the respondents are all factors influencing the approach to qualitative research (Ritchie, et al., 2014).

vii. Data collection tools

The next step in our design was the choice of appropriate data collection tools. As well as other aspects of the research, the topic of the study was the predominant factor in the selection of the data collection tools. Therefore, we have two perspectives of collecting data. Firstly, the study looks to understand the social world of anglers, their needs, desires, and their motivation for fishing. Therefore, interviews have been the data collection tool of choice. Moreover, secondly, desk research has been paired with expert interviews to see if Langeland has the desired destination attributes to accommodate angling tourism.

viii. Interviews with anglers

We have decided to do one on one interviews because we are interested in the individual accounts, not a group perspective and we acknowledge the importance of the personal context in the data generation. Interviews have been seen as proper data collection tool when:

- the nature of data refers to individual accounts and personal settings (Silverman, 2013; Ritchie et al., 2014)
- the subject of the research focused on complex issues like motivation, decision-making process or exploring private subjects (Hopf, 2004; Rubin and Rubin, 2012)
- the population sample is not willing to commute for a group discussion, or when the sample of people belong to a reserved group (Holloway and Jefferson, 2013; Ritchie et al., 2014)

Additionally, during pilot interviews, we have discovered that due to the techniques employed the subject of destination attributes moves from concrete to higher levels of abstraction which were considered personal matters (Veludo-de-Oliveira, et al., 2006) to anglers, and they felt more comfortable answering the questions one on one rather than group interviews.

The questions for the interview have been careful design in accordance with the theory used (specialisation - McIntyre & Pigram, 1992, Means-end Theory- Reynolds & Gutman, 1988) and the philosophical approach (interpretivism) employed in this study. We see the interview based on Ritchie et al. (2014) proposed perspective of cartography, looking at the interviewee's social world as a map that we searched and then add details to it to create a full picture. As we break down the interview structure, we emphasise the aim of the

questions about theory and the technique used. We have designed the interview in three parts:

The first section of the interview looked at demographics and contextual information. We asked about the age, nationality, occupation, and marital status. These categories have been found relevant as influencing motivation and destination attribute preference. e.g., depending on age, different participation level was encountered at German anglers (Arlinghaus, 2006); also, age was identified as influencing the type of trip (alone or groups) undertaken (Schramm & Gerard, 2004). Previous research has found that participants have a different approach to “water quality” and regulation depending on their status of residents or non-residents and household income (Ditton et al., 2002; Ferter et al., 2013). Moreover, marital status has been found as an important characteristic that influences destination choice; destination attributes preferred (Choi et al., 1994; COWI, 2010; Kauppila & Karjalainen, 2012)

The second part of the interview focused on the motivation for fishing and the specialisation level of each angler. The specialisation level will be used in segmentation within the Pearce Career Travel Pattern instead of the travel experience as specialisation level is recommended segmentation strategy when talking about sports and nature tourism.

The first question focused on the motivation to fish “Why do you fish?”, aims to open the conversation in a broad manner sketching the outline of the map and introducing the big theme of the research “fishing”.

The following questions approach the topic of specialisation based on McIntyre & Pigram (1992) framework. We started by inquiring the *affective dimension* and asking them about the role fishing plays in their life (importance), centrality to lifestyle (how their routine is affected by this activity), and the enjoyment found in the activity. The *behaviour dimension* has been identified through looking at prior experience and familiarity. The *cognitive dimension* was approached by looking at the self-perceived level of skills and fishing knowledge. The probing questions within this part help us to amplify and expand the information received about the level of specialisation and their relation to recreational fishing

1. What role does fishing play in your life?
2. Are there other leisure/holiday activities that you enjoy more than fishing?
 - a. Could you tell us which one?

3. To what extent, and how does fishing affect your life?
4. How does fishing make you feel?
5. Are you part of any fishing organisations?
 - a. If yes: Could you tell us what does that mean for you?
6. How many times have you gone travelling for angling in the last year?
 - a. What does that mean in days?
7. What could you tell us about your fishing skills?
8. Then can you tell us how you achieved your skills?
9. Do you always know what gear you need to fish?
10. How do you know?

The third and last part of the interview is focused on destination attributes. Within this section, we have used two distinctive interviewing techniques, laddering and narratives.

“Laddering refers to an in-depth, one-on-one interviewing technique used to develop an understanding of how consumers translate the attributes of products into meaningful associations on self, following Means-End Theory” (Reynolds & Gutman, 1988, p. 12).

This technique uses a sequence of direct probe questions characterised by the *“Why is this important for you?”* the goal being to determine sets of linkages that increase in abstraction, starting from the physical or observable atributes of a product or service (A), moving to consequence associated with the use or experience of the product or service (C), aiming to reach, the personal values that the respondent related to the attribute (V).

e.g. **Interviewer:** You told me that *nice locals* are important destination attributes for you, could you tell me why is this attribute important for you?

Respondent: If people are nice they (a) will *give me tips* for good fishing spots and (b) what activities I can do with my wife if I am not fishing.

In this case, our respondent has identified two consequences (a, b) based on the same attribute. Therefore, ladders will be developed for each consequence looking for the higher level of abstraction, the value.

Interviewer: you said that they would *share knowledge* on good fishing spots, why is that important for you?

Respondent: Well that kind of *guarantees success*. There are few times when I go where locals send me and do not catch anything.

Interviewer: Ok, could you tell me why is *being successful* important for you.

Respondent: That is why I go fishing, to catch something *gives me adrenaline* to have something on the line.

Interviewer: You said a while ago that you like to *receive hints* on what activities to do when you are not fishing, why is that important?

Respondent: My wife and I do not like to go where everybody does when we are on holiday, *we look for the local feeling*.

Interviewer: Why is this *local feeling* important for you?

Respondent: We like to return to the same destination, so *feeling part of the community* is very important.

Table 2 Means-end chain e. g. for nice locals

- Level of Abstraction			Level of abstraction +
Attributes	Consequence 1	Consequence 2	Value
Nice locals (A)	Share knowledge (C1)	Be successful (C2)	Gives me adrenaline (V)
		Local feeling (C2)	Part of the community (V)

Key issues that should be considered when using laddering as an interviewing technique are:

- Time frame and resources, as the technique is time-consuming
- The possibility of receiving artificial set of answers;
- Researcher biases while interviewing and analysing (Veludo-de-Oliveira, et al., 2006)

In the following paragraphs will address these issues and show how we have dealt with them. The first step in conducting a laddering interview is identifying the attributes that will go through the probing system. In this research, we have used free elicitation situation (Olson & Muderrisoglu, 1979) to determine the attributes, giving the respondent a general product to look at (angling destination, best fishing trip) and based on the previous respondent experience with the product, different attributes are identified by the

interviewee. While using a free elicitation talk in framing the angling destination, enhances the capacity of the respondent to generate attributes (Reynolds & Gutman, 1988; Grunert et al., 1995).

Another consideration that needs to be made about the laddering technique is the hard vs. soft way of acquiring data. Hard laddering is the technique where the respondent is forced to produce ladders that follow ascension to the higher level of abstraction. On the other hand, the soft laddering refers to the type of interview in which the respondent natural flow of speech is restricted as less as possible by the interviewer. In this case, the respondent might not ascend on the ladder of abstraction but jump back and forth between the levels therefore when analysing, the researcher is the one that completes the means-end chains through the restructuring of the answers.

While choosing one of the two methods, one should consider its interviewing skills, for soft laddering requires higher interviewing skills and research expertise, while hard laddering provides more structured guidelines toward the producing of chains (Botschen et al. 1999; Veludo-de-Oliveira et al., 2006). Alternatively using soft laddering technique allows the respondents to provide varied reasons why one attribute is important (e.g.1) how more attributes help the respondents to achieve the same value. In this case, where the respondent has elaborated cognitive structures, more than one category at the same level of abstraction can identify by the respondent for the same attribute (forked answers), following Grunert et al., (1995) suggestion and record the answers and continue the ladder for each answer. Soft and hard laddering were subject to comparison and the findings showed that for a small sample of respondents and identification of complex matters, like motivation and consumptions decision-making, soft laddering was found most appropriate as it generates more means-end chains of increased abstraction level (consequences and values) (Costa, et al., 2004).

The first two questions within this part aimed to discover the anglers travel patterns. Firstly, this data will allow us to see if and how who they travel with will influence the destination attribute desired. Secondly, we looked at the time of the year they choose to go travelling for fishing. The timing they opt to go travelling is important for our research from a marketing perspective allowing management to come with promotion and advertising at the right time. Further on, we opened the destination attributes inquiry by looking at the most important destination attribute that anglers can identify and follow up with laddering.

1. When you travel for fishing, do you travel alone or with companionship?
 - a. With whom?
 - b. Why alone?
2. What time of the year do you travel most for fishing?
 - a. Why at that time?
3. What does a destination must have for you to choose it?
 - a. Why is this important?

To explore more destination attributes that are important for anglers, we have asked them to tell us the story of their best fishing trip. While the anglers were presenting the story, we have made mental notes about the attributes that they have mentioned. Additionally we ask them what made them choose that destination pushing for more than three destination attributes. Afterwards, we follow up with laddering for each destination attribute looking to understand the value of each attribute.

4. Please describe your best fishing travel experience?
5. What made you choose that destination to travel to?
6. What else?

ix. Interviewing specialists

While the debate about interviewing specialist any different than interviewing lay people, is ongoing, the need to define an expert became indispensable. Depending the philosophical approach used, Collins and Evans (2002) have identified the definition of an expert and what is expert knowledge from a realist approach and “... starts from the view that expertise is the real and substantive possession of groups of experts and that individuals acquire real and substantive expertise through their membership of those groups” (Collins and Evans, 2007, p. 3).

Within this study, we choose to see experts from Collins and Evans (2007) realist approach. With that consideration, we have contacted tree organisation that work with Langeland as a: touristic destination- Visit Langeland, angling developer- Seatrout Funen and active tourism destination developer – Nature Tourism I/S. We have chosen these organisations because of their focus on Langeland, from both angling and touristic perspective.

Taking into consideration the position within the organisations our interviewees were part of management teams. Trinczek (2009) advises good topic knowledge and flexibility when designing and conduction expert interviews, as they have the capacity to offer valuable information, it is important not to constrain their knowledge but channel it on the subject researched (Marshall & Rossman, 2006). The first step of the interview is crucial because it establishes the relation between the interviewer, the respondent, and the subject. In the case of managers, the clear subject presentation is imperative as they will prepare their discourse depending on their perception of the subject. Additional to the clear subject presentation, knowledge about the subject or the way the questions are structured while inquiring about the subject will influence the level of involvement the respondents have. Even if we talk about experts the ontological proposition of subtle realism (Ritchie et al., 2014; Marshall & Rossman, 2006; Blaikie, 2007; Hammersley, 1992) does not become irrelevant, therefore acknowledging the human mind as the lenses through which we see reality.

The interview starts with a question about the role that the interviewees have within the organisation and the responsibilities. Followed by questions about strategies concerning fishing tourism and market segments and specific questions about Langeland. Below is presented the interview guide.

1. What is your role within (Visit Langeland, Seatrout Funen, Nature Tourism)?
2. Does your organisation have strategies directed towards fishing tourism?
 - a. Which?
3. What is the goal?
 - a. If not why?
4. Do you market to a certain fishing segment?
 - a. If yes: which?
 - b. If not: why?
5. How prepared is Langeland as a destination for sustaining fishing tourist?
6. What partners have you on Langeland?
7. What are the requirements to become a partner?

8. What do they offer to the organisation?
9. Any other comments you would like to add referring Langeland and fishing tourism?

x. Desk research

To enrich our data referring to Langeland capacity to support angling tourists we have conducted desk research. Through our desk research we have looked at strategy documents and reports from Visit Langeland, Visit Denmark and SeaTrout Funen, Langeland Tourist Marina's, Langeland Municipality, and fishing guides, using them as resources. We have chosen documents from these organisations due to their position as actors in the social setting of Langeland. Taking into consideration that these papers and reports have been developed for other purposes but the research, exist independent of it all these documents are considered naturally occurring data (Silverman, 2011; Ritchie et al., 2014).

xi. Population Sample and Sites

The sampling strategy is an integral component of the research design (Bernard, 2002; Ritchie et al., 2014) and its importance can be seen through the heavy influence on empirical data obtained, affecting the whole research outcome. For this research, purposive sampling was considered to be most appropriate, which is exemplified through the key informant technique (Bernard, 2002). A key informant is a member of the community or the culture who possess the knowledge and are willing to share it (Bernard, 2002; Tongco & Dolores, 2007). In our case, it is essential that the participants have experienced the phenomenon (Creswell, 2013) of fishing and travelling for fishing to be considered. This will allow us to explore and understand the central theme (angling tourism) and help answer the research question (Bryman, 2012). This type of sampling was chosen in concordance with the subject of the research and include homogeneous sampling. Homogeneous sampling refers to the selection of individuals that belong to the same subculture (Holloway and Wheeler, 2010; Patton, 2002; Robson, 2002), in our case anglers. The purpose of the homogenous sampling is to get in-depth knowledge about the group, and their desired destination attributes, motivation to engage in angling, and the value searched through the attributes. Our study was restricted to angling tourist. Through angling tourist, we understand a person that travels with the purpose of fishing and have at least one overnight at the fishing destination.

Through angling tourist, we understand a person that travels with the purpose of fishing and have at least one overnight at the angling destination. Taking into consideration our focus on Langeland as a touristic destination we have conducted interviews with anglers encountered on fishing spots in Region South Denmark (Langeland, Funen, East coast of South Jutland).

In term of sample size, we have done several considerations of what is sufficient sample. Taking in consideration Ritchie et al., (2014, p.161-162) consideration of what should help determine the size of the sample we have a look at:

- *“The heterogeneity of the population.”* Being part of the same group, anglers, and fishing enthusiasts the heterogeneity character of the participant will decrease.
- *“The number of selection criteria.”* Our selection criteria refer to the geographical position at the time of interviewing (Region South Denmark) and their status as a fishing tourist in the area. No gender, age, marital status, or any other selection criteria was used therefore based on Ritchie, et al., (2014) smaller sample will be required as the number of selection criteria is low.
- *“The extent to which nesting of criteria is needed.”* In our study, the need to interlock the information is high therefore this will increase the numbered of samples recommended
- *“Type of data-collection methods.”* When discussing studies involving individual interviews, 12-50 interviews have been seen sufficient (Adler and Adler, 2012; Ragin 2012; Ritchie et al., 2014). Going over 50 interviews might affect the quality of the data collection and analysis, but decisions should be made looking at all considerations. Also, the point where little new knowledge is acquired can be seen as a point of saturation regarding sample size.
- *“Multiple samples within one study.”* In our study, we look at angler’s motivation, destination attributes preference, and at the existing destination attributes of Langeland, thus we look at two groups (anglers and tourism/angling experts) representing distinctive locus about the subject resulting in an increase in sample size requirements.
- *“The budget and resources available.”* As our research focuses on the island of Langeland and the South of Denmark we have the resources necessary to

accommodate our commute during data collection. Time is also an important resource, in our case this aspect influencing the type of sample we received very much. Taking into consideration that our data collection was done in the months on March and April the type of anglers encountered at the fishing site composed a rather homogeneous sample, but taking into consideration that our practical scope refers to anglers that are active in shoulder seasons the timeline was seen positively.

Looking at these considerations, we conducted 20 interviews with anglers and three interviews with experts. Additional and supporting information about Langeland capacity to develop angling tourism were acquired also through desk research.

xii. Data Analyses

Regarding data analyses, we employed thematic analyses as the main analysing method and additional we have the means-end theory that comes with its own methodology.

Thematic analysis looks to discover, interpret, and report patterns or clusters found in the data. Thematic analyse is not representative for a specific theory but rather offers qualitative researchers a tool to manage their data and find the meaning of what the text says (Ritchie, et al., 2014). Data seen through thematic analysis can be associated with a window to the respondent's social life, and their experiences with the phenomena studied (Braun & Clarke, 2006). Thematic analysis was found useful in this study because of the flexibility that it offers to the researchers. This flexibility that thematic analysis offers has brought some critiques (Antaki et al. 2002), but Braun & Clarke (2006) mention that these accounts can be overcome if the researchers are clear about what they are doing, why is it done the way it is and do not forget the how of the analysis. Therefore, we present the how of our thematic analyses together with the what and why.

The first step we took was transcribing all interviews and created our data corpus. We decided to transcribe the interviews fully. One of the main consideration we had while transcribing the data is the orthographic accuracy. Braun & Clarke (2006) argue that this element has high relevance in the thematic analysis because it can easily alter the data if not used properly. Further on, we separated the data in two data sets, one containing all angler's interviews and one containing specialist's interviews. Moreover, transcribing can be seen as a step through which the researcher starts to get familiarised with the data (Lapadat & Lindsay, 1999).

The second step was getting familiarised with the data through reading all transcripts and open a profile with each interviewer's demographic details. Getting familiar with the data for us meant looking at all answers and see if all the topics we were interested in (specialisation, motivation, destination attributes and means-end chains) are covered while marking them on the transcripts as part one specialisation, part two motivation, part three destination attributes.

Further on, we move to define some of the terms used while analysing for a better understanding of the analytical process. We followed Saldana (2009) understanding of codes themes and categories (Figure 9).

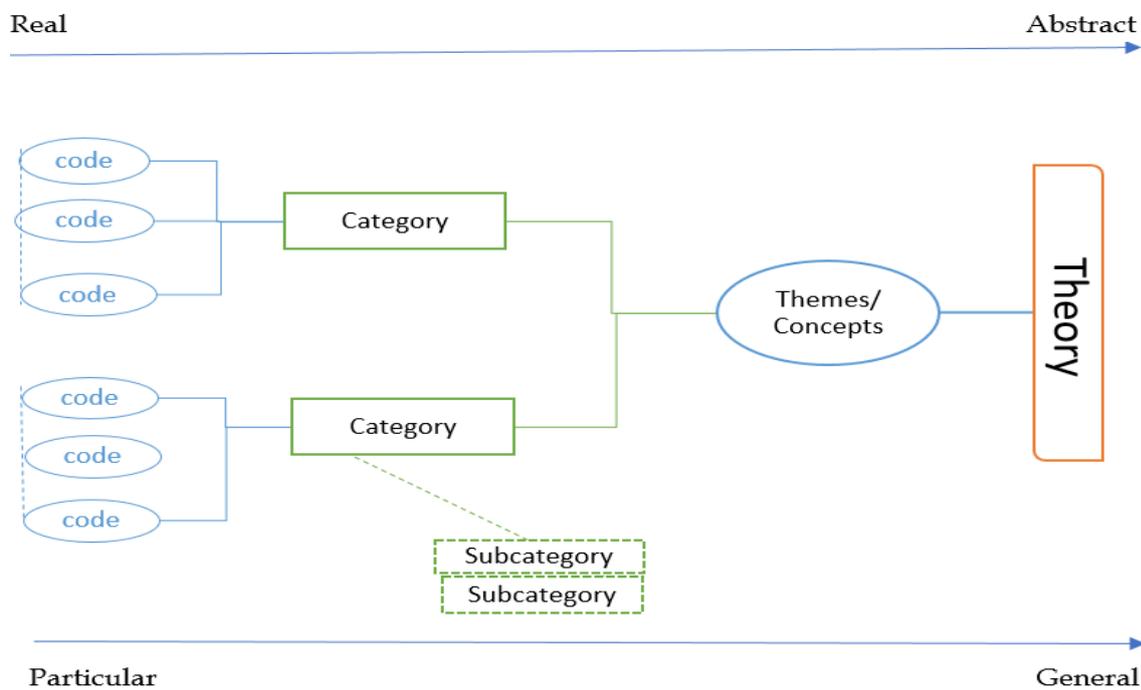


Figure 9 A streamline code to theory model, Saldana (2009, p 12)

A code refers to a word or a short phrase that symbolically assigns a silent dimension looking to capture the essence in the data, being representative of a portion of the language. It is important to note that coding is an interpretative act, therefore, reflexivity when coding is relevant. At this point, the ontological and epistemological stances are the lenses through which we approached the data. Additionally, the type of coding we choose, influenced what the text had to say.

Our coding of the data was done for each section of interest particularly and twice. For the initial coding, we used in vivo codes and then applied descriptive codes in cross-

sectional method. In vivo codes refer to sections of the text that are selected to represent a part of the data as the respondent formulated it, quotes. Using in vivo codes allows us to understand the context in which something is said opening the door toward understanding the metaphors and symbols employed by the respondents (Braun & Clarke, 2006). However, using in vivo codes alone can challenge the second cycle of coding due to the diverse way of expressing the respondents might have. Therefore, descriptive codes were used on top of the in vivo codes aiming to summarise the topic of a passage of qualitative data. It is important to mention that summarising does not mean cut or reduce the data but interpret and associate with categories.

In our case, we used already developed categories to sort our data as it follows:

For the specialisation theory the affective dimension, behaviour dimension and cognitive dimension presented by McIntyre & Pigram (1992) as a relevant dimension in evaluation the level of specialisation for recreation activities (Table 6). These categories are merged under the thematic umbrella of specialisation level, each angler's level of specialisation was evaluated individually looking at these three dimensions.

For angler's motivation, we used Pearce career travel factors as a reference, representing categories, but we stay open toward any emergent dimensions that were not represented in Pearce's list. After the identification of codes and categories, thematic motivation maps were designed to offer a visualisation of the complexity of motivational factors that anglers have. Further on Pearce career travel Pattern was applied to the data and combined with the specialisation theory in order to identify if anglers have a core motivation to take fishing trips and how different are the motives between low vs. high specialised anglers outside the core motivation.

Destination attributes were looked at from Smith's (1994) elements of the generic tourism product. We applied subcategories that reflect the segments we are interested in, angler's preference. The categories used were reflected through attributes found in angling literature (Ditton et al., 2002; Hunt, 2005; Moksness et al., 2011). The use of literature in the early reading of the thematic analysis is being debatable with some authors believing that early engage will narrow the analysis forcing us to look at specific aspects while ignoring others. On the other hand, other authors support the use of literature and believe that it can enhance the analyses by making the researcher more sensitive to silent dimensions of the data that are relevant for the study (Tuckett, 2005). We agree that the use of literature while analysing

enhances and guides the investigation. Nevertheless, we understand how pre-existing list can narrow the data focus thus we stayed open to emergent dimensions. Braun & Clarke, (2006) discuss the term emergent when referring to themes and mention that it should not be seen as a passive account of the analyses. Even if topics and categories emerge from the data, the researcher is still the one that identifies sorts and reports these themes proving the active role of the researcher.

We mentioned that the means-end approach comes with its own methodology and the first step requires the researcher to identify each means-end chain and mark each element depending on the level of abstraction it is at (attributes-consequences-values). After the identification, we added the chain to the respondent profile. After this step, we used the software LaddeXU in order to create the means-end value map. In order to do so, the attributes and consequences were categorised based on the one that “feel alike” (Saldana, 2009) . This step is crucial for mapping the means-end chains because as Reynolds & Gutman, (1988) note, *“Obviously, one wants to achieve broad enough categories of meaning to get replications of more than one respondent saying one element leads to another. Yet, if the coding is too broad, too much meaning is lost.”* (p.10)

Therefore, two types of maps were developed first an overview of all means-end chains displaying the major chain and then for each element within Smith’s (1994) generic tourism product that gives us a clear image on the relation between destination attributes and values. The means-end theory is presented complimentary to Smith’s generic tourism product adding to the knowledge about destination attributes.

xiii. Quality of the research

The methods and approaches of qualitative research put pressure on the idea that ethical dilemmas can be solved in a static and standardised way. Ryen (2011) emphasises that accounts are not being produced by someone, but with someone. Consequently, the data collected will be influenced by cultural contexts alongside the skill and methods used by the researcher. Qualitative research depends on the researcher building up effective relationships to gather high-quality data. According to Kvale (2007, p.128), the validity of investigation developed based on interviews is determined by the ability of the researcher to be reflexive meaning that the researcher is able to check continually, question, and theorise the data from the interviews. It is assumed that the same matters apply to research

developed based on documents. Corresponding to the data collected from the interviews as well as desk research are treated in accordance with the theoretical foundation presented. Thus, these theories serve as a guide in critically reviewing the data. Within the question of validity, the concern of whether the data collection and the subsequent research agrees with the proposed research question is also essential (Andersen, 2008:83). Accordingly, the objectives have been made to ensure that this thesis incorporates the research aim throughout the thesis.

Hannam and Knox (2010) argue that the research within interviews is always influenced by who the researcher is, and subjects are (Hannam & Knox, 2010, p.180). Thus, in terms of whatever the findings in this research are reproducible at other times by other researchers (Kvale, 2007, p.122), the assessment is that the same findings are impossible to extract due to the interpretative role in the analyse and construction of knowledge, as well as the possibility of the interview participants providing different replies if other interviewers asked the same questions.

xiv. Research Ethics

In the context of tourism research, Ryan (2005) states that *“to be acting ethically might be said to operate with integrity, with honesty, but also to act in a manner sensitive to the concerns of others”* (Ryan, 2005, p. 12). Similarly, common ethical guidelines for social science research include; [1] the informed consent; [2] confidentiality of the people involved in the research; [3] the consequences of participating in the research as well as; [4] the researcher’s role in the study (Kvale, 2007; Ritchie, et al., 2014).

In accordance with the above, the people participating in the interviews have been informed about the overall purpose of the research and anonymity was guaranteed. As the semi-structured interviews often lead to a dynamic dialogue (Brinkmann, 2014: 39), the disclosure of information might not always be deliberated. This aspect is present even more in the case of laddering where the respondent starts the discussion with something impersonal and concrete like destination attributes but as the probing goes further the information demanded are more personal and abstract. After revising the interviews thoroughly, there was no information that in our assessment, was controversial or inappropriate, considering this thesis will be public accessible upon completion. All the participants were, however, also informed about the public accessibility of the thesis. Strong

ethical practice in qualitative research means both anticipating and responding to ethical dilemmas, making decisions that are responsive to the needs of participants on a study by study basis. Doing so means having time to think through decisions, to reflect on personal ethical practice, to discuss with others including participants, to think about how lessons learnt from one study can be used effectively in the future, and above all to try to put yourself into a member's shoes and consider viable options from all perspectives.

VI. Data Analyses

In this part of the project, we present a complete output of the reports of empirical evidence we have gathered, providing the reader with a detailed portrayal of the methods used to analyse and introduce the theory that supports it. This entails additional to the description of phenomena of angling tourism as a tourism product development for Langeland, also the role we played in the interpretation of data and the experience we have had with the phenomena.

The chapter is divided into three sections, the first section looks at motives to engage in fishing, making a distinction between activity specific motives and activity general and how the level of specialisation influences these incentives. The second part approaches the theme of destination attributes from two perspectives. Firstly, through thematic analyses and using Smith's (1994) generic tourism product framework associated with angling literature variables, we present the Angling Tourism Product. Moving on to the second procedure where using means-end theory and methodology, correlations between destination attributes, the benefits they offer and the values anglers aim to satisfy through these attributes is presented. The last section looks at Langeland's sustainability to develop angling tourism, referring to the knowledge gained in the previous sections.

a. Motivation to go on fishing holiday

When looking at motivation to fish, scholars (Schramm & Gerard, 2004; Oh, et al., 2005; Arlinghaus, 2006; Mordue, 2009; Ferter, et al., 2013; Cooke, et al., 2016) have encouraged case studies on specific destinations arguing that the heterogeneity of people that engage in recreational angling and their specialisation level will influence their motives to go on fishing holidays as well as their destination attributes preference. Therefore, our interest was to find the motivation to go on fishing holidays for people encountered in the Region South Denmark and their level of specialisation. The 20 interviews were examined using thematic analyses, moving from codes to categories to concepts and themes.

i. Specialisation level of anglers in Region South Denmark

Specialisation has been found to be a successful segmentation tool for anglers (Ditton et al., 1992; McIntyre & Pigram, 1992; Siemer & Brown, 1994; Ditton & Shafer, 2001; Chi, 2016). This, later is associated with destination attribute preferences and motivations. When evaluating the level of specialisation of each respondent a series of questions were developed based on indicators recommended in angling literature, that explore anglers behavioural, cognitive, and affective dimension towards angling, measuring their level of specialisation. In order to have a clear understanding of the recreation specialisation concept a short reminder of what recreation specialisation means is provided through the definition of McIntyre & Pigram (1992) of the idea.

“A specialist is a person who either spent a lot of time engaged in activities associated with the area of specialisation or who had infrequent but intense encounters with it; who had developed an advanced level of knowledge in the domain of specialisation; and who derived pleasure from and exhibited interest in objects, events, and activities closely connected to the focus of specialisation” (p. 4).

Table 3, shows the results of the analyses of the specialisation level for each respondent, together with the demographic characteristics. Furthermore, we present the steps used to evaluate the degree of specialisation and consideration regarding the cases.

Table 3 Angler's profile (including age, nationality, marital status, and specialization level)

Respondent	Specialisation Level
1. Johannes - 76 years/ Dutch / Male	Specialised
2. Soren - 60 years/ Danish / Male	Specialised
3. Dan - 55 years/ German / Male	Specialised
4. Jan - 52 years/ German / Male	Specialised
5. Henrik - 38 years/ Dutch / Male	Low-Specialised

6. Hans - 45 years/ German /Male	Specialised
7. Louis - 56 years/ Belgian /Male	Specialised
8. Pierre - 37 years/ Luxembourgers/Male	Specialised
9. Stephanie - 33 years/ Luxembourgers /Female	Low-Specialised
10. Manfred - 35 years / German /Male	Low-Specialised
11. Jann - 47 years/ Dutch /Male	Specialised
12. Casper - 39 years / Belgian/ Male	Specialised
13. Henrik P. - 48 years / Danish/ Male	Specialised
14. Claus - 26 years/ German/ Male	Specialised
15. Dennis - 27 years/ Danish /Male	Specialised
16. Bertram - 62 years/ Danish /Male	Low-Specialised
17. Svend - 73 years/ Danish /Male	Specialised
18. Flemming - 68 years/ Danish /Male	Specialised
19. Andries - 57 years/ Dutch /Male	Low-Specialised
20. Hubert - 31 years/ Dutch /Male	Specialised

Firstly, each dimension was approached and inventoried individually, the evaluation of specialisation level for each angler being done after.

For the behavioural aspects, prior experience with angling was chosen, being considered a relevant indicator. Anglers that have an average of fishing trips over 17 fishing days/year were found to belong to high specialised group and the ones under 17 fishing days/year to low-specialised group. The numbers of fishing trips were considered based on COWI (2010) typology of anglers in Denmark and reflected the time the respondents engage in angling activity. Additionally, taking into consideration the qualitative dimension of the research, respondents were free to express other behavioural characteristics and life aspects that are shaped or influenced by angling. All being considered in the evaluation of their level of specialisation as describing the intensity of the encounter (McIntyre & Pigram, 1992). In the case of anglers in Region South Denmark, the number of fishing days/year vary from 200 days to 10 fishing days a year. The average fishing days for our sample is 46 days/year more than double the amount considered by COWI in their classification.

The dimension in itself has been considered representative of the level of specialisation by Bryan (1977), but like we can see in the case of Andries, even if he spends 21 days fishing/year he was categorised as low specialised due to the low-self reported skill and lack of prioritisation of the angling against motorcycling. He told us that, he would rather take a motorcycling trip than go fishing. On the other hand, we have Jan, that even if he has told us that he goes around 14 fishing days a year he was categorised as specialised due to the high attachment to fishing, *"I am aware when something in relation to fishing happens around me, and I take an interest in it"*; *"I still fish even if my friends have stopped, and I am alone"* and the effort he declared he puts in developing his skills, *"I think my skills are very good "*; *"I learn from a lot of practice, magazines, TV shows and the Internet, that is the main one today"*.

For the affective dimension, questions referring to the importance of angling in respondent's life, the enjoyment the respondents draw from it, have been in focus. Even if the issue was addressed separately, during the analyses, we have identified answers corresponding to the concept in other areas of the interview. Therefore, we designed codes that correspond to the affective dimension and applied them across the interviews using a cross-sectional method. Therefore, when we encountered construction that refers to angling as *"big part of my life"*, *"I prefer fishing"*, *"the only recreational activity"*, and *"main recreational activity"* were considered indicators representing the high level of affection to angling the respondent has. On the other side respondents that have other leisure activities they enjoy and participate more in, and influence their everyday life more than angling, were

considered low-specialised. Additional to respondents that have mentioned fishing as the only leisure activity they engage in, other respondents suggested other outdoor activities they enjoy additional to fishing. Motorcycling being mentioned in three cases, hunting and hiking each by two respondents. These activities were included by Mehmetoglu (2007, p. 655) in "*relaxing nature-based activities*" and together with fishing, he argued that they share to some extent primary motivation factors like relaxation and physical activities. This knowledge is relevant for destination development as there are days in which the weather impedes anglers from going out fishing therefore, other activities need to be suggested to the anglers.

The last dimension refers to the level of skills anglers have and the cognitive effort they make to achieve the skills. Self-evaluation was considered relevant when inquiring about skill level (Beardmore et al., 2013). Moreover, how they have acquired this set of competencies was also included in the cognitive dimension as a relevant indicator of the level of specialisation. Respondents that said that they are high specialised or that they consider themselves having very good, good, or medium skills were asked if they made an effort to achieve the skills. Ditton et al., (1992) proved that high specialised anglers were dependent on mediated interactions (use of media, the internet to learn, to gain knowledge of angling, or diverse types of angling) compared to low specialised that show no interest in mediated interaction and made no effort to improve their skills so learning from there mediated interaction was sign of specialisation. Bryan (1977), argues that specialisation level increases with the practice of the activity, he was challenged by McIntyre & Pigram (1992) that claimed that only practice would not be enough for the specialisation level to increase, this view was supported by other researchers (Ditton et al., 1992; Ditton & Shafer, 2001; Beardmore et al., 2013). Like mentioned before in the case of Andries, even if he has more than 17 fishing days a year, therefore, experience, the lack of effort and intrinsic motivation towards angling specialisation have placed him as lower specialised angler. What makes it relevant for our analyses is the fact that 13 of the high specialised anglers have mentioned "*experience and practice*" as the primary way to acquire their skills, but additional all high specialised anglers made mentions of mediated interaction (angling books, magazine, TV shows, blogs, YouTube, etc.) as a way to learn more about angling techniques, trends and ways of fishing.

The indicators suggested by McIntyre & Pigram (1992) to evaluate the level of specialisation offers a more clear and profound understanding of the matter than experience level proposed by Bryan (1977). Overall, we have found that 15 respondents are high specialised and five participants, lower specialised. This segmentation will be used further on when we look at angler's motivation and destination attribute preference. An important note to make here is the time of the research that we believe have influenced the type of anglers encountered at the fishing spots. March, April, and May are considered prime time for fishing and fishing enthusiast (Fisk og Fri, 2015) resulting in a large sample of high specialised anglers and a small sample of non-specialized anglers. This aspect of sampling has a high impact on the evaluation of destination attributes and motives for recreational anglers. Is important to note that other types of anglers might come to Region South Denmark, having different preferences and motivations.

ii. Anglers motivation through Pearce Career Pattern

We move further and look at motivation. Firstly, each interview was examined using a colour code to emphasise angler's motivation, further on each of the codes encountered were categorised based on a pre-existing list of motives suggested by Pearce and Lee (2005). The use of this categories was done having a critical thinking and being open to new categories.

Table 4 Motivation categories and the corresponding descriptive codes

Category	Codes
<i>Novelty</i>	To have fun when fishing
<i>Escape and Relax</i>	Helps me relax Forget about everything Clean my head of worries
<i>Relationship (Strength)</i>	Share good times with friends Share good times with family Enjoy the catch with friends and family
<i>Autonomy</i>	Be free to make my own decisions Do things my way Choose my own fishing place
<i>Nature</i>	Being in nature Admiring the natural environment
<i>Self- Development (Host-Site involvement)</i>	Connect with the locals Interact with the locals Learn from the locals
<i>Self- Development (Personal Development)</i>	Improve my fishing skills Challenge my fishing skills and knowledge
<i>Stimulation</i>	I like to be spontaneous Having thrilling experiences (the catch)
<i>Self-actualization</i>	Connect to myself Gives me identity Reflect on my life
<i>Isolation</i>	Enjoy the peace and calm Enjoying solitude and silence

<i>Nostalgia</i>	I remember I have been fishing since I was a child
<i>Recognition</i>	I want to show the catch I want to show my skills

Table 4 summarises codes and the categories they represent. We will provide a description of each category looking at them from what type of motivation they represent, activity specific (motives that are unique to fishing) or activity general (motivation common to all outdoor recreational activities) and follow Pearce and Lee (2005, p 231) motivational items.

Looking at the codes representing each category, we can see that self-development personal development, stimulation and recognition have a strong focus on the fishing activity referring to the desire to improve and challenge owns skills (**self-development personal development**), the thrill of the catch (**stimulation**) and the desire to feel appreciated through showing the catch or the skills anglers have (**recognition**). On the other hand activity general, motivation is represented through **novelty** (the need to have fun, feeling the special holiday atmosphere), **relaxation** (being away from the daily routine, giving the mind a rest, physical or mental rest), **relationship strength** (enjoying/spending time with friends and family), **autonomy** (having no obligations, doing things owns way), **nature** (enjoying nature, being in nature), **self-development host site involvement** (refers to experiencing different cultures, meeting and connect with the locals, learning about the area), **self-actualization** (gaining inner peace and harmony, understanding more about oneself, working on personal values), **isolation** (experiencing peace, quiet and open space, being away from crowds of people), **nostalgia** (thinking about good times in the past, reflecting on memories). A detailed table of each interview coding is provided in the appendix (Table 7).

Further on, we look at the frequency of each motivational factor that was mentioned and by whom. By applying Pearce and Lees (2005) Travel Career Pattern we identified different levels of motives that anglers have, to go on a fishing holiday depending their degree of specialisation. For this task, we choose to use the SPSS software. Even though, this tool is known for the extensive use in quantitative research some feature can aid researchers doing qualitative research (Macia, 2015). To use the software a step of preparing data was required. In order to be able to insert the data in the software, the qualitative codes and categories

were transformed into binary data. Therefore, variables for each motivation factor was created and introduced in the system and two values defined (1- mentioned, 2- not mentioned) for each motivational factor. Additionally a variable was created for the level of specialisation with two values (1) representing high specialised anglers and (2) low specialised anglers. After introducing the data in SPSS, we run a cross tabulation between the level of specialisation and the motivational factors. This allows us to see clearly:

- The frequency of each motivational factor
- The frequency of each motivational factor depending on angler's specialisation level

Table 5 Frequency of motivational factors

Motivational Factors for going on a fishing holiday	Level of Specialisation		Total
	High specialised	Low specialised	
Novelty	2	1	3
Escape/Relax	15	5	20
Relationship Strength	14	4	18
Autonomy	3	0	3
Nature	8	3	12
Self-Development (Host-site involvement)	3	1	4
Stimulation	13	4	17
Self-Development (Personal Development)	0	5	5
Self-Actualization	9	0	9
Isolation	8	1	9
Nostalgia	6	1	7
Recognition	0	3	3

We understand that the homogeneity of the sample enables us to have more data referring to high-specialised anglers compared to low-specialized ones but we do not expect to generalise the findings to all low-specialized anglers, but gain as much intel as possible based on our sample.

When applying Pearce Career Travel Pattern, we looked in order to identify the core motivation, at motives encountered most, independent of angler's level of specialisation. We found that Relax/Escape, Relationship strength, Nature and Stimulation were mentioned most, independent of the level of specialisation of the respondents. These three motives are the "backbone" (Xu, 2009) or the *core reasons* (Pearce & Lee, 2005) that drive recreational anglers encountered on Region South Denmark to engage in a fishing holiday. We can see that two of the motivation factors are activity general (Relationship strength and Relax/Escape) while activity specific motives are represented through the "*the thrill of having something on the hook*" (Stimulation) as Johannes, told us.

Referring to relationship strength, anglers have mentioned that depending on the trip context, they enjoy time with their friends in "*April and March, I meet my friends at the destination*" (Dan), "*When fishing is our priority like is in March and April we are only fisherman together*" (Louis) or family. Casper said that it depends on the time of the year, who is he travelling with, and stated that "*Summertime I go fishing with my family, they enjoy the good weather*". His travel pattern being shared by six more respondents:

- "*In the spring, I come with 3-4 friends, and in the summer, it is with my own family*" (Hubert);
- "*I meet up in the spring with my buddies and have a good time fishing, but in the summer my kids are off, so it's family time*" (Flemming);
- "*I fish in Denmark from January to April alone, but as soon as my children are off school we always take trips together*" (Henrik P);
- "*I travel with my family when there is time, mostly in the summertime as my kid are still in school but I go with my friends in the spring*" (Hans);
- "*Spring is always exclusive for fishing that means I am with other fishermen, but we get 1-2 weeks in the summer that I share with my family*" (Jan);
- "*I always travel with my wife when the weather is nice because she never joins me on the boat fishing, so if she sees that the weather will be nice she comes with me, but on other days it is just my other friends who are in the same situation and me. They are our couple friends.*" (Johannes)

This travel pattern influences the pull factors, like destination attributes desired as Johannes told us *"I look for different things [in terms of facility development] from a destination when I travel with my wife"* but still having fishing as a leisure activity, therefore, maintain same core motives to travel. We will engage in further discussion on the topic of facility development depending on trip characteristics while discussing destination attributes preference.

Moreover, nature was mentioned as an important motive to participate in fishing activities, anglers saying that *"Being out there in nature, is like having something on the hook."* (Johannes), *"I go fishing to be in nature"* (Claus), *"We come from nature, and it is amazing to be able to sit in the middle of it and enjoy"* (Stephanie).

We found that 17 of our respondent mentioned catching fish, as an important motivation to go fishing representing the need for stimulation anglers have. Moreover, when asked to describe their best fishing trip, we discovered a distinction anglers made between catching a lot of fish and catching a trophy fish. For example, Johannes described his best fishing trip when *"I was going through the woods, where I was not supposed to be, and I found a creek where I caught five seatrouts, 60 cm long. It is about how big it is"* and Casper told us *"My best fishing trip was in France, I caught a 28-kg fish. That is the way I was there"* both these anglers together with the other six interviewees (Soren, Louis, Jann, Dennis, Flemming) mentioned big catch in their best fishing trip story. All have been considered high specialised, meaning that they are following Beardmore et al. (2011) findings on German anglers that argue that even if for specialised anglers, activity general motivations are overall more important, the trophy catch is an exception of activity specific motivation that becomes primordial.

When discussing the means-end approach in relation with destination attributes more consideration on the motives behind the catch, will be made. On the other hand, less-specialised anglers (Manfred, Bertram, Andries) mentioned *"a lot of fish"* when describing their best fishing trip, making quantity the essential aspect of the catch. It is interesting to see that anglers in the Region South Denmark correlate well with previous studies of motivation in relation to the specialisation level (Beardmore, et al., 2011). The relevance of these findings for angling tourism development on Langeland is high due to the policies that need to be designed in order not only to assure the existence of fish stock and to protect the fish species and their environment, but also maintain a positive reaction from anglers in

regard to fishing regulation within the destination. Previous studies from Johnston et al. (2010) showed that there is not one size that fits all policy design, therefore when considering regulation within a destination, management should do it with a certain angler segment in mind.

All the respondents mentioned that taking fishing trips help them relax. Having a moment of rest, and clear mind of all things, were frequent comments among the respondents about angling. Taking into consideration that angling is a recreational activity, escaping from daily routine and pressure is seen as the primary reason to engage in fishing, but other factors like the one presented or who anglers would like to participate with (friends or family) and what type of species and methods anglers would like to use will have to be considered as influencing the kind of trip or holiday anglers will engage in.

For the second level of the travel pattern, Pearce & Lee (2005) argue that the motivation is different depending on the degree of experience the traveller has or specialisation level in the case of angling tourists. To examine the second layer, we took the rest of motives mentioned by anglers and looked at the level of specialisation of the anglers that mentioned it, searching for differences between high-specialised and low-specialised anglers. After the evaluation, we found that the next five motivational factors were cited uneven in rapport to the degree of specialisation of the respondents. Hereby, Isolation, Self-actualization and Nostalgia were considered relevant motivational factors for the high specialised anglers while low specialised anglers have put an accent on Self-Development (Personal Development) and Recognition. It is relevant to mention that the three motivational factors representing high specialised anglers are activity general oriented, fishers looking for peace and quiet, the calm of being alone while low specialised anglers want to experience new gear and improve their skills.

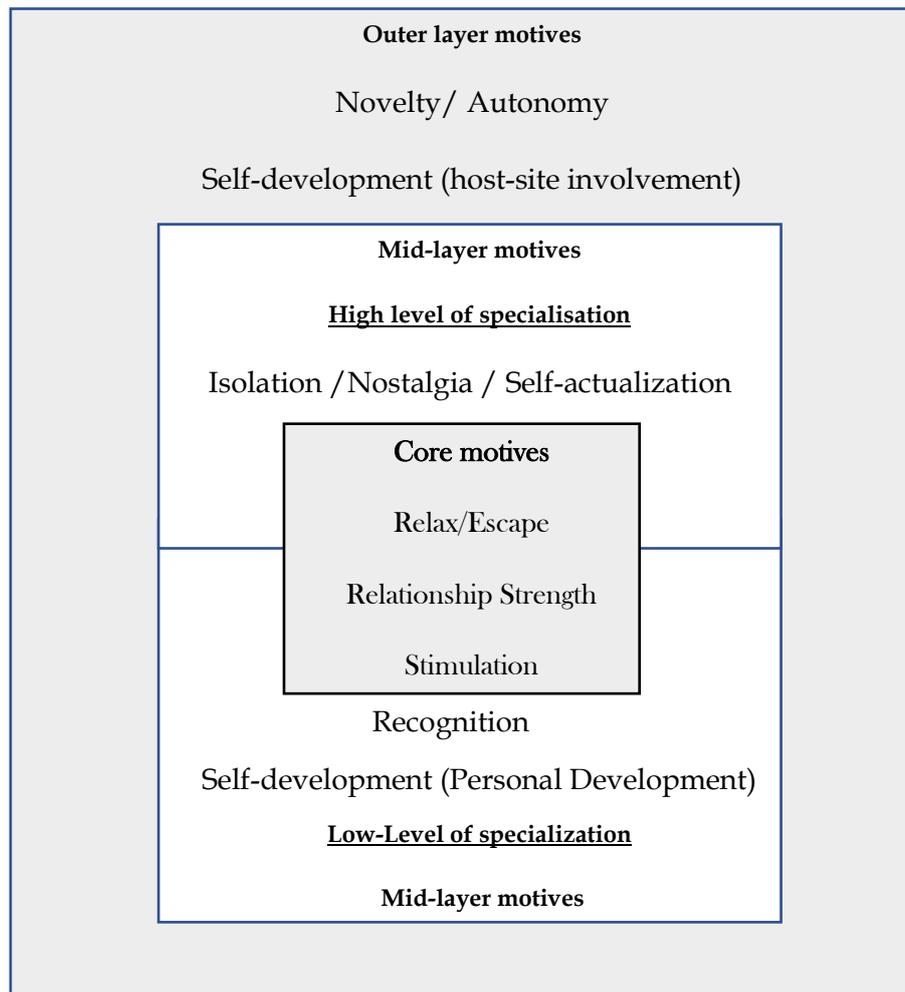
Due to the few respondents that have been considered low specialised, the question arises if these anglers aim to become high-specialised eventually and their status as low-specialised is due to the fact that at the time of the interview, they were at the begging of their angler career. This concern was noted when looking at the low- specialised anglers that refer to themselves as “rookies” and said that fishing and other types of activities share the same level of attention. The need to self-develop in terms of improving their skills shows theirs desire to become better eventually, high-specialised. Moreover, we acknowledge that

motivation is subject to change in our study were clearly represented in Jan statement that said *"I like both fishing and tennis in the same amount. I give up tennis 25 years ago and start fishing but for three years now I started tennis again"* therefore the possibility of this angler's choice to engage in recreational fishing can change.

High specialised anglers were found to have a strong bond with the activity, helping them remember young days with their fathers and grandfathers and offering them a sense of identity while for low specialised anglers motives resume to the showing off the catch. When asked why does he fish, Pierre, told us that *"I started fishing when I was 4 years old with my grandfather, and then I never stopped"* while Hans said *"My father and my grandfather went fishing. It is in my blood"*. The strong feeling of identity high specialised anglers associate with fishing is an important validation of the commitment they have towards the activity, shown through the high participation levels with an average of 53 fishing days/year while low specialised anglers were found to engage approximately 11 days/year and as part of a trip with friends rather than an individual holiday. On top, high specialised anglers have told us that they like to return to the same destination if the destination meets their needs. Taking into consideration these factors and findings, high specialised anglers can be recommended as a target market for Langeland. Other studies are in favour of choosing specialised anglers as a market segment for destinations that aim to have less harvest of the fish, are in favour of conservation and want a relatively steady participation number (Cooke et al., 2016; Johnston et al., 2010; Bryan, 1977).

The last layer of the Travel Career Pattern is defined by Pearce & Lee (2005) as the outer layer and encompasses motivational factors that both segments of anglers found less relevant. There are novelty, autonomy, and self-development (host-site involvement) these elements were present few times in the interviews, Pierre and Stephanie told us that they travel to fish for fun and to learn new cultures and meet new people, while Johannes, Dan and Jan need to be independent and not care about other's needs. This outer layer even if not so prominent represented, according to Pearce & Lee (2005) will still influence the destination choice and angler's preferences.

Figure 10 Angler's motivation seen through the Travel Career Pattern (own production)



Based on these findings, the primary motives anglers have, to engage in a fishing holiday are relationship strength, escape and relax, stimulation and nature. Moreover, depending on their level of specialisation we found that second motives differ, low-specialised looking more for recognition and personal development while high specialised anglers aim to achieve self-actualization, experience isolation and nostalgia. Motivational factors that influence less both groups of anglers but can be found are autonomy, novelty, and host-site involvement. Other relevant findings in this section referred to angler's travel pattern, how high specialised anglers are trophy catch oriented and that they have a high predisposition to return to the same destination if their needs are met.

b. Destination attributes

The second part of the analyses considers angler's destination attributes preferences and through the means-end approach aim to discover the silent dimensions behind these attributes. The destination attributes were identified by anglers and categorised based on angling literature. Further on these attributes are framed based on Smith (1994) generic product theory.

Reynolds & Gutman (1988) in their paper discussing the means-end theory mention the importance to look not only at the concrete attributes but also to the silent dimensions behind them. They argue that there are few chances for a product attribute to have meaning in itself but, receives the relevance in the consumer's life through the benefit. The benefit is perused by the consumer because of the higher needs him/her wants to achieve being represented through values and motives. Therefore, for destination development, it will be not wise to ignore these silent dimensions behind the attributes but exploit them and look at the configurations that emerge.

iii. Anglers desired destination attributes

As argued by Smith (1994) the Physical Plant, was described as the core element of The Generic Product. In correlation to Smith's placement within the generic product, the physical plant was found to be the key element also in the case of anglers, all respondents having mentions of the different components of the physical plant. The components of the physical plan decomposed in categories (1) environmental quality; (2) fishing quality; (3) facility development) represented through different codes. Following Hunt (2005) terminology to describe the categories. Figure 11, aims to offer a feeling of how the physical plant is represented.

Figure 11 Physical Plant Elements and Subgroups (own production)

Physical Plant		
Enviromental Quality <ul style="list-style-type: none"> •Nature •Crowding •Other 	Fishing Quality <ul style="list-style-type: none"> •Water quality •species of fish •quntity of fish •size of the fish •Specific Species 	Facility Development <ul style="list-style-type: none"> •Accommodation •Harbours •Boat launching •Cleaning and storing the fish rooms •Restaurants

Looking in-depth, features reflecting the environmental quality have overtaken the discussion, being mentioned by all anglers across the interviews. Within this group, nature has been most mentioned code, independent the level of specialisation. Quotes like *"beautiful nature"* being mentioned often in the interviews. When asked to explain what they understand through beautiful nature answers varied from, green woods and clean beaches in Hans, Stephanie, Casper understanding to well-preserved in the eyes of Dan, Pierre, Claus, Andries and Hubert. Other referring to nature included reference to the wildlife, *"I like Watching birds, deer's and seals from the beach"* (Johannes) and *"I need alive nature"* (Bertram).

Moreover, Figure 12 maps the means-end chains and allows us to see the most preeminent linkages between the environmental quality elements (destination attributes), the benefits anglers receive (consequences), followed by the higher value they need to fulfil (motivation). We see that nature as a destination attribute has two strong connections with the benefit of feeling free and being in nature but also with enjoying peace and quiet, be reflexive, enjoy with friends and family and being successful. All these benefits anglers achieved through nature help the anglers fulfil higher levels of needs and motives. When looked only from an attribute perspective nature's main benefit was enjoying the landscapes and wildlife, while looking deeper into anglers minds other benefits come out from being free or being reflexive, leading to divergent values anglers aim to achieve using the same attribute. Moreover, nature was linked to self-actualization, respondents mentioning that nature gives them a sense of identity (Hans) or makes them reflect on their life and principles (Claus, Henrik P).

Stimulation was also the end of chains associated with nature, the feeling of freedom being strong felt be anglers like Johannes, *"I love to be in nature, it gives me the ultimate freedom"*, Jan, *"I like to go on adventures in the nature it allows me to be spontaneous"*. Therefore, we see beautiful nature as a dominant destination attribute in angler's destination choice, used to achieve relaxation and stimulation mainly.

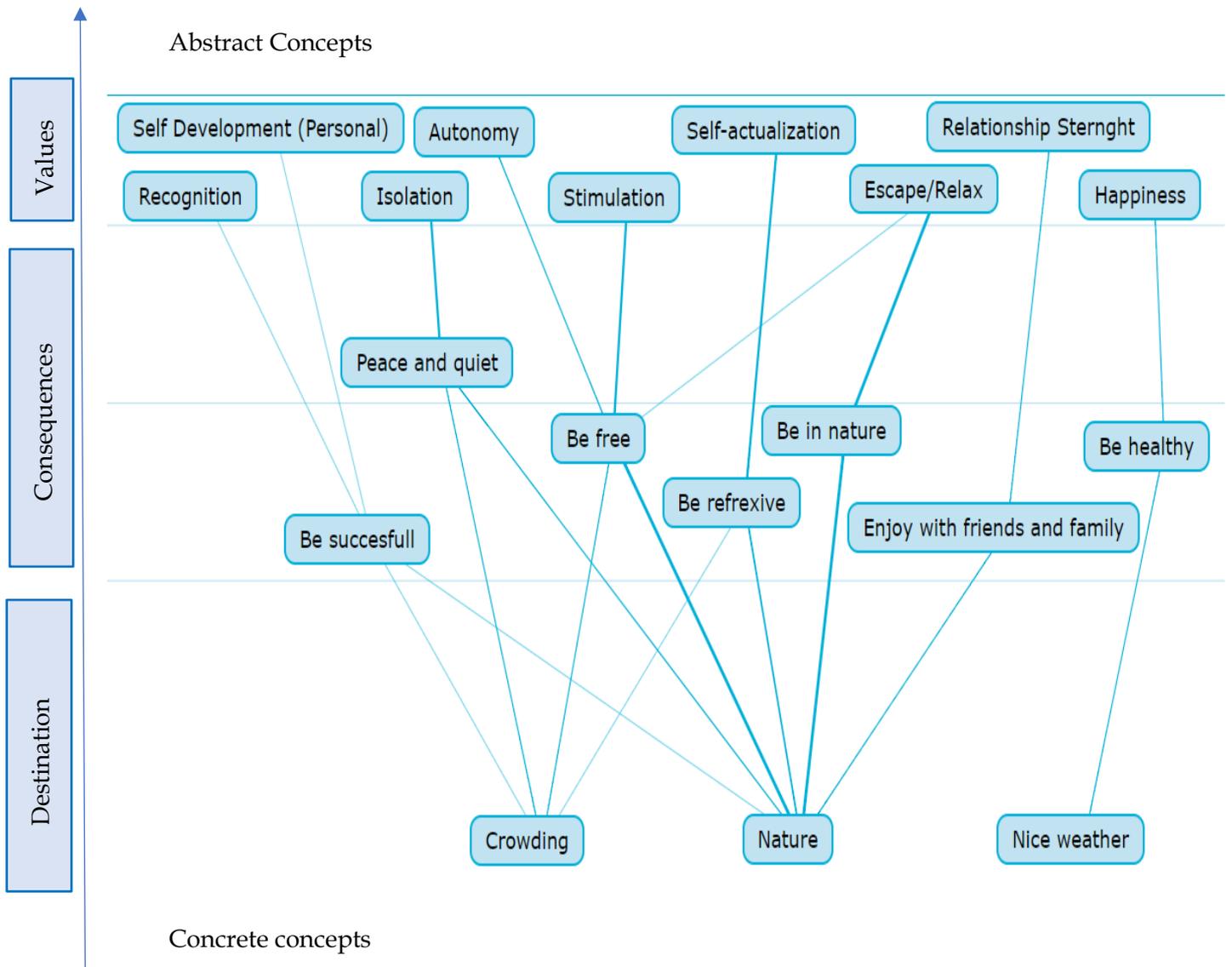


Figure 12 Means-end map representing environmental quality elements, benefits, and values. (Own production)

Moreover, under the category, environmental quality, crowding was mentioned as relevant and important destination attribute by specialised anglers mainly. Quotes like “fewer people the better” (Dennis), “I must have not many people” (Johannes, Soren, Pierre) and reference to crowding being present in 35% of the interviews. We can see through the way the respondents have expressed their desire for fewer people that different levels of crowding are searched by anglers. While Johannes, Jan and Pierre do not want few people, Dennis goes further and looks for as less as possible. Why crowding is such a significant element we can see through the mean-end chains developed based on crowding as a destination attribute. Five chains were based on this destination attribute and were linked to isolation “we like to enjoy peace and calm at the fishing spot” (Pierre, Stephanie), autonomy “I

can move freely [...] I can make my own decisions, no constraints" (Jan), *"I can be free to move around"* (Hubert). It is interesting to see how for Dennis, encounter levels are linked to two values: self-development (Personal development) *"I go out here to perform, I am at the competition with myself"* and Self-actualization *"Every time I am alone here I discover new things about myself, and my determination power"*. The benefits anglers receive through no crowding at the destination are the possibility to move around freely, find places where they can experience the peace and quiet (isolation) or even being successful on their fishing trip leading to satisfying the need for recognition and self-development (Personal Development).

Other mentions of elements referring to the environmental quality were *"It must be quiet"* (Manfred) and *"Nice weather"* (Pierre, Stephanie). In the case of being quiet, when trying to develop the chain Manfred, said that he does not know why is that important, he just feels good when is quiet. Vriens & Hofstede (2000) when discussing soft laddering, encourage researchers to complete the means-end chains if the consequences or value is mentioned throughout the interview and not be constrained by probe questions. In his case, we can argue that his desire for quiet at the destination helps him focus on the activity because he says, *"I am rooky, but when I am fishing I like to be all in and learn every time"* therefore he wants to achieve self-development.

Furthermore, we have encountered two means-end chains within the environmental quality that evolved into *"happiness"* as the higher value. The chain started with nice weather followed by the benefit of being healthy, which Pierre and Stephanie told us makes them happy. Even if the interviews were one on one, both followed the same patterns in answers. After identifying the attribute, we started to produce the chain and asked the participants why sunny weather was important for them. They both said that the sun gives them vitamin D and that makes them happy. When they mentioned *"happiness"* even if Pearce does not list happiness as one of the values considered as motivation to travel, we treated it as a terminal value. To test our decision of stopping the ladder at *"happiness,"* we asked Stephanie why being happy is important, she answered that there is no more to go from there in her case.

The second category within the physical plant is **facility development** with a frequency of 90% mentions in the interviews. Moreover, the facility development category was represented through codes referring to accommodation, harbour facilities and entertainment facilities.

The most common facility mentioned was accommodation (77%), with a preference towards campsites, cottages, summer houses, and simple accommodation next to the fishing site. Anglers interviewed were not seeking traditional accommodation, such as hotels, anglers describing their demands as *"I just need the common sense (clean bed, toilet, shower and kitchen)"* (Dan), *"I don't need a hotel, a clean bed and shower are enough"* (Bertram). Alternative accommodation where anglers could feel relaxed, and togetherness close to the natural environment had the highest demand, *"It does not have to have high standards, as we are there for fishing, and being outside with good friends"* (Claus). The means-end approach (Figure 13) has also revealed that the main reason why accommodation facilities are desired destination attributes is to be comfortable therefore can relax. Another end for accommodation was relationship strength and recognition, both values being achieved through the success of the trip. Anglers felt that housing helps them relax which improves their chances to catch a fish. All anglers that mentioned catch as a benefit for lodging told us that their main reason is to take it home and share it with family and friends. Hans, told us when we asked why is accommodation important, the first answer was that he needs a comfortable bed to be rested for next day. Going more in depth with the questioning on the matter he said, *"I have to be rested, so I will be successful tomorrow and catch a lot of fish"*. We were not satisfied with the answers as a final value and asked why is catching a lot of fish important, and he argued *"I want to take some home and enjoy it with my family. My wife will look at me and smile filled with pride."* Further discussion on the special demands in accommodation will be approached while looking at the element, freedom of choice (Smith, 1994).

Moving on, the facilities mentioned by anglers were harbour facilities, like boat launching, cleaning and storing facilities for the fish and toilet. This was seen as desirable and improving the destination especially for respondents that said they preferer to sleep in their own boat, *"When the weather is good I will always sleep in the boat"* (Svend), *"[the harbour] It has to have toilet facilities, because I only sleep in my boat"* (Flemming). Harbour facilities when looked at through a means-end approach, showed that it brings the benefit of being free to choose between sleeping in your own boat or choosing from existing accommodation. Flemming told us that proper harbour facilities allows him to have more fishing holidays because he saves money on accommodation.

The last element we present under facility development is entertainment possibilities, and are represented in angler's perspective by shopping possibilities, restaurants and after fish activities. These facilities were mentioned only by low specialised anglers and brought

the benefit of sharing good times with family and friends in two ways, first by doing new fun things (Novelty) and second by sharing quality time with loved ones *“I love to eat good food and share a glass of wine with my wife after fishing, it brings us closer. We bond every time”* Pierre told us.

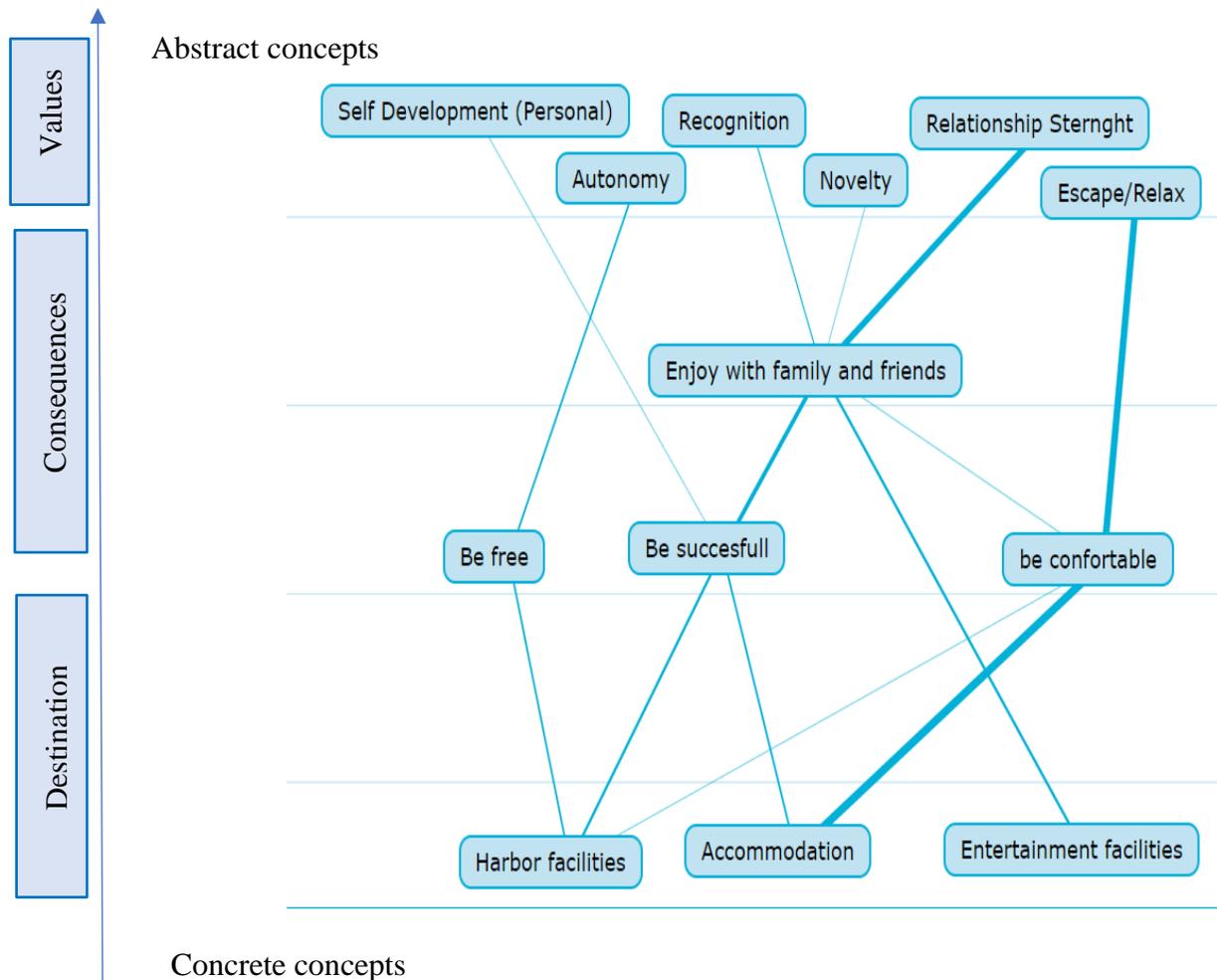


Figure 13 Means-end map representing facility development elements, benefits, and values. (Own production)

The last category mentioned by anglers in terms of frequency under the physical plant was fishing quality with 80% of the respondents mentioning this element within this theme. The amount of fish in the water was revealed as an essential element, the code *“a lot of fish”* being mentioned in five interviews followed by diverse species that was mentioned as important by four respondents while and fish size was mentioned by two responders. When asked why *“a lot of fish”* is important as a destination attribute Flemming said, *“so I can take it home [...] I like to share it with my family and neighbours, they all get to see how well I did”*. All the respondents that mentioned amount of fish as important were previously categorised as

low specialised anglers, proving the harvest oriented motivation they have. Moreover, the means-end chains that started with a lot of fish as destination attributes moved as the abstraction level increased towards recognition through showing off the catch to friends and family and relationship strength through sharing the catch in a meal. Moreover, diversity in terms of species was seen in strong connection to “challenge oneself” that will help anglers to improve their skills, and therefore achieve self-development. This outcome supports the conclusions found through Pearce Career Pattern that self-development (personal development) and recognition are important motivations for low specialised anglers to engage in fishing holidays. Being successful while fishing was also important for anglers when developing the ladders starting with big fish as a destination attribute, most anglers associated being successful with receiving recognition from friends and family whom they will enjoy the catch with.

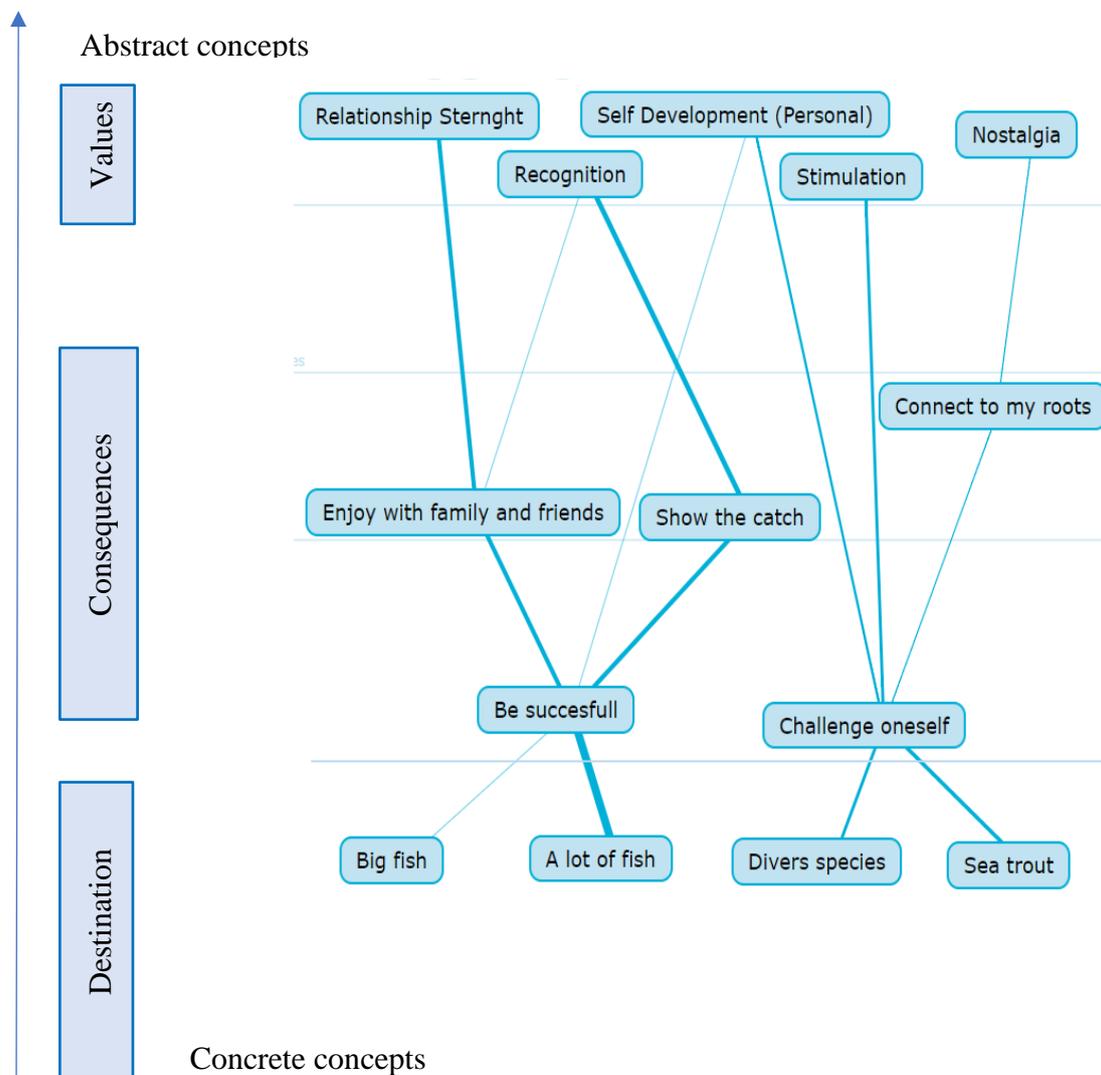


Figure 14 Means-end map representing fishing quality elements, benefits, and values. (own production)

A new element within this category emerged from the interviews and is expressed as “*specific species*” being destination attributes that angler considers in destination choice. Five of the respondents mentioned sea trout and attracting water for this species as being the main destination attribute they look for. When asking why is this attribute so important, anglers argued that a big sized sea trout is a trophy fish, representing an adventure, and the challenge in hunting it brings feelings of excitement. Therefore, we can see a strong link between this fish species and stimulation. The association is not exclusive as we can see that the means-end chains link this element also with nostalgia, “*My father showed me how to catch sea trout. It was his favourite catch. Now I do the same*” (Dennis).

Freedom of choice was found as the next influential dimension for the anglers interviewed after the physical plant, being present in 80% of the interviews. The direct factors influencing freedom of choice in the case on anglers was argued to be the regulations at the fishing site (Hunt, 2005) and price.

Even so, only one mention of regulation at the fishing site, which referred to others behaviour “*I heard that they will have new fishing regulation on Langeland and that they will introduce quotas. I believe that a lot of fishermen will not come here anymore if they have quotas*” (Pierre). The lack of mentions regarding fishing regulation might have been influenced by the existing regulation. We are inclined to believe that, anglers feel comfortable with the existing regulation in Region South Denmark which made anglers “*forget*” about them. Additional, the high level of specialisation the respondents have influenced their perception of regulation. Previous research (Oh & Ditton, 2006; Ditton & Shafer, 2001) has proven that high specialised anglers have a positive reaction towards regulations, the following is not being seen as a negative destination attribute. We have encountered one case with a Dutch angler that mentioned fishing regulation, referring to the increase they witness in Holland. Andries told us that this was the reason he found other places to fish, “*In Holland fishing is strongly bounded by rules, and a lot of things are not allowed, so here in Denmark I pay the licence, and then I catch the fish I want, and I can eat the fish I catch*”. He was previously categorised as low-specialised, reflects the previously mentioned research that argues, low-specialised anglers are concern with the restrictions at the fishing site.

Another destination attribute that represents freedom of choice directly is the price, that like regulations has been mentioned once in relation to spontaneity. The code spontaneity, has been encountered across the interviews in relation to other concepts and features, for example, entertainment if the weather conditions are too rough to go out fishing, Henrik P says, *"If we cannot go fishing I want to do something else like going target shooting, driving ATV quart bikes"*. Having such opportunities for anglers on a destination will increase angler's satisfaction and freedom of choice.

Moreover, indirectly feature on the environmental quality, fishing quality and facility development support the freedom of choice. The main features identified as supporting the freedom of choice for anglers are:

- ✓ The existence of angling oriented accommodations (56%) was mentioned as important as an angling destination. Accommodation should have special angling facilities, such as places to clean and cook the fish, as well a smoking oven to smoke the fish or freezers for storing. Imperatives like, " must have" were encountered in all contexts related to special angling facilities.
- ✓ Species diversity (37%). This feature is seen as freedom of choice due to the support to fish different species within the destination allowing anglers also to use different techniques. *"I like to challenge myself to catch a seatrout from time to time; normally I look for cod,"* said Soren.
- ✓ The existence of coastline (31%). Much of connection to the species diversity having coastline allows anglers to perform distinct way of fishing. *"I need a long coast because I always fish for sea trout"* (Dennis), *"I like a destination where I can fish also form the coast. I like to fish from the boat but also from the coast"* (Soren)
- ✓ Crowding (25%) was associated by anglers with the freedom to choose their own spot and "own it" (Dennis). *"I like places with no people because I want to make my own itinerary, how up or down I want to go"* (Jan), *"I don't like a lot of people at the fishing spot because I like to stay calm and choose my own nice fishing places"* (Pierre)

The third most mentioned element by anglers interviewed is **hospitality**. The feeling of hospitality in the case on anglers was mainly represented through the attitude of the locals. Almost half of the participants (45 percent) mentioned friendly locals, as an important attribute to a destination. When asked, what must an angling destination have for him to choose it, Pierre replied as follows: *"I must find a calm and nice fishing spot, and we need to have nice people and welcoming locals around, as we want to connect with them"*. Pierre was asked, why is having nice people around important for him. Following he answer, *"because I like to connect and talk with them and feel like at home"*. Furthermore, Jann argued, *"I always ask the locals how to fish in a certain place, because it is always different than what we are used to"* further Jan was asked how does he know what gear he needs? *"Yes, I know, because of the locals tell me when I ask, and then I will buy what I need on the destination if I don't already have it"*. Nevertheless, another Dutch angler, Henrik interviewed on Langeland, argued four things that make him choose an angling destination, eatable fish, **friendly people**, natural environment, and good facilities. Moreover, statements like, *"Nice locals are very important because I like to return to the same destination if the fishing is good, so I like to feel like home"* (Dan), *"I like to return to the same place, so it is nice for my wife and me to have friendly people around, we come to have a good time"* (Johannes) have been repeated showing the importance of hospitality within a destination. It can be argued that friendly locals on a destination will positively influence the trip quality resulting in a desire to return to the destination.

The last element mentioned by Smith (1994) in the generic product is **involvement**; Smith (1994) states that involvement occurs when a tourist loses himself in an activity and being able to focus on those activities important to the purpose of the trip (Smith, 1994, p. 590). This element is linked to encounter levels anglers have at the fishing site. Which is referred by Hunt (2005) as an important factor for anglers site choice, high encounter level influencing negative site choice. The state of flow in angling was mentioned as desired for and possibly achieve when no disturbance occurs during the fishing session. *"I get in the flow of angling if there are not people around"* (Dennis) or *"having focus is important. Therefore, you need to be alone"* (Johannes) was shown as very common between anglers interviewed, and especially by coast anglers interviewed. The coast and fly-fishing angler Dennis adds, *"If the fish already got disturbed one time by other anglers, they might not be willing to bite the second time"*. Furthermore, more anglers argued that when they are angling, they are in an instinct moment where all thoughts and worries from life are gone and focus on angling is their only

worry. More, also mentions of fishing as a selves cleaning activity were encountered. Such as the statement from Hubert, a tourist angler who argues; *"angling gives me rest in my head, all troubles are gone from the moment I go fishing, there is nothing else for 4 or 5 days it is a very important moment, and I come back from my fishing trip with a clean head"*.

Taking into consideration the co-creator status that the anglers receive, it is important to note that a destination can have the attributes to support involvement but the achievement of flow and focus depends in a high degree on the angler's actions. For example, Dennis told us that when he saw our car he wanted to turn back and look for another fishing spot where he can be alone and focus, this shows that it was his decision to stay at the fishing spot even if we were there and tried to achieve flow, but he also considered to look for other spot. More anglers interviewed on Langeland mentioned that focus is the essential to angling with quotes such as *"when I am walking up, and down the beach, it is important that nothing is interrupting my fishing, I need to focus, which is possible here on Langeland"* Svend.

In the case of angling tourism on Region South, Denmark **service** was placed the last element within the generic tourism product (Smith, 1994). Like Smith (1994) argues the way the elements are arranged from the most relevant, in the centre and decreasing in relevance towards the out layers can vary depending on the product developed.

The main mentioning of service was in relation to the accommodation levels, more specific cleanness of the accommodation place. 20 percent of the participants argued that clean accommodation facilities are rather important. *"It is common sense, to have clean accommodation"* (Dan); *"[a destination] It needs proper accommodation with clean showers and bed"* (Dennis); *"we [(Pierre and Stephanie) are traveling with our daughter (she is two years old) so it is very important for us how clean is the accommodation we chose"* (Pierre). Andries, a 57-year-old Dutch angling tourist, interviewed on Langeland, argue that clean facilities are important, especially when I bring my wife, *" She needs, clean bathrooms, showers, good facilities for cleaning clothes and stuff like that [...] it is important for me she feels comfortable as well"*. More anglers argue that in the spring they go angling with friends or acquaintances that share angling as an interest, and in the summer they bring their wives and kids as well. Therefore, service in terms of cleanliness was highly important. The interviews were done in the spring, where most anglers were travelling with friends. Therefore, the level of accommodation was not a primary concern for the anglers interviewed.

Service and guidance from the angling shops available at the destination regarding fishing spots and other relevant fishing information were desired, and their existence showed to induce positive reactions from the anglers interviewed. Three of the participants that mentioned service, was in terms of information sources, such as available information of good fishing spots, helpful staff at accommodation sites and angling shops, *“I like when I try a new destination to go to this fishing shop and ask about where is the best spot and any other kind of information”* (Henrik P) and information about boat rentals, with easy contact and communication *“I like when the people that rent boats are always in the harbour, or they have a sign that says where to find them, I always need a boat, and I don’t like to book it online. You never know the weather conditions.”* (Dan).

SYNOPSIS

All in all, when looking at the destination attributes preferred by anglers in Region South Denmark we found that elements within the physical plant were considered most important, followed by elements of freedom of choice, hospitality, and involvement. Service was placed on the exterior of the diagram as anglers within our study found service less vital at the destination (Figure 15).

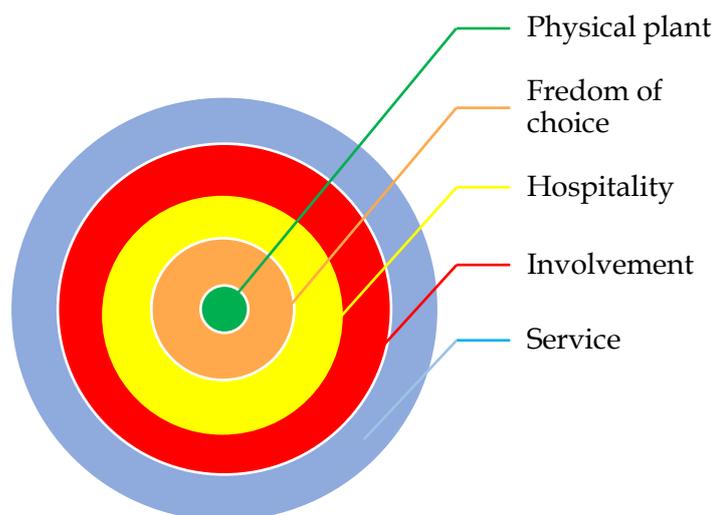


Figure 15 The Angling Tourism Product for Region South Denmark (own production)

Within the physical plant, three elements were looked at. The environmental quality was represented by nature and crowding. Anglers find that well preserved natural environment is important for a destination helping them respond to the needs for relaxation and stimulation, while less crowding at the destination allows anglers to achieve self-development through being successful and being free to move around and find spots where they can enjoy the peace and quiet (isolation). Also, facility development is connected to

anglers need to relax and be free of constraints (Autonomy). Anglers prefer alternative accommodations that have facilities for cleaning and storing the fish whereas other anglers choose they boats as accommodation. Therefore, harbours and harbour facilities as boat launch, toilets and gutting rooms are mandatory. The last element of environmental quality discusses fishing quality and refers to factors as the size, amount, and species of fish. Each factor influences distinct groups of anglers. While the size and the specific species represent the need for stimulation and recognition for high specialised anglers, the amount of fish is closely bound to the same needs for recognition and self-development of low specialised anglers.

Anglers frequently argued it was essential for an angling destination to have a variety of attractions that anglers could choose to enjoy when angling was not possible, as sometimes the weather gets too rough. Furthermore, freedom of choice was often mentioned indirectly through the physical plant, where different types of accommodation, diverse fish species, long coastline and less crowded beaches was all mentioned as improving angler's freedom of choice reinforcing the core motivation.

Hospitality was mentioned by half of the anglers interviewed as an important attribute. Hereby, anglers mentioned that friendly and inviting locals were important, when they choose a destination because they inclined to return to the same destination severe times if their needs are met.

Involvement was represented through the capacity to focus on angling, so having low encounter level at the fishing spot was seen crucial. Involvement together with freedom of choice are elements of the tourism product that emphasise the role of human experience and introduces the tourist as co-creator of the tourism product.

Lastly, the least essential element mentioned by anglers was service represented through the level of cleanliness and angling shops guidance. Anglers noted in interviews that service was not a high concern for them in the context of spring fishing holidays because they travel with friends. Even so, service was the element that proved to be most influenced by the trip type, anglers mentioning that when they travel with the family in the summer are more demanding in terms of services.

iv. Langeland Destination Attributes (an evaluation)

Furthermore, we present Langeland's sustainability evaluation following the order proposed by Smith's (1994) that emphasise the level of control management has on each dimension. Smith (1994) argues that the relative importance of each element varies, depending on the tourism product, but all tourism products will incorporate all five elements with the physical plant as the core (Smith, 1994, p. 588).

PHYSICAL PLANT

Physical plant mentioned as the PP, and is argued by Smith (1994) the core element of the generic product; this element has as well shown to be the core element for anglers interviewed. The PP of Langeland will be evaluated looking at anglers mentions and other categories identified in Hunt's (2005) research on site choice.

Environmental quality in angler's perspective refers to nature and crowding. Moreover, Hunt (2005) also includes water quality as an aspect of environmental quality. Findings from desk research showed that natural surroundings are a strong point for Langeland, as the island consists of 25.600 ha, from which 4450 ha are natural habitats like forests, swamps (1776 ha) bird and wild horse's sanctuaries (Danmarks Naturfredningsforening, 2007). Visit Langeland notes in their tourism strategy 2017-2021, that the ocean and their natural landscapes as a strength for Langeland, and a potential to develop more international competitive offers for outdoor tourism (Visit Langeland, 2017). We can support the statement the Langeland's nature has high quality, by also looking from sport angler Johannes perspective that says *"for me angling on Langeland is about being in this beautiful nature, I have both seen deer's and seals on the beach, the nature here is alive [...] fishing on Langeland is about being a part of the nature"*. As well, Henrik interviewed on the beach, was asked why does he fish here, he argues: *"try to look around, (watching the ocean and the forest behind) there for! The nature on Langeland makes me disconnect from everyday life, and the seatrouts have a good life here"*.

Besides, Langeland has a population of only 12.553 people, with a density of 49 inhabitants/square km, where 50 percent of the population lives in the main city on Langeland "Rudkøbing" (Frandsen & Bartholdy, 2014) meaning that the local population does not cause crowding. Langeland also disposes of 140 kilometres coastline able to uphold fishing activities. According to Visit Denmark (2013), 36 percent of the yearly tourists, that

visit Funen and Langeland arrive in Marts, April, May, September, October, and November. Martin L. from Sea trout Funen¹⁰ stated that the best time of the year for angling on Langeland is also Marts, April, May, September, October, and November. Nevertheless, March, April, September, and October have a handicap of visitors which result in less crowding in these periods. According to anglers interviewed, these months are prime time for angling trips.

Water quality in Hunt's perspective can be measured through dissolved oxygen, suspended solids, faecal coliform bacteria, copper, toxins, and oil (Hunt, 2005, p. 158). None of our respondents mentioned this aspect of environmental quality, but through the association with angling through the fish health we found it relevant to look at. HELCOM (2010) in their report based on the assessment of Baltic Sea ecosystem have come to the conclusion that the quality of water in the Belt Sea has a moderate quality, meaning that

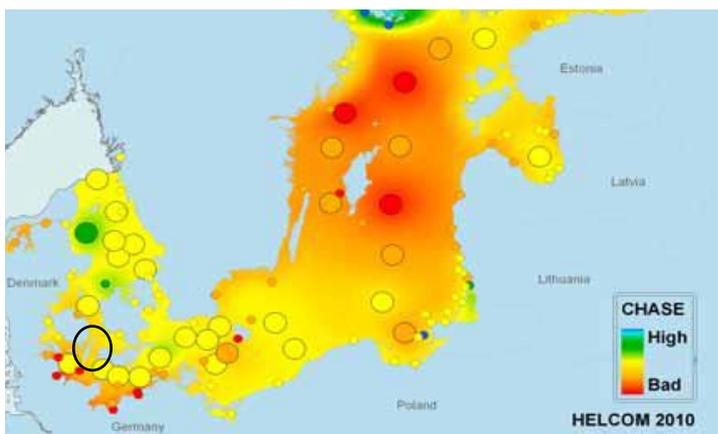


Figure 16 Baltic Sea water quality assessment, HELCOM 2010, p. 18, emphasise added on Belt Sea

there is an obvious degradation of the water due to the high traffic in the area, and the amount of land used for agriculture, but there are no alarming situations that can affect the health of the fish. Martin L. from Seatrout Funen utters that the strong current in the Belt of Langeland improves the water quality adding oxygen to the ocean.

The fishing quality of Langeland will be assessed by looking at size, the amount of fish and diversity of species, all these elements being mentioned by anglers and recommended factors to consider when evaluation fishing quality (Hunt, 2005; Hauber & Parsons, 2000).

¹⁰ "Sea trout Fyn's unique concept combines nature conservation, business, and job creation. Sea Trout Fyn is developing and profiling angling tourism, nature rehabilitation and fish care on Funen. Sea Trout Fyn improves habitats for sea trout while creating commercial and recreational opportunities on Funen and its islands." (Sea trout Fyn, 2015)

One more indicator will be added to fishing quality, the capacity to support sea trout an extra destination attributed mentioned by anglers on Region South Denmark.

The attribute, fishing quality has revealed to be an element where Langeland stands strong, as it is referred to by magazines and tourism organisations as one of the best fishing waters in Denmark in terms of fish size (Visit Denmark, 2017; Ulnits S., 2009). Furthermore, the angling magazine Fisk og Fri (2015) refers to Langeland as the kingdom of the large seatrouts and Visit Denmark (2017) argue that the heaviest and largest cods around Funen and Zealand exist in the belt of Langeland (Visit Denmark, 2017). According to Martin L., the water quality on Langeland is an *“ace in the sleeve”* for the destination. Which he argues is because of the strong current in the belt of Langeland, he adds that Langeland stands strongest in the region of Funen when mentioning several species that can be caught all year around. Martin L. mentions that because of the fishing quality on Langeland, the angling season is in enviable long, compared to the rest of the angling destinations around Funen. Which he describes it as for *“winter they have cod and herring, spring is garfish, sea trout and cod season, summer is flounder and cod season, and autumn is seatrout and flounder as well”*. In total Langeland has over 20 varied species of eatable fish, available to catch during the year (Visit Langeland, 2017). According to Martin L., because of Langeland’s fishing qualities that are strongly supported by nature side, the destination can be very attractive for sport-angling tourists.

The last element of the physical plant is represented by facility development. Hunt (2005), mention facilities such as boat launch, campsites, and the possibility to conduct other recreational activities as relevant elements of anglers site choice. Moreover, our study has unveiled other facilities that anglers desire like cleaning and storing the fish possibilities at the harbour and at the accommodation, other types of alternative accommodation like summer houses and cottages. Additional elements that we considered even if not mentioned by anglers are boat rentals and angling shops that have a strong connection to angling activity and because several anglers have mentioned while we inquired on the level of specialisation that they find information on fishing spots and learn new techniques at the recommendations of angler’s shops.

With six harbours, Langeland has variable boat launch facilities, in all directions from south, east, west, and north (Visit Langeland, 2017). Anne Mette, the CEO of Langeland's tourist organisation (Visit Langeland) mentioned that one of the key partners in angling tourism are boat rental facilitators. Anne Mette mentions that Langeland has three different boat rental companies which cover the whole island. Furthermore, she notes that three of the harbour destinations have angling shops, which sell fishing gear, develop fishing tours, give information on fishing spots and are renting out accommodation in cooperation with accommodation facilitators. Nevertheless, besides the harbours on Langeland are facilitating boat launches and boat rentals, some harbours on Langeland also provide filleting rooms, specially designed for anglers (Spodsbjerg Tourist Marina, 2017). Although in an interview with boat angler Svend, he argued that he was missing common rooms at the harbours in Langeland where larger groups of anglers could gather after a day on the ocean. This has not been developed yet and should be taken into consideration by angling destination developers as an improvement of angler's demand. Beside harbours, in terms of accommodation, Langeland has in total seven campsites where five of them offers facilities for anglers, such as filleting facilities and freezer storage rooms (facilities for preparing and storage the fish), 16 summerhouses offered through rental companies, and six (free of charge) shelters venues (Visit Langeland, 2017). PhD Nina Brandt Jacobsen, manager at Nature Tourism I/S¹¹, answered to the question, how prepared Langeland is in terms of angling tourism, she notes: *"Beside the boat rentals and angling guides, the campsites and other accommodation facilities has created services for the anglers, where they can clean, smoke and storage fish in the freezer, so I would say that the basic facilities on Langeland receive anglers is screwed very well together"*.

SERVICE

The second element we look at is **Service**, which was mentioned at the least essential element by anglers. Smith (1994) argues that service is the provision of the physical plant, and service refers to the performance of specific tasks required to meet the needs of tourists. The assessment of service can be done from management perspective by looking at the performance of employees compared to sets of technical knowledge (what it needs to be

¹¹ *"Naturturisme I/S is a publicly owned limited partnership whose owners are the four municipalities of South Funen – Svendborg, Faaborg-Midtfyn, Langeland og Ærø. The purpose of the partnership is to strengthen tourism by developing natural and cultural-historical activities and adventures in the South Funen Archipelago"* (Naturturisme I/S, 2017)

done) they need (Smith, 1994) additional to the technical knowledge one must also look at functional quality (how is the activity performed) (Mok, et al., 2009). Moreover, service can be assessed through customer's perspective, other researchers concluding that perceived service level is more relevant in assessing this element than the simple management perspective (Petrick, 2002; Mok et al., 2009). Therefore, we acknowledge our limitation in the evaluation of Langeland overall service level and resume to look at the indicators mentioned by anglers as important, cleanliness at accommodation and angling shop services.

In terms of clean accommodation facilities, it has been questionable if anglers were satisfied with the level of cleanliness on Langeland, despite one angler who states that *"I brought my wife to a campsite last year on Langeland, and she was very happy and satisfied with the level of clean facilities"*.

Moreover, anglers were asked if they always know what kind of gear they need for fishing, anglers referred to the help and service from the angling shops. The anglers interviewed on Langeland argued that they enjoy asking the local angling shops for advice, and they trust their recommendation of the best fishing sites and what equipment to choose, Jann saying *"the owner of the shop in Spodsbjerg is like my friend, he knows how to make me come back"*. The Dutch sea trout angler Hubert says the following about the service from angling shops on Langeland *"in the fishing shops here on Langeland they have information about what you need for a certain situation; I find that very helpful"*. Still, Visit Langeland offers service and guidance for anglers on their web-based platform, or through their physical tourist office in Rudkøbing. Visit Langeland have as well created a physical angling map, which is specially designed for anglers, and pinpoint the best angling spots on Langeland and describes what species of fish that is most frequent in the spots. The map is available in Danish, German, and English (Visit Langeland, 2017).

Good service from the angling shops and destination developers gives anglers the opportunity to feel comfortable and relaxed, further, leads to independence and the motive of autonomy. Secondly, if the anglers get explained where to go fishing, it can lead to being more successful supporting the motive of self-development (personal development).

Furthermore, Martin L. from the organisation Sea trout Funen was asked, what does it require to become partner with seatrout Funen and he answered that

"to become a member as a certified Seatrout Funen accommodation facilitator, following is required: Freezers to storage fish, opportunities for drying of clothes and equipment, facilities for

cleaning fish, parking for boats, availability to purchase fishing license, booking of angling guides and availability to local weather reports through, wi-fi or TV''

This following shows the importance of service required to enhance angling tourism from the perspectives of angling tourist developers on Funen and Langeland, as well it is notable if Seatrout Funen increases their number of partners, the level of service for anglers would increase, as the partners have the above-mentioned service requirements to follow. Nevertheless, Martin L. mentions that anglers in general, are an easy segment to please, where he states *''cod anglers need simple accommodation, access to a boat, tell them where it is good to fish, and they are happy''*. According to the service level in terms of guidance from angling shops and angling destination developers, the service level for anglers has shown to be satisfactory on Langeland.

HOSPITALITY

As we move further from the central element of the generic tourism product the capacity to provide empirical data decreases and the reliance on angler's perspective increases. In this light, we approach the third element mentioned by Smith (1994), **Hospitality**. This element was argued by anglers as the third most important when choosing an angling destination. We will take into consideration the understanding of hospitality as *''an expression of welcome by the residents to tourists arriving in their community''* (Smith, 1994, p. 588). Ritchie et al., (2003) argue that the hospitality display by destinations residents towards tourism can play a crucial role in destinations competitive image. Hospitality is a difficult element to measure (Smith, 1994; Choi & Sirakaya, 2006).

To make sure that the residents are friendly towards tourist, destination developers often support locals financially, to encourage friendly and welcoming behaviour towards tourists (Ritchie, et al., 2003, p. 139).

FREEDOM OF CHOICE

The next element in the generic tourism product mentioned by Smith (1994) is the **Freedom of choice**. Smith (1994) refers to this element as *''the necessity that the traveller has acceptable range of options in order for the experience to be satisfactory (...) any satisfactory tourism product must include some elements of choice''* (Smith, 1994, p. 589). Freedom of choice is an element highly influenced by the angler in our case. Therefore, one of the ways management

can support this element is to focus on particular destination attributes that reflect choice among the anglers.

In the case of fishing diversity, the island of Langeland, offers a variety of options depending on the recreational anglers need. As argued by Martin L. Langeland has from the nature side many different fish species (Langeland has yearly 20 different eatable species of fish) which can be caught by using different methods, for example sea trout is an easier catch from the beach comparing to cod, mackerel, flounders, garfish, and herring where is recommended to catch from boats.

Furthermore, if guidance is needed and low experience in sailing is an issue, it is possible to hire own guides including boat tours, the fishing guides on Langeland has boats with a capacity up to thirty people (Visit Langeland, 2017). Nevertheless, according to Fiskeri (2009), Langeland has two put and take, fishing lakes (a fishing lake with a breeding program, the entrance fee is required).

Smith (1994) argumentation, of freedom of choice, implies not just choice, but also the potential for happiness, surprises, and spontaneity (Smith, 1994, p. 590). Langeland has a large variety of activities which can be enjoyed by anglers when not angling. Most attractions on Langeland are based on outdoor and natural activities, which correlates well with needs of anglers. Possible activities to perform on Langeland could be (1) target shooting, (2) Football golf, frisbee golf (alternative golf for all levels) (3) scooter rentals. In the case of anglers bringing families, attractions for families are mentioned as following: (1) Segway Langeland, guided tours and Segway on a trail around Langeland. (2) Langeland's Fortress, a former cold war fortress, which now is a museum where children and adults can explore the bunkers, weapons, cannon, driving in military tanks and exploring submarines. (3) Horse Riding, exploring Langeland back on a horse. (4) Skovsgaard Manor offers a possibility to explore the nature and its animals with a guide in children's level. There are many other activities such as Langeland's festival which is the fourth largest festival in Denmark, and shopping opportunities in Rudkøbing (Visit Langeland, 2017). The amount of indoor activities is close to none, although one newly developed attraction might fall under angler's interest, which is the fisheries house, this is a small museum expressing the terms and conditions for commercial fisheries on Langeland in the last 100 years (Visit Langeland , 2017).

Additionally, having angling oriented accommodation would support freedom of choice, this factor is supported and mentioned in facility development. Nevertheless, if the anglers do not prefer camping, cabins, or summerhouses as previously mentioned, Visit Langeland (2017) website promote accommodation facilities on Langeland from traditional Inn's or Hotels to Manor farms, estates, and castles (Visit Langeland, 2017).

However, another general attribute for fishing site choice mentioned by Hunt (2005) refer to an issue of angler's level of freedom of choice; this attribute is fishing regulations. Hunt (2005) argues that permit managers search for approaches which can achieve to be ecological while trying to minimise the negative effect from anglers. Hunt (2005) argues that resource management and environmental pressure can have a potential impact on any of the attributes mentioned. Anne Mette, the CEO of Langeland's tourist organisation, argues that the recent constrictions of the amount of catch allowed have been a concern for Langeland in the latest year. The constrictions decreased since the first proposition, which means that anglers on Langeland can now catch five cods a day (Jørgensen, 2017). However, Anne Mette mentioned the regulation, as a bit unintelligent as anglers would have days where they would catch teen cods and days they would catch non. She argues that the restrictions could influence angling on Langeland if they got a lot stricter, although no changes in the tourist anglers behaviour have been acknowledged yet. Nevertheless, no regulations have been developed for sea trout angling.

Furthermore, the quota for flounder, herring and mackerel has increased in 2017, which means anglers are now allowed to catch more of those species (Fisher, 2016). Jann a sport angler tourist from Holland argues that it is a big freedom to angle in Denmark compare to Holland, where in Holland fishing is strongly bounded to rules saying *"in Denmark I just pay the licence, where we can catch enough for what we need, and afterward eat what we catch, it is not that simple in Holland"*. The position was supported by sports angler Johannes that was stating *"I was fishing in rivers in Holland and Norway for 25 years, but I do not anymore because of too many restrictions"*. Johannes and Jann refer to restrictions in terms of the licences that was required to angle in the rivers, where those licences were highly expensive as there were high demands and less fish to catch. Furthermore, anglers told us that not all species are for harvest in Holland. Therefore, they find themselves in the situation to catch and release. We, therefore, suggest that angling developers should promote different species of fish opposite to regulation. Such as the quota on flounder has increased by 95 percent (Fisher, 2016), flounder is a fish popular to catch with a spear gun, and it can be performed as underwater

angling (Toni, 2011). Furthermore, quotas for cods are decreasing, influencing the size of the fish, larger cods being available in the belt of Langeland. It is therefore seen as a potential for Langeland to promote cod trophy angling. This strategy could resonate with the preference of trophy catch of high specialised anglers. Additionally, all experts we have interviewed from the organisation's Nature Tourism I/S, Seatrout Funen, and Visit Langeland have noted an angling typology they try to avoid and is referred to as "*the deep freezer anglers*". We asked for a description of the typology and found that the deep freezer anglers are mostly Germans, who travel to Denmark only to catch as many cods and other species as possible and bring them home with the purpose of storing or selling the fish to friends and relatives. According to Martin from Seatrout Funen, the deep freezer typology has the lowest expenditures on an angling destination compared to other typologies. Therefore, we believe new regulations on cod can be an opportunity to attract less deep freezer anglers, and utilise the opportunity to focus on trophy cods instead.

Anne Mette expressed that Visit Langeland has less control of angler's demand when they were not angling, arguing that the organization finds it difficult to understand the anglers needs. She motivates the lack of knowledge through the fact that they do not develop their own angling typologies. To approve this noteworthy issue will be taken into deeper consideration further on.

INVOLVEMENT

The last element of Smith's (1994) generic product is **involvement**, which has shown to be the fourth most essential element according to anglers. Smith (1994) argue "*involvement implies, being able to concentrate and focus on those activities important to the purpose of the travel (...) in which the participant "loses" himself in an activity*" (Smith, 1994, p. 590). The understanding of involvement when referring to Hunt's (2005) description of general attributes for angling site choices are encounters levels. It was discovered that the best season for angling on Langeland also is the lowest season for general tourists and with Langeland's earlier mentioned 140 kilometres of coast (Visit Langeland, 2017), we believe that the anglers will have terrific opportunities for involvement as low encounters level will be possible. This is especially for sea trout anglers on Langeland, as the primary time a year for sea trout on Langeland is in the spring. Although, it must be said that if encounters level increases, angler's opportunity for involvement can be affected, therefore it is a suggestion to develop more fishing spots to avoid this factor if angling tourism increases. Moreover, involvement

is not something anglers are guaranteed to achieve even if provided with low-encounter levels, therefore, it is relevant to mention that the commitment each angler has towards the activity will assure the level of involvement anglers will experience.

v. Synopsis of destination attributes (SWOT Analysis)

To get an overview of the destination attributes in relation to anglers' preference and other indicators suggested in angling literature, we will provide a summary of the destination attributes by forming a SWOT analysis

Tribe (2010) argues that a SWOT can provide an insightful executive summary of the different elements of an analysis, which we aim to provide through the SWOT analysis. The following figure of the SWOT analysis, explain the internal strength and weaknesses and external opportunities and threats, for Langeland as an angling destination (Goranczewski & Puciato, 2010). The SWOT analysis illustrated above, offers a perspective of Langeland's strong points and opportunities, supporting the probability to develop as an angling destination moreover offers a full picture on the weakness the island has in report to anglers' preferences.

Strength (internal)

Physical Plant

- High level of fishing quality
- Variable amount of fish species
- High environmental quality (Natural surroundings)
- Facility Development
 - Harbours with boat launches
 - Boat rentals
 - Angling focused accommodations.

Service

- Service and guidance from angling shops and boat rentals
- Service and guidance from Visit Langeland (angling map, internet platform, physical tourist office)
- Tour boats with high specialised angling guides

Freedom of choice

- High number of outdoor family activities
- Various selection of angling spots
- Diverse fish species

Involvement

- Long coastline, with less people, especially in the main angling season

Weakness (internal)

Physical Plant

- Not all harbours have angling facilities
- No common rooms for anglers on harbours

Freedom of choice

- Less control of the freedom of choice
- Small number of indoor activities
- No selection of high-pulse attractions

Additionally

- Visit Langeland are not fully aware of the market segment.
- Limited resources from Visit Langeland to develop Langeland as an angling destination.

Opportunities (external)

Physical Plant

- Less general tourists in the main angling season
- High demand from anglers of long beaches with less people, which is one of Langeland's strength

Freedom of choice

- Increasing fishing regulation, focus on size of cods.
- Increasing fishing quota on flounder, will be attractive for new segments anglers (spear gun and underwater angling)
- Regulations may be an opportunity to avoid the "deep freezer" segment.

Additionally

- Increase anglers experience, by co-creation

Threats (external)

Physical Plant

- Decreasing water quality
- Weather conditions can be unpredictable in the angling season

Freedom of choice

- Increasing fishing regulations

Additionally

- High chance of increasing homogenous competition.

The **physical plant** represented by fishing quality, environmental quality and facility development is argued as the strongest attributes on Langeland, and most essential for recreational anglers. The elements representing this dimension also offer the foundation for the freedom of choice and involvement to manifest, influencing if the two are strengths or weaknesses of the destination.

Langeland has a high-fishing quality, containing various fish species, a steady amount of fish having a positive impact on freedom of choice. One of the threats regarding this factor is water quality, that even if at this time is a balanced environment in which fish can live in, the tendency of water quality is decreasing therefore create a possible toxic environment for the fish. Moreover, the increasing of fishing regulation can be seen as threat to freedom of choice if not manage correctly. It was as well found as a strength that Langeland has a long coastline which is integral element of environmental quality and has a positive impact on angler's possibilities for involvement and freedom of choice. We have acknowledged that Anne Mette mentioned that Visit Langeland was not aware of angler's preferences of activities to perform when angling was not possible, therefore we found co-creation as an opportunity to get a better inside of anglers needs. In short, co-creation *"is about creation of value between consumers and destination attributes (...) the realization of value depends on the customer's participation in the service process"* (Cabiddu, et al., 2013, p. 88). We suggest that co-creation should be developed in a cooperation between Visit Langeland and tourism actors interested in facilitating angling tourists.

Hereby the aim will be to engage with anglers on the destination or before arriving to get a better understanding of their needs and desires.

Facility development has been considered a strength through the accommodation facilities that are fishing oriented and harbours, that offers anglers possibilities to fillet, store and cook fish were noted as strength that Langeland has. Next, it was as well found as a strength that Langeland has a high number of outdoor attractions and family attractions, as anglers expressed that they were mostly attracted to outdoor activities, which will increase freedom of choice. Weaknesses mentioned referring to facility development were, missing common rooms on harbours, and no high-pulse attractions on Langeland, both having a negative impact on freedom of choice. Additional, we mentioned as a weakness the small number of indoor activities Langeland has, because even if anglers have a preference for outdoor activities, as the weather in the angling season can be unpredictable this element would add to the facility development reflected in freedom of choice. It was found as a

weakness that Langeland as a destination has less control over the element of freedom of choice, as Visit Langeland mentions that they found it difficult to understand the anglers demands and needs for after fishing activities. This weakness is also influenced by the fact that Visit Langeland noted that they had less human resources to do research for the development of an angling focused strategy for Langeland. In the case of threatens coming from other competitive destinations this weakness must be addressed.

Furthermore, **service** in terms of guidance from angling tourism developers and local businesses has shown to be satisfactory on Langeland, maps with fishing spots and knowledgeable personnel at the angling shops.

As well, Anne Mette expressed in the interview, that they had less human resources in the organisation of Visit Langeland to investigate further on specific strategies. She noted that she does not have an in-depth information about angling segments, and therefore at the moment the segment *"all anglers"* and *"all tourists"* are in their target when promoting Langeland. She noted however, that they were aware of the segment they did not want to attract the *"deep freezer segment"*. Instead of promoting towards specific segment, Visit Langeland promote in different European countries, such as to Nordic German regions, Holland, and Belgium, when they promote Langeland, not only angling is in focus but all kind of tourist attractions on Langeland. As we acknowledged that to develop competitive advantage for a destination, it is essential to focus on one or a few target segments on different markets rather than the segment *"all anglers"* or *"all tourists"*. We therefore, suggest that Visit Langeland should invest in research in cooperation with angling organisations such as Seatrout Funen, with the aim of developing a differentiation strategy with a specific focus towards a few angling segments on a selection of markets. By doing so, Langeland will in a long term have a possibility to be a first mover focusing on specific segments and create a competitive advantage.

Nonetheless, several opportunities have been discovered referring to the elements of the tourism generic product. Firstly, less tourists in the main angling season, combined with the strong environmental quality is an opportunity to promote low-encounter levels and no crowding at the destination having direct impact on involvement and freedom of choice.

Increasing in fishing regulation can be also seen as an opportunity to focus on trophy fishing, rather than quantity. This can attract more specialised anglers and less *"deep freezer anglers"* that at this point the destination is trying to avoid. Furthermore, as the quotas on

some fish (cods) have decreased, quotas on other species such as for flounder fish, have increased, therefore we found it as an opportunity where Langeland can increase the offers of diverse methods of angling, such as spear angling.

VII. Conclusion

Through the review of literature and statistics on angling tourism, it became evident that this sector of tourism has great potential in developing rural areas. Angling tourism experiencing high popularity in the last decades (Bryden et al., 2010) and together with other nature-based activities is considered an essential element of development for Nordic countries (Toivonen et al., 2004, Fredman & Tyrväinen, 2010). However, for developing successful new products or existing products, tourism actors have to identify and tailor strategies to a specific segment (Tribe, 2010). Therefore, the aim of this study was (1) to understand the motivation of anglers in Region South Denmark and (2) to evaluate the suitability of Langeland as an angling tourism destination. In this way, we manage to learn more about angler's motivation and preferences and evaluate Langeland against them. Further on we present an overview of the findings together with recommendations for different actors on the destination.

ANGLER'S MOTIVATION

Looking back at our objectives for this project, firstly we approached angler's motivation. Even if the subject of angler's preferences, needs and motivation have had centuries of study, focused research depending on location is encouraged (Arlinghaus, 2006; Mordue, 2009; Beardmore et al., 2011; Ferter et al., 2013). We argue here that the core motives anglers in the Region of South Denmark have for engaging in angling holidays are relationship strength, escape/relax, stimulation and nature. When looking at the motivation in relation to specialisation level, it became clear that the second set of motives can be identified. This second layer of motives is found to have second-degree influence in angler's decision process (Pearce & Lee, 2005). An obvious discrepancy is present between the second layer motivation of the low specialised anglers compare to high specialised anglers. Where the high specialised anglers are found to have activity general motivation, fishing being the moment when they become reflexive on their life and find more of themselves (self-actualization), and enjoy the peace and quiet of the fishing spot (isolation). Nostalgia is found to be, additional to the core motives, strong influencer for high specialized anglers, the need to remember old times with their fathers and grandfathers being a sensible point for these high specialized anglers. In contrast, the low specialised sample showed high activity specific motivation, these anglers are looking for self-development and recognition. Additional the last layer within the Career Pattern represents less necessary but present motivation for both segments. In the case of anglers in Region South Denmark are autonomy,

novelty, and host-site involvement. The knowledge found in this section shows that anglers have a diversity of motives that drive theory behaviour and different type of motivation referring to activity specific and activity general represent each segment. What does this mean for practitioners? It offers tourism strategists an overview of each angling segment motivation, allowing them to make thoughtful decisions for the development of a destination. In the case of Langeland, our findings can add to the existing knowledge of Visit Langeland showing based on angler's motivation that the most important aspects they should focus on in promotion and focus strategies are the activity general aspects that portray the achievement of relation strength (enjoying with friend and family), relaxation and nature. The aspect of stimulation is also a core motive. Therefore, the framing of the catch when promoting is also relevant. Even so, the way this aspect should be framed depends on who is the product addressed to. While stimulation and the aspect of the catch are seen as a holistic experience for high specialised anglers representing a mean to reach self-actualization and nostalgia low specialised anglers experience the catch in a different way hoping to receive recognition and personal development. Moreover, for the destination development side angler's motivation should be taking into consideration when choosing which aspects of the destination should be developed. Motivation by itself can be misleading. Hence, we aimed to get a more in-depth view of what are the elements within a destination that support the motivational factors presented and what level of control management has on them.

DESTINATION ATTRIBUTES

Furthermore, as mentioned in our research objectives, we looked at destination attributes from anglers' perspective, following Smith (1994) generic tourism product framework. The mean-end theory has brought in additional knowledge on destination attributes, and their higher values enabling a multidimensional view of each element. We discovered that the physical plant is the main element anglers search for when choosing a destination. Within this element aspects of environmental quality, facility development and fishing quality were mentioned further and assessed.

Hereby, within the physical plant, environmental quality was cited as the most important element by anglers when choosing an angling destination. Environmental quality was represented by natural surroundings and crowding levels. Anglers independent on their level of specialisation have associated this destination attributes with activity general

motivation as escape/relax, nature, and stimulation. When evaluating Langeland, the natural surrounding and crowding levels are appreciated as suitable in relation to anglers reported needs. One concern arises in regard to water quality, which can become a potential threat if the tendency of contamination persists. Visit Langeland should be in charge of distributing the message of Langeland's environmental quality which is an essential element for anglers and a strong point for Langeland. The message should focus on how the environmental quality on Langeland will have an impact of feeling free, being reflexive and fulfilling the motives of isolation, self-actualization and escape/relax. Also, the maintenance of natural environment is highly recommended for the Municipality of Langeland.

Moving on to facility development this destination attribute is well represented on Langeland, facilities such as boat launches, fishing oriented accommodation possibilities and opportunities to conduct other outdoor recreational activities being present at the destination. The need for this destination attributes is reflected through the mean-end chains developed, and show how anglers use harbours and their facilities as means for being free of constraints (autonomy), be comfortable and rested at the destination so anglers can enjoy their time with friend and family, through accommodation facilities and other activities they can do, strongly linking these attributes with escape/relax, relationship strength. Langeland stands strong in the area of facility development. Facility developers private or public, such as municipality, boat rentals companies and accommodation facilitators are in charge of their own development. Staying aware of the preferences and need of anglers and the motives behind them can offer a competitive advantage. Accommodation facilitators could use the mean-end information to share the message with anglers, that their accommodation is focusing on anglers needs having gutting, storing and cooking the fish facilities. And they will, therefore, be comfortable, easily enjoy times with family and friends and then fulfil the motive of escape/relax and relationship (strengthen). For public developers like, harbours facility designers, should be aware that the possibility of having their own boat on a destination, for anglers in Region South Denmark perpetuates the feelings of being free, being successful and finally the prospect of autonomy, recognition, and novelty.

Under the physical plant elements, we present the fishing quality that associates with angler's need for stimulation, self-development, and relationship strength. Here we encountered a distinction depending on the level of specialisation anglers had, and results in a preference for having a lot of fish in the water expressed by low-specialised anglers and having trophy fish exemplars relevant for high specialised anglers. When analysing

Langland in terms of fishing quality, we found that Langland's Belt is the home of more fish species that can be caught year-round, and has a constant flow of fish. Therefore, it was discovered to be an attribute for Langland that is matching angler's preferences. The high level of fishing quality should be formulated through great chances of catch for low-specialized anglers and the possibility to catch a trophy fish if the target is high-specialized anglers. We do not say that these predilections are exclusive and that, low-specialized anglers will not respond to the possibility to catch a trophy fish, or the other way around, but based on our findings the fish size matters for high-specialized anglers as they look for challenge while the amount of fish in the water is vital for low-specialized anglers that look for recognition achieved through the success and sharing of the catch. To be successful while fishing and sharing the experiences with friends and family both articulating the motive Relationship (strengthen) and recognition. It can also be expressed through having diverse fish species, and anglers will get the opportunity to challenge themselves and reach the motive self-development (personal).

The next element noted as important for our respondents is the freedom of choice. From a destination perspective, this element requires the provision of options within the destination for anglers. At this point, Langland is facing an increase in fishing regulations; this factor was found to be a direct influence on angler's freedom of choice. Other destination attributes that influence the freedom of choice are fish species diversity, accommodation and entertainment possibilities and opportunities for diverse methods of fishing. Our findings show that Langland is able to provide this set of attributes but needs to focus on improving the entertainment possibilities for anglers. To improve angler's experience on Langland and especially freedom of choice, we found co-creation between anglers and tourism developers is necessary.

It will, therefore, be needed to conduct further research focusing on anglers need for freedom of choice and the elements affecting this dimension, to identify what could be further improved to accomplish anglers needs. This could occur as a cooperation between destination actors. For instance, accommodation facilitators could develop short interviews with anglers before or after arriving and providing the information for Visit Langland. Co-creation could also be developed through engaging anglers in an online competition on a social platform (such as Facebook) where anglers must propose ideas to improve Langland as an angling destination and best feasible ideas to be awarded and promoted. By choosing co-creation as a tool for product development, Langland will achieve a competitive

advantage, as their products will be tailor-made for anglers, and the threat of homogeneous competition will decrease (Prahalad & Ramaswamy, 2004).

Hospitality was an element which showed value by anglers; it was, however, an element which is hard to assess on Langeland. Although, we conclude that if angling development actors scatter the message of friendly locals and warm hospitality, it will have a positive influence on angler's choice of destination. Anglers independent of the level of specialisation will feel welcome, and the motive of self-development (host-side involvement) will increase and, the possibility to return to the destination. Additionally, this element is highly controlled by locals, and the perception of hospitality comes from subjective interactions that anglers have with the locals. Previous research on angling destination showed that if the local anglers are satisfied with the fishing experience, they will be more welcoming towards the angling tourism in the area (Ditton et al., 2002). Therefore, we recommend management to assure the satisfaction of the locals that consequently will support the development of a successful tourism product. Another strategy that could improve the local perspective on tourism development can be achieved through the presentation of tourism benefits for local community such as jobs created and income from tourism. We also strongly recommend further research on the matter as local's satisfaction is a subject on its own.

Involvement is granted through the capacity to focus on the recreational activity chosen. In the case of angling tourists on Langeland, we found that this element is directly influenced by encounters level at the fishing spot and can be facilitated by the existence of multiple fishing spots. In this case, as Smith (1994) argues, there is so much destination developers can do because the level of involvement anglers has highly dependent on their commitment towards the activity.

Service is the last element mentioned by anglers in close connection to recognition, relax and relation strength. The need for clean accommodation is seen as common sense and the service oriented towards fishing spots has been seen as elements leading to success. Through the evaluation of Langeland information service, we found that anglers are content with the level of information they receive, but no clear assessment of cleanliness levels at the accommodation could be done. All accommodation facilities on Langeland are privately owned therefore we recommend for these actors if interested in attracting more anglers as guests they should assure the development of fishing facilities and the maintenance of high cleaning standards. In addition, when promoting towards anglers, accommodation facilities should be aware that depending on the trip context the needs of anglers will change.

Therefore, one presentation could look to associate fishing holiday with family time, and other could look to portrayal holidays with friends.

Nevertheless, we conclude based on the reasoned findings, that Langeland is suitable for developing angling tourism. This can be done through the approach of a differentiating strategy looking at the destination design, and advertising from angler's perspective. In this case, additional research on the segment the destination on wants to approach is recommended, looking for a balance between Langeland's existing tourism markets and angling tourism.

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IX. Appendix

Table 6 Specialization Level

Demography	Behavioural dimension	Affective dimension	Cognitive dimension	Specialization Level
<p>1. Johannes</p> <ul style="list-style-type: none"> - 76 years - Dutch - Male - Retired 	<p>"I travel for fishing every year, 3 months (5 weeks in Denmark and 4 in Norway last year)"</p> <p>"I practice fishing technique a lot."</p>	<p>"Fishing is a big part of my life."</p> <p>"I prefer fishing over hunting"</p> <p>"When I travel, fishing is my only worry."</p>	<p>"I think I am very good."</p> <p>"I am specialised in seatrout, and I make an effort to get good."</p> <p>"Reading a lot of books and magazines and observe others technique "</p> <p>"I practice a lot."</p> <p>Respondent has a lot of knowledge about the fishing waters and the gear</p>	Specialized
<p>2. Soren</p> <ul style="list-style-type: none"> - 60 years - Danish - Male <p>entrepreneur</p>	<p>"I use most of my free time on fishing."</p> <p>"I go fishing between 15-20 times a year. Not as much as I would have wanted."</p> <p>"I am fishing since I was a boy. When you fish since you are 12, you can't avoid learning something."</p>	<p>"I like hunting as much as fishing 50-50."</p> <p>"I go fishing even if it's raining"</p> <p>"If I could I would do it all the time."</p>	<p>"I would categorise myself as a medium skilled."</p> <p>"I am learning from the guys at the club."</p> <p>Respondent has a lot of knowledge about the fishing waters and the gear.</p> <p>"You learn over the years, and I read a lot about fishing "</p>	Specialized
<p>3. Dan</p> <ul style="list-style-type: none"> - 55 years - German - Teacher - Male 	<p>"I travel for fishing two times a year around 40 fishing days."</p>	<p>"Fishing is the only leisure activity I engage in "</p> <p>"I organise all my holidays around fishing."</p>	<p>"I am part of 2 fishing organisations."</p> <p>"I will say I am a good angler."</p> <p>"I learn from observing others technique and experience "</p>	Specialized
<p>4. Jan</p> <ul style="list-style-type: none"> - 52 - German - Male - Facility manager 	<p>"I travel for 1 or 2 weeks every year."</p>	<p>"I am aware when something in relation to fishing happens around me, and I take an interest in it. "</p>	<p>"I am part of fishing organisations "</p> <p>"I think my skills are very good "</p> <p>"I learn from a lot of practice, magazines, TV shows</p>	Specialized

		"I still fish even if my friends have stopped and I am alone."	and the Internet, that is the main one today "	
5. Henrik - 38 - Holland - Male - Storekeeper	"I have been fishing less than 15 times and is the first time I travel outside my country for it " "Is when I have some time off."	"Is an important activity but I also like football which I spend more time on " "I don't prioritise for fishing."	"I think I am specialised in fly fishing." "I always know what I need; I made no effort."	Low specialized
6. Hans - 45 - Germany - Male - Logistics	"All my holidays are organised around fishing for my family as well." "I have been fishing more than 100 times 2 or 3 weeks outside Germany."	"Fishing is having the biggest part of my life, the same place with family." "Is my main leisure activity." "I am a very devoted angler."	"I think I have high skills " "I read magazine watch TV shows, books about the techniques." "I always know what gear I need."	Specialized
7. Louis - 56 - Belgium - Male - Maintenance keeper	"It influences my family a lot because I go fishing alone or with my friends " "Normally I go out four times a year in Denmark, and I have around 50 fishing trips per year."	"Is the top leisure activity for me " "Went we go out fishing is our priority."	"I think I have good skills " "I make an effort every time I learn from my friends they have a lot of experience." "I always know [what gear to use] because I ask my friend at the fishing shop."	Specialized
8. Pierre - Luxembourg - 37 - Male - Swim teacher	"We spend most of our free time in places where we can fish around 50 fishing days/year." "we used to go at least a month a year on a fishing destination."	"Is the most important activity I do." "above all fishing."	"I think I have good skills." "I learn it by doing it, but I read a lot and watch a lot of shows." "If I know the place, I always know that gear I need, but if I go other places, I do research."	Specialized
9. Stephanie - Luxembourg - 33 - Female - Biology teacher	"We spend most of our free time in places where we can go fishing." "I guess around, 40 fishing days per year."	"Is one of my favourite ways of spending time but I like hiking more."	"I think I am somehow good. I learn from my husband." "But I also watch a lot of fishing shows to see the latest trends and good fishing spots."	Low specialized
10. Manfred - Germany - 35	"I drive one or two times a year to fish around ten days."	"I like to drive motorcycles more than fishing."	"I think my skills are medium."	Low specialized

<ul style="list-style-type: none"> - Male - Journalist 	<p>"I only fish on holidays."</p> <p>"If the weather is bad (raining) we don't go out."</p>		<p>"I am a rookie."</p> <p>"I put no effort to learn different techniques. It only what friends show me. I learn from experience."</p>	
<p>11. Jann</p> <ul style="list-style-type: none"> - Holland - 47 - Supervisor for oil company 	<p>"I have been fishing my whole life."</p> <p>"I have been fishing over 50 times and travelled once a year for fishing."</p> <p>"I always know what I need is not I buy it."</p>	<p>"Is a big thing in my life, my family is second biggest thing "</p> <p>"I prefer fishing most as an activity."</p>	<p>"I think my skills are good."</p> <p>"If I don't know the place I always ask the locals" [what Gear he needs]</p> <p>"I learn every time I go fishing "</p>	Specialized
<p>12. Casper</p> <ul style="list-style-type: none"> - Belgium - 39 - Bar owner (with a fishing lake for carbs) 	<p>"I have been fishing since I was a kid."</p> <p>"I wake up, and I think about fishing, every day."</p> <p>"I meet at the club every weekend."</p> <p>"I travel around six or seven times a year; one week trips around 50 fishing days."</p>	<p>"It is a big part of my life; I love fishing."</p> <p>"Fishing is in my heart."</p> <p>"Fishing is number one activity."</p>	<p>"I am part of a club."</p> <p>"I think I am really good; I was a two-time champion in Holland."</p> <p>"I fish a lot, so that is an experience but I read about fishing before going and having the experience."</p> <p>"I always know what I need, and also experience because I am sponsored."</p>	Specialized
<p>13. Henrik P.</p> <ul style="list-style-type: none"> - Danish - 48 - Male - Teacher 	<p>"Fishing fills my whole life; It's both work and free time."</p> <p>"I go fishing between 150-200 times a year."</p> <p>"I travel for fishing once a year for a month."</p>	<p>"Is a big part of my life."</p> <p>"I enjoy fishing most at the moment."</p>	<p>"I think I am on average; I do not fly fish, so people say if you know that that means you are good."</p> <p>"I know all the time what I need for the coast."</p>	Specialized
<p>14. Claus</p> <ul style="list-style-type: none"> - German - 26 - Male - E-commerce 	<p>"I don't spend a lot of time on it."</p> <p>"I have been fishing 30 times and travel three times a week each."</p>	<p>"Is my hobby, in my free time I like to go fishing "</p> <p>"I enjoy sitting at home and ply PlayStation but for outdoor fishing is the first activity."</p>	<p>"I think my skills are average."</p> <p>"I watch videos and try to get better by using different strategies. I read on internet and Facebook, blogs and magazines."</p>	Specialized
<p>15. Dennis</p> <ul style="list-style-type: none"> - Danish - 27 - student at intercultural 	<p>"Is has always been a big part of my life."</p>	<p>"It is a big part of my life."</p>	<p>"I would say I am pretty good "</p> <p>"I practice a lot, fly fishing."</p>	Specialized

<p>marketing at CBS</p> <p>- Male</p>	<p>"When the weather is, good I am easy to find on the coast "</p> <p>"I have been fishing 20 times last year."</p> <p>"I don't travel abroad for is, but I do in Denmark."</p>	<p>"Is has always been a big part of my life."</p> <p>"My social life and angling are the same level of importance. "</p>	<p>"I learned to fish at the youth club, and I keep practising by myself after and acquire my basic skills from magazines and the internet."</p> <p>"I always know what gear I need."</p>	
<p>16. Bertram</p> <p>- Danish</p> <p>- 62</p> <p>- Male</p> <p>- Building Engineer</p>	<p>"I have been fishing between 15-20-times fishing last year because of lack of time. We buy a house, so we worked on that."</p> <p>"I don't travel for fishing, but I fish when I travel."</p>	<p>"I love motorcycling and angling the same"</p> <p>"It has a positive effect in my life</p>	<p>"I think I am pretty good "</p> <p>"I practice, and then I write down what I observe, how the weather affects the fishing quality, etc."</p> <p>"I do an effort to achieve my skills. I take notes about the wind and weather and how it affects the fish behaviour, and I also read magazines about angling. "</p>	Low-Specialized
<p>17. Svend</p> <p>- Danish</p> <p>- 73</p> <p>- Male</p> <p>- Retired commercial anglers</p>	<p>"It has always been a big part of my life."</p> <p>"I cannot say that it affects my life it is a hobby "</p> <p>"We only travel around Denmark, around 20-30 times."</p>	<p>"It is a big part of my life."</p> <p>"My social life is close to the club meetings."</p> <p>"I enjoy angling best."</p> <p>"I came in the mother milk for me."</p>	<p>"I would say I am not so good, 50% luck and 50 % experience."</p> <p>"It was a long process that happened slowly, is still evolving evetime I go out fishing."</p> <p>"I also read online or books from the library</p> <p>"I know most of the time" [what gear he needs]</p>	Specialized
<p>18. Flemming</p> <p>- Danish</p> <p>- 68</p> <p>- Male</p> <p>- Retired commercial anglers</p>	<p>"I started angling as a hobby with my kids."</p> <p>"I have always been a part of my life."</p> <p>"I cannot say that it affects my life it is a hobby."</p> <p>"We only travel around Denmark; I thought around 70-100 times last year."</p>	<p>"My social life is close to the fisherman club meetings."</p> <p>"I enjoy angling best."</p>	<p>"I would say I am not so good there are good days and bad days."</p> <p>"I learn from others, and sometimes I borrow books from the library."</p> <p>"I know what I need from experience."</p>	Specialized
<p>19. Andries</p> <p>- Holland</p> <p>- 57</p>	<p>"I travel two times a year for around four weeks</p>	<p>"[I see fishing] As a moment of rest."</p>	<p>"I think I have low skills."</p>	Low specialized

<ul style="list-style-type: none"> - male - IT Engineer 	<p>that will mean around 21 fishing days.”</p>	<p>“I like motorcycles. It will be 60/40.”</p>	<p>“I think knowledge [of the water conditions] and experience are more important than skills.”</p> <p>“I travel with a friend that is a specialist, so he tells me what I need to know.”</p>	
<p>20. Hubert</p> <ul style="list-style-type: none"> - Holland - 31 - Male - Landscaper 	<p>“Every time I see a little creek, pool, or the seaside I think about what I can fish there, but I always go to the same places.”</p> <p>“I go home every week, and I travel once a year to Denmark for three weeks that would be 21 fishing days. I go every day.”</p>	<p>“[I see fishing] As a moment of rest.”</p> <p>“I am always fishing, my most important hobby.”</p>	<p>“I see myself low skilled.”</p> <p>“I can fish but not understand the place and the wind “</p> <p>“I learn from people with more experience, Facebook or YouTube videos.”</p>	<p>Specialized</p>

Table 7 Angler motivation, analyses in vivo codes

	Interview 1 Specialized	Interview 2 Specialized	Interview 3 Specialized	Interview 4 Specialized
Novelty				
Escape and Relax		" When I am out fishing, I am relaxed and calm."	" I fish to relax."	
Relationship (strengthen)	" I travel to spend nice with my wife."	" I travel with my wife. Happy wife, happy life." " Fishing can also be social, with two friends in the boat, it can be very "hyggeligt""	" I meet with friends at the destination."	" I travel 2 weeks in the summer with the family."
Autonomy	" I don't like to consider other need than my own."		" I don't like to depend on nobody, or nobody to depend on me."	
Nature	" It is important that I can feel like I am in nature while fishing it makes me feel free."			"it is nice to be in nature." " It is all about nature; it gives me the ultimate freedom."
Self-development (Host-site involvement)		" I like to know the place I'm staying at and feel part of the community."	" I like to meet nice people; it makes me feel like home." " I like to learn by watching other anglers, and from other people's experience on the destination."	
Stimulation	" It makes me feel free." " I can take spontaneous decisions. (when I travel for fishing)"	" It is important for me to feel free." " It is really exciting the moment when you have a fish on the hug." " Closer to the catch as better it is."	" It makes me feel free."	" I want to do whatever I want and be spontaneous " Having an adventure."
Self-development (personal d.)			" I fish to catch a fish, and prove myself."	

Self-actualization			" I grow up with it is who I am."	
Isolation	"I am always fishing alone."	" I like to sit alone with myself and my thoughts."		" I like to be alone, on the beach and alone with thoughts, it makes me feel I am like back in time."
Nostalgia		" Since I was a boy (12 years old) fishing made me feel calm."	" I grow up with fishing." " My father and my grandfather was fishing"	" I remember my young days. I like to choose places that gives me this old feeling" " It has to a quiet place, it makes feel I am like back in time." " I am the only one who is still going"
Recognition				

	Interview 5 low- Specialized	Interview 6 Specialized	Interview 7 Specialized	Interview 8 Specialized
<i>Novelty</i>				"I have fun when I fish"
<i>Escape/relax</i>			"Fishing helps me relax"	"Fishing make me feel distressed"
<i>Relationship (strengthen)</i>	"It is very nice to fish with my friends and spending time with them. Makes me feel part of the group"	"I travel with my family or friends for fishing " "Last time I only travel with other fishers." "Friends are important sometimes"	"I would like to share fishing with my daughters." "Sharing the fish with other people, brings us together"	"I travel with my whole family for fishing. My wife is also fishing"
<i>Autonomy</i>		"I do not want to consider others needs when I am fishing. I often fish alone"		
<i>Nature</i>		"It is important to be in the middle of mother nature"		"Nature is important for me, because we are part of it. It makes me feel free without any limitation"
<i>Self-development (Host-site involvement)</i>			"I like to go out on the sea and look and learn from other anglers."	"I like to connect with locals on a destination. And feel

			part, almost like feeling home.” “We like to meet the locals and learn from their experiences.”
<i>Stimulation</i>	“I want to challenge myself”		“It makes me feel free without any limitation”
<i>Self-development (personal development)</i>	“I want to prove myself and improve my skills. I have specialized myself in fly fishing.”	“I like to fish challenging places and get better “ “I was a young boy I was fishing in the lakes, now I grow up and I am going to the sea.”	
<i>Self-actualization</i>	“Nature reminds me of where we come from and who we are.” “It gives me a sense of identity.” “Fishing is in my blood”	“Fishing makes me connect with myself. It has done that since I was a kid. “	“Fishing is who we are.”
<i>Isolation</i>			
<i>Nostalgia</i>	“I have been fishing since a was a little boy. “	“My father and grandfather went fishing is in my blood.”	“I started fishing when I was 4 years old with my grandfather, and I never stopped since”
<i>Recognition</i>		“It is important to catch a massive fish, so when we go home, we can show everybody have good we have done.”	

	Interview 9 Low-Specialized	Interview 10 Low- Specialized	Interview 11 Specialized	Interview 12 Specialized
Novelty	"I have fun when I fish"			
Escape/relax		"Fishing make me feel relaxing, and less stress in my life"		"I have no worries when I fish. "
Relationship (strengthen)	"Fishing brings us together as a family activity" "We bond over the food we catch. " "Fishing make me feel connected with my family"	"I travel two time a year to fish with my friends."	"I travel with friends, and fishing mates" "Being out on the water with friends."	"I go traveling for fishing in Denmark, to spent time with my father. " "I travel here in the summer to fish, and bring my family. "
Autonomy				
Nature	"We come from nature and is amazing to be able to sit in the middle of it and enjoy"	"I went on the trip because there is more and different nature."		
Self-development (Host-site involvement)	"I like to talk to talk with the locals connect with them."			
Stimulation		"I like spontaneous ideas"	"The time of the year does not matter.... (the story results that he wants the challenge)"	"Experience with new gear"
Self-development (personal development)	"I like to get better at catching fish"	"I am a rookie I am developing my skills all the time"		
Self-actualize			"Fishing make me feel connected with my roots"	"I would not enjoy my life without fishing" "I cannot think about I life without fishing, it is in my heart."
Isolation		"It must be quiet"		

Nostalgia	"My father was a fisher I am fishing since I was little. I was my father's boy 😊 "		"I have been fishing since I was young, with my father"	"I have been fishing since I was a kid, it is in my heart. "
Recognition	"I like to show it off"	"I want to catch a fish to bring it home."		

	Interview 13 Specialized	Interview 14 Specialized	Interview 15 Specialized	Interview 16 Low-Specialized
Novelty				
Escape/relax		<p>"I disconnect from my everyday life and reset."</p> <p>"Enjoying the moment, and having the thoughts another place than normally."</p> <p>"Fishing make me feel relaxation, and emptying my brain"</p>	"Fishing make me feel happy, satisfied and relaxed. "	"Fishing make me feel that a can disconnect my brain. I feel relaxed in my head and on my body. "
Relationship (strengthen)	<p>"Fishing for me is a social thing, with friends."</p> <p>"I travel for fishing always to be with my friends"</p>	"I travel for fishing to be with my family, it is important for me to share the experience."		
Autonomy				
Nature		"I fish for being in the nature. "		
Self-development (Host-site involvement)				
Stimulation	"Fishing gives me adrenaline. You have to make the right decision, using the right gear "			
Self-development (personal development)	"Here we catch and eat, as it should be"		"For me it is a competition with my"	"Is always nice to learn more or to"

			selves, I go fishing to perform.”	practice what you know.”
Self-actualize			“I can stand and think about my life alone out here” “I can be reflective on my own existence.”	
Isolation		“Being alone is important, it makes me disconnect.”	“I want to fish alone, with nobody to disturb me” “When we saw your car, we talked to go another place.”	“I like to have time alone”
Nostalgia				
Recognition				“The showing off part is the best.”

	Interview 17 Specialised	Interview 18 Specialised	Interview 19 Low- Specialized	Interview 20 Specialized
Novelty				
Escape/relax			“Fishing for me is an important moment of rest.”	“I come home from fishing with a clean head.”
Relationship (strengthen)	“We have a great social unity with the fishing club.”	“I started fishing as a hobby with my kids.” “Fishing for me is a social activity with Funen trolling club.” “The social feeling with other anglers is important for me.”	“I travel for fishing with friends in the spring, and summer with my family.”	“I only go on fishing holiday with friends.”
Autonomy				
Nature		“Enjoy being on the water”		“I fish because of being in the natural surroundings.”
Self-development (Host-site involvement)				

Stimulation			“It is an adventure to catch seatrout, and it’s good to eat.”	“I travel here in the spring only to catch seatrout.”
Self-development (personal development)	“The catch is very important “		“When I catch the fish, that is a moment where I feel, Yes! I can hunt.”	
Self-actualization		“Because I am raised with fresh air, it is an important thing for me to feel it. It is a good thing for me.”		“Fishing makes me feel happy, it is something inside me.” “I feel like the man back in the wild, give and take from the ocean.”
Isolation				“When I come here (to Denmark) I leave the family at home, and it’s all about the fishing and relaxation.”
Nostalgia	“Fishing came into my life, with my mother’s milk, my father was a fisher, and my grandfather was as well.”	“I was raised on the country side, and it is important, so it is important for me to be in the fresh air.”		“I remember my young days.”
Recognition				

