

# STANDARD FRONTPAGE FOR EXAMINATION PAPERS

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## Abstract

This thesis investigates how VisitAalborg can make the Limfjord-area into an attractive destination for angling tourism. The primary data for this inquiry was obtained through an elaborate preliminary netnographical study, a survey with almost 700 responses and 6 semi-structured qualitative interviews, which combined pose the foundation for this thesis. By means of a typology (*Motivated Fishing Tourist*, *Inspired Tourism Angler*, *Attracted Tourism Angler*) that separates anglers on basis of their motivation for fishing in their destination selection process, the results indicate that the anglers are not solely motivated by the prospects to go fishing when choosing their next angling destination. This was the case for both German and Danish anglers that pose the target groups in this study, who curiously have much in common, with very few exceptions.

Thus, the revealed driving forces for a majority of anglers are highly based on the prospects of experiencing a diverse nature, relaxing and socialising, while a smaller group of dedicated anglers value the more catch-oriented and angling-specific elements on the vacation. Seeing as the anglers express a multitude of preferences for going on vacation, it is difficult to accommodate to all demands. However, common ground was identified, in order to make new and appealing initiatives to attract the different types of anglers. The most important product that should be in focus is the sea trout, which is by far the most popular species among all types of anglers, while other popular species (herring, pike, mackerel, cod and garfish) are also high in prevalence in the Limfjord-area.

Moreover, the study also noticed a rapidly emerging outdoor-wave that should be embraced in the production of offers that appeal to a majority of anglers. The complementary services that are to be accentuated count both mountainbiking, horseback riding, golfing, hiking and sailing that can all be included in a destination image that appeals to the anglers who are not solely attracted by fishing. Likewise, it was revealed that many value the possibility of doing activities that does not resemble neither angling nor outdoor, as culture and other entertaining amusement offers are highly demanded for anglers, especially the ones who travel with their families.

Thus, VisitAalborg should pursue producing an image of an experience scape with no limits that accommodates to all types of anglers and their families.

However, much work should still be done to become a preferred destination, as a large number of competing angling destination-projects (e.g. FishingZealand, Havørred Fyn, Herning Kommune) are rapidly developing to attract the big-spending fishing tourists.

In order for VisitAalborg to appeal to these and make them choose the Limfjord-area over other destinations, much work is required. This includes organising the project by engaging in collaboration with the already existing project, Havørred Limfjorden, while jointly producing persuasive marketing material in multiple channels to create awareness about the destination to a range of prioritised markets in Europe, with primary focus on Germany. Accordingly, the website gateway "Havorredlimfjorden.dk" should be upgraded to produce an information platform that highlights the multitude of possibilities that the Limfjord-area boasts of.

Lastly, a serious effort should be launched to accommodate to the demands that include gearing the preferred overnight stay accommodations (holiday homes, camping sites, marinas, tent- and shelter-sites) with facilities to handle the caught fish, but also to collaborate with local equipment shops to put up automatons with worms and hooks, while developing and improving offers, such as fishing guide service, boat rentals and package tours.

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## Making the Limfjord-area into a Destination for Angling Tourism

### **1.0 Introduction**

The act of fishing has always been a part of human life - but from previously being a way of surviving, i.e., consumption-related, it has now grown into one of the largest leisure activities in the world (Mordue 2016).

The first recordings of fishing, or modern angling, being an activity for amusement can be traced back to the fifteenth century England in 1496 (Mordue 2016), where a guidebook was published with tips for catching fish with rod and line, while enjoying nature and engaging in social encounters with fellow anglers (Franklin 2001). The following centuries caused developments, with the first indicators of recreational angling in the late nineteenth century, when British gentry started travelling to locations with good fishing-possibilities (Borch et al. 2008), especially with preference for salmon-fishing in Norwegian rivers (Skullerød 2012).

This marked the beginning of modern fishing tourism, which presently is an important and profitable industry (Borch et al. 2008), mostly situated in rural areas as a nature-based activity, attracting more than 2 million active recreational anglers in Europe (Kauppi & Karjalainen 2012). According to Borch et al. (2008), this is a result of an increasing demand for active holidays, where diverse nature-based interests are pursued in international fishing tourism. Likewise, Mordue (2009) argues that the popularity arises from the national traditions, making it a cultural activity and an industry in its own right, which justifies that this is an acceptable part of holidaymaking, as well as a welcomed activity in the destination societies, because it provides notable income from food, accommodation and other industries (Arlinghaus et al. 2002). Therefore, fishing tourism is also big business in various countries around the world (Borch et al. 2008), as it can potentially generate increased employment (Cowx 2015).

In this regard, fishing is the most popular product offered within consumptive wildlife tourism-industry (Solstrand 2015), among other popular types of activities, such as hunting and shooting, which might explain that this type of tourism has seen a stable number of hunters and fishers globally since the 1980s (Lovelock 2008). However, this can also be seen as a challenge for the business, because it requires innovation to accommodate the current aging population of anglers (Lovelock 2008), as well as attracting new anglers (Wightman et al. 2008), with developed products to meet the demands (Mordue 2009). Accordingly, Aas and Schramm (2008) underline that the greatest challenge to recreational fisheries is the future insufficiency of fishing waters, because it poses a secondary priority to other vital needs like drinking water and agriculture.

These challenges and others are acknowledged worldwide, where the "World Recreational Fishing Conference" is held every 3<sup>rd</sup> year to discuss the industry's

future challenges and opportunities, especially focused on the worldwide declines in fish stocks, sustainability and issues of exploitation by commercial fisheries (WRFC 2017).

Similarly, these issues are also in focus in a Danish context, concurrently with an outdoor-wave, which has given rise to several activities and events centring around fishing. This includes masses (Outdoor 2017), conferences (Tjen Penge på Naturen 2016), unions (Danmarks Sportsfiskerforbund 2017a), radio-programs (Radio 24/Syv 2017) and TV-shows (TV2 Nord 2017), where matters related to fishing, people and the outdoor-industry are discussed, making the relevancy of the topic emerge.

This increased focus is also triggered because the interest and demand in outdoor tourism in Denmark is historically high, with nature, coast, ocean and beaches as the preferred motive for around 70% of tourists in Denmark, which makes coast- and nature tourism the biggest tourism industry in Denmark with a revenue of 45,2 billion in 2015 (VisitDenmark 2016a; VisitDenmark 2016c).

These tendencies generate increased focus on sustainability at the destinations and their resources, when e.g. Cowx (2015) underlines that Denmark sees the most valuable fishes in decline, as well as cases of environmental impact on the nature, e.g. eutrophication and pollution of the waters (Riisgård et al. 2012), mainly because of agriculture and its emitted toxic slurry leading to oxygen depletion (Appx. 2.C).

Apart from the negative impacts, recreational fishing represents significant opportunities for local communities to make money from angling tourism, as experienced in a project in Funen (Rasmussen & Geertz-Hansen 2001), which has given 55-58 million DKK annually in revenue from minimum 55.000 overnight stays, solely generated from angling tourism (Task Force 2015). This project has increased the Danish focus on the advantages, making new initiatives appear, both on the national plan to attract more from the primary prioritised market Germany (VisitDenmark 2016b), the regional level with Havørred Fyn, Havørred Limfjorden, Fishing Zealand (Task Force 2015) and Herning Kommune (2016), as well as the local plan with restoration of small streams (Havørred Limfjorden 2016; Den Sjællandske Grusbände 2017). All these initiatives are launched to enhance the quality of fishing experiences in Denmark, to attract both Danish residents, counting more than half a million (Natur og Miljø 2013) and foreign fishing tourists, especially Germans, who represent the most foreign anglers in Denmark (Jensen et al. 2010). This also resembles the results of a preliminary netnographical pilot study of this investigation (Appx. 1.B; 1.C).

The reason that angling tourism in a Danish context is attractive is that it is not limited to peak seasons, but also a potential source of generating revenue in the shoulder seasons in the spring and fall, where regular tourist businesses shut down (Appx. 2.A-2.D; Task Force 2015). Moreover, the recent years have experienced a

rapid increase in recreational activities, such as recreational fishing and tourism (Borch et al. 2008).

This illustrates an augmented focus on nature as a source of attracting tourists and increasing revenue, which is estimated to realise around 2500 DKK pr. Kilo fish in a socio-economic (Limfjordsrådet 2015). This is also what Cowx (2015) calls a multiplier effect of fishing on the economy, which benefits parts (Ditton et al. 2002), because a fishing tourist purchases services from a multifaceted tourism industry (Borch et al. 2008).

### 1.0.1 Problem Field

On basis of the general introduction above, those prospects combined with this author's internship at VisitAalborg and concurrent work on a project that initiated the netnographical study, inspired the continuation and further investigation of this thesis. I.e., the first two months of netnography started as data collection for the municipality of Herning, which was part of a report by Kvistgaard and Hird (2016). It should be underlined that the author (me) of this thesis has conducted all gathering of data himself, and that the focus of this thesis does not resemble that of the report by Kvistgaard and Hird (2016), except including the same countries to focus on.

An additional reason for engaging in this topic was on basis of an investigation made by the organisation "Limfjordsrådet", which has shown that there is a large unexploited potential for angling tourism in the Limfjord-area (Limfjordsrådet 2016), which is a saltwater strait in Northern Denmark (cf. section 1.4). At the same time, VisitAalborg is currently exploring the possibilities to attract more angling tourists and develop the Limfjord-area as an attractive destination (Appx. 2.A). This also underlines the relevance for developments in this area, seeing as there is already a similar development project in motion. Furthermore, the actuality is substantiated, as "Limfjordsrådet" has recently received half a million DKK from a public fund to support this project "Havørred Limfjorden" (Limfjordsrådet 2016).

Simultaneously, as they are preparing to make an enhanced focus on angling tourism with new funds, the Ministry for environment and food of Denmark has initiated a project with the intention to produce a new, national and joint strategy for angling tourism for all stakeholders at March 24<sup>th</sup> 2017, because *"Denmark has a unique angler-environment, and there is potential for even more"* (Miljø- og Fødevareministeriet 2017). In this regard, the new and proposed strategy will align itself closely to this thesis, and also confirm the actuality and relevancy in focusing on this aspect of angling, in a tourism context.

As seen in the previous section, which is part of the literature review, this investigation will draw on and be inspired by the already existing and large corpus of literature and academic work in this field of inquiry (cf. section 2.6.2), in which



scholars have given much attention to the topic (Ditton et al. 2002; Arlinghaus 2006a/b; Pawson et al. 2008; Hjalager 2010; Kauppila & Karjalainen 2012; Cowx 2015; Solstrand 2015; Mordue 2016, etc.). According to Borch et al. (2008), a common point in the existing tourism research regards is the fact that recreational fishing combined with tourism has not received enough attention recently. Accordingly, this thesis is intended to situate itself in an interface of the extensive corpus of literature and aid in filling up a much-needed gap in this under examined area of inquiry.

On basis of the above elements, this thesis will differentiate itself by situating itself to focus more on the individual angler and how to attract them on basis of their motivations, preferences and habits, enhancing a focus on the demand-side of recreational fishing, compared to the supply-side of the fishing-areas in the Limfjord-area, focusing on unique characteristics, profitable species and popular accommodation.

This thesis will take its departure in collaboration with VisitAalborg, which is the destination-marketing organisation (DMO) in Aalborg that is also interested in exploring the potential to accommodate to, and attract more angling tourists by means of the Limfjord-area. This is described in their latest Strategy 2017-2020 (VisitAalborg 2016a). Correspondingly, it is agreed with VisitAalborg (Appx. 2.A; 2.B), that this thesis will be on the investigative plan, which serve to suggest ideas and guidelines for new initiatives for the Limfjord-area to attract angling tourists.

## 1.1 Problem Formulation

On basis of the introductory exposition above, this thesis will engage in an investigation that will examine how VisitAalborg can use the Limfjord-area to attract more angling tourists. This has been formulated in the following problem formulation:

***“What motivate the Danish and German anglers, and how could this be used by VisitAalborg to attract more angling tourists to the Limfjord-area?”***

This formulation has been produced with the intention to come up with tangible advice and suggestions for VisitAalborg in their attempt to develop their offers to accommodate to demands of tourists visiting Aalborg and its surrounding areas (Appx. 2.A; 2.B). In order to arrive at a basis for satisfactorily answering this problem formulation, this thesis will touch upon motivations, SWOT-theory, and an infrastructural framework combined with branding theory to produce a conclusion. An elaborate explanation of the theoretical foundation will be introduced in Chapter 3.

This will be combined with an investigation that primarily focus the demand-side of angling tourism, specifically in relation to the driving forces, trends and tendencies for Danish and German anglers, which will be assessed and compared to the existing supply in Aalborg. I.e., it is vital to know the target audience, because it would be meaningless to propose a list of possible initiatives, if there were no potential in implementing them. Therefore, the interviews with angling-experts (Appx. 2.C-2.F) will include assessments of the present and possible initiatives, in order to evaluate if it would be of value to implement them.

To answer the problem formulation, the methods to procure data for this inquiry have firstly been a netnographical pilot study to determine its focus and target group. Subsequently, qualitative interviews along with a survey will define the forces of attraction and demands from anglers and experts with knowledge about the Limfjord-area and angling in general. This will be combined with relevant data that has arisen from an extensive review of already existing literature on the topic of fishing and fishing tourism. An elaboration of the methodological reflections and data collection will be conducted in Chapter 2.

Last but not least, this author's motivation for writing about this topic has been shaped by a lifetime of fishing, which has increased the personal encouragement and interest in becoming expert in this field, combined with a professional eager to acquire specialised knowledge about this niche of the tourism industry.

## 1.2 Target Group

As mentioned earlier, the primary target group for angling tourism in this thesis will constitute German and Danish anglers. I.e., through an extensive netnographical pilot study, which monitored online communities for anglers in Denmark, Germany, Norway, Sweden, USA, England, Ireland and Scotland, it was revealed that the Danish and German fishing tourists were the most expedient focal groups to attract to Danish fishing facilities (Appx. 1.B-1.H). Likewise, VisitAalborg state that this target group is also their primary group of focus (Appx. 2.A; 2.B).

This is confirmed by a report from Region Syddanmark (2014), which states that angling tourists predominantly choose a neighbouring destination when angling abroad. Accordingly, it underlines that 85% of the anglers in DK combined come from Denmark and Germany, and more so that 26% of Germans went fishing on their latest vacation (Region Syddanmark 2014).

Throughout this investigation, the target groups will primarily be compared equally, as the netnography also revealed that the two nationalities have most preferences in common (Appx. 1.B; 1.C). However, when the data reveals points of important differences (cf. Appx. 3.A), they will naturally be taken into consideration.



An additional argument for the choice of Danish and German anglers is that the interpretation and comprehension that arise from the data is easier to grasp, seeing as this author live (more or less) within the same cultural context of being an angler in the Western World. However, there are also consequences of being an “insider”, which will be elaborated in the Chapter 2 Methodology.

### 1.3 Definition of Concepts

This section will clarify a number of concepts that will be applied throughout this thesis, in order for the coherence and conceptual understanding to be understood.

The concepts will be included because they are important to the comprehension of the thesis in its totality, but not as sufficiently important to be substantiated as theoretical tools to be included as a part of the analysis.

#### 1.3.1 Conceptual Definitions of Tourism, Angling and Angling Tourism

In this thesis, angling tourism, or fishing tourism will be regarded as all fishing activities for recreational reasons. I.e., fishing for non-commercial or non-economic reasons. However, the attraction of locals to engage in angling will also be included as a possibility for VisitAalborg. This is mainly due to the conceptual definition by Jafar presented in Kauppila and Karjalainen, which sees tourism as *“the movement and activity outside of their ordinary, daily residential and working environment and the entity of population, enterprises and organisations that serve tourists as well as entity of impacts generated by tourism”* (2012: 2).

On basis of that quote, this thesis will acknowledge all individuals who go fishing as representatives for the angling tourists, seeing as they still contribute to the field, no matter how extended the period, intensity and seriousness in angling is, if they just fulfil the requirement of fishing for recreational reasons (Borch et al. 2008).

Though no definition is commonly agreed upon, due to many overlapping elements and types of angling, Pawson et al. (2008) have analysed definitions from a long range of sources. They present a list of different definitions, where the European Commission defines: *“recreational and game fisheries”* as *“all fishing activities not conducted for commercial fishing purposes”* (European Commission in Pawson et al. 2008: 340). This definition clearly underlines that no fishing for monetary motives can be categorised as recreational fishing. Hence, fitting this thesis, where the primary reason for participation is leisure (Cooke & Cowx 2004). However, recreational fishing can also be confusing in its attitude towards the gear used for the activity (Pawson et al. 2008). Therefore, in this thesis, the connotation of the terms *angling* and *fishing* will be juxtaposed as equally describing the same activity, with the purpose of catching fish or other aquatic animals by use of all types of equipment (hook, rod, line, spear, lures, bait, etc.) for recreational reasons that do

not include any commercial elements. I.e., exploitation of the fish in their natural environment carried out by professionals as a source of income (Cowx 2015).

Likewise, as Arlinghaus et al. (2002) denote, fishing using rod, reel, line and hooks is by far also the most important branch of fishing for recreational reasons. Correspondingly, as it is recognised by Ditton (2008), recreational fishing can be very difficult to generalise, seeing as it constitutes so many branches and preferences. Thus, this is what this thesis aims to unravel.

### 1.3.2 Relationship between Fishing, Leisure, Recreation and Tourism

This Figure 1 illustrates how the constituents of fishing tourism/tourism fishing relate to each other. According to Kauppila and Karjalainen (2012: 2), it is a framework to establish the basic principles of tourism with angling as the main element. However, it is important to note that the contemporary view of their relationship makes the lines blurred, because tourism can combine work and leisure on the same travel, which is the case for one angling-expert interviewee (Appx. 2.F).

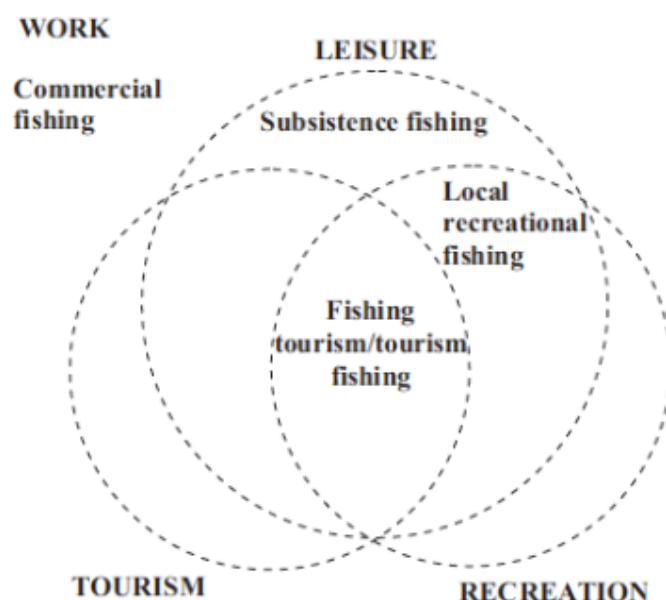


Fig. 1. Relationship between fishing, leisure, recreation and tourism.

Moreover, Kauppila and Karjalainen (2012) argue that the tourism element is characterised by both leisure and business tourism, seeing as it comprises the act of travelling away from the ordinary, daily residence (cf. definition by Jafar in previous section 1.3.1). However, when the recreation element is included, it is to underline that leisure can also occur in the everyday environment that does not include tourism, which will also be an encompassed aspect of the investigation in this thesis. I.e., fishing tourism/tourism fishing is the sum of the circles that include elements from subsistence fishing and local recreational fishing as an activity that is characterised by tourism, recreation and leisure; hence with the imperative factor that commercial fishing is not included. In this regard, when a combined of 100%

goes fishing a minimum of once a year (Appx. 3.8), they will all be included as anglers who at least is part of the two circles "Subsistence fishing" and "Local recreational fishing" of Fig. 1. Moreover, the last circle "Tourism" is also significantly represented, as 96% of survey respondents indicate that they go on holiday (Appx. 3.17), and further, 66% state that they have travelled abroad to go fishing (Appx. 3.18).

Thus, having established these factors, plus the fact that no indications have occurred that any commercial fishers have responded on the survey, based on their statements of occupation (Appx. 3.4), this will not be included in the thesis as a part of the analysis, but more so to establish that fishing tourism/tourism fishing is represented.

### 1.3.3 Typology of Angling Tourists

The categorisation of angling tourists has been subject to much academic work, which more or less comes up with the same meanings, just with different foci, e.g. the consumptive orientation profiles (Kyle et al. 2007), management preferences and attitudes (Ditton & Hunt 1996) and on basis of expenditure (Lima et al. 2012; Oskarsson 2014).

Therefore, this thesis will not engage in a renewed inquiry into this area, but apply the existing typology presented by Kauppila and Karjalainen (2012), which is also part of the profile descriptions (Fig. 2 in section 3.1.2) identified in the analysis (cf. the coming section 4.2), based on the inquired in data collection. According to Kauppila & Karjalainen (2012: 3) those are:

- **Tourism Angler (Attracted):** *Fishing has no influence on the destination selection process, but it can be one activity among others in the destination*
- **Tourism Angler (Inspired):** *Fishing is one motive among others in the destination selection process*
- **Fishing Tourist (Motivated):** *Fishing is the main motive in the destination selection process*

Accordingly, these categories will be used to illustrate how proposed guidelines and ideas of this thesis can be directed at certain angler segments. To clarify when they are being referred to, they will be marked in *italics* in the rest of this thesis.

## 1.4 Presentation of the Limfjord-area

In order to understand the context of this topic in relation to the specific destination that this inquiry surrounds, it is essential to be familiarised to the history and characteristics of the Limfjord-area, which is a saltwater strait in Northern Denmark (Hansen 2012). Historically, the Limfjord has been important because of its great acreage of 7600 km<sup>2</sup> equalling 1/6 of Denmark's total area (Miljøministeriet

Naturstyrelsen 2014). This gives 1.000 km. coastline (Appx. 2.C) from Thyborøn in west, to Hals in east, which has given perfect conditions for agriculture and the resulting wildlife to hunt and fish to catch, since the first recorded settlers came around 7000 years ago (Hansen 2012).

Therefore, the Limfjord's fishing-traditions have been very important throughout history, especially since around the 1200s when it was central in large hauls of herring that filled the Limfjord in the springtime (Hansen 2012). This initiated one of the first regular "brands" in Danish history between the 1300s and 1700s, where particularly the city Nibe emerged as the one of Europe's leading suppliers of herring (Hansen 2012). Throughout the last 100 years, the Limfjord has proceeded to be regarded as the most generous fishing water in DK, which has made it into a great source economically, also due to production of shellfish such as oysters and blue mussels that recently turned into a profound industry, as these are considered to have quality as some of the best in the world (Skriver 2006; Hansen 2012).

Today, the Limfjord boasts of possibilities to fish, and has recently been center of much attention both on tourism and the environment (Limfjordsrådet 2016), where especially the environment and sustainability has been in focus (Skriver 2006; Miljøministeriet Naturstyrelsen 2014; Limfjordsrådet 2015), in order to enhance the conditions for aquaculture and reduce pollution (Task Force 2015).

The increased focus is run by "Limfjordsrådet", which is a cross-municipal council of 10 municipalities neighbouring the Limfjord that collectively handle issues regarded to a cleaner and more sustainable Limfjord, managed by the project "Havørred Limfjorden", focusing on generating local revenue by taking advantage of the great potential of the fjord and smaller streams and lakes that have direct connection to the Limfjord (Limfjordsrådet 2016). Moreover, more than 25 local associations are actively working on bettering the conditions in the streams that run into the Limfjord (Limfjordsrådet 2015).

Therefore, it has been underlined from several sources that the Limfjord has potential in terms of becoming a popular Danish destination for angling tourists (Limfjordsrådet 2016; Task Force 2015).

## 1.5 Introduction to VisitAalborg

In order to understand why it is relevant to write in collaboration with VisitAalborg, this section will be an introduction that will describe their important characteristics and how that is relevant for this thesis.

VisitAalborg is the destination-marketing organisation for Aalborg and the surrounding areas, from VisitAalborg Fjordland around Nibe in west to VisitAalborg Kyst at the outlet of the Limfjord in east (VisitAalborg 2017a), which is also the area

or zone that this thesis will concentrate on, meaning that the whole Limfjord will not be emphasised equally.

The main job for VisitAalborg is to promote Aalborg in a touristic manner to generate increased visits by marketing the special culture, identity and events that Aalborg boasts of (VisitAalborg 2016a; Appx. 2.A; 2.B)

Therefore, what VisitAalborg is interested in benefitting from the collaboration of this master's thesis is to acquire new knowledge on the trends that can be advantageously exploited to make Aalborg and the Limfjord-area even more attracting for anglers (Appx. 2.A; 2.B). I.e., the 2017-2020 strategy acknowledges the great importance and potential that tourism plays in following the global trends and internationalisation, by including the whole municipality in the development (VisitAalborg 2016a).

Accordingly, it is underlined in this strategy that a new development project will be launched to create coherence for the leisure products by focusing on the "*fantastic nature*" in Aalborg Kyst, Aalborg Fjordland and the Limfjord (VisitAalborg 2016a), making this thesis a welcomed contribution to these plans (Appx. 2.A).

Furthermore, it is acknowledged that these effort should be put in the areas where there is greatest potential to attract angling tourists.

Correspondingly, with almost 6000 holiday houses by Aalborg Kyst and a range of camping sites spread out in the area, which is expected to be occupied mainly by the German market (Appx. 2.B), this presents a potential to make angling tourism a part of the growth estimate of 2,2% annually in Aalborg's leisure tourism (VisitAalborg 2016b). Moreover, a customer satisfaction survey revealed that 52% of respondents had done or expected to do physical activities (cycling, surfing, hiking, angling, golf) during their stay by Aalborg Kyst (VisitNordjylland 2016), which resembles the abovementioned outdoor-wave.

## 2.0 Methodology

In order to procure an answer to the problem formulation, the following Chapter will elaborate on the methodology that has been in motion in this process. This includes decisions and argumentation about the scientific stance entailing philosophy of science and underlying ontology and epistemology. Moreover, it will comprise discussions upon the choices for applying certain methods for collecting data to produce knowledge, as well as practices and principles to appropriately conduct these.

### 2.1 Philosophy of Science

In order to produce a satisfactory answer to the problem formulation of this thesis, its construction is possible to be answered by engaging in the paradigmatic approach of social constructivism. The reason for this is inherent in its formulation:

***“What motivate the Danish and German anglers, and how could this be used by VisitAalborg to attract more angling tourists to the Limfjord-area?”***

This wording provides basis for multiple possible constructions to give an answer, seeing as nothing is definitive, but up for interpretation in the social constructivist paradigm (Guba 1990).

The understanding of paradigms is primarily a part of scientific consciousness due to the work of Thomas Kuhn (Bryman 2016). Guba formulates its essential meaning as: *"a basic set of beliefs that guides action, whether of the everyday garden variety or action taken in connection with a disciplined inquiry"* (1990: 17). In this regard, it is vital to recognise the dynamic nature of these belief systems, which are exposed to influences and changes, based on different periods in time (Bryman 2016).

This means that before engaging in a study like this, I must acknowledge the distinct realities that change depending on the inquirer's mental framework, underlining that there are no unequivocal explanations to all constructed meaning (Guba 1990). Therefore, for me as a researcher that submits to this scientific approach, I must reject the idea that I can be value free in my work, because I can and will always be influenced by my own predispositions, shaped by my social background and educational upbringing, making me subjectivist through my mental constructions (Guba 1990) Hence, knowledge production is dependent on contexts, relations and thus changeable (Halkier 2015).

Conversely, if a positivist were to engage in this inquiry, objectivity would be the determinant of “true” knowledge, where the predictability and formulation of explicit laws, without any exceptions would be what aspired generation of



conclusions and rejecting that all personal beliefs must influence the outcome (Guba 1990; Brinkmann & Tanggaard 2015).

According to Savin-Baden and Major (2004), social constructivism entails that knowledge cannot be seen as absolute, but shaped through previous information acquired in social interaction with the world that surrounds us. Thus, our behaviour and reality is shaped by predispositions towards learning, giving possibilities for multiple outcomes of the problem formulation above, depending on the eyes of the beholder, due to the relativity of all individual approaches (Brinkmann & Tanggaard 2015).

In other words, I reject the idea of neutrality when engaging in investigating what motivates Danish and German anglers and how VisitAalborg can use this in a future tourism-regard, both because I am an angler myself and because I am an active part of this investigation (Guba 1990).

Accordingly, as a social constructivist researcher, I must engage in working towards identifying a consensus in the utterances upon given topics by interpreting, understanding and comparing the multiple realities that I meet (Guba 1990). Thus, the data that arise from this study is an alternative proposal to the conclusions that can be utilised in answering the problem formulation. Concurrently, I keep in mind that I can only present an indeterminate version of reality, because I am influenced by constructions, shaped by the social interactions in the world around me (Bryman 2016).

Therefore, when angler respondents from this inquiry convey their opinions, it is essential to understand their utterances, because their insights on the topic give the basis for understanding in this thesis (Guba 1990).

However, the rationale of social constructivism can also be seen as an obstacle, seeing as the interpretive nature of me as a researcher constructs a bias, as I am predisposed by my own belief system that guides my actions (Guba 1990). Therefore, to attempt remedying that my understanding of the theory and empirical data is not definitively seen through my own "window" of expectations, this thesis also includes the principle of triangulation (cf. section 2.4.2) to work towards a more consensus-based and well-founded conclusion.

## 2.2 Ontology

As mentioned in the section above, the acknowledgement of multiple interpretations makes it questionable to conclude upon any definitive truths, hence situating this thesis within a relativist ontological stance (Guba 1990).

The perception of reality is therefore central to the research paradigm in which the inquirer should ask the question "*what is the nature of the "knowable"? Or what is the nature of "reality"?*" (Guba 1990: 18).

Imperative to ontology is therefore to engage in a reflectional process of what we can know, and how this can be said to be true. In a positivist mind, the belief would be a reality that could be identified and measured, because the world exists independently of the observer (Ponterotto 2005). In this thesis, this is not the aim, seeing as I accept that knowledge can have many explanations, depending on the inquirer and the subject of inquiry (Savin-Baden & Major 2004), making multiple constructed realities appear (Ponterotto 2005). Therefore, the essentiality in this inquiry is to highlight consensus in the themes that appear, because the subject on angling tourism is large and comprise a long line of meanings, depending on psychological and physical preferences, which is the phenomenon that I unearth meaning from (Guba 1990).

At the same time, my role as observer who reflects upon findings is to be open to all arising data, because the reality principle is not definitive, meaning that I can never fully comprehend it, but only get closer to attempt identifying a pattern among angling tourists (Ponterotto 2005).

According to Bryman (2016), relativist ontology in social constructivism advocates for meaning being negotiated and changed - hence rejecting the notion of any pre-existing characteristics of the world. Therefore, I cannot engage in objectivism where social phenomena are perceived to exist externally of the observer, because I believe that we give meaning to these dynamic phenomena. Accordingly, when anglers go fishing, they most likely discuss with other anglers, change their minds upon certain topics, and consequently disseminating it through a string of online communities and relations, which influence how others see the world.

These instances give difficulties in comprehending the diverse realities that is in play, which is why this thesis also draws upon previous scholarly research within this field of inquiry, in order to make the analysis more multifaceted and consensus-based.

All in all, the ontology is vital to reflect upon in an academic endeavour such as this, seeing as the answers are not simple. Thus, it is essential to acknowledge that the relativist stance reject any definitive answers, because all human constructions are dependent on the co-creation of meaning (Guba 1990). Accordingly, as I am a social constructivist researcher, who is predisposed to learning, it makes my role to depict and sequence the utterances that appear in an honest way, consequently rejecting the idea that I do not influence the outcome (Savin-Baden & Major 2004).

## 2.3 Epistemology

According to Guba, epistemology engages in the question: *“What is the nature of the relationship between the knower (the inquirer) and the known (or knowable)?* (1990: 18). This raises a process of contemplation into the limitations of how knowledge is limited to the human brain that reflects upon it. Moreover, how knowledge creation can be justified to refer to certain and confirmed instances of life (Steup 2016). Engaging in a social constructivist inquiry disallows an objectivist stance, seeing as the principle of subjectivism entails that knowledge cannot be separated in an investigation like this one (Guba 1990). I.e., the respondents in this thesis represent their own mind's reality, which means that I, as a researcher, must unearth their perceptions of life by respectfully capturing the essential lived experiences through dynamic and multi-faceted communication (Ponterotto 2005), cf. section 2.6.4 about qualitative interviewing.

Conversely, if a positivist were to disclose a phenomena, such as the individual motivations of anglers, he would engage in confirming a hypothesis through repeated testing that is meant to validate a conclusion, which is investigated freely of values in the process of revelation (Bryman 2016). Accordingly, the main diverging elements are visible in subjectivist and objectivist epistemology when the latter assumes an independency between the topic of inquiry and the researcher. The contrary be in evidence for social constructivism, which rejects this, due to its interpretivist nature of procuring knowledge (Ponterotto 2005).

Therefore, the data that arise in this thesis cannot be seen separately, as my predisposed ideas and expectations influence me, because of my epistemic stance. However, these internal factors, combined with external realities that impact the creation of knowledge through the application of multiple methods (interviews, survey, netnography), can be integrated to better understand the phenomena of angling tourism (Guba 1990; Bryman 2016). Therefore, an important notion to take into consideration is that I must admit that “true objectivity” cannot be reconciled with social constructivism. But, by reflecting and interpreting upon my own situation in combination with the data that arise in this inquiry, some supported patterns might be uncovered – but never to the degree where the epistemic stance gives ground for definitive conclusions (Guba 1990; Ponterotto 2005; Bryman 2016).

## 2.4 Methodological Considerations

According to Ponterotto, methodology *“refers to the process and procedures of the research”* (2005: 132), which means that a researcher must engage in reflection upon the ways that he/she wants to present the procured data, and how this is accomplished. Accordingly, Guba phrases it *“how should the inquirer go about finding out knowledge”* (1990: 18). This pondering is essential to take into consideration, because not all methods can generate desired outcomes. I.e., this

research endeavour aims to produce an overview of the consensus of anglers to underline, in order for VisitAalborg to apply in their work of attracting more tourists. This is where my interpretivist epistemology is fruitful, seeing as I accept that it is the experienced and constructed realities of each individual angler that form basis for investigating this topic (Savin-Baden & Major 2004).

Accordingly, it is through the interaction between the respondents and me as a researcher that meaning from the data is constructed, seeing as I increase my understanding of the consensus that is revealed (Ponterotto 2005). In other words, Guba (1990) refers to this as a process comprising two aspects – hermeneutics and dialectics. This essentially entails that the individual constructions are understood hermeneutically, while comparing and contrasting them dialectically, in order to produce *“one (or a few) constructions on which there is a substantial consensus* (Guba 1990: 27).

Therefore, prior to the writing process, I conducted extensive netnographical work and studied the corpus of related academic work to enhance and deepen my understanding of the individual angler preferences and trends to give ideas (Veal 2006).

Therefore, the methodology makes use of both qualitative and quantitative data to comprehend anglers and their context. Bryman (2016) also propagates for this within the practice of social research, because it is a helpful tool to complement the unearthed findings. However, as he also notes, these two perceptions are also contrasting in their epistemological and ontological orientations (cf. the two previous sections), but they can be applied mutually in an appropriate manner in mixed methods research (Bryman 2016). A line of scholars backs up this practice (e.g. Veal 2006; Teddlie & Tashakkori 2009; Creswell & Clark 2011; Frederiksen 2015). Though the mixing of methods has been argued to be incompatible with science due to the separate paradigmatic approaches, which prompt differing epistemological commitments (Bryman 2016), this thesis applies the principles of triangulation (cf. section 2.4.2) to get a more elaborate and nuanced picture of the Limfjord-area. Therefore, I am aware of these critical stances, but with mixed methods still being applied in this endeavour.

This approach is argued to be possible, seeing as the weight and priorities are put on the qualitative data as primary data with the quantitative data as an integrated part to produce a more complete picture and confirm findings (Veal 2006; Creswell & Clark 2011). This is visualised in model 3 in section 2.6 Data Collection).

Accordingly, Flick (2007) confirms that this approach of using quantitative and qualitative data to mutually complement and assess each other is an appropriate way of conducting qualitative research, seeing as it can enhance the evaluation of

the findings that emerge, which also reflect the principles of triangulation (Decrop 1999; Veal 2006).

#### 2.4.1 Criteria for Qualitative Research

In order to increase the validity and reliability of this inquiry (Bryman 2016), the following four criteria for assessing qualitative research as developed by Lincoln and Guba (1985) will be introduced. These elements serve as a vehicle for improving quality of the academic research process while enhancing the trustworthiness and authenticity (Decrop 1999).

Firstly, credibility refers to the truthfulness of the results. This includes securing that there is coherence between the data and the topic, which is angling in this case. This determines the acceptability to other researchers, just with the element in mind that the specific interpretation represents one of multiple realities (Lincoln & Guba 1985). This was secured by initially asking the interviewees to retell one of their most special memories with angling, both to make their process of reflection begin, but also to secure that they are actually knowledgeable about the subject. Likewise, in the survey, the respondents were asked to consider their own interest in angling, with the intent to make them reflect upon their own enthusiasm and part that angling takes in their lives, which resulted in an average assessment of 7,5 on a scale from 1-10 (Appx. 3.7), suggesting that the respondents are credible as targeted group to base data on.

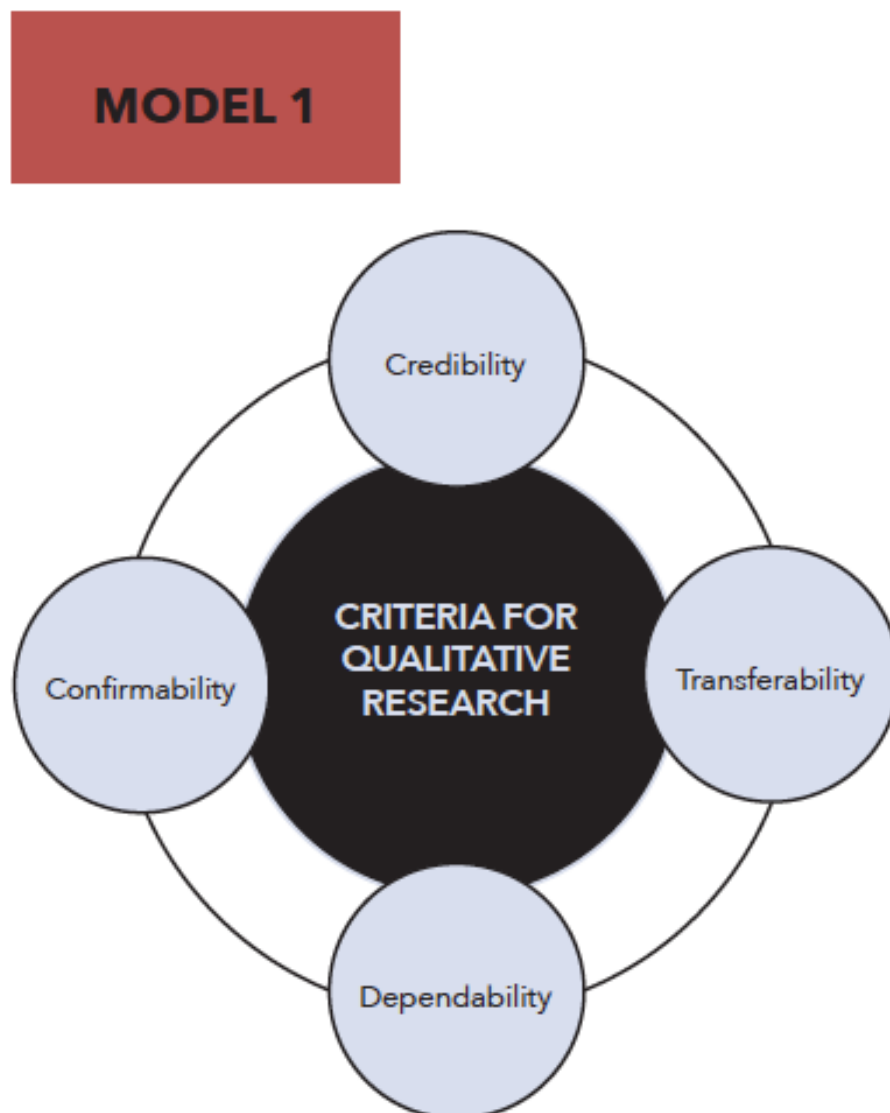
Secondly, the next criterion refers to transferability. Lincoln and Guba (1985) suggest that each utterance be regarded as unique in its own right, which means that all detailed recollections of personal angler experiences are said to be applicable in other settings, but still acknowledging the relativity of each individual. I.e., the discussion to which the social context of individuals can be said to match anglers in other countries or settings (Bryman 2016). This problem of transfer is reduced by incorporating data into a significant pattern of the social life of German and Danish anglers, on basis of their motivations. Accordingly, it is difficult to predict whether this would be transferable to other situations, seeing as human beings change over time (Veal 2006). However, to minimise this problem and maintain some degree of consensus, these two nationalities were found to have most resemblances in the monitored countries of the preliminary netnographical pilot study (Appx. 1.B-1.H).

Thirdly, dependability represents the criterion of an “auditing approach” (Bryman 2016), which entails keeping track of the project process while reflecting upon the choices that are made (Lincoln & Guba 1985). This includes assessing the influence of the background of me as an “instrument” in the inquiry and how this impacts the results that emerge (Hirschman 1986). I have paid attention to this by engaging in

repeated pondering upon the consequences of my findings, and how my role has inflicted certain outcomes, seeing as I operate within the constructivist paradigm.

The fourth and last criterion to qualitative research is confirmability (Lincoln & Guba 1985). I.e., whether the researcher (me) acts in accordance to academic practice by not allowing personal inclination towards the outcome affect the research, or at least that there is no intentionality in breaking the “rules” of academic behaviour (Bryman 2016). Thus, seeing as I cannot retain full neutrality, I strive to engage in a non-judgemental, but still inherently value-laden approach to the observed reality (Hirschman 1986).

The following Model 1 illustrates these mentioned criteria and how they mutually influence each other as part of this thesis:





### 2.4.2 Triangulation

Having established the criteria for evaluating qualitative research, triangulation is the methodological tool to implement these criteria (as Model 2 below illustrates), while making the quantitative and qualitative findings to corroborate each other (Bryman 2016). It can be defined as *“the use of more than one method or source of data in the study of a social phenomenon so that findings may be cross-checked”* (Bryman 2016: 697).

By applying triangulation, which is a concept that has gained more endorsement in recent decades, scientists, primarily within the constructivist paradigm, argue that it can cause enhancement to and strengthen findings by augmenting the validity of quantitative findings with qualitative findings (Bryman 2016), in order to gain more substantiated and significant knowledge (Veal 2006; Frederiksen 2015).

The characteristics and criteria for triangulation have been described by Alain Decrop in his journal article *‘triangulation in qualitative tourism research’* (Decrop 1999). First and foremost, it requires that the study be situated within a constructivist mind-set, because this allows for looking at certain points from three different sources or angles (Decrop 1999). Accordingly, the four basic elements of triangulation are in the shape of ‘Data’, ‘Method’, ‘Investigator’ and ‘Theoretical’ (based on Denzin 1978) that make up this inquiry into investigating the motivations of Danish and German anglers.

Firstly, data-triangulation refers to the multiplicity of data that constitute the material of the study, including both primary and secondary sources (Decrop 1999). In this context, I have strived to read and incorporate secondary literature related to the topic, while complementing it with primary data that I have gathered myself to enhance the credibility.

Secondly, method triangulation is exercised by means of four data collection methods (cf. section 2.6) that combine both qualitative and quantitative techniques (Decrop 1999). According to Brinkmann and Tanggaard (2015), the advantage of this is that the application of more than one method can cover gaps in the different approaches, while mutually substantiating and confirming results, which is also the intention of this research inquiry. Also, each element’s weakness or bias can compensate and support the perspectives of the other sources (Solstrand 2015).

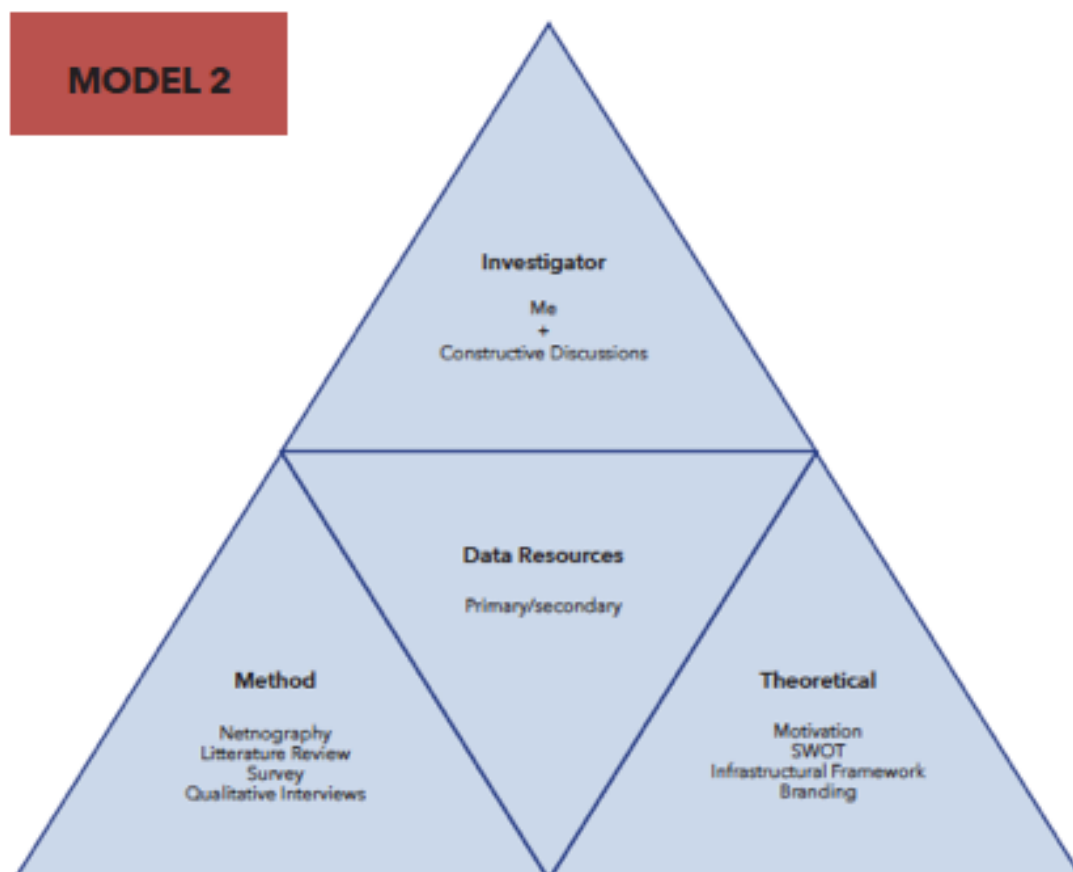
Thirdly, investigator triangulation entails interpretation of the data by several investigators (Decrop 1999). This is a weakness of this thesis, seeing as I am writing alone. However, in terms of generating some degree of evaluation, I have attended project-writing workshops at the university, in order for others to assess and comment on my work, with subsequent discussions that strengthened my

understanding and interpretation of the shortcomings of this thesis. Moreover, the collaboration with VisitAalborg has also provided me with valuable constructive dialogues (cf. Appx. 2.A; 2.B), which has enhanced the direction and scope of this inquiry process.

Lastly, Decrop (1999) refers to theoretical triangulation, which involves using multiple theoretical perspectives to assess the data. In this regard, this thesis has included several theories that constitute the tools for analysis to strengthen the conclusions (cf. Chapter 3).

By including these triangulation-elements, the intention is to reduce the limitation of only “looking through my own window”, where results primarily reflect my own point of view. Therefore, as Solstrand argues (based on Oppermann), *“the effectiveness of triangulation rests on the premise that the weaknesses or bias in each single source will be compensated by the counter-balancing strengths and perspectives of other sources”* (2015: 4). Thus, when all data is compiled, it should reflect a degree of convergence, which can then be more easily identified, as many sources are not reckoned to share the same weaknesses or bias (Solstrand 2015).

This Model 2 illustrates the principles of triangulation:



## 2.5 Qualitative Research

Having established the paradigmatic stance of this thesis, as well as criteria for operating within these principles, this section will introduce an elaboration of the conceptual constituents that aligns this inquiry with qualitative research.

Denzin and Lincoln (2011) propose two types of qualitative research: 1) a special field of inquiry, or, 2) a generalised phase in the scientific process. Because this thesis is engaged in an interest in human experiences and the social life that shapes them, the first approach 1 is a part of this thesis. I.e., the qualitative approach to science, which is seen as contrary to positivist principle (simply a phase in the scientific process), because it is a self-standing method in this thesis (Denzin & Lincoln 2011). Concurrently, this invites to an interpretive stance where researcher subjectivity is welcomed, because I am an active part of the inquiry and share contextual resemblances to the inquired individuals (Marriam 2014).

Likewise, Denzin and Lincoln's traditional view on the topic elaborates on this perspective by stating: *"Qualitative researchers stress the socially constructed nature of reality, the intimate relationship between researcher and what is studied, and the situational constraints that shape inquiry"* (2011: 8).

Accordingly, seeing as the primary vehicle for gathering data is by means of qualitative semi-structured interviews, this study is shaped by interaction, in which meaning is produced when realities merge in the interview situation (Marriam 2014).

Moreover, the interdisciplinarity of qualitative research is vital to be aware of (Veal 2006; Flick 2007; Denzin & Lincoln 2011; Marriam 2014; Bryman 2016), meaning that quantitative elements also constitute basis to appropriately answering the problem formulation of this thesis (cf. section 1.1). This is why statistical data from the survey and other reports also give rise to the data collection in terms of highlighting assertions that emerge from the qualitative primary data (Veal 2006). However, it will naturally not outshine the qualitative data, but embrace and complement in this mixing of methods, like the principles of triangulation in the previous section introduced. Brinkmann and Kvale (2015) further underline that this approach requires experienced researching skills. But, based on previous fruitful employment of this practice, I assess that my abilities are sufficient to procure knowledge through the methods for data collection (cf. section 2.6)

Veal (2006) presents another argument with an appertaining example to this interdisciplinarity, when he underlines the contradiction in seeing the quantitative approach as value free, when the researcher is the one who determines the problem formulation and the subsequent structure and approach to answer these. In this

train of thought, he questions why leisure activities, which are qualitative by nature, comprising personal experiences should not primarily be understood and studied from a view that embrace the feelings and meanings of respondents, as the qualitative approach prescribes (Veal 2006). This argument is thus a guideline that is consistently used and applied throughout this thesis.

Therefore, seeing as this thesis takes its point of departure in the individually experienced angling situations, revealed and systematised through in-depth interviews and supported by netnographical- and survey-results, I assess that the qualitative techniques are appropriate to primarily base this study upon. I.e., as the constructivist approach prescribes, all utterances from German and Danish anglers are taken into consideration when formulating guidelines that should aid VisitAalborg to become a preferred destination for recreational fishing.

Finally, I am highly aware that qualitative inquiry requires that the researcher be necessarily involved deeply in the process (Bryman 2016). Therefore, my role is to engage in the creation of meaning that emerges consistently while working with the topic of angling tourism and the subsequent processing of the data. As Guba (1990) argues, constructivist principles entail reconstructing the world by means of the constructors' minds, thus comprehending the inquired in a deeper way by hermeneutically eliciting mental recollections and refining them in a "language" that can be contrasted dialectically, in order to finally produce understandable and substantial conclusions.

In sum, this includes rejecting the idea that the values and biases can be separated from the subject being studied, because it requires that the researcher (me) becomes an active part of the data gathering (Hirschman 1986; Ponterotto 2005).

## 2.6 Data Collection

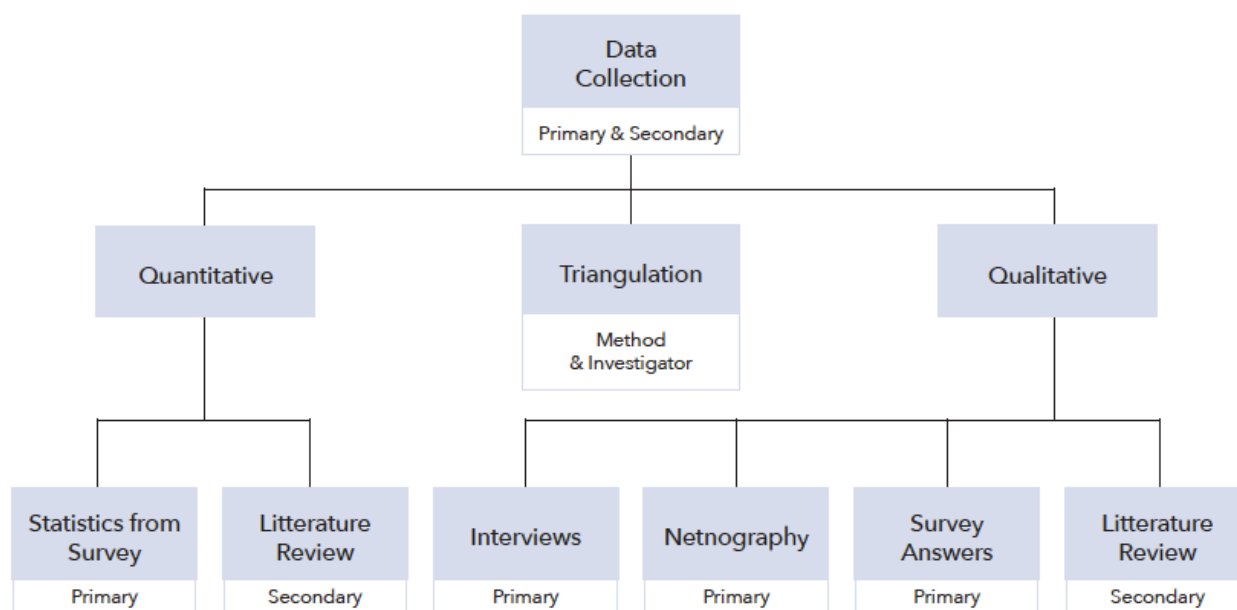
The following sections will introduce and elaborate on the methods for gathering empirical material in this inquiry. It will include both theoretical background for specific choices, as well as the process of executing the actual compilation.

As earlier mentioned, this thesis has included four methods, which corresponds with the stated criteria for triangulation that entail studying one point from several angles, in order to produce substantial foundation to satisfactorily meet the outlined problem formulation with tangible guidelines.

These methods will constitute both primary and secondary data that is procured by including both quantitative and qualitative tools of inquiry.

This Model 3 will illustrate and elaborate on the relationship between the different methodological constituents combined with triangulation:

### MODEL 3



#### 2.6.1 Netnography

Netnography originates from the ethnographical method that social anthropologists have applied for decades to study foreign cultures (Bryman 2016). The aim of ethnography in a leisure- and tourism context is to “*see the world through the eyes of those being researched*” (Veal 2006: 205). Likewise, ethnography has commonly been seen as a method with potential to uncover knowledge in the complex lived experiences, often recorded to be part of a research design as a method for observation that is combined with interview- and survey-investigations (Raudaskoski 2015).

With the emergence of the Internet, netnography as a “new methodology” has gained ground recently, focusing on ethnographical observation of online communities (Kozinets 2012; Mkono & Markwell 2014; Bryman 2016). Kozinets defines it as “*a specialized form of ethnographic research that has been adapted to the unique contingencies of various types of computer-mediated social interaction*” (2012: 39). Therefore, it is participant observation-based online fieldwork that study social phenomenon in online communities (Kozinets 2013).

Specifically, in the scope of this thesis, the gathering of data has included six months of supervision of online angling communities in eight countries (cf. Appx. 1.B-1.H), with the intention to gain knowledge of the trends and tendencies of recreational fishers. The countries: Denmark, Germany, Norway and Sweden, USA and the British Islands (Appx. 1.B-1.H) were chosen on basis of a work with the former mentioned project by Kvistgaard and Hird (2016). Moreover, the areas that were intended to be

covered was guided by the headlines; *'trends in angling communities'*, *'what facilities are in demand'*, *'where are the popular places to go fishing'* and *'how is Denmark perceived as a country for recreational angling'* (Appx. 1.A).

Accordingly, Bryman (2016) states researchers often use netnography as a "prelude" to gain an understanding of certain groups, as the practice cannot provide stand-alone insights on topics (Mkono & Markwell 2014), which correspond to the method's role as a pilot-study in this thesis, to delimitate the countries to put in focus forward-looking.

This is because a netnographical examination can provide valuable knowledge in the social and cultural worlds of the users, which are predominantly situated in the fields of consumer research, marketing and management (Kozinets 2012), which fits the overall foci of this thesis.

Especially, netnography in tourism studies as "passive lurking" is the most common approach in studying online communities (Mkono & Markwell 2014). This includes not revealing one's research activity for the members or participating actively in discussions, because this can cause an unnecessary and forced interaction and change in the communication (Mkono & Markwell 2014). These aspects of unprompted experiences are consciously implemented, in order to secure academic practice and credibility. However, this covert approach also raises ethical questions as to consent and confidentiality. But, seeing as the online communities are publicly accessible, it has not been illegal to procure information this way (Mkono & Markwell 2014).

Methodologically, netnography is still in its relative infancy, seeing as it is not universally accepted, but as Mkono and Markwell (2014) underline, its application and popularity is increasing. E.g. in tourism studies, it has been applied by Woodside et al. (2007) who studied Italian destination icons, Wu and Pearce (2014) who examined motivations for vehicle tourism in China, as well as Janta et al. (2011) about migrant relationships and tourism management. The latter employed the same methodological approach as in this thesis, by examining the past literature and combining the qualitative and quantitative methods: netnography, semi-structure interviews and an online survey, which highlights and significantly resembles the applicability of the approach in this thesis.

Finally, an additional factor worthy of notice is that however much it is expedient to observe online communities, it is also important to accept that the most committed Internet users also has a life beyond the computer (Kozinets 2012; Bryman 2016), which anglers should necessarily also have before expressing themselves about their



experiences online. This means that the monitored communities are populated by real individuals with actual knowledge about the discussions on the forums.

Thus, netnography as a pilot study was employed to shape and direct the focus of this thesis by observing the trends and tendencies that characterised the behaviour on online communities for recreational fishing, while also using these findings to formulate relevant questions for the qualitative interviews and survey (cf. Appx. 2.2-2.5; Appx. 3).

The monitoring of the online communities was conducted at various times throughout the day, with the intent to identify patterns in activity depending of these times. However, this examination did not find any relation between certain topics and the time of the day that they got attention, thus making it irrelevant to mention further in this thesis.

The findings from this data inquiry can be acquired as a schedule in Appendix 1.A-1.H, containing a recap of findings across all countries (Appx. 1.A) and country-specific exposition in Appendix 1.B-1.H, while a list of observed communities can be acquired in Appendix 1.I. Finally, Appendix 1.J contains the list of communities in which the link for the survey was uploaded to.

### 2.6.2 Related Research Literature Review

As mentioned earlier, the study of existing literature is vital in establishing thorough knowledge about the subject of angling tourism, both to include in the introduction-section and to justify the foci of this thesis, but also to frame and situate it within an under-examined area of the field of recreational fishing as tourism. According to Bryman, this approach is advisable, because it gives an overview that provides basis for a *“comprehensive assessment and critical interpretation of the literature, usually as a prelude to conducting one’s own research in the area”* (2016: 91).

Thus, the large corpus of already existing academic work provides for a platform for my contribution in the field, by combining the findings with primary empirical data that I have collected myself, in order to produce new knowledge (Marriam 2014). This is supported by Veal, who adds that it is a vital step in a research process, because it can prove to be a *“source of information that is an integral or supportive part of the research”* (2006: 121). Correspondingly, data from these sources have not been omitted, because it presents additional knowledge and credibility (cf. 2.4.2 Triangulation) that is vital in this study to include as secondary data. However, as Bryman (2016) notes, it is not always expedient to trust secondary data blindly, seeing as some publications are intentionally misleading due to hidden agendas of the authors, who want to present certain perceptions. Therefore, I am consciously aware of this in my process of obtaining data for this thesis, by employing a critical

stance to the literature and examining the authors, in terms of their reputation in academic circles. According to Stergious and Airey (2011), this scepticism should be inherent in all research endeavours, especially when operating within the principles of social constructivism.

All in all, this data collection method contributes with valuable insights in the topic of angling tourism, because it helps inspire my thesis and become a part of the empirical material for the analysis, which can be seen consistently both in the introduction (cf. section 1.0), the theoretical Chapter 3, in which it represents a substantial contribution to the applied theories (e.g. Kyle et al. 2007; Kauppila & Karjalainen 2012; Task Force 2015). Moreover, perspectives and related research to support suggestions and revelations from the data collection also appear in the analysis Chapter 4 (e.g. Ministeriet for Fødevarer, Landbrug og Fiskeri 2010; Region Syddanmark 2014).

### 2.6.3 Survey

In order to collect more quantifiable data to use when underlining points with statistical data to support the findings from the empirical qualitative corpus, the survey as method is applied in this endeavour. The applicability of this approach is backed up when Veal (2006) argues that this technique is the most applied in leisure and tourism research. The design of this survey is meant to function as a supplement to the qualitative data from the semi-structured qualitative interviews. Correspondingly, Marriam argues, *"survey or descriptive designs are intended to systematically describe the facts and characteristics of a given phenomenon or the relationships between events and phenomena"* (2014: 5).

Thus, the survey comprises questions of quantifiable character, which is easier to process and compare, while also asking interpretive open-ended questions that requires the respondent to answer more qualitatively. Specifically, the questions about motivation are guided and inspired by the theory upon the subject, as will be elaborated in section 3.1.1 (Angling Motivation). Accordingly, the responses made room for the possibility of multiple choices and thus making the percentages exceed 100%, because the respondents are perceived as multi-faceted individuals, who do not necessarily possess only one single motivation, but possibly motivated by several factors in their pursuit of getting a satisfactory fishing trip.

In other words, Veal (2006) states that tourism is a combination of many activities, making surveys an expedient method to gather data that gives more complete pictures of the respondents' patterns and attitudes towards the given subjects. In this case, how anglers are motivated to engage in fishing. Accordingly, this is also a source of concern in using this method, seeing as *"respondents may tend to*

*exaggerate or understate in their answers to some questions*" (Veal 2006: 271), which can jeopardise the validity. However, this is why the principle of triangulation is in motion, in the attempt to substantiate the claims that emerge from this examination.

Practically, the survey is distributed in the online communities that were identified through the netnographical study (cf. Appx. 1.I). The dissemination entailed Facebook groups, forums and other angling-related Danish and German groups on the Internet, in which a direct link to the SurveyXact (2017) survey is submitted. This counts 7 Danish and 6 German online communities, which can be seen in Appendix 1.J.

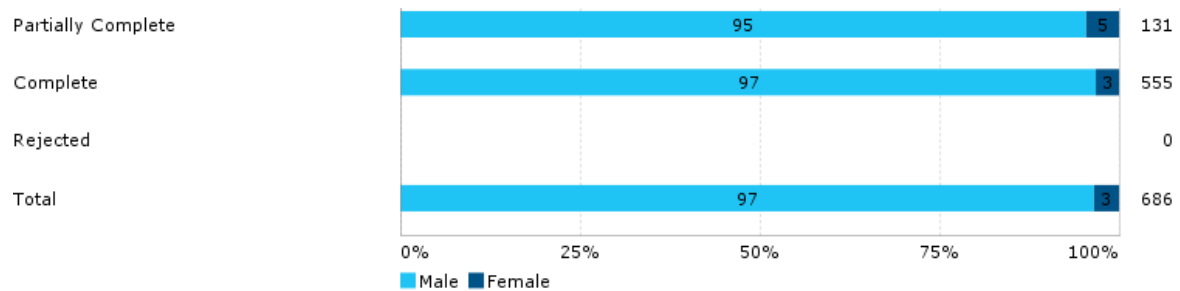
The specific questions are formulated and constructed by means of layout principles presented by Veal (2006) and Bryman (2016). Moreover, in order to reduce the language barrier, the survey is both produced in Danish and German to get more comprehensive answers. Seeing that my German language skills are not sufficient to produce flawless German texts, the survey is translated from Danish into German by a former co-worker in VisitAalborg who studies German on BA level, whom I trust to be adequately skilled to handle this task. However, I have translated the qualitative answers in the survey into English when used in the analysis, because I still have basic linguistic insight in the German language.

The survey consist of 21 questions, which is a mix of qualitative and quantitative questions, with background for choosing the specific types inspired by theory from Veal (2006: 264). The questions are of *demographic character* to obtain general knowledge about the respondents, *likert scales* to get a consensus of the individual stance towards specific instances, *ranking* in order to make the anglers reflect upon their own role, *attitude statements* to get more elaborate insights in their relationship to certain topics. Lastly, in order to gain specific responses to their motivations, a *checklist* is produced with possibility to plot in their driving forces, as well as a few *open-ended* questions for the purpose of producing qualitative quotations to support the data from the qualitative interviews.

Moreover, Veal's (2006) principles of ordering are applied, i.e., starting with easy questions, moving to relevant topic-related angling-questions and finally specific questions upon tourism and travelling habits.

Though I operate within the principles of social constructivism, I have strived to be as value-neutral as possible. However, I acknowledge that I cannot remove my pre-understanding in formulating the questions, seeing as I am an active part of this inquiry. Thus, the graphic design is intentionally produced in a neutral style; for the purpose to avoid having an effect on the responses.

The acquired data will be referred to as Appendix 3, and is made up of 686 responses (all in all). However, while it gives 555 completed responses, 131 of these responses were partially completed, but are still be included, because it has still been anglers who have committed themselves to a number of questions. This can be seen in the following figure from the survey, which also shows the gender-division in the responses:



Within these numbers, the country-division, made up by 549 Danes equalling 80% of total responses, while 137 Germans gave 20% of the responses. Though the numbers of respondents are rather far from each other, the number of responses is regarded as sufficient to base a representative extract of German anglers on.

Accordingly, the social constructivist paradigm assumes reality as dynamic to all individuals, hence no truth can be said to be definitive, no matter how large an amount of data that back up a point.

In this regard, no requirements as to the geographical origin of two countries are set. However, as it can be seen in the survey (Appx. 3.5; 3.6), the postal codes and cities of both Danes and Germans indicate that there is high geographical spread of the respondents.

Accordingly, though the results do not demonstrate high differences between the nations, Appendix 3.A with a country-based variable is produced, in order to show specific differences and exceptions, when they are sufficiently important.

#### 2.6.4 Qualitative Interviews

According to Brinkmann and Tanggaard (2015), the most common method for obtaining data in a qualitative research endeavour is the qualitative interview. Kvale and Brinkmann (2009) call it a conversation with structure and purpose. This is supported by Veal (2006), who advocates that an in-depth interview can be advantageous in the attempt to reveal and explain complex social phenomena. In the case of this thesis, it deals with the diverse realities and motivational factors that characterise the topic of recreational angling as tourism, which I have to make meaning of and sample into patterns, in order to subsequently produce applicable suggestions for VisitAalborg.

As the paradigmatic stance of this thesis is social constructivist, it is imperative to accept the individual ontological realities of the interviewees, as well as the role of me as an interviewer. This is why the qualitative interview can touch upon a limitless range of topics in the process of interviewing. Thus, in the attempt to stay on the path, prompting is not rejected (Kvale & Brinkmann 2015), in order to center on the topic of angling tourism. This does not mean that any knowledge constructed in the mutual interaction is omitted as irrelevant, because the context of each interviewee is perceived as applicable in its own right. I.e., the qualitative interviewing is about unearthing how meanings construct the social worlds, within which we live (Kvale & Brinkmann 2009).

As it is acknowledged throughout the whole process, the qualitative interview is concerned with the life histories that are elaborated on in the interview situation (Bryman 2016). Therefore, it is important to be aware of the sensitivity of each interviewee, and being respectful if certain topics are getting too close and personal (Marriam 2014).

In this process of reflection upon experiences, it provides valuable knowledge for the purpose of this thesis, but it can possibly also increase the interviewee's personal understanding of happened instances as they are articulated (Flick 2007; Kvale & Brinkmann 2009). Therefore, in the scope of this thesis, it is hoped that the implicated parts of this endeavour do not feel exploited or forced to engage in uncomfortable recollections. Accordingly, the interviewees themselves have chosen the setting of the interviews, in order to make them feel comfortable and safe. In Appendix 2.1, an exposition for the interviewees, their relation to angling and the Limfjord, the location and interview-instruments are described.

In order to document the interviews, as well as ease the following transcription, the interviews are recorded (Appx. 4.A-4.F) with two devices with recording-software, in order to make sure that nothing is lost, which is a recommended practice, according to Bryman (2016). Elaboration of the interview situations will be explained in the following sections.

#### **2.6.4.1 Structure of Qualitative Interviews**

In the context of this thesis, the specific approach to qualitative interviewing is the semi-structured interview, which allows for unexpected turns (Marriam 2014), as it contains a list of topics to cover in the interview guide, making the scope of the interview situation rather open and flexible to structural changes (Bryman 2016). This structure also allows for the possibility of asking both structured and unstructured questions from an interview guide that can lead, but not define the interview (Brinkmann & Tanggaard 2015). In other words, the development in the

interview-situation must not be strict when engaging in the semi-structured interview practice, as the central issues and events are based on the interviewees' framing of their own experiences (Bryman 2016). In this case, how they interpret their own roles as recreational anglers, and how that meaning is shaped and constructed through interactions and articulation in their specific social contexts.

As mentioned above, prompting is therefore necessary to keep the conversation related to the topic (Kvale & Brinkmann 2015), seeing as the semi-structured interview technique requires an extensive preliminary work to fit the purpose of the interview and keep it on track (Brinkmann & Tanggaard 2015). Accordingly, this is why I did a thorough review of existing literature, as well as a netnographical study, prior to formulating the interview guide, in order to be aware of the various angles and views on the phenomenon of angling tourism. This is also the presumption of social constructivist methodology, which entails that the world can only be understood in the light of the contextual pre-understanding and experience (Guba 1990), because this gives the interviewer the best prerequisites to formulate and ask relevant questions (Brinkmann & Tanggaard 2015).

Thus, the interview guides are guided by the theory and pre-understanding, which are meant to produce an adequate inquiry into the motivations of the interviewees. Subsequently, the recollections that arise from the semi-structured interview are arranged and systematised into patterns that function as extracts of reality (Kvale & Brinkmann 2015).

The angling-expert interviews are guided by an interview guide (Appx. 2.4; 2.5) in Danish and English, which are interviews with individuals (Appx. 2.A-2.F), who have profound expertise about fishing and fishing tourism, and who can make well-founded assessments based on their own knowledge and experiences.

In relation to the introductory interview to set the agreed agenda and aim of the collaboration, there is an interview guide specifically for VisitAalborg (Appx. 2.2; 2.3) in both Danish and English. Moreover, this interview conducts as a group interview, because the two interviewees (2.A & 2.B) have much of the same knowledge on many topics, but they also have different specialised knowledge on certain issues. Therefore, the interviews with the leisure tourism manager (Appx. 2.A) and information manager at VisitAalborg Kyst (Appx. 2.B) is a joint interview with meaning being pulled from their discussion and mutual supplements, with my role being the facilitator who initiates and guides the discussion, rather than actually being an interviewer (Veal 2006).

According to Halkier (2015), group interviewing lies within the same paradigm (social constructivism) as individual qualitative interviews, which can be said to justify that I conduct these interviews. Accordingly, instead of a personal in-depth interview with

one-to-one contact, the interviewees interact with each other, but also with me as the researcher (Veal 2006).

In the interviews, it is a conscious consideration that all interviewees are not capable of answering all questions in the qualitative interviews. I.e., some interviewees (Appx. 2.A; 2.B) are not anglers, but have specialised knowledge about the tourism sector and marketing, while the other interviewees (Appx. 2.C; 2.D; 2.E; 2.F) are favourable in assessing the angling-specific elements. Thus, seeing as the knowledge of the angling-expert interviewees is diverse and related to different aspects of the Limfjord, the sequence and weight of the questions change, depending on the specific interviewee.

Finally, it is important to consider that the semi-structured interview guide allows for a continuing interplay between questions and answers (Brinkmann & Tanggaard 2015), because it requires a dynamic approach to promote a positive interaction that triggers reflections about experiences and feelings (Kvale & Brinkmann 2009).

#### 2.6.4.2 Participants in Semi-structured Interviews

The participants in this inquiry have been carefully chosen, on basis of their knowledge about and relation to angling and the Limfjord as can be seen in the schedule below (cf. Appx. 2.1). As mentioned above, the VisitAalborg interviewees (Appx. 2.A; 2.B) were chosen because they are part of the existence of this thesis.

The selection of participants for the angling-expert interviews was deliberately aimed at aligning under the principles of *purposive sampling* with the specific type being theoretical or nominated sampling (Morse 2004), because I sought participants (Appx. 2.C-2.F) with expert information through my network and targeted searches, who could aid the progress of this thesis. According to Morse, the advantage of this practice is that it can be used to advantageously find participants, *“who have certain kind of experiences or knowledge needed to move the analysis forward”* (2004: 2).

After the fulfilment of this search, the next step is for the ethicality to be maintained. I.e., it is paramount to make the participants take part in this examination voluntarily, which entails that the participants has given their informed consent, on basis of a brief exposition of the overall purpose of this research inquiry, as well as the risks of participating (Kvale & Brinkmann 2009). Subsequently, the interviewees are informed that the data is handled confidentially and what the scientific work is used for, in order to avoid ensuing conflicts (Kvale & Brinkmann 2009).

In this context, it has still been important for me to not reveal the whole and underlying aims and characteristics of this thesis, in order to avoid biased answers. However, it can still be an advantage that the participants have had some degree of

prior reflection concerning the topic, seeing as this can give more comprehensive and elaborate answers (Kvale & Brinkmann 2009).

#### 2.6.4.3 Transcription of Qualitative Interviews

A scientific project, such as this thesis, requires a lot of attention as to the processing of the data. Especially, in terms of thorough transcription, because this can ease the subsequent work of understanding certain events, situations and phenomenon (Brinkmann & Tanggaard 2015).

However, the constructions of spoken and written languages do simply not resemble each other, seeing as they operate with two different mediums (Kvale & Brinkmann 2014). I.e., spoken language is dynamic and contextually hinged, which is then involved in a process that freezes into a translation (Brinkmann & Tanggaard 2015).

According to Marriam (2014), the ideal way would be to precisely transfer the recorded interviews into accurate depictions, but this is impossible, because the verbatim transcription does not include body language and voice-level, which is part of the original interview interaction (Brinkmann & Tanggaard 2015).

The strategy for transcription that I have chosen to apply is a simple strategy, which leaves out non-verbal communication, as it is more concerned with the meaningful contents of the spoken words (Brinkmann & Tanggaard 2015). Though this approach is against some fundamental principles of social constructivism where all types of communication is paramount, it is included, due to the semistructured structure that is open to pursuit of interesting recollections by following up, specifying and direct on certain questions (Brinkmann & Tanggaard 2015).

Moreover, Kvale and Brinkmann (2009) argue that it is advantageous to follow certain steps in order to structure a transcription that is fit for the process of further analysis, which are implemented as follows:

Firstly, I reflected upon my time and resources and arrived at the conclusion that after practice with transcription of more than 20 qualitative interviews in previous projects, my skills were sufficient. Subsequently, the timeframe to finish the thesis allowed me to do the transcriptions myself. Moreover, it gives consistency in the transcriptions to a higher degree that I do them all by myself. However, as it will be elaboration below, it can also have some consequences that I do them all by myself.

Secondly, the procedure of transcription should be a subject of attention. This includes technical matters, as well as the earlier mentioned interpretive style of converting speech into writings (Kvale & Brinkmann 2009). Previously, I have used the program ExpressScribe (2016), because it contains the necessary tools for professional handling of transcriptions. Thus, this program is employed, as it eases



the processing for me, in terms of me being able to write names, timestamps and double-spacing, as well as providing excellent sound quality. The actual transcriptions will be referred to as Appx. 2.A-2.F.

Thirdly, Kvale and Brinkmann (2014) argue for the processing of the transcriptions. This includes consideration about the use of filler words, reiterations and unclear speech. Accordingly, if they are vital to the comprehension of certain aspects, they are included. However, filler words, e.g., “uhm” are not stated, because such elements are irrelevant in the scope of this thesis (Veal 2006).

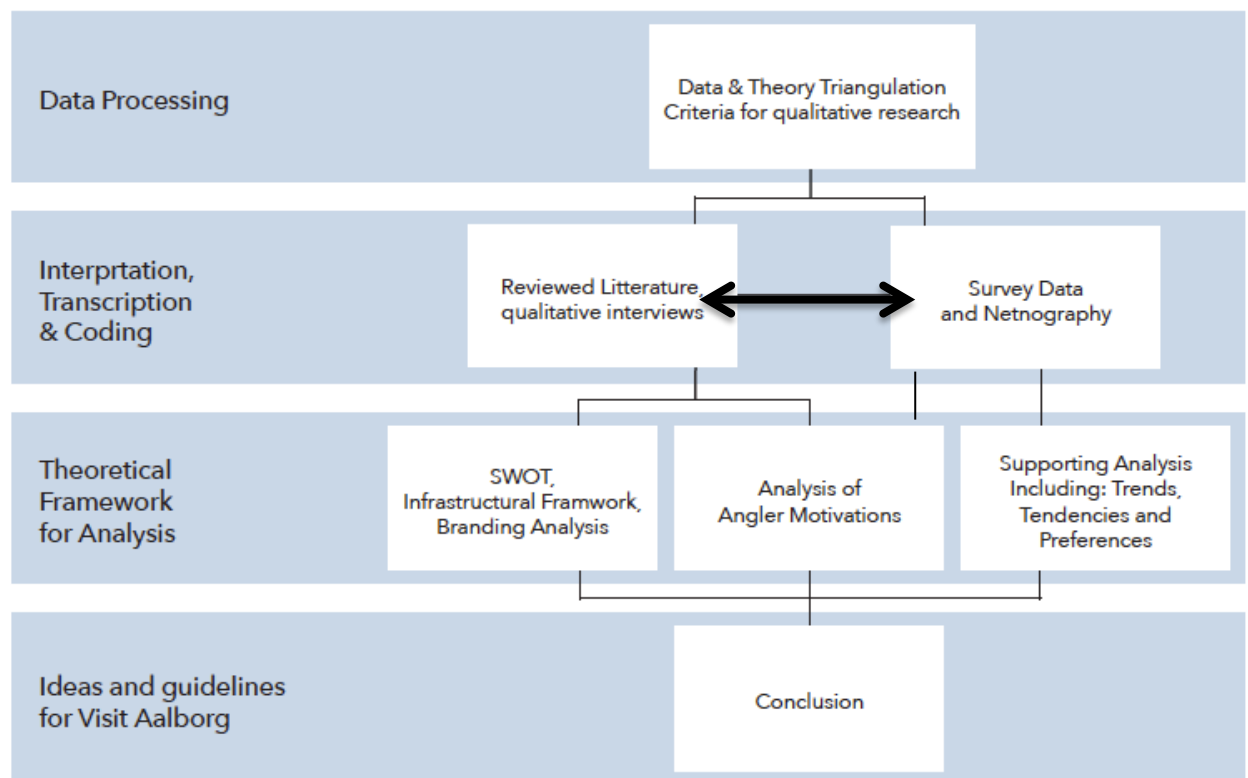
Lastly, another reflection upon this discussion, inspired by Marriam (2014), included that I have a social constructivist approach to the creation of knowledge, which entails that I cannot remove myself from the topic, making me likely to transcribe (consciously or unconsciously) selected extracts of the interviewees' reality, based on my recollections of the interview. I.e., I am the researcher, thus being responsible for the final interpretation. However, as social constructivist ontology entails, the knowledge that is created is relative, because it is based upon previous dynamic social interaction and negotiation (Guba 1990), making me the primary referent, hence producing transcriptions for this thesis, from my point of view, as I am an active part of the research (cf. section 2.5 Qualitative Research).

### **3.0 Theoretical Framework**

In the following Chapter, the elements that constitute the theoretical framework for analysis will be introduced.

The following Model 4 illustrates the relationship between the data processing and interpretation, transcription and coding of this, and how each theoretical element is connected to the respective analysis in Chapter 4.

## MODEL 4



### 3.1 Motivation

The following section will include theory upon motivation in general, but also motivations for fishing tourism and tourism fishing. This theoretical tool is intended to constitute part of the analysis, in order to identify the individually expressed driving forces that anglers indicate they are motivated by, in order to include them as basis for suggestions for VisitAalborg to work towards attracting more angling tourists.

In general, motivations comprise a range of perspectives, but have commonly been seen as internally driven factors that directs behaviour of individuals in their attempt to follow a desire that they believe will stem from an activity (Iso-Ahola 1982). In other words, it includes cultural, social and psychological motives that all merge into a desire that can be satisfied by pursuing a need (Robinson & Gammon 2004). Bowen and Clarke define it as *"the dynamic process in buying behaviour, bridging the gap between felt need and the decision to act or purchase"* (2009: 88).

In the context of tourism motivation, Robinson and Gammon (2004) argue that it includes a long range of elements that overlap and mutually influence each other in the process of deciding to travel somewhere.

It has been the topic of academic research by a multitude of scholars, including some of the most influential contributors, such as: Crompton (1979); Dann (1981); Iso-Ahola (1982); Krippendorf (1987); Pearce (1992); Ryan (1998); Pearce & Lee (2005).

This grants credence to the relevance of including it in this thesis, seeing as motivations are the central drivers that make tourists travel somewhere.

Therefore, this thesis will situate itself primarily within motivations for angling, as will be elaborated in the next section.

### 3.1.1 Angling Motivation

Drawing from the above, what this thesis intends to identify, are the motivations that Danish and German anglers express when they go fishing. Subsequently, these will be contrasted and compared in the analysis to the existing offers that are in the Limfjord-area, in order to base suggestions for further developments in the Limfjord-area.

Much academic research has been conducted upon the topic of motivations for fishing, mostly based on the early work of Driver and Knopf (1976), who investigated psychological outcomes of outdoor recreation (Arlinghaus 2006a). The essential results from these studies suggest that there are main two categories of motivations, according to Kyle et al. (2007), which is why these will pose as the two essential terms in the analysis (Chapter 4:

- **General Activity-related Motivations:** *center around different aspects related to the angling experience (nature, calmness, socialising).*
- **Activity-specific Motivations:** *refer to elements that focus on the specific activity of the fishing experience itself (catching, competition, equipment).*

As mentioned earlier, these categories have inspired the formulation and structuring of the questions about motivation in the survey and interview guides, in order to produce applicable data for the analysis.

Arlinghaus underlines that *“angler motivations are outcomes the angler desires from a recreation experience”* (2006a), which confirms that anglers can express a diverse range of reasons for engaging in fishing.

Therefore, this thesis is set out to explore these motivations for Danish and German anglers, in the attempt to produce tangible guidelines for VisitAalborg, in order to attract more angling tourists.

The need for specialised research in respective countries is underlined by Ditton, who argues: *“angler behaviour and motivations in the United States, for example, are being discussed in an international context; they cannot and should not be generalized to other nations, cultures or subcultures”* (2008: 6).

This confirms that it is essential to direct scholarly attention to geographic-specific areas and to research that can confirm or disprove related findings.

Moreover, the investigation of angler motivations is an expedient way to investigate the diverse human dimensions of recreational fishing (Ditton 2004).

Lastly, the relevance of examining angling motivations is substantiated by Borch et al. (2008), who suggest that these studies can provide valuable insight into what anglers want when engaging in fishing as tourism, while they can also be used to segment tourism markets, develop marketing strategies and planning fishing tourism destinations.

Therefore, this corresponds perfectly with the intention of this thesis, because this study of expressed motivations will be applied to suggest guidelines for improvements for VisitAalborg in their attempt to attract more angling tourists from Denmark and Germany.

### 3.1.2 Motivations for Angling in the Selection of Destination (Typology)

The conceptual vehicle for analysing the motivations for angling tourism will be by means of a framework developed by Kauppila and Karjalainen (2012).

This framework is elaborated with the intention to identify the degree to which fishing is the motivator for tourists travelling. Hence, the results of this investigation are intended to denote a pattern of the motivations from the responses and interviews that is not limited to the motivations for fishing only, but also the motivations that is in combination with travelling.

Accordingly, this following framework illustrates how fishing tourism and tourism fishing can be conceptualised (Kauppila & Karjalainen 2012: 3):

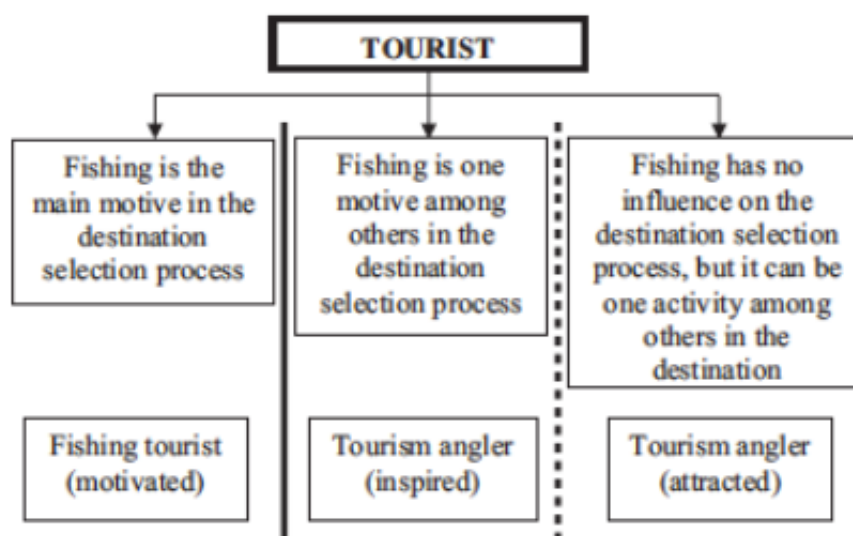


Fig. 2. Fishing tourism and tourism fishing.

This classifies the motivational factors for tourism with the element of fishing as the central aspects. I.e., in all three cases, fishing takes place as part of a leisure experience, just with the main motive as central to the decision for choosing the specific destination (Kauppila & Karjalainen 2012). It should be noted that in understanding this, fishing and angling is perceived as having the same meaning, as it was clarified in section 1.3.1 (Conceptual Definitions). However, this Fig. 2 has indicated them as different (*Motivated Fishing Tourist*, *Inspired/Attracted Tourism Angler*), for the ease of understanding and to be able to separate them in groups.

In the left-hand box (*Motivated Fishing Tourist*), it is understood that the destination is chosen specifically on basis of its angling-facilities. Thus, the tourist is fishing motivated, because other characteristics of the destination are not vital to the process of selecting destination (Kauppila & Karjalainen 2012).

Similarly, the box in the middle characterises tourism fishing, which entails that fishing is only one motive among others in the selection of destination, making the *Tourism Angler Inspired* by the possibilities to go fishing at the specific destination (Kauppila & Karjalainen 2012). These secondary motives are also part of the criteria by Robinson and Gammon (2004), which is used here to elaborate. I.e., secondary motives for travelling can also include climate, nature, social elements, facilities, etc.

This means that the element of touristic recreation is the main motivator, while fishing is a secondary, complementary element that inspires the destination selection process (Kauppila & Karjalainen 2012).

The last, right-hand box in the framework illustrates how the *Attracted Tourism Anglers* do not see fishing as a decisive factor for choosing a specific destination. Thus, fishing is not perceived as a possible attractive part of choosing a destination, but an element that can be a possible activity among others when staying at the destination (Kauppila & Karjalainen 2012).

This Fig. 2 can be applied to illustrate and identify what the German and Danish anglers are motivated by when choosing a destination. These results will then be compared to the existing offers of the Limfjord-area to assess if there are possibilities to accommodate to these wishes concerning travels.

In accordance with the social constructivist stance, it is acknowledged that no definitive conclusions can be drawn, seeing as the dynamic nature of each individual is the central part of this investigation. Accordingly, not all anglers can necessarily be put in one of the boxes, because their motivations can include aspects from more

than one box. Thus, no absolute truth can be obtained, but it is possible to get closer to underlining a consensus in the angler motivation by comparing and contrasting the findings, while observing the data from several angles (cf. section 2.4.2 triangulation).

### 3.2 SWOT Theory

The intention of conducting a SWOT analysis is to categorise the findings from all the data collection methods (cf. section 2.6), in order to point out the strongest and weakest elements of the Limfjord-area as a destination for angling tourism.

The SWOT analysis has been a commonly applied tool in tourism studies, as it can be used as a means to systematise the resources, competencies and challenges facing a certain entity (Tribe 2010). Accordingly, Glaister and Falshaw (1999) underline that the SWOT analysis is one of the most applied tools for strategic planning and business marketing.

The SWOT-framework comprises four elements, which are Strengths and Weaknesses that refer to the internal capabilities, while Opportunities and Threats are the external environment's that the entity is facing, which are all put into a grid that summarises the key factors (Tribe 2010).

The application of the SWOT grid gives insightful learning about a subject and provides usable basis for following the competitive skills after the simplification of putting the elements into order (Helms & Nixon 2010).

Though the use of the SWOT analysis as a tool has commonly been used to identify organisational issues, it has also been applied in tourism studies of destinations, e.g., about eco-tourism in Israel (Collins-Kreiner & Wall 2007), Croatia as a wine-tourism destination (Kesar & Ferjanić 2010), as well as angling tourism in Alaska (Zwirn, Pinsky & Rahr 2005), and even in Southern Denmark (Region Syddanmark 2014).

Therefore, in relation to this thesis, it is argued to be suitable as a tool to evaluate the advantageous elements that the Limfjord as an angling-tourism destination comprise, but also where the main obstacles are situated. Likewise, Helms and Nixon (2010) state that the advantage of SWOT-analysing is its power to specify the issues, internally and externally, in order to build a better understanding of its contextual elements.

As this structured approach to evaluating a destination is conducted by the author of this thesis, who primarily has an agenda of identifying the positive traits of the Limfjord, weight will naturally be put to the positive aspects. However, as the subjective positioning of social constructivism prescribes, a biased stance towards the topic of inquiry cannot be evaded. Thus, it is a conscious element of this research process to include both advantages and disadvantages in this study to produce

suggestions for VisitAalborg to make the Limfjord more attractive for anglers. This way of perceiving an instance from several angles also resembles the principles of the aforementioned triangulation to substantiate points that are revealed.

Likewise, Piercy and Giles (1989) suggest that SWOT analysis can employ both qualitative and quantitative data in the systemisation of findings.

Accordingly, this is what Piercy and Giles (1989) call a focused SWOT analysis, because it concerns a more straightforward definition of the area to be assessed, potentially making the analysis more fruitful. By applying this specific technique, generalisations can be avoided, and it can be narrowed down into a specific product market (Piercy & Giles 1989), by distilling the core competences and problems in a more clarified way that simplifies the findings (Coman & Ronen 2009).

Thus, this approach will be applied in this thesis as a focused process of identifying and visualising the strong points of advantage of the Limfjord as a destination for angling tourism for Danish and German anglers, which can be turned into an investigative evaluation to transform weaknesses and overcome threats (Tribe 2010).

### **3.3 Infrastructural Framework Combined with Branding**

This last theoretical perspective will consist of branding theory that will be used to discuss and identify where to put the effort to attract angling tourists for VisitAalborg, based on the angler motivations and the current trends, as well as perceptions of the Limfjord as an angling destination. In order to make it more tangible and to gather the threads, the branding-suggestions will be elaborated and explained by means of an infrastructural framework, introduced by Taskforce (2015) about angling tourism, which includes five parameters.

The parameters in the Taskforce (2015) report are highly relevant, because the framework that it is part of is composed by a group of the most specialised and knowledgeable persons in angling communities in Denmark, making them experts in identifying the key factors to become a successful angling tourism destination.

Therefore, the work that they have conducted would be unwise not to use and incorporate in this thesis, because their preceding work is compiled by expert individuals with many years of experience in the area of angling and angling tourism.

The parameters of the Task Force (2015) report will only be included as tools to base the branding-analysis upon, which means that the results that the report puts forward will not form part of this analysis, seeing as this thesis is an independent piece of academic work that is inspired, but not based on the work of others (cf. section 2.6.2 Related Research Literature Review).



Accordingly, the five fundamental parameters or criteria characterise a well functioning angling destination, as well as representing focus areas, based on Task Force (2015), which are:

- **Product–infrastructure:** *Basic offer in an attractive area with demanded species to catch, and a possibility to catch these due to a sustainable nature and clean fishing waters.*
- **Service-infrastructure:** *Supplied service offers that accommodates to the needs of the anglers, both related specifically to the angling, but also complementary offers that increase the standard of the stay (food, accommodation, activities & culture).*
- **Marketing- and Sales-infrastructure:** *Resources aimed at producing knowledge to the targeted audience through diverse channels, resulting in them purchasing the products at the destination, internationally, regionally and locally.*
- **Management-infrastructure:** *The development and running of the destination among stakeholders that should collaborate to frame and coordinate the sustainable angling tourism.*
- **Digital-infrastructure:** *Digital platforms and tools to disseminate and inform knowledge about the destination and the products that are offered.*

Specifically, each infrastructural parameter represents a key factor that must be emphasised and concretised, in order to become a part of the suggestive ideas that clarifies where this thesis recommend that VisitAalborg should put their focus.

However, in this thesis, they cannot stand by themselves, because it takes a marketing approach, which means that branding-elements in the analysis will be included for the ease of tangibility, comprehension and usefulness for VisitAalborg, as it is the destination marketing organisation of Aalborg (Appx. 2.A; 2.B).

Thus, the intention of this combination is meant to give credence to the suggestions by elaborating on their role in a possible *destination branding* strategy, in terms of creating *brand awareness* and a *brand image* that constitute *brand equity*. These terms will be introduced in the following sections.

Lastly, all these results will be included in a partial conclusion (section 4.5) as an illustrative framework (Model 6) that will compile and visualise the results in a graphic and more comprehensible manner, based on the branding theory inspired by the Taskforce (2015) infrastructural framework.

### 3.3.1 Branding

Branding is a highly complex element of marketing efforts, seeing as it comprises a long range of dynamic elements that go into the technique, because brand meanings

are socially constructed and culturally dependent (Campelo et al. 2014). This can primarily be ascribed to the perceived meaning of the target audience that constructs an image of the brand (Ren & Blichfeldt 2011). Thus, a brand is the promise that is given to the consumer, which is meant to take up space in their minds (Wheeler et al. 2011). Though no commonly agreed definition has been proposed, this thesis will draw its basic understanding from Kotler who defines it:

*“A brand can be defined as a name, term, sign, symbol, or design, or combination of them, which is intended to identify goods and services of one seller or group of sellers and to differentiate them from those of competitors”* (1991: 442).

The constituents that comprise this quote are the unique product characteristics that make up all liabilities for the customers (Aaker 2002). Thus, a strong brand comprises the associations and the strength to which these are attached to the particular company or product.

In relation to this thesis, it is about branding the unique points of differentiation that the Limfjord-area has (identified in SWOT-analysis), as opposed to other angling destinations, while making these take up space in the minds of Danish and German anglers, in order to make them aware about the facilities that is presents. Furthermore, it also includes taking the weaknesses and threats into consideration, in order to eliminate them or attempt to change them into advantages.

I.e., consumers, or anglers in this case, are constantly exposed to new offers and impressions from competing destinations due to a new and emerging mediascape, where new channels for disseminating information through the Internet and other sources (e.g. social media, apps and blogs) can reach a much broader audience than earlier (Dahlén et al. 2010; Wheeler et al. 2011).

### **3.3.1.1 Destination Branding**

In the last decades, destination branding has gained ground as one of the most popular topics in the field of marketing, both professionally and academically (Morgan et al. 2004). Consequently, destination marketing organisations are increasingly turning to destination branding to differentiate themselves (Ren & Blichfeldt 2011), both by focusing on tangible efforts (beaches, mountains and historical sights), and more intangible features (culture, history and atmosphere), all of which is meant to produce a unique picture of the particular place (Schaar 2013). This makes destinations into multidimensional brands that consist of *“stakeholders, landscapes and social processes”* (Wheeler et al. 2011: 16) that is meant to co-exist to produce a joint picture of the place. Accordingly, VisitAalborg is only one player among many to manage this perception, making it a difficult task to appropriately

disseminate the desired image of the Limfjord-area. The aim for a destination is thus to compile these characteristics under one coherent concept or brand that impact emotions (Ooi 2004) and express the unique identity and image that should differentiate it from other competitors (Morgan et al. 2004).

Therefore, the following section will elaborate on the elements *brand awareness* and *brand image* that are inherent parts that constitute the supreme element of branding efforts, which is *brand equity* (Kotler 1991; Keller 1993; Aaker 2002).

### 3.3.1.2 Brand Image, Brand Awareness and Brand Equity

Brand equity comprises several elements, which makes it highly dynamic, because these aspects influence and change the value and perception of the brand (Keller 1993). This makes it context-dependent, as well as relative in its expression, which corresponds with the social constructivist approach of this thesis.

In destination branding (in this case the Limfjord-area), the first factor is *brand awareness*, which is the place in the memory of consumers that enhances the likeability of producing a recognition or recall of the brand (Schaar 2013). In other words, if the consumers are aware of a certain brand, the purchase decision will be influenced by the awareness that is inculcated in their minds (Keller 1993).

This is also why Gartner argues "*destination brands might be the most complex of all*" (2009: 62), seeing as there are so many implicated parts that can influence the awareness and knowledge of the brand, consequently shaping the *brand image*. Therefore, it is vital for a destination-marketing organisation, such as VisitAalborg, to create awareness about the destination and its possibilities, because; if no one knows about the fishing possibilities in the Limfjord-area, or at least has some associations about the destination, it will not be considered in the purchase-decision process (Aaker 2002).

The *Brand image* is the next element in creating brand equity. It is defined as "*perceptions about a brand as reflected by the brand associations held in consumer memory*" (Keller 1993: 3). Thus, it constitutes the knowledge and associations that the general population holds to a brand, or in this case, destination.

Similarly, Gartner (2009) argues that this comprehensive brand image is the constituents that make a brand able to differentiate itself on the unique traits that the competitors do not possess by disseminating promotional material to create awareness that can lead into the formation of a brand image.

The importance of these two constituents in obtaining *brand equity* is underlined by Gartner's quote, stating that in a touristic context, "*the dimensions of awareness and image would seem to be the most important*" (2009: 58). This is also why these will

be in focus in this thesis, whereas other elements of brand equity (*brand loyalty and perceived quality*) are intentionally not included, because this inquiry is mainly a preliminary investigation on how to gain recognition of the Limfjord as an angling destination. Accordingly, Aaker (2002) stress that the sum and strength of the brand-image and -awareness is what creates brand equity, but that all elements must be present before equity can be achieved, thus making it less relevant to focus on.

Therefore, in the process of creating brand equity for the Limfjord-area as a destination for angling tourism, this thesis will focus on investigating how awareness can be created, based on the current trends and motivations derived from the data collection, in order to build a brand image of the Limfjord-area.

## 4.0 Analysis

In this Chapter, each of the following sections has their connections to the respective theoretical constituents of the previous Chapter 3 - Theoretical Framework. Each section is intended, as an individual analytical element that will constitute parts, which combined will provide basis to satisfactorily answer the problem formulation.

This, and how the theories as tools for the respective analytical element are related to the problem formulation is visualised in the following model 5:

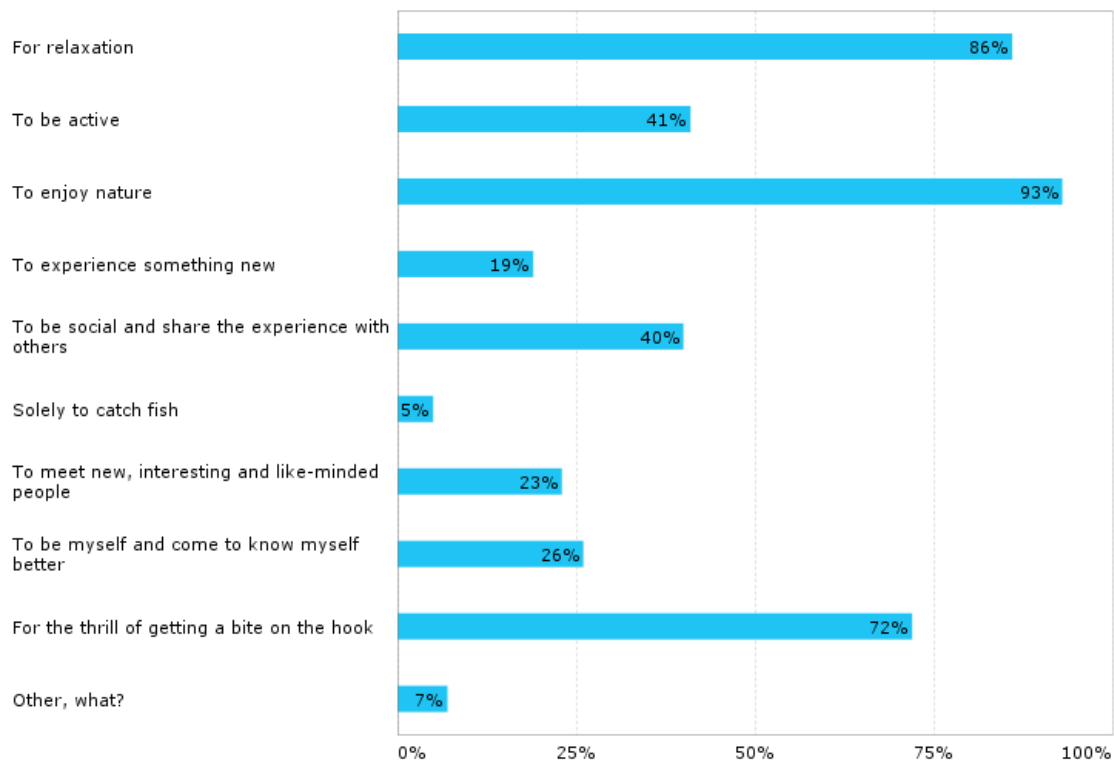


#### 4.1 Analysis of Angler Motivations

The following analysis will identify and establish patterns by means of the individually expressed motivational incentives for travelling for tourism that includes fishing.

First of all, as mentioned earlier, it should be noted that no considerable variations in motivations have been identified in the survey answers, when they have been divided by a country-based variable between Danes and Germans, as can be seen in Appendix 3.A.13. Thus, the following Appendix 3.13-results is a consolidation of the Danish and German responses:

What motivates you to go on fishing? (Multiple choice possible)



As motivations are the central drivers that make tourist travel, these are essential to touch upon in the context of this thesis, in order to satisfactorily answer the problem formulation (cf. section 1.1).

#### 4.1.1 General Activity-related Motivations

The following sections will analyse General Activity-related Motivations based on the empirical data from the data collection.

##### Nature

Including the results from Appendix 3.13, it gives clear indications that a multitude of anglers are motivated by the prospect of enjoying nature when 93% express that this is a main incentive for going fishing. Accordingly, 95% of survey respondents respond that they *Agree Strongly or Agree* to the statement: *"I value that I get a good nature experience"*. This substantiates the importance of being in the nature as a primary factor in the decision of angling-destination, which is also confirmed when 83% answer that it is *Very Important or Important* to *"experience a diverse nature at the destination"* when they go on vacation (Appx. 3.17.4).

Likewise, all angling-expert interviewees refer to nature as vital to their experiences. E.g., one interviewee values *"that whole nature experience that I have had an incredible joy in experiencing"* (Appx. 2.F: 13.00), while another describes that the

nature makes him *“come again next time because it is more like this nature and fresh air that you can get, which drives me, and which is extraordinarily de-stressing for those who suffer from this* (Appx. 2.D: 05.01). For this interviewee, the diverse nature is also what makes him go to Sweden again and again, because *“that is absolutely what I value”* (Appx. 2.D: 44.55). Likewise, one interviewee even chooses specific fishing-spots, because *“some of the spots have some spectacular nature, which is special to that specific area, and that was very important to me”* (Appx. 2.E: 11.45).

Another indicator that nature is essential to the fishing experience, is when the survey-data reveals that more than one third prefer living primitively and outside in the nature when they go fishing with overnight stays (Appx. 3.15). These are divided among 25% who prefer sleeping in tent, while the remaining are divided around sleeping in shelters, in bivouacs, in boats and under the open sky (Appx. 3.15.1).

The reasons for choosing these types of accommodation are exemplified by the following answers to the question *“why do you they prefer this type of accommodation”* (Appx. 3.15.2): *“It is primitive and you get close to the fishing spot, meaning that you are on your fishing-trip at the same time as you wake up”* and *“because it is cosy to sleep in a tent. Tent, campfire and fishing is a great combination”* or *“it is often close to the fishing spot at gives the opportunity to quickly move on to another spot”* and especially one captures the whole combined experience with this following quote: *“It is a part of giving you a feeling of freedom and outdoor life - preferably primitive and simple. Freshly caught fish prepared on the campfire gives you that feeling of “being a part of the nature”, and not just being in it”*. These quotes substantiate the importance of feeling that they are embracing the special sentiments that the nature provides. This was also found to be very important to many anglers in the online communities across all countries in the netnographical study (Appx. 1.B-1.H).

Correspondingly, an elaborate report by the Ministry for Environment and Food of Denmark confirms these results, when it concludes that 30% of Danish anglers belong to the category “Angler in nature”, which is also the largest of group of that report, which also ranks “nature” in top three of motivations for angling (Ministeriet for Fødevarer, Landbrug og Fiskeri 2010).

In close relation to this, many responses point to the importance of focusing on the environment, sustainability and quality of the fishing water. In correspondence to the nature as a primary motive for angling, these are frequently occurring as sub-motives, because these aspects are natural indicators that the nature can exist at all. Thus, the survey-responses underline that 94% *Agree Strongly or Agree* on the statement *“I value that there is focus on sustainability”* (Appx. 3.14.11), and 97%

*Agree Strongly or Agree* on the following statement *"I value that there is focus on quality of water"* (Appx 3.14.12).

Moreover, sustainability as an important element also emerges in several interviewee-quotations. E.g., it is simply explained when one utters *"returning to sustainability, I don't think that I can justify that I take home more fish and the toss it out or feed it to the cat. Then it is better that they are still in the stream or the Limfjord"* (Appx. 2.F: 41.30). Another interviewee underlines that for him *"it is an important part of making the things go round. It must have a certain cycle in things – we cannot eat all the processed groceries, and out waters cannot be filled with all sort of crap [...] But as there is a possibility in choosing sustainably, then I would most definitely chose that"* (Appx. 2.C: 10.25).

Finally, to complete the nature- and sustainability-perspective, it is also often combined with the ethicality in fishing, which was of frequent occurrence in the netnographical study, in which questions topics, such as *pollution, nature-restoration, preservation-zones*, as well as *the catch and release principle* received much attention (Appx. 1.A).

### **Calmness and Relaxation**

Another indicator that underlines the frequent appearance of the General Activity-related Motivations is when 86% of survey-respondents state that the prospect of relaxation is a main motivator when they go fishing (Appx. 3.13). This can also be argued to have close relation to the sentiments that nature gives. However, it is intended as an independent motivational factor, because fishing is not necessarily an activity that takes place in nature. This experienced calmness is emphasised in the following survey-responses in Appendix 3.13.1: *"I use the silence as meditation in times of noise"*, or *"Peace and quiet! I am not the typical talkative, who likes to go around and talk to others standing with a rod. I like the adventure of being away by myself"*, while one respondent argues that it is used as *"medicine after a depression"*.

These instances where fishing is used to come close to the self, while de-stressing in the situation enhances the picture of a multitude of anglers, who seek the calm atmosphere by the waters in quiet surroundings. A report from the Ministry for Environment and Food of Denmark supports these results, as *"de-stressing"* is among the three top-scoring motivational factors for angling (Ministeriet for Fødevarer, Landbrug og Fiskeri 2010).

This act of disconnecting appears to be highly rewarding, as the responses often underline a basic human need to be away. This is well described in the following quote: *"I go fishing to de-stress, and I feel more like a part of the nature, when the experience is as close to nature as possible"* (3.15.2). Likewise, just the prospect of



being outside, while experiencing the nature and the fresh air can be de-stressing and even therapeutic (Appx. 2.D).

The meditative elements, where the catching of fish is not everything is also an attractive element, e.g., when one interviewee perceives it as rewarding just to be outside and unwind without any interruptions (Appx. 2.F).

A perspective to this “need to be alone” can also explain why many respond that they do not like fishing competition, as 60% reply that this is not attractive to them (Appx. 3.14.7). Maybe it is the de-stressing atmosphere with no pressure to deliver and make an effort, but only be concerned about the deeds of oneself. E.g. one respondent utters, *“I prefer to go fishing by myself. I enjoy the calmness in concentrating in my fishing, while getting to know myself”* (Appx. 3.13.1).

Many anglers are not only motivated by the calmness of being alone, because it can also be combined with the aspect of being social, perfectly articulated by an interviewee who says, *“Relaxing is a motivational factor me, but it is more about the combination with friend and relaxation”* (Appx. 2.C: 05.15). Accordingly, this perspective will be elaborated in the following section.

### **Socialising**

Though this last aspect of activity-general motivations is only chosen by 40% of the survey-respondents, this investigation shows that it is an inevitable part of the angling experience. This is especially underlined when all angling-expert interviewees express that this is an important element of their attraction to angling (Appx. 2.C-2.F)

Correspondingly, the cosiness in fishing together with friends and family is also concluded to be within the top three of motivations for angling, in a report by the Ministry for Environment and Food of Denmark (Ministeriet for Fødevarer, Landbrug og Fiskeri 2010).

The experience of being with other like-minded people seems to be inherent, because there is an attraction connected to the comradeship, where sharing of memories and experiences can increase the success of the trip. This was also visible across a long list of online communities, where threads, as well as apps, are especially dedicated to finding companions for fishing trips (Appx. 1.A).

Accordingly, a long list of survey-respondents expresses how they are drawn to the feelings of socialising during fishing trips, because it combines the needs and desires that they relieve through the activity (Appx. 3.13). This is e.g. exemplified by the following expressed motive for angling from Appendix 3.15.2: *“It is about the social aspects with fishing-buddies”*, while another substantiates that the social intercourse, where *“you meet like-minded with the same interests”* is attracting,

while lastly it is perfectly formulated when one expresses that it is about *“having a nice time around being an angler. Either just sitting and tying flies, especially for the fishing we are going on, or, just social intercourse. Preparing food together of the catch”*.

This underlines how the socialising is centralised around the mutual interest of fishing, but also all the aspects that surrounds it. Especially, the joint food-preparation and eating of this afterwards seems to give more quality to the trip, because it gives room for discussions about the occurrences, or an evaluation of the trip that wraps up the happenings of the day (Appx. 2.C; 2.D; 2.F).

This also corresponds with the fact that 23% of survey respondents expressed a wish to have the possibility *“To meet new, interesting and like-minded people”* (Appx. 3.13), as it seems to produce unity among individuals with the same interests, which ties them together in their joint fascination about the whole world around fishing.

Therefore, even though the General Activity-related would seem to be secondary to the Activity-specific Motivations, this is not to be neglected, because the sentiments that surrounds fishing is much more rewarding than the catch itself. Accordingly, 95% of survey-respondents state that they *Agree Strongly* or *Agree* to the statement *“I can have a satisfactory fishing trip even though I do not catch anything”* (Appx. 3.14.1)

This is supported by the following quotation from an interviewee who perfectly articulates the Activity-related concept: *“For me, the perfect fishing trip is not so much about the catch, but much more about the social aspect. To me, it has always been a social activity. So, the perfect trip for me is that we go and enjoy what we are doing, meaning that it is not crucial if we catch pikes or anything at all. Time just goes by with talk and cosiness, our packed lunch, etc.”* (Appx. 2.C: 07.51).

Though this quote substantiates the traits of the Activity-related Motivations, strong indicators for the Activity-specific Motivations are also present, as will be elaborated in the next section.

#### 4.1.2 Activity-specific Motivations

As a concept that should be seen as related and not in opposition to the above-mentioned Activity-related Motivations, the Activity-specific concentrates around the experience of catching itself, which can be seen in the following sections:

##### **Catching**

The element of angling that concerns the catch itself appears as an important part of the fishing experience. First and foremost, this is underlined when 72% state that they are motivated by *“the thrill of getting a bite on the hook”*, which shows that it is an essential part of activity of angling (Appx. 3.13). Likewise, this “thrill” is the

most common motivational factor from replies in a report by the Ministry for Environment and Food of Denmark (Ministeriet for Fødevarer, Landbrug og Fiskeri 2010). However, as another result from the survey reveals, only 5% utter that they are motivated *“solely to catch fish”* (Appx. 3.13), which supports the social constructivist stance that underlines that not one single conclusion can be drawn when dealing with people and their emotional perceptions of the world around them. It is rather a combination of incentives that characterise the angler-sentiments, which shows how complex and individuals are. E.g. one interviewee perfectly describes it, as *“it is the whole hunt around catching of the fish – but not exclusively, because it is also about the nature experience”* (Appx. 2.F: 14.08).

This substantiates that catching is a big part of the angling-experience, because the challenge in the process seems attractive, and as a survey-respondent says: *“it is the challenge that drives me. The joy and adrenalin-kick I get from catching a salmon or sea trout in the stream is indescribable”* (Appx. 3.13.1).

Accordingly, it becomes clear that if the waters did not contain any fish, then the nature itself would not be sufficient to motivate the anglers to keep coming back forever, when an interviewee explains: *“fundamentally, it is this prize that swims around out in the water that you do it for – and if it is not there, then. If suddenly it became deserted of fish, then I would have a very hard time getting out to fish”* (Appx. 2.E: 12.59).

However, this quote should also be understood as a description of the most extreme unimaginable scenario, because one (Appx. 2.F) or even four-five (Appx. 2.D) trips with zero catches in a row cannot remove the belief that the next time will give a prize in the shape of a big fish. This is supported, when 95% state that they *Agree Strongly* or *Agree* that *“I can have a satisfactory fishing trip even though I do not catch anything”* (Appx. 3.14.2) and the contrary is inherent when 60% *Disagree* or *Disagree Strongly* to the statement *“the more I catch, the better a fishing trip”* (Appx. 3.14.3).

In the catching-aspect of the Activity-specific Motivations, it seems inherent that catching for the sake of just catching the fish is not attractive to most anglers, seeing as there is more prestige in specialising to catch specific species or increasing the skills and focusing on the marginals of fishing. This is substantiated when only 39% utter that they *Agree Strongly* or *Agree* on the statement *“The more I catch, the better a fishing trip”* (Appx. 3.14.3). However, this is not tantamount to the deed of always catching specific personal records, but still it seems to be an appealing factor when 41% state that they *Agree Strongly* or *Agree* on the statement *“I am happiest if I catch one difficult trophy-fish”* (3.14.4).

These answers indicate that there is not one undisputed conclusion when it comes to individual anglers with different preferences in catch-orientations. However, one

interviewee describes how he perceives this as a process in fishing that develops the field of interest in connection with the fishing "career". He articulates it as:

*"In the beginning, I like to catch many fish, when you have caught many fish, you would like to catch big fish, and finally when you have done that for a period of time, [...] then you want THAT fish there, because it is there, and then one day, you get that fish after trying multiple times. Then it is like a prize for diligence" (Appx. 2.F: 14.08).*

If this description represented a "rule of thumb", then it would explain why the answers are so diverging. I.e., almost 700 respondents are necessarily not on the same level in catch-orientation and specialisation. This also confirms the dynamic and different perceptions that all individuals are characterised by, which corresponds with the social constructivist stance of this thesis.

### **Competition and Equipment**

This aspect is not a subject that receives much support from the collected data. However, it should still be noted that 31% of survey respondents *Agree Strongly* or *Agree* on the statement *"I like to participate fishing competitions"* (Appx. 3.14.7). Likewise, an interviewee underlines that events and competitions are perfect to create awareness about the fishing-possibilities in given places and show one's skills (Appx. 2.F), while another interviewee backs this up by saying that it can give an increased focus and attention to a place, because it shows that there are actually fish, which can be disseminated quickly through Facebook, etc. (Appx. 2.D). Likewise, the netnographical study also shows that competitions and events are highly valued among anglers from all countries, as this receives much publicity (Appx. 1.A).

An explanation that only 31% value competitions could have the explanation that there is an antipole, constituted by a large group of enthusiasts that propagate for the Catch and Release principle, who support the sustainable aspects of fishing (Appx. 3.14.10), and often direct harsh accusations towards others who do not practice this, on the social medias (Appx. 1.A).

Accordingly, 53% of survey respondents utter that they *Agree Strongly* or *Agree* on the statement *"I like to participate in events that centres around fishing"*, which gives indications that it is the whole package about fishing that is appealing to anglers.

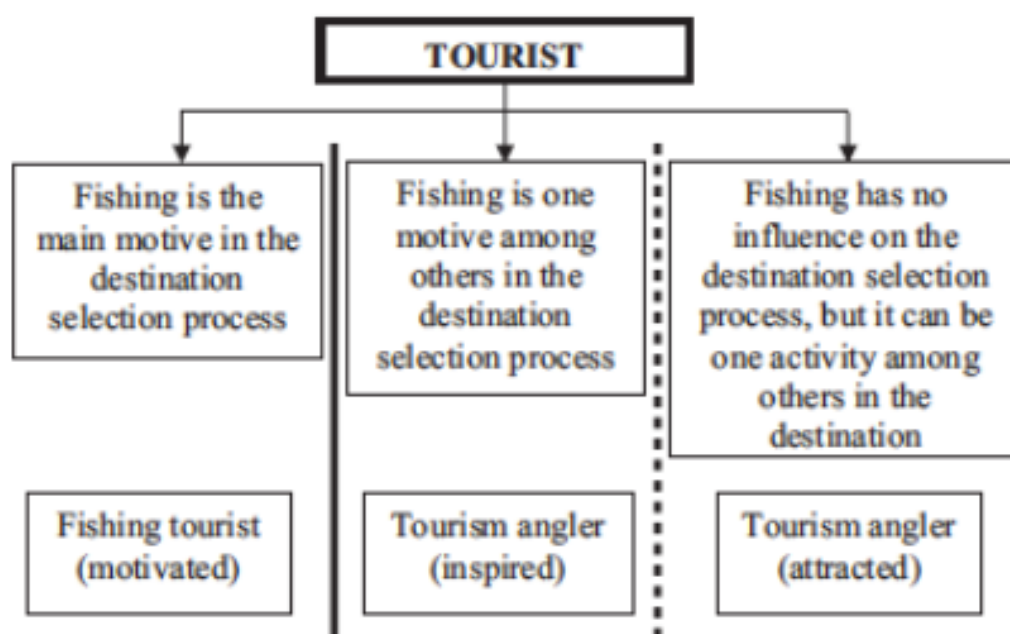
From this, even though it is not a pronounced issue, it will be inferred that a majority of anglers are devoted to *equipment*-element of the Activity-specific Motivation, because equipment is a requisite of the whole angling experience, seeing as a rod,

hook and reel are almost always essential in catching fish. Accordingly, all angling-expert interviewees refer to their equipment at least once in each interview (Appx. 2.C-2.F), while it is also one of the most appearing subjects across all countries in online communities (Appx. 1.A-1.H).

#### 4.2 Analysis of Motivations for Angling in the Selection of Destination (Typology)

Based on the analysis above, combined with additional data, the following section will include an analysis of the revealed angler motivations in the selection of destination, by means of the theoretical elements of Fig 2.

It is clear from the analysis that anglers represent a multitude of complex and intertwined motivations for fishing. This makes it difficult to definitively point out certain conclusions and distinguish among the answers. However, the data shows resemblances of patterns that demonstrate consensus.



**Fig. 2. Fishing tourism and tourism fishing.**

##### **Fishing Tourist (Motivated)**

As can be seen, the left-hand box in Fig. 2 represents the *Fishing tourist* who selects destination on basis of the possibilities to go fishing.

According to the survey responses, 43% reply that they find it *Very important* or *Important* when asked: “How important is the possibility to go fishing to your choice of destination” (Appx. 3.16). This indicates that many anglers are motivated to go fishing when the on holidays. However, when 53% say that it is *Not so important* or

*Not important at all*, when asked the same question, it underlines that fishing is not that vital a part, after all. Thus, it gives a picture that a minority are solely motivated by the prospects of fishing when choosing holiday destination. However, an example of this attitude of one angling-expert interviewee substantiates the importance when he is asked how important fishing is to his choice of destination, and he answers, "*It is of most importance* (Appx. 2.E: 35.17).

This is confirmed when 90% indicate that it is *Very Important* or *Important* for the survey respondents "*To be with my family*" (Appx. 3.17.2) versus 41% who state the same to the statement "*That it is possible to go fishing*" (Appx. 3.17.1) when going on vacation.

These answers show that it is difficult to come to certain conclusions regarding the *Motivated Fishing Tourists*, but an explanation could suggest that these anglers are inferior in numbers, compared to the *Tourism Anglers*. According to the report by Ministry for Environment and Food of Denmark, only 9% of anglers belong to this group, who practice "the active angler-life" (Ministeriet for Fødevarer, Landbrug og Fiskeri 2010).

With this said, the discussion should also include that many anglers, including all angling-expert interviewees (Appx. 2.C-2.F) have a tradition of going to foreign countries at least once a year to go fishing, where everything is about fishing.

Accordingly, this could explain the fact that 66% of the survey respondents have travelled abroad to go fishing (Appx. 3.18). With these fishing trips, which is dominated by Norway and Sweden as destinations, it indicates that a multitude go on these focused vacations where angling is the main motive, seeing as these countries are perceived by many as fishing-paradises (Appx. 3.19.1).

### **Tourism Angler (Inspired):**

Though the *Motivated Fishing Tourists* are by far the ones who spend most money on their "lifestyle" (Ministeriet for Fødevarer, Landbrug og Fiskeri 2010), there is also a large group of the *Inspired Tourism Anglers* in Fig. 2, who are inspired by the prospects of fishing when choosing destination. This becomes clear when weight is often put to the possibilities of combining the vacation with experiences that are not necessarily related to fishing, but still include the possibility of doing so while being on holiday. Correspondingly, It is *Very Important* or *Important* for 90% to "*Relax and recharge*" (Appx. 3.17.3), "*To experience a diverse nature at the destination*" for 83% (Appx. 3.17.4), "*To experience nature-related activities*" for 46% (Appx. 3.17.5), "*To experience cultural experiences*" for 52% (Appx 3.17.6), "*That there is a selection of entertainment possibilities*" for 28% (Appx. 3.17.7), and finally *To learn about the local history of the destination*" for 49% of the survey respondents (Appx. 3.17.3).

These results emphasise that this combination of interests seems appealing, where family time is prioritised (Appx. 3.17.2), but still including the possibility of angling (Appx. 3.16; 3.17.1). This is exemplified by the following articulations from a list of survey respondents, all from Appendix 3.15.2, which answers the question *why do you prefer this type of accommodation*: *"I go camping with the family and typically go on trips of 3-4 hours duration"*, and *"My children also enjoy the primitive life, and I think that it is good for the family to experience the closeness and primitive as opposed to the hectic everyday life with too many screens"*, and *"I have a caravan. Flexible. And the family is with me and enjoy the camping life, while dad is fishing with good conscience"*, or *"In a holiday home, I find it more pleasant to be with my family, with this, the conditions for an angler with family is better"*, while lastly one describes it as *"Because I am not on vacation only to go fishing, but a family-vacation where we do many activities. But, now and then I go fishing"*.

These quotations demonstrate how the possibility of fishing is inspiring to many anglers, however, where it is possible to compromise and mix interests of the implicated parts of the group. This is underlined by the following quote: *"I combine fishing in Denmark with the family-holiday at the same time"* (Appx. 3.15.2).

With these quotations, it is emphasised how many anglers value the possibility of fishing when they travel for their holidays, which also makes them bring along equipment if the circumstances allow for a trip. Moreover, it seems to be the prospects of spending time with the family and experiencing other things than fishing that is prioritised. One respondent puts word to the possibility of combining vacation and hobby by saying: *"I prefer to be on holiday and bring along my hobby. But, I do not wish to go on holiday that exclusively centres on fishing"* (Appx. 3.15.2). An interviewee also refers to fishing as a significant part of the selection of destination, but still means that it is necessary to prioritise and accept that you cannot travel only to go fishing with a family (Appx 2.D). However, in his family they never go on vacation without bringing the fishing rods (Appx. 2.D). This way of travelling highly resembles the *Inspired Tourism Angler*, which seems to be the case of a majority of respondents in the data inquiry of this thesis.

As a curiosity, it should be mentioned that the preliminary netnographical study highlighted how most online communities were used to share information about angling-destinations, and often it was family fathers who asked for fishing spots near the holiday residence (Appx. 1.A). This could suggest that many anglers are inspired to go to specific places by the information that is disseminated through these channels, as the survey responses indicate that 75% seek/find information through acquaintances, 59% on websites and 56% in angler forums/social medias (Appx. 3.12). Seeing as anglers are so closely connected at present, it would also indicate that a majority has investigated how the fishing-situation looks like at the

forthcoming holiday destination, hence situating a majority of anglers in this category *Inspired Tourism Angler*.

### **Tourism Angler (Attracted)**

In multiple cases, the reasons that respondents list concerning the fact that angling is not part of the destination selection process, is constituted by two primary factors, namely “family” and “economy”, and a secondary factor, which is expressed as “not had the chance yet (Appx. 3.18.2).

The first factor supports the results in the sections above, where family time is often prioritised above everything else. This is perfectly exemplified by a survey respondent, who says:

*“I have often been fishing on my travels, but never to a place, only to fish. To me, fishing is a way of relaxing and being alone, which does not harmonise with family holiday or stationing, even though I do it if the situation allows for it. In such cases, it is important to be able to go on trips, etc., where it is not necessary to bring equipment” (Appx. 3.18.2).*

This quote represents the right-hand box in Fig. 2, in which angling is no prerequisite for the destination selection, but a welcomed opportunity if there is time and possibilities to go fishing, when already staying at the destination.

The second factor, economy, which was mentioned above seems to be the primary reason that the survey respondents do not go travelling for angling-reasons. By indicating that, this factor cease to be a motive, but rather a condition that eliminates the possibility of travelling for angling-reasons.

The third factor, “not had the chance yet”, resembles an attitude that shows interest in travelling for angling-reasons, but with the obstacle that it has not yet been possible or prioritised.

These results could suggest that these are *Attracted Tourism Anglers*, but that other factors have been more important to experience in the destination selection, such as family, relaxing, diverse nature, other nature-related activities, cultural experiences or entertainment possibilities (Appx. 3.17.2-3.17.7), which should be accentuated to possible *Attracted Tourism Anglers* that could be convinced while at the destination (Appx. 2.C). I.e., recent estimated digits show that tourist-numbers are increasing in Aalborg, increasing the generated revenue to amount to 30% of the total in all of Northern Jutland, making Aalborg the third largest tourism-municipality in Denmark revenue-wise (VisitAalborg Business 2017), which poses a serious potential in



persuading tourists who did not travel to the Limfjord-area with the intention to go fishing.

### 4.3 SWOT Analysis

This analysis will introduce the strengths, weaknesses, opportunities and threats, based on the preceding analysis, as well as identified trends and tendencies among anglers from the netnographical study (Appx. 1) and other perspectives from the related research literature.

In section 4.3.1, a SWOT grid (Grid 1) will provide an overview of the findings.

#### Strengths

The first and foremost strength that the Limfjord as an angling destination possesses is the fact that the sea trout is extensive in prevalence (Appx. 1.A; 2.C; 2.D; 2.F; Task Force 2015; Limfjordsrådet 2016). That is because more than half of the survey respondents indicated this species as their favourite to catch (Appx. 3.10). It is also considered a commercial species, seeing as it is calculated that the value of 1 kilo of sea trout caught by a recreational angler gives economical revenue of around 2500 DKKR (Havørred Fyn Sekretariatet 2012).

The fact that good environmental conditions for the sea trout is present in the Limfjord-area is thanks to the great deal of work that has been done for more than a century (Appx. 2.F), while a renewed focus to increase the environmental conditions has been launched to increase the focus on a clean and sustainable Limfjord (Appx. 2.C). Specifically, the significant reason that there is an emergence of sea trout is due to the streams in the Limfjord-area (Appx. 2.C), which possess an original and viable strain (Appx. 2.E; 2.F), many of which (e.g. Lindenborg Å) are self-reproducing, which is very unique in a Danish context (Appx. 2.D; 2.F), and therefore necessarily gives favourable environmental conditions. These conditions are also very important to a majority of anglers (Appx. 1.A; 3.14.11).

Another instance that outline the strength in focusing on angling tourism is the fact that recreational angling is a very important activity in Denmark. According to a report, 18% of Danes between 18 and 65 years old have been angling at least once within the last year (Ministeriet for Fødevarer, Landbrug og Fiskeri 2010), something that all respondents from the survey also have (Appx. 3.8).

In connection to this, another report underlines that Northern Jutland is the most popular destination to spend the holidays for Danes, with 27% considering this destination for their next holiday (Dansk Kyst- og Naturturisme 2017).

Concerning the German target audience of this thesis, it is a very strong element that Denmark is also such a popular destination for them (Appx 1.C). This is substantiated when one third of the German respondents have been angling in Denmark (Appx.

3.18.1). Among these, a more modest 16% indicate that they have tried fishing in the Limfjord (Appx. 3.20.2). However, the German anglers constitute, by far, the highest percentage of tourist-anglers in Denmark (Ministeriet for Fødevarer, Landbrug og Fiskeri 2010). This might be explained by a tendency that a report has highlighted, namely the fact that anglers will primarily choose neighbouring destinations for their angling-trips, due to economy (Region Syddanmark (2014). This trend is also seen in the netnographical study, where the neighbouring countries are preferred over other destinations (Appx. 1.A-1.H). Several Germans respondents also exemplify this, e.g. by saying that Denmark is their favourite country for angling-holidays, because: *"Denmark is not that far away"*, and *"It is not that far away from the border"* or *"it is a very short trip that I have"* (3.15.1).

Another reason is that Germans consider the Danish nature-experience higher than e.g. Holland and France, as well as seeing the quality of fishing water better in Denmark than in Eastern Europe.

Another powerful element for the Limfjord-area when it comes to German angling-tourists is that they are highly attracted by the prospects of living in holiday homes (Appx. 1.A; 2.B; 3.A.15). In fact, this was the only example where the survey responses diverged considerably, seeing as only 26% of Danes preferred this type of accommodation when having overnight stays on fishing trips, while 53% of Germans replied that this was preferred (Appx. 3.A.15). Luckily, the area around Aalborg and the Limfjord boasts of more than 5000 holiday homes (Appx. 2.A; 2.B).

In relation to accommodation, camping is also quite popular as accommodation-type (Appx. 3.15; 3.15.1), which makes it a strong element of attraction for angling tourism in the Limfjord-area, because the area has five camping sites (Appx. 2.B), while a number also prefer their boat to sleep on (Appx. 3.15.1), which can be met by four marinas (Appx. 2.B).

Accordingly, as the analysis of motivations revealed, a majority of the anglers from this investigation value being close to nature (cf. 4.1.1 General Activity-related Motivations), in which being out in the open and living primitively is in high demand (Appx. 3.15.1). This demand can be accommodated by highlighting the large number of possibilities that there is along the coasts of the Limfjord with 20 primitive sites with shelters and the possibility to put up tents close to the fishing waters (Aalborg Kommune 2017a), which is highly requested as a possibility among anglers (Appx. 3.15.1). This tendency is supported by a Region Syddanmark (2014) report, which underlines that the quality and comfort of the place for overnight stays play a less important role for anglers.

Another important and strong aspect for angling tourism in this investigation is the possibility of catching multiple species, as 59% of survey respondents *Agree Strongly*

or *Agree* on this (Appx. 3.14.1). In the Limfjord-area, this is a very strong trait, seeing as its geographical and biological diversity gives perfect conditions for many species to thrive in. This tendency is substantiated when survey respondents present a multitude of different species as their favourite to catch (Appx. 3.10), e.g. sea trout, which is of high prevalence in the Limfjord and by the coast (Appx. 2.C; 2.D; 2.F), herring and garfish that appear by the dozen in the spring (Appx. 2.D; 2.F), mackerel and codfish that can be caught off the shores of the eastern Limfjord-outlet (Appx. 2.C; 2.D; 2.F), salmons that can be found in some places (Appx. 2.D), while pike and perch can be caught in several lakes and streams around the Limfjord (Appx. 2.C). All these species show that almost all preferences can be met, as they are all possible to catch in the Limfjord-area (Limfjordsrådet 2016).

Associated to all these species of fish, another strong element that the Limfjord can boast of is the high prevalence of other maritime animals, such as mussels, edible crabs, lobsters, oysters, but also the culinary and hyped herb called saltworth (Appx. 2.C).

As shown above, the different species are primarily caught in certain places and types of water, i.e., saltwater or freshwater. Accordingly, a survey-question (Appx. 3.9) concludes that 78% prefer coast-fishing, which is a strong element to focus on, seeing as the Limfjord has more than 1000 km. coastline (Task Force 2015), whereas 45% favour fishing in streams, which is perfect, seeing as 12 streams flow into the Limfjord (Limfjordsrådet 2016), among which 10 are among the largest in Denmark (Appx. 2.C). Lakes as an angling-place is valued in 39% of the cases, which is a positive fit, as there are several lakes with free fishing in the area (Støvring Lystfiskeriforening 2017). Lastly, Put and Take fishing is a preferred type in 25% of the cases (Appx. 3.9), which is good, seeing as there are a multitude of different possibilities in this regard in the Limfjord-area (Put & Take Fiskesø Guide 2017).

In connection to these popular places that this inquiry revealed, a grand part of the experience of catching fish also regards the way that they are caught, related to the type of equipment that is used. Accordingly, the diverse places to go fishing in the Limfjord-area certainly give room for exercising the branch of fishing that is favoured for each angler. Thus, the results revealed that spin-fishing is preferred in 82% of cases, fly-fishing 44%, angling with bait 28%, jig-fishing 18%, cayak-fishing 4% and lastly 5% favoured harpoon-fishing (Appx. 3.11). Lastly, a branch of fishing that had substantial backing in the survey was "trolling" as a way of fishing (Appx. 3.11.1), which requires a boat that can be difficult to bring on a holiday. However, this can also be remedied, seeing as there are possibilities to rent boats, e.g. in Hou at the eastern outflow of the Limfjord (Appx. 2.B; Hou Jollelaug 2017), but also inside the city of Aalborg (GoBoat Aalborg 2017).

All these branches are possible to practice, which gives perfect conditions for attracting all types of anglers, because the previously mentioned diversity in the nature of the Limfjord-area gives room for all preferences.

Finally, a strong aspect that is considered *strength* for angling tourism in the Limfjord-area is an outdoor-wave that is receiving very much attention at the moment. This actuality is substantiated with e.g., a special show about outdoor-activities called Outdoor NU (TV2 Nord 2017), a national radio channel has a popular angling-program called Fisketegn (Radio 24/Syv 2017), while the latest attempt to make a new angling-tourism strategy (Miljø- og Fødevareministeriet 2017) also substantiates that it is a highly relevant topic.

This might also be why there is a positive attitude towards collaboration among the fishing organisations and stream-associations in the Limfjord-area (Appx. 2.C).

### **Weaknesses**

One of the main weaknesses is the many and diverse interests in the whole project around making the Limfjord into an angling tourism destination. I.e., whereas tourism operators are keen on developing the products to attract more tourists, they should still take into account that the product is only present when the environment and sustainability is in focus. As one interviewee pointed out in relation to the "Havørred Fyn" project, lack of communication among the parts can have serious consequences (Appx. 2.E). Likewise, the locals, who do most of the nature restoration work, should also be considered, in terms of sharing plans for them and show where the money goes, because they experience increasing distrust, as they feel that administration takes all the resources (Appx. 2.E; 2.F).

Thus, in order for this weakness to be overcome and turned into a strength and gain local support from the stream- and coast anglers, who necessarily need to see perspective in the initiatives, this means that better and more noticeable funds should be given to environmental causes (Appx. 2.F). This could also remedy some of the negative perceptions that survey respondents have about the Limfjord, such as; lack of nature diversity, contaminated water from the industry and worsening conditions for the fish (Appx. 3.20.3).

This picture is also a weakness, as many still has a negative image of the Limfjord, on basis of oxygen depletions that have swept through Denmark multiple times (Naturstyrelsen 2009). This is still a serious disadvantage for the Limfjord, because it is also a problem today (Limfjord Update 2017). However, the conditions are bettering day by day (Appx. 2.C; 2.F). This is also a topic of serious concern for anglers in all investigated countries (Appx. 1.A), which means that it should be taken very seriously.

Likewise, the process seems to be complicated by the conflicting positioning of responsibility, e.g. with farmers who have neighbouring land to fishing waters, but also the fact that the municipality borders ends at the banks of the Limfjord, which gives confusion about the roles and responsibility (Appx. 2.C).

The mussels-industry is also a significant weakness for the Limfjord. Especially in terms of the mussels-scraping vessels that completely expose the seafloor of the Limfjorden and leaves it dead for years after (Appx. 2.C; 2.F).

Moreover, it is a significant weakness that the Limfjord is not commonly known as a fishing destination, compared to other more established projects, such as Havørred Fyn and Fishing Zealand (Task Force 2015). These destinations have had a substantial head start, in terms of creating image and awareness, both in Denmark and abroad (Appx. 1.A-1.H). Thus, it is not only about building a destination image, but also to convert customers and gain market shares from the existing destinations.

Lastly, a serious weakness that several interviewees underline is the lack of political commitment to overfishing, which threaten sustainability, when certain persons take home more fish than they can eat, and even starts selling it (Appx. 2.C-2.F). In order to turn this tendency, quotas ought to be put up to restrict the fishing, while harder sanctions should prevent it from happening (Appx. 2.D; 2.F).

### **Opportunities**

One of the main opportunities that the Limfjord-area can take advantage of is the possibility of attracting foreign anglers in the shoulder seasons, because only short times of preservation during the spawning-periods restrict fishing in Denmark (Appx. 2.D; 2.E). This opens up for fishing-tourism all year round. Thus, it gives a competitive advantage, seeing as the spring and autumn gives better fishing for sea trout (Appx. 2.C). Moreover, the Swedish coasts close for a long period of time in the fall when Danish conditions for sea trout increase (Appx. 2.D; 2.E), which could also attract Swedes and Norwegians (Appx. 2.C).

Another advantageous tendency in terms of attracting more Germans is that their travelling patterns are changing towards a preference for Nordic countries, as a consequence of terror and political violence in southern Europe, as their demand for idyll, space and freedom is jeopardized (VisitDenmark 2017a). At the same time, a clear opportunity in favour of attracting specifically German angling tourists is that 75% of these have travelled abroad to go fishing (Appx. 3.A.18). A report also confirms that the number of German angling tourists is only expected to increase (Region Syddanmark 2014).

In this line of thought, in order to attract more Germans and generally more Danes, it would be advisable to emphasise the great fishing waters by hosting events and competitions to create more awareness about the Limfjord-area. Even though only one third of the survey respondents reply that they *Agree Strongly or Agree* on the statement "*I like to participate in fishing competitions*" (Appx. 3.14.7), it would still underline the "sea trout"-product and other species that the Limfjord-area boast of. This could also be the stepping-stone to create awareness in angler communities in other countries, seeing as the netnography demonstrated how competitions were popular across all countries (Appx. 1.B-1.H). Moreover, events that center around fishing was attracting to 53% of the survey respondents, which show that there is an interest (Appx. 3.14.13), while also 53% *Agree Strongly or Agree* on the statement that they value the possibility of having a local guide at the fishing destinations (Appx. 3.14.14). Accordingly, two interviewees emphasise that their guiding make many anglers return year after year (Appx. 2.D; 2.E), which suggests that the right education and training can be very profitable.

A last perspective that would possibly be profitable to emphasise in terms of target audience, is a relatively new Dutch market, as an interviewee underlines that he has seen and guided many Dutch anglers (Appx. 2.E), at the same time as VisitDenmark say that 19% of Dutch coast- and nature-tourists go fishing on their vacation in Denmark (VisitDenmark 2017b), while a significant increase in general Dutch tourism to Denmark is also expected (VisitDenmark 2016d).

Another opportunity that would be advantageous in the process of persuading more *Attracted/Inspired Tourism Anglers* is the many complementary experiences and services that the Limfjord-area boasts of.

Thus, an emphasis should be pointed towards the diverse types of outdoor-experiences, such as mountainbiking, horseback riding, hiking, snorkelling, swimming, sailing, golfing, etc. All of which the Limfjord-area can offer (Aalborg Kommune 2017b), which perfectly resembles the demand from the survey respondents, among which 46% value these types of experiences (Appx. 3.17.5). Likewise, complementary cultural experiences (food, music, art, shopping) are also valued among 52% of the survey respondents (Appx. 3.17.6), which corresponds perfectly with the multitude of offers that Aalborg in the Limfjord-area comprises (VisitAalborg 2017a).

An additionally strong opportunity to follow is accommodating to the all demands of angling tourists by engaging in a development of facilities and infrastructure specifically directed at the anglers. I.e., all interviewees agree that it is necessary to live up to standard requirements to be considered an angling-destination (Appx. 2.A-2.F). This would, inspired by more established destinations in Sweden and Norway,

entail a process that made the whole Limfjord-area into an experience-scape for anglers, where all demands and needs are met. E.g., this could include freezers and tables to handle the catch (Appx. 2.A-2.F), making the tackle-stores focus on the information and communication to tourists, e.g. by putting up automatons with bait, worms and hooks (Appx. 2.D), elaborating and developing the existing platforms for tourists (Appx. 2.C), by indicating fishing spots and tips and tricks (Appx. 2.D), and in a future perspective putting up fishing lodges, which are quite popular among anglers (Appx. 1.A; Appx. 3.15). In other words, to accommodate to all wishes that the angler might have, and create an identity that boasts of angling-related offers that produce inspiring ideas that can attract all types of angling tourists. The first step could be as simple as increasing the signage along the Limfjord-waters (Appx. 2.C; 2.D), because communication is paramount to create awareness and attract the *Inspired/Attracted Tourism Anglers*. This is perfectly articulated by an interviewee, who says that such initiatives would possibly *"make more heavy-anglers spread the message, because light-anglers would listen to them and be inspired. At the same time, it could give an additional profit, if the light angler brought the family* (Appx. 2.C: 34.32).

Another opportunity that could be advantageously exploited in the future is Big-game fishing, as this investigation indicates that this type of fishing is the preferred for many anglers (Appx. 1.A; 3.10; 3.11.1; 3.19.1). Specifically, Big-game fishing after the Atlantic Bluefin Tuna, which has been spotted and caught several times in Kattegat lately (DTU Aqua 2017). The recent prevalence of this species is the first time in 50 years (Københavns Universitet 2017), which substantiates that this could pose a strong opportunity, if catching these became legalised.

Finally, an opportunity would be to attract anglers with package tours that could include accommodation, tour-boats to catch e.g. tuna, guides on these and possibility of experiencing complementary activities. Wilson et al. (2001) also underline that their research has shown that package tours are among the top factors for success in rural tourism development. Package tours could also include fishing in the Limfjord and other streams, and tours on fishing vessels in Kattegat.

All such initiatives could also induce collaboration in the local businesses and create jobs to meet new demands. An indication that such ideas would be welcomed is substantiated when 53% value the possibility of having a guide at fishing spots (Appx. 3.14.14). Such collaboration across sectors would require much work, in order to meet the wishes from all parties. However, one interviewee sees perspective in the Limfjord-area in terms of creating tourism, because it could generate revenue to enter into the nature restoration-projects, which could also make the local stream-

associations more cooperative to work even more to preserve the streams (Appx. 2.F).

### Threats

The first and foremost threat to angling tourism in the Limfjord-area is the fact that other destinations are eager to outmatch it and make their projects and destinations more successful and known in Denmark. E.g. Havørred Fyn, Fishing Zealand (Task Force 2015) and Herning Municipality (Kvistgaard & Hird 2016) are well reputed, rapidly developing and eager to attract tourists to their facilities. Concurrently, a report concludes that Northern Jutland is the region in Denmark with the least number of Danish and foreign anglers combined (Region Syddanmark 2014).

In an international perspective, it is also inherently the tendency that many destinations abroad are well visited (Appx. 3.18.1). E.g., a significant number mentions Norway and Sweden as favourite destinations in the survey responses, often due to their nature and salmon fishing (3.19.1). Thus, they pose a direct threat to the Limfjord-area as an angling destination, because they have a popular product, both in terms of facilities and fish, while they are also neighbouring geographically (Task Force 2015). Likewise, all angling-expert interviewees also travel abroad every year to go fishing (Appx. 2.C-2.F). This makes it very difficult to compete with these established and well-known destinations on the fishing experiences themselves, which means that other factors should be at play to capture their attention, such as the possibilities of experiencing the above-mentioned complementary activities for the *Inspired/Attracted Tourism Anglers*.

Another severe threat to the potential development of the Limfjord-destination is the potential unwillingness for collaboration among the locals, who do not have an interest in having others fishing in their waters (Appx. 2.C; 2.F). An investigation from Norway also underlines this issue, because it generates resistance to angling tourism, when the tourists do not treat the caught fish as they would themselves (Solstrand & Gressnes 2014). This resembles the above-mentioned weakness, in which the locals are unwilling to permit any fishing in their waters and streams, because they want to protect and care for their environmental work. However, some work has also already been done, which has led to cooperativeness with Havørred Limfjorden in 25 local associations (Appx. 2.C). So, it seems that by taking advice with these can be the primer to earning their trust by showing possible economic and environmental gains (Appx. 2.D; 2.F).

Another serious threat is the fact that the Danish government is selling water and space for fish farms, which is devastating for the conditions of the bred fish (Danmarks Naturfredningsforening 2017). These also carries much pollution to the



oceans, because all the waste is flushed into the surrounding water (Appx. 2.F). Moreover, one of the biggest dangers is salmon louse, because they both impact the bred stocks, but also the wild stocks of sea trout and salmon to such a degree that it is now considered an actual threat to the wild stocks of Danish sea trout (Danmarks Sportsfiskerforbund 2017b). This has also been a severe problem in Norway (Appx. 1.F), where they have spent millions on eliminating the salmon louse from the fish farms, which kills one out of ten wild salmon (Fiskersiden Hooked 2017).

The last threat relate to a recent trend in angling tourism. The first being German tourists who consider Denmark inferior to Norway and Sweden, both in terms of possibilities of catching, size of the fish, as well as the nature experience at the fishing spots (Ministeriet for Fødevarer, Landbrug og Fiskeri 2010). This can be confirmed in the fact that a multitude of German survey respondents state that Norway and Sweden are their favourite countries to go fishing in (Appx. 3.19.1).

#### 4.3.1 SWOT Grid (Grid 1)

Strengths	Weaknesses	<b>Grid 1</b>
<p>Extensive prevalence of large sea trout in the Limfjord-area (Revenue: 2537 DKKR/Kilo)</p> <p>Increased focus on and state of environmental conditions in the Limfjord</p> <p>Much voluntary work to promote self-reproduction in streams where the sea trout spawn</p> <p>Sustainable fishing as a paramount topic</p> <p>Many Danish anglers who value coast- and nature holidays, especially in Northern Jutland</p> <p>Denmark as very popular destination for Germans angling tourists, due to nature</p> <p>High demand for holiday homes among Germans</p> <p>Camping, boats and primitive accommodation close to waters is popular among anglers</p> <p>Multiple species in and around the Limfjord</p> <p>Prevalence of maritime animals, e.g. shellfish</p> <p>Possibility to practice all branches of fishing</p> <p>Diverse and unique nature</p> <p>Possibility of renting boats to fish from</p> <p>Recent attention and actuality in fishing-related topics in medias due to outdoor-wave</p> <p>Collaboration among the fishing organisations and stream-associations in the Limfjord-area</p>	<p>Diverse interests in the tourism projects among the actors where lack of communication can create hostility to decisions and insufficient transparency to local fishers, who do much of the hard work in the local streams</p> <p>Bad reputation for the Limfjord on basis of oxygen depletion and industrial contamination</p> <p>Farmers who do not respect the neighbouring fishing-spots and –waters</p> <p>Mussels fishing where scraping for these expose and worsen conditions for the seafloor</p> <p>Weak image as fishing destination, compared to other (e.g. Havørred Fyn &amp; Fishing Zealand)</p> <p>Lack of political commitment towards overfishing to which quotas and sanctions must be introduced</p>	
Opportunities	Threats	
<p>Fishing is possible to practice all year round, compared to other countries where it is not</p> <p>Increase in popularity of Nordic countries as destinations for German tourists, due to terror</p> <p>Events and competitions to create awareness about sea trout and other popular species</p> <p>Attraction of Dutch anglers to Denmark</p> <p>Many possible complementary outdoor-and cultural-experiences and services in the Limfjord-area that is in high demand</p> <p>Development of angler-specific facilities (automatons, fishing lodges, freezers and tables to handle caught fish)</p> <p>Package tours and tour boats with fishing-guides</p> <p>Big-game fishing for tuna</p>	<p>Competing Danish destinations that are eager to keep their customers and market shares</p> <p>Other countries, which are more known and reputed for their fishing (e.g. Norway &amp; Sweden)</p> <p>Unwillingness for collaboration among locals if they feel exploited and do not permit fishing in their streams and waters</p> <p>Danish government selling water to space for fish farms to breed fish</p> <p>Salmon louse that impact both bred stocks and wild stocks of salmon and sea trout</p> <p>Denmark considered as inferior to Norway and Sweden among German tourists, in terms of catching, size of fish and nature experience</p>	

#### 4.4 Analysis by Means of Infrastructural Framework Combined with Branding

As mentioned in the theory, the aim in destination branding is to compile specific characteristics under one concept (brand) to create awareness about the uniqueness in the destination that the brand image is intended to represent, in order to differentiate itself from competitors.

Thus, the following analysis is intended to give concrete guidelines and ideas for VisitAalborg to use and develop in their forthcoming work. Moreover, the purpose is to connect the dots of the preceding analysis and terminate the whole analysis in a suitable and satisfactory manner.

The infrastructural parameters that the framework introduce are, as mentioned earlier, taken from a report, composed by angling experts by Task Force (2015) to illuminate the prospects of Denmark's potential as a country for angling tourism.

Thus, each parameter will constitute important criterions that should be emphasised and considered in the process of making the Limfjord-area into a destination for fishing tourism. Accordingly, the subsequent sections will include discussions that relate to the suggestions and how these have influence on the branding efforts to get closer to arriving at the supreme and desired brand equity.

Lastly, they will be summed up in a partial conclusion in section 4.5 in the shape of an illustrative framework (model 6).

##### 4.4.1 Product-infrastructure

First and foremost, the presence of the basic product is inherent to become an angling destination, i.e. the fish-stocks (Task Force 2015). Seeing as sea trout is by far the most popular species to catch (Appx. 3.10), this should be underlined as the main product to emphasise. Thus, the preservation-work to increase strong stocks should be encouraged in the local, voluntary stream-associations, in order to create the best possible sustainable environments for the fish to thrive in. I.e., the diverse nature in the Limfjord-area gives advantageous conditions, because there is more than 1000 km. coast in the Limfjord, as well as numerous streams that produce large stocks of healthy and big sea trout compared to other destination (Appx. 2.C-2.F). Some of these streams are even self-reproducing (Appx. 2.C; 2.F), which is a strong trait that shows a responsible focus towards sustainable work to improve the environmental conditions in the fishing-areas (Task Force 2015). This is also backed up by 96% of survey respondents, who state that they value a focus on sustainability (Appx. 3.14.11).

The analysis also revealed that the General Activity-related Motivations, such as nature and the prospects of relaxing here, are key factors in attracting anglers, seeing as these were the driving forces that most anglers in the data collection

expressed to be important (cf. section 4.1.1). Moreover, the Activity-specific Motivation of the sensation of *the thrill of catching* also appeared in the data as posing an important factor for the fishing experiences (cf. section 4.1.2). Thus, it should be substantiated that there are great possibilities to catch, especially sea trout, in the Limfjord-area, but also other species.

Accordingly, these other species or by-product (herring, pike, mackerel, cod and garfish) should also be accentuated in the overall image of the Limfjord-area, because this is a strong trait in attracting angling-tourists. I.e., the analysis reveals trends that show preferences to engage in many branches of fishing, such as spin-fishing, fly-fishing, angling with bait, etc. (Appx. 3.11), while there are also relatively many preferences, in terms of places to practice these branches, e.g. coast, streams, lakes, Put & Take, etc. (Appx. 3.9).

In a branding context, a destination as an experience scape with focus on sustainability is an advantageous image to emphasise, in order to differentiate from competing destinations. Moreover, the possibility for catching many and big sea trout should be incorporated in an brand image, but also a place with possibilities to catch several species, because there is no need to limit the destination-image, as the anglers express a multitude of preferences (Appx. 1.A) that should all be accommodated in an experience scape.

Accordingly, the diverse nature and possibilities to catch multiple species is also what a multitude of both German and Danish anglers emphasise when referring to the positive characteristics about the Limfjord-area (Appx. 3.20.2).

These elements are key in attracting the *Motivated Fishing Tourists*, because they know what to expect and search for, as well as basing their holiday-destination choice on the possibilities for fishing (cf. section 4.2).

Thus, VisitAalborg should pursue and emphasise a brand image of the Limfjord-area as an angling destination that attracts attention in the general population as a place that boast of large sea trout, due to a sustainable focus on a nature that also provides conditions for multiple other species to thrive in, giving perfect conditions for all types of fishing in a wealthy and diverse nature. This should; naturally, be an image that produces a contrasting image to other competing destinations that must appear insufficient, compared to the Limfjord-area, even though they have been very good at propagating their product until now (Appx. 2.C).

#### 4.4.2 Service-infrastructure

In the infrastructural framework, the service-efforts should also be included (Task Force 2015). Through the analysis, it became clear that focus should be put on accommodating to the diverse demands that the different types of anglers express.

As the above product-infrastructure was primarily intended to attract the more *Motivated Fishing Tourists*, who are predominantly attracted by the prospect of catching fish when choosing holiday destination, the following suggestions for improvements and emphasis of certain services can, to a greater extent, be used to appeal to the *Attracted/Inspired Tourism Anglers* to engage in angling when visiting the Limfjord-area.

First and foremost, the *Inspired Tourism Anglers* are highly motivated by the prospects of bringing their families when going on vacation. This underlines the importance of accommodating to the needs that an angler with family has. However, it should not be understood as limited to only anglers and their families.

Firstly, this means that the options in accommodation are highlighted when attempting to attract anglers. I.e., many anglers prefer camping as a type of accommodation, which fits perfectly with the five camping sites that surrounds the Limfjord-area (Appx. 2.B). Another strong element to highlight in the Limfjord-area is that it boasts of more than 5000 holiday homes (Appx. 2.B), which would have a highly appealing force of attraction for the 53% German anglers, who value this type of accommodation when having overnight stays on fishing trips (Appx. 3.A.15). As the houses are all situated by the coast, the fishing spots should also be marked with physical information signs (Appx. 2.C) to make it even more attracting as an area that communicates to the tourists in a way that might persuade them to engage in fishing, even though they initially did not choose the destination with that intent.

The last strong element in attracting anglers, by means of accommodation, regards the attraction to primitive sleeping solutions. I.e., many anglers embrace the prospects of living close to the water in e.g. tent, shelter, bivouac or their boat (Appx. 3.15; 3.15.1). Accordingly, the Limfjord-area boasts of multiple solutions to meet these wishes, as there are a large number of shelter- and campsites in the Limfjord-area (Aalborg Kommune 2017a), while there are four marinas for tourists with boats (Appx. 2.B). This could also be a sign of the motivation of *socialising* that received much endorsement in the survey responses (Appx. 3.13; 3.15.2). Moreover, in a future perspective, if the destination became successful, it would be advisable to put of fishing lodges, which is very popular (Appx. 1), when 22% of the survey respondents indicate that they prefer living in on fishing trips with overnight stays (Appx. 3.15).

Common to all respondents, both survey respondents and interviewees, is that they all express a wish for facilities to clean and store the caught fish, if they go on vacation with fishing as one of the main activities. In order to accommodate to this, this should be communicated to the camping sites and owners of the holiday homes,

in order for them to meet these demands, by letting them know that these initiatives would potentially increase the number of visitors.

Another important factor, in terms of attracting both *Motivated Fishing Tourists*, but also *Tourism Anglers*, is the number of services that is offered, because the anglers show a demand for both guides at the destinations to convey special local-knowledge about the fishing spots (Appx. 3.14.14) and package tours which e.g. include a trip with a fishing vessel in oceans and visits at diverse and unknown fishing spots (Appx. 1.A). Naturally, these guides, but also the locals should be encouraged to conduct themselves with a friendly and welcoming attitude (Appx. 2.C; 2.F), in order for the tourists to come back, based on a good and exciting experience that could hopefully result in a degree of loyalty-relationship.

This welcoming approach should also include an increased incitement among the local shops that sell equipment to provide a good service for tourists, while accommodating to demands, such as: automatons for worms, hooks and other equipment, boat rental and clear and precise communication about opening hours, services, etc. (Appx. 2.C-2.F).

Moreover, improvements in creating a picture of a destination with offers for both anglers and their families could be emphasising the many possible complementary activities. This means that the picture of the Limfjord as an angling-destination should also entail a multitude of offers to do, such as other nature-related experiences (mountainbiking, hiking, and sailing) (Appx. 3.17.5), cultural activities (food, shopping and art) (Appx. 3.17.6), or learning about the local history (Appx. 3.17.8), while a selection of entertainment-options (zoo, amusement parks) is also rather demanded (Appx. 3.17.7).

These instances fit the Limfjord-area perfectly, seeing as these activities are all possible to experience within a short radius (Aalborg Kommune 2017b; VisitAalborg 2017b). Moreover, an opportunity to take into consideration as an activity that included the whole family, which would still have resemblance to fishing, could be the possibility of highlighting the possibility of collecting other maritime animals that the Limfjord boasts of, e.g. mussels, edible crabs, lobsters, oysters, but also the culinary and hyped herb called saltwort, which quite uniquely grow around the Limfjord (Appx. 2.C).

Thus, VisitAalborg should attempt to create a brand image that comply with all the demands, with a picture of a destination where whole family can be accommodated and met with the possibilities of engaging in diverse types of activities, which are not limited to angling. This should also emphasise other types of accommodation that invite to social intercourse with like-minded people that share the same interest and

passion that would be reflected in the cosiness of talking, while sitting around the campfire in the evenings.

Moreover, diverse and multiple offers (nature, cultural, entertainment) should be highlighted to create a *brand image* as an angling-destination with no limits, where families and friends can meet and share unique experiences in the fantastic nature, the cultural cities and in the amusing parks. This would also contribute perfectly to the earlier mentioned position of the Limfjord-area as an experience scape that can accommodate to all people.

#### 4.4.3 Marketing- and Sales-infrastructure

The above-mentioned suggestions to create and improve the *brand image* should necessarily be facilitated by disseminating this picture and create awareness about the fact that the destination exists and increasingly is becoming a top-contender among angling destinations in Denmark, as the branding-theory describes. Therefore, each initiative should be carefully planned in terms of publicity and promotion through the right channels (Task Force 2015), in order to create the desired awareness.

This should, primarily happen through the preferred medias where information is sought among the anglers, which are: websites (59%), fishing magazines (26%), angler forums and social media (56%) (Appx. 3.12). These efforts would naturally aim at the *Motivated Fishing Tourists and Inspired Tourism Anglers*, because they actively use these to search for information (Appx. 2.F). Therefore, in order to disseminate awareness among the less devoted *Attracted Tourism Anglers*, this could lead to distribution of the Limfjord-destination through word of mouth (Appx. 2.F), seeing as 75% of survey respondents say that *through acquaintances* is how they commonly get angling-related information (Appx. 3.12).

Another vehicle to create awareness among these *Inspired* and *Attracted Tourism Anglers* would be placing advertisements in selected magazines for the segments of both the Danish market, e.g. Feriemagasinet with edition of 50.000 copies (FerieDanmark 2017) or the "Ostsee-magazine" (VisitDenmark 2017c) that VisitDenmark publish every year for the German market, which VisitAalborg is already advertising in (Appx. 2.A), and further the angling-holiday specific VisitDenmark-magazine "Angelurlaub in Dänemark" (VisitDenmark 2017d).

Moreover, as the VisitAalborg-interviewees suggest, the awareness should include persuasive messages in the marketing-products (Appx. 2.A; 2.B), based on the quotations about trends and preferences, revealed in the survey and netnography data. This would fit perfectly with the branding theory, which describes how a brand

must touch upon emotions and create an enduring impact in the consumers, based on their relations to the message.

However, branding efforts is also about doing an effort to play down negative publicity and images, such as eutrophication and overload of people (Appx. 2.C), and other damaging and undesired publicity of the public, e.g. negative quotes from the survey responses uttering *"the Limfjord is very dead"*, and *"lack of signage with public fishing spots, information about the area, fish species and water depths"*, or *"filthiness and disregard with the nature values"*, and lastly *"too close to buildings"* (Appx. 3.20.3).

All these quotes represent negative brand images, some of which are not true, that a thorough marketing effort could possibly turn around by distinctly emphasising and highlighting the positive traits of the destination, while focusing on and referring to the testimonials of people who finds the destination recommendable, e.g. with quotes from survey responses stating *"lots of herring"*, *"many and big sea trout"*, *"beautiful nature and lots of spots for fishing"*, *"I love walking in the fjord where it is peaceful and quite"* and *"great accessibility"*, while some Germans say *"uncomplicated and nice Danes"* or *"great waters, good holiday homes"* (Appx. 3.20.2). Accordingly, recommendations like these should be accentuated with the aim to differentiate from the image of competing destinations, by highlighting the unique offers and possibilities that the Limfjord-area boasts of angling-wise. As these quotes also demonstrate, there are elements that can both attract the *Motivated Fishing Tourists* who choose destination only by the prospects of fishing, but also the *Attracted/Inspired Tourism Angler*, who selects destinations based on other parameters than only fishing (e.g. nature and peacefulness).

Therefore, in a branding-context, seeing as the target groups are diverse and demonstrate a multitude of preferences in the destination-selection, VisitAalborg should aim to spread out the marketing efforts to many relevant markets (primarily Germany and Denmark), to attract different types that could potentially be persuaded by the angling-products in the Limfjord. Accordingly, the efforts should emphasise the image of an experience scape that has no limits and meets all wishes from everybody from the *Motivated Fishing Tourist* to the *Attracted/Inspired Tourism Angler* who can be persuaded, either at the destination or in the purchase decision moment. Most importantly, the promotional marketing- and sales-material should be produced in at least three languages, i.e. Danish, German and English, based on the netnographical study (Appx. 1.A-1.I), as well as the Task Force (2015) report, which lists these languages as key to focus on in developing an angling-tourism destination. Finally, the channels for disseminating the material should be numerous, primarily focusing on social media and Internet (Appx. 3.12; 2.C).



#### 4.4.4 Organisational-infrastructure

Naturally, all the above-mentioned suggestions and ideas for initiatives should be managed by an organisation with the capacity and capability to effectively run and control the efforts (Task Force 2015). Seeing as VisitAalborg is a relatively new player in the arena of fishing-tourism, the recommendation would be to engage in collaboration with Limfjordsrådet and Havørred Limfjorden to take advantage of the competencies of each other. I.e., VisitAalborg are experts in tourism-regards (Appx. 2.A; 2.B), while Havørred Limfjorden is already working in water-protection, sustainability, and communication with local stream associations, while attempting to disseminate the great conditions for angling in the Limfjord-area (Appx. 2.C).

A joint effort would increase the probabilities of creating a strong and credible public image that resonates positively in angling-communities as a top contender among Danish fishing destinations. This would also demonstrate a picture of a serious business that is eager to provide the right conditions for angling-tourists.

However, it would not be sufficient only to include these two parties in a project, as it is vital to secure endorsement in the local shops and equipment-stores that are also part of shaping the destination, seeing as they are the face outwardly that provides the first-hand service. E.g. an interviewee suggests that they should have a board in the shops with information about the current conditions at the coast, and what is being caught at the moment (Appx. 2.F).

Accordingly, their goodwill and support is key in sustaining an image of a wide-ranging initiative that listens to all implicated parts, as internal loyalty is very important, in order to avoid a situation as Havørred Fyn experiences with an interviewee who criticise their methods of conducting business (Appx. 2.E).

Moreover, backing should also be secured in the local stream associations, as they are the ones who do most of the preservation work that makes the fish thrive. Thus, they should be encouraged to partake, e.g. by promising financial support to their projects and giving them co-responsibility and a voice (Appx. 2.F).

If all this was in place, a joint effort with all stakeholders could initiate further development of the already existing products, to be put under one umbrella as a united brand to create awareness.

E.g. VisitAalborg is already helping Limfjordsrådet (2016) to sell and disseminate the angling guide that Havørred Limfjord has produced. Thus, the local shops and equipment store could also start selling and propagating it, while reversely VisitAalborg could help promoting and recommending their competitions that e.g. Mosedahl Outdoor (Appx. 2.D) already host, or *"a sea trout competition last year in the Limfjord that had a first prize sea trout of 7,5 kilo and number two was 5,5, etc. (...) these are what gives the best publicity* (Appx. 2.F: 1.14.20).



Ultimately, if teamwork in these efforts were effectively managed, an idea to create even more awareness and possibly even an identity (Appx. 2.C), which could draw on competencies from all parts, could also be creating an event, where everyone collaborated to make it known and successful. Otherwise, it could include tagging on the already existing angling festival (supported by Havørred Limfjorden 2017) in Aalborg where examples of activities include: binding flies, producing own tackle, learning to cast with a fly-rod, lectures about fishing and excursions to the Limfjord to catch herring and garfish, as well as crabs, shrimps and mussels for the kids (Trekanten Bibliotek og Kulturhus 2017).

All in all, this would be in favour of an organisation that appears to collaborate and provides the right products to create a brand image that resonates in angling-circles about a strong group of stakeholders that care for sustainable fishing, supports the local work and as thus gives perfect conditions for a world-class fishing experience. Accordingly, referring to the theory about destination branding, places are multidimensional brands that are constituted by stakeholders, landscapes and social processes that should collaborate to effectively create a close-knit group.

#### 4.4.5 Digital-infrastructure

As it was clarified in the branding theory, the present mediascape is dynamic with increasingly emerging information channels (E.g. Internet, social media, apps, blogs). Thus, as Havørred Limfjorden (2017) already has an existing digital platform in the shape of a website, it would be advisable to proceed developing this into a portal that includes all information about angling in the Limfjord-area. Correspondingly, 59% use websites to search for information about their fishing spots (Appx. 3.12). However, as the website appears now, it should be re-designed and developed with a professional pair of glasses that incorporates elements with the correct type of persuasiveness, while also attending to search-engine formalities to get a higher Google rating, producing more hits and click-rates. This could ultimately lead to higher visitor numbers and thus more brand awareness about the Limfjord-area.

These efforts should be conducted, bearing in mind that it should include elements that give the right connotations to an organisation that appears professional and credible, while containing more elements of offers and information that appeal to the broader audience (*Fishing Tourist, Inspired/Attracted Tourism Angler*), in order to produce a strong brand image in the minds of consumers. As mentioned above, related to the Havørred Limfjorden website, the guidebook (Limfjordsrådet 2016) that is already existing should also be spread out to make more locals and tourists connect the Limfjord-area with great fishing, especially for sea trout.

However, this Havørred Limfjorden (2017) platform should not be the only gateway for anglers to become aware about the existence of the offers and possibilities. The VisitAalborg (2017a)-website should also include and emphasise the multiple fishing-related options that the Limfjord-area boasts of, in order to make an appealing and convincing effort to attract more angling tourists, especially from the Danish main page, but also from the German- (VisitAalborg 2017c) and English- (VisitAalborg 2017d) subpages. The English pages to attempt to invoke awareness among anglers from the British Islands, where netnography reveals that there is a modest knowledge about Denmark (Appx. 1.G; 1.H), which can potentially be increased with the correct branding efforts.

All in all, the digital branding efforts should be intended as a focus of profound significance, seeing as these platforms are important gateways to reach and inform interested anglers. Therefore, much work should be done to make the Havørred Limfjorden (2017) website more appealing and credible, in the process of creating awareness about the destination. I.e., if awareness is present, combined with a strong digital image, this can possibly be persuasive in the purchase decision for all said types of anglers.

#### 4.5 Partial Conclusion of Analysis

In order sum up on the findings and visualise these, the following Model 6 will be presented in an order that should be understood in a prioritised manner, moving from the center (most important) and onto the outer layers that represent important infrastructural factors that complement and support the center (product).

##### MODEL 6



## 5.0 Conclusion

The investigative process of this thesis has given valuable insights as to produce a consensus-based and well-founded conclusion. Accordingly, this has been a paramount focus, in order to satisfactorily answering the problem formulation of this thesis:

***“What motivate the Danish and German anglers, and how could this be used by VisitAalborg to attract more angling tourists to the Limfjord-area?”***

With a starting point in a social constructivist mind set, the intention has been to collect data to combine with theory, in order to produce tangible suggestive ideas and guidelines for VisitAalborg to apply in the forthcoming work to promote angling tourism in the Limfjord-area. In this process to secure tangibility and comprehension, the individually stated motivations that emerged from a survey and qualitative interviews have been systemised to identify supported patterns, combined with data obtained through netnography and related literature.

Seeing as very few examples of differences in the preferences between German and Danish anglers was revealed, they have been compared equally in this thesis.

The individually expressed motivations from the anglers in this investigation constitute elements under two concepts: General Activity-related Motivations and Activity-specific Motivations.

Accordingly, in the general Activity-related Motivations it was revealed that German and Danish anglers are highly motivated to go fishing by the prospects of experiencing a rich and diverse *nature*, as it provides space to be free, while *relaxing* and de-stressing. Likewise, a quiet nature also gives room for contemplation and “being a part of the nature”, while taking advantage of the possibilities that it provides, such as sleeping in tent or shelter and *being social* around a campfire in the evenings, which increases the positive elements of the fishing trips. This also shows a demand for a sustainable focus both on nature and fishing, as this is a prerequisite of becoming an attractive angling destination at all.

On the other hand, Danish and German anglers are also incentivised by the Activity-specific Motivations, because this centres around the fishing-experience of *catching* itself, where the attractive elements is constituted by the hunt and consequent thrill of getting a bite on the hook. In this regard, it is the adrenaline rush that is attractive, while the concentration to familiarise oneself with the conditions and bettering oneself in the marginals of fishing. Therefore, the anglers are not solely motivated to catch many fish, but more so motivated and dedicated to *catch* certain fish, depending on the level of catch-orientation, which changes over time in a

process that develop with the angler-experience. I.e., a specialisation that moves from preferring to catch many fish, then the big fish and finally it is the specific fish that they want to catch.

This corresponds with the last identified motivational factor that relates to *competition and equipment*, which also reveals to fit a number of the German and Danish anglers, as this gives the opportunity to show the skills and experience that is constantly refined among anglers.

These resemble the elements of Fig. 2, which demonstrated that anglers represent a multitude of complex and intertwined motivations for fishing, which only gives room for pointing towards certain patterns in the responses:

The *Motivated Fishing Tourist*, who is motivated to choose destination solely based on the prospects of fishing is identifiable and appear regularly among the inquired. However, the majority of anglers are increasingly attracted by other elements in the destination-selection process.

I.e., the *Inspired Tourism Angler* has fishing as one motive among others in the destination selection process, which to a greater extent is represented among the German and Danish anglers. This includes, in a multitude of the cases the possibilities of bringing the families and prioritise spending time with these, while still being open for the possibility of going fishing when there is time. Accordingly, this angler-type values that there are activities for the whole family at the destination, in terms of experiencing the nature, culture and other amusing entertainment-possibilities. Thus, the analysis demonstrates how the majority of anglers are inspired to travel to places with the possibility to go fishing, i.e., a possibility to compromise and mix interests of the implicated parts of the fellow travelling group.

The last type *Attracted Tourism Angler*, who do not choose destination based on the prospects of fishing is also represented. But, they are persuaded due to a sudden awareness of the attractive possibilities to go fishing, when already staying at the destination.

To conclude on the angler motivations and their influence on destination selection, it would be expedient for VisitAalborg to attract the *Attracted/Inspired Tourism Anglers* by emphasising the *Activity-general* factors related to the nature, relaxation and social intercourse combined with complementary experiences, while also underlining that there are multiple species, which are easy to catch without specialised equipment.

On the other hand, VisitAalborg would attract the *Motivated Fishing Tourist* by highlighting the *Activity-specific* factors, such as great possibilities to catch (big) sea

trout, facilities directed at anglers and a diverse number of spots to fish with all types of equipment.

Thus, seeing as there are so many preferences, it is necessary not to confine to one target group by focusing on a narrow product in the attempt to attract German and Danish anglers to the Limfjord-area.

All these elements of the motivational analysis, combined with an elaborate SWOT-analysis have provided for a branding analysis by means of an infrastructural framework to produce more tangible suggestions for VisitAalborg to attract German and Danish angling tourists. A more simplified and visual version that illustrates the forthcoming elaborations can be obtained in the previous section 4.5 (Partial Conclusion).

Firstly, in a *product-infrastructure* regard, VisitAalborg should pursue and emphasise a brand image of the Limfjord-area as an angling destination that attracts attention in the general population as a place that boast of large sea trout, due to a sustainable focus on a nature that also provides conditions for multiple other species to thrive in, giving perfect conditions for all types of fishing in a wealthy and diverse nature. This should, naturally, be an image that is perceived as a contrasting image to other competing destinations that should appear insufficient, compared to the Limfjord-area.

Secondly, in a *service-infrastructure* regard, seeing as there are diverse demands from the anglers, VisitAalborg should attempt to produce a brand image that complies with all these. This should emphasise all types of accommodation (holiday homes, camping sites, tents and shelters) that invite to social intercourse with like-minded people that share the same interest and passion.

Moreover, diverse and multiple offers (nature, culture, entertainment) should be highlighted to create a *brand image* as an angling-destination with no limits, where families and friends can meet and share unique experiences in the fantastic nature, the cultural cities and in the amusing parks.

Thirdly, in a *marketing- and –sales infrastructure* regard, VisitAalborg should aim to spread out the marketing efforts to many relevant markets to attract different types that could potentially be persuaded by the angling-products in the Limfjord. Accordingly, these efforts should emphasise an image of a destination with no limits that meets all wishes from everybody, from the *Motivated Fishing Tourist* to the *Attracted/Inspired Tourism Angler* who can be persuaded, either at the destination or in the purchase decision moment. Most importantly, the promotional marketing- and sales-material should be produced in at least three languages, i.e. Danish, German and English to be understandable abroad.

Fourthly, in an *organisational infrastructural* regard, VisitAalborg should form a partnership with Limfjordsrådet to pursue an image of an organisation that appears to collaborate and provides the right products, which would create an awareness that resonate in angling-circles about a strong group of stakeholders that care for sustainable fishing, supports the local work and as a result of that gives perfect conditions for world-class fishing experiences.

Lastly, in a *digital-infrastructural* regard, the digital branding efforts should be intended as a focus of profound significance, seeing as these platforms are important gateways to reach and inform all types of anglers. Therefore, much work should be done to make the Havørred Limfjorden (2017) website more appealing and credible, in the process of creating awareness of the destination. This suggestion naturally prescribes the abovementioned collaboration with VisitAalborg to attract the German and Danish anglers.

All in all, the results of this thesis suggest, based on the motivations and preferences among German and Danish anglers that they are attracted by the prospects of visiting an experience scape that accommodates to all demands. This means both the *Attracted Tourism Angler*, who is attracted with the family by the complementary services and happens to encounter persuasive information about the perfect conditions for fishing, both alone and with kids. Likewise, if an *Inspired Tourism Angler or a Motivated Fishing Tourist* were to consider the Limfjord-area as destination, VisitAalborg should pursue an image of as a welcoming and honest destination, where focus is put on great facilities for them, both with information at the tackle stores, signs at the fishing spots and a platform to obtain knowledge and information about the catch possibilities. These aspects combined with an increasingly trending outdoor-wave that is sweeping across Denmark right now should be embraced and advantageously exploited to attract more angling tourists to the Limfjord-area.

Finally and most importantly, a prerequisite for angling tourism to become successful in the Limfjord is the presence and preservation of a healthy and large stock of sea trout, which is sustainably handled by everyone, in order for the future to bring a beneficial fishing tourism-industry in the Limfjord-area with VisitAalborg and Havørred Limfjorden as facilitators for the project.

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## 7.0: Appendix Overview

Appx. 1.A-1.J: Netnography Results

Appx. 2.1: Interviewee Profiles

Appx. 2.2: Interview Guide VisitAalborg Danish

Appx. 2.3: Interview Guide VisitAalborg English

Appx. 2.4: Interview Guide Expert interviews in Danish

Appx. 2.5: Interview Guide Expert interviews in English

Appx. 2.A-2.F: Qualitative Interviews Transcriptions

Appx. 3.1-3.20: Survey Results

Appx. 3.A.1-3.A.20: Survey Results (Country Variable)

Appx. 4.A-4.F: Qualitative Interviews Recordings