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The background of the entire page is a photograph of a large, leafless tree with a complex, spreading canopy. The tree is situated in a green, grassy field. The sky above is a clear, vibrant blue with some light, wispy white clouds. The overall scene is bright and open.

AAU Copenhagen
Katrine Skov Petersen
Supervisor: Martin Trandberg Jensen

Governance and its effect on visitor experiences in Nationalpark Skjoldungernes Land

MASTER'S THESIS 2018

Photo: Mysselhøj, Gammel Lejre

Abstract

The aim of this master's thesis is to research how the use of governance within the management of national parks can affect the frames in which a tourism experience in a national park takes place, and furthermore how this affects the perceived visitor experience on site.

The reason for suggesting that the visitor experience can be affected by the governance of a national park, derives from observations made during my internship at Visit Lolland-Falster. Despite Lolland-Falster has nothing to do with Nationalpark Skjoldungernes Land, I encountered some situations where political disagreements led for Visit Lolland-Falster not being able to use natural areas for certain purposes. This made me think if such political differences were also present in a national park setting, and as I live in close proximity to Nationalpark Skjoldungernes Land, and have read about the development of this particular national park in local media, I chose to use this as a point of departure for my research. When reviewing literature concerning national parks, I found for there to be a focus on how the development of national parks, along with the use of governance within national park management, could benefit the local community and at the same time protect the environment. As interesting as this is, I chose to look at the problem from a slightly different angle, asking how the use of governance affects the visitor experience had on site. While the preservation of environment and the development of the local communities are important, it is still important for national parks to provide visitors with memorable experiences, in order to create competitive advantages. To delimit my research to a manageable area, I chose to take a starting point in the hiking route of Gudernes Stræde Ringrute Gammel Lejre to collect data for this thesis.

This master's thesis has mainly used qualitative methods like interviews and observations to examine and explain the connection between governance within the management of the national park and the visitor experience on site. By using Lindberg and Hansen's multi-relational approach for understanding the visitor experience (2013), I have researched how the experience on site at Gudernes Stræde Ringrute is being perceived by the visitors. With an adjusted version of Mossberg's (2007) model of proposed factors influencing the tourism experience as a framework, I have furthermore analyzed how the frames for the experience are affected by the use of governance in the management of the national park, as well as how this has had an effect on the tourism experience. These analyses made a good starting point to discuss if and how the use of governance in the management of Nationalpark Skjoldungernes Land affects the visitor experience on site.

My research showed that the use of governance within Nationalpark Skjoldungernes Land did have an effect on the frames set for the experience on site and for the perceived visitor experience. The use of governance entails a necessity for a strong collaboration between several different stakeholders at the

national park, as the national park itself has no authority over the stakeholders of the area. Such a collaboration is not seen on site, which causes for the visitors to not have a coherent experience. In addition to this, the presence of several stakeholders entails for the area to be used with several different purposes besides being enjoyed as a natural area. This makes it difficult for the visitors of Nationalpark Skjoldungernes Land to stay present in their experience. The consequence of the effect the frames have on the visitors is that the visitor is not having a memorable experience, which is necessary for Nationalpark Skjoldungernes Land to create competitive advantages, in order to ensure long term economic sustainability for the stakeholders of the area.

Table of Contents

Guidance for Reading	7
Introduction	9
Research Question	10
Sub-questions	10
Delimitations and Definitions	10
Case Description	11
Gudernes Stræde Ringrute Gammel Lejre	12
Methodology	14
Ontology and Epistemology	14
Ontological Considerations	14
Epistemological Considerations	15
Hermeneutic Considerations	16
Methodological Considerations	17
Using Case Studies in Research	17
Primary Data	18
Qualitative Methods and Research	18
Interview	19
Observations	27
Secondary Data	28
Data Analysis	28
Further considerations	29
Credibility	29
Dependability	29
Transferability	30
Ethics	30
Summary of Methodology	31
Theory	32
Tourism and the Concept of Experience	33
Defining and Analyzing the Experience Concept	33
Experience as an Economic Offering	33
The Tourist as a Co-creator of the Experience	35
Experiences Being Staged from Above and Below	36

Experience as a Three-Phase Concept and the Importance of Technology	37
Understanding the Experience from the Visitor's Point of View.....	37
What About the Frame Wherein the Frames Are Set?	38
The Political Landscape's Effect on Tourism Experiences	38
Governance and Tourism	40
Governance in National Park Development	41
My Choice of Theory and Models.....	43
Understanding the Visitor Experience.....	43
The Political Landscape's Effect on the Frames of the Tourism Experience	45
Summary of Theory	48
Analysis	49
How is the Visitor Experience on Gudernes Stræde Ringrute in Nationalpark Skjoldungernes Land Perceived by the Visitors?	49
In Body	50
In Context	57
In Interactions.....	59
In Time	64
Sum Up	65
How are the Frames for the Experience on Gudernes Stræde Ringrute Affected by the Multiple Stakeholders Present at Nationalpark Skjoldungernes Land, and How does This Affect the Perceived Visitor Experience?	67
Political Landscape	68
Other Tourists.....	70
Physical Environment	70
Technology	75
Theme or Story	77
Other Considerations.....	78
Sum Up	79
Conclusion	81
Contributions and Suggestions to Further Research	83
Bibliography.....	85

Guidance for Reading

This project is divided into seven main chapters; *Introduction*, *Case Description*, *Methodology*, *Theory*, *Analysis*, *Conclusion* and *Suggestions to Further Research*. The structure of the project is shown in Figure 1. To give an overview of the project, each chapter will be briefly described next.

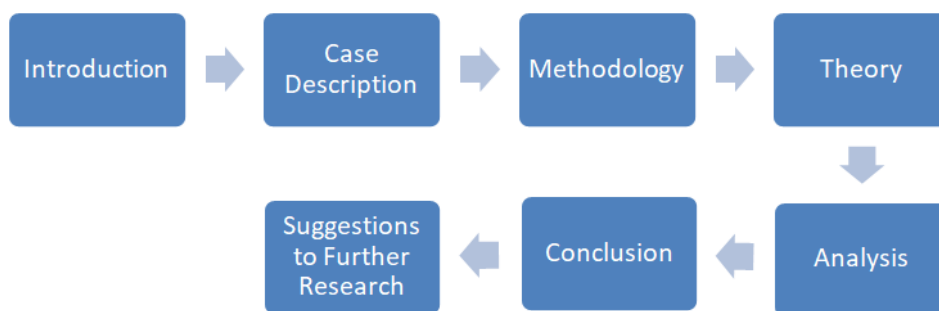


Figure 1: Guidance for reading

Chapter 1: The introduction will shortly explain my interest in the problem area of this project. Additionally, my research question will be presented along with the delimitations of this project.

Chapter 2: The case description will give a short presentation of Nationalpark Skjoldungernes Land as well as of the hiking route of Gudernes Stræde Ringrute Gammel Lejre, which is the point of departure for the research I made to answer my research question.

Chapter 3: In the methodology chapter I will first present the considerations I have had regarding ontology and epistemology, and elaborate on my position in the social constructivist paradigm. I will also introduce the primary and secondary data collected for this project, and discuss my methodological considerations.

Chapter 4: The theory chapter will present the theoretical reflections I have had in connection with this project. The concepts of tourism experiences and governance within tourism policy, and the potential connection between these two, are discussed. Furthermore, I will explain my choice of theory and present the models which are used in my analysis.

Chapter 5: In the analysis chapter I will answer my two sub-questions based on my choice of theory and my data collection. The chapter is divided into two sections, in which I will first analyze the visitor experience on site at the hiking route Gudernes Stræde Ringrute in Nationalpark Skjoldungernes Land. Secondly, I will analyze and discuss how the political landscape and the governance within the national park has

contributed to create the frames for the experience, and furthermore discuss how this might have affected the visitor experience on site.

Chapter 6: In this chapter I will present the conclusion of my project by summing up the most important findings of my research, as well as providing an answer to my research question.

Chapter 7: The last chapter will present how I believe this project has made a contribution to the theoretical field dealt with. Furthermore, I will elaborate on what could have been done differently. I will also share my elaborations on where my results can be used, and how it is possible to continue the research in extension of this project.

Introduction

Since the establishment of the world's first national park in 1872, national parks have played an important role as tourism attractions all over the world (Butler & Boyd, 2000). With an estimated 8 billion visits to protected areas worldwide each year (Balmford & Green, 2015), the impacts tourism has on such areas are constantly causing a debate of how to manage national parks (Hall & Frost, 2009). This has led to an increased focus in the tourism literature on how to address environmental issues and the impacts of tourism on local communities in a national park context (Butler & Boyd, 2000), and consequently, governance within national park management has gained momentum (Goodwin, 2000).

The use of governance in national park management entails a focus on enhancing collaborations between stakeholders seen within a national park setting. This is often a complex process, since both public, private and community stakeholders, including stakeholders with competing interests, are forced to cooperate (Peters & Strobl, 2015).

While governance is emanating from the focus on preserving the environment and local communities within national parks, it is still of importance to national parks to be concerned with the experience their visitors have on site, in order to create competitive advantages (Madsen, 2010). To create such advantages, the importance of providing the frames for a memorable experience for the visitors is emphasized (Pine & Gilmore 2009, Mossberg 2007, Lindberg & Hansen 2013). To obtain this, coherence in the experience is an important factor (Mossberg, 2007), along with the visitors' ability to immerse themselves into the experience (Lindberg, Hansen, & Eide, 2013).

The question is which consequences the use of governance within national park management has on the experience perceived by the visitors of a national park? How does the need of collaboration between different stakeholders affect the tourism experience on site?

In this project I use Nationalpark Skjoldungernes Land as a point of departure to examine which implications and consequences it may have that a tourism experience takes place in a national park with a complex political landscape. I have chosen the hiking route of Gudernes Stræde Ringrute Gammel Lejre, which is located in the national park, as the point of departure for my research.

Nationalpark Skjoldungernes Land is the fourth national park in Denmark and was established in 2015. The use of governance is seen in the management of this national park, as it is set up as a foundation within the governmental administration with no actual authority over the stakeholders of the area. According to Nationalpark Skjoldungernes Land itself, these stakeholders consist of e.g. the state, the municipalities involved, the residents of the area, the plot owners, and the visitors (appendix 21).

With the use of primarily qualitative methods, I will research the connection between governance within national parks and the visitor experience on site. By using Lindberg and Hansen's multi-relational approach for understanding the visitor experience (2013), along with an adjusted version of Mossberg's (2007) model of proposed factors influencing the tourism experience as frameworks, I will analyze and discuss how the use of governance in the management of Nationalpark Skjoldungernes Land affects the visitor experience.

Research Question

How does governance within the management of Nationalpark Skjoldungernes Land affect the frames for the visitor experience in the national park, and how does this affect the experience the visitors have on site?

Sub-questions

- How is the visitor experience on Gudernes Stræde Ringrute in Nationalpark Skjoldungernes Land perceived by the visitors?
- How are the frames for the experience on Gudernes Stræde Ringrute affected by the multiple stakeholders present at Nationalpark Skjoldungernes Land, and how does this affect the perceived visitor experience?

Delimitations and Definitions

Nationalpark Skjoldungernes Land: I am referring to the Danish national park located on Zealand, Denmark. Nationalpark Skjoldungernes Land will be further described in the case description. In this thesis, I have chosen to delimit my research to the hiking route of Gudernes Stræde Ringrute Gammel Lejre, which is located in the national park. This hiking route will also be described in the case description.

Visitors: In this thesis, my research of the visitor experience is delimited to Danish day tourists.

Experience: The concept of experience will be further discussed in the theory chapter. In this thesis, there is no distinction between a tourism experience and a visitor experience.

Governance: The concept of governance within national parks will be defined and elaborated in the theory chapter.

Political landscape: The concept of political landscape is in this thesis defined as the total presence of the different stakeholders having an interest in the tourism policy process of the national park. This includes e.g. private plot owners of the area, visitors of the area, attractions in the area, associations with interests in the area, and governmental foundations.

Case Description

Nationalpark Skjoldungernes Land is the fourth Danish national park, founded on the 21st of March 2015 (Nationalpark Skjoldungernes Land). The national park was the first national park on Zealand and it is located in the municipalities of Roskilde, Lejre and Frederikssund (Nationalpark Skjoldungernes Land).

Nationalpark Skjoldungernes Land is set up as a foundation within the governmental administration. The foundation is run locally by a board of directors that is appointed by the Minister for Environment, Food and Agriculture (Nationalpark Skjoldungernes Land), and a general office is managing the day-to-day operation of the national park (Nationalpark Skjoldungernes Land). Their purpose is to ensure the development of the national park, and the funds available for this are determined yearly in the Finance Act (Nationalpark Skjoldungernes Land).

The national park covers an area of totally 170 square kilometer, consisting of both fiord and land area, which can be seen in appendix 1. Approximately 80 % of the land area is privately owned, while approximately 60 % of the national park is protected area (Nationalpark Skjoldungernes Land).

Nationalpark Skjoldungernes Land contains a combination of nature, landscape and culture, with 145 prehistoric monuments located within its borders (Nationalpark Skjoldungernes Land). The story behind the name of the national park also has roots in the past. Skjoldungerne is said to be the dynasty descent from the legendary King Skjold. The dynasty of Skjoldungerne is known from Saxo's Chronicle of Denmark, Icelandic sagas and the Old English lay of Beowulf, which relates them to the area of Lejre. Over the last couple of decades, several archaeological finds dating back to the Iron Age and Viking Age has been found in the area around Gammel Lejre, a village located within the national park. These findings prove that there has been an aristocratic government in the area for 500 years. Whether it really was the legendary Skjoldungerne who settled down here, is open to interpretation.

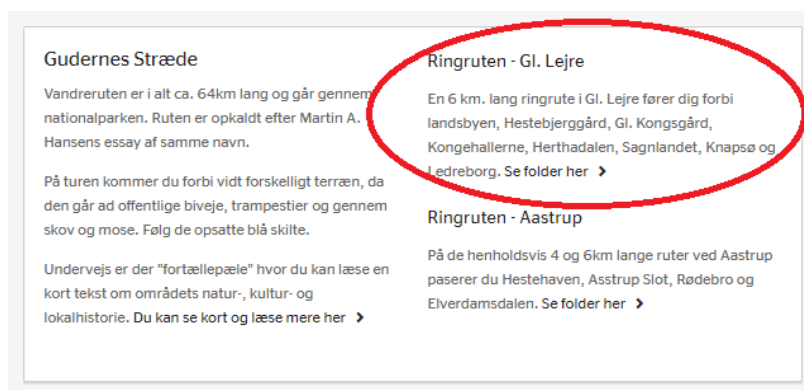
As I made a decision to take a starting point in Nationalpark Skjoldungernes Land to examine whether the use of governance and the political landscape within national parks affects the visitor experience on site, I decided to choose a specific location in the national park, to be able to study the subject in depth. The hiking route of Gudernes Stræde Ringrute Gammel Lejre was chosen, and its location in Nationalpark Skjoldungernes Land is marked with a blue circle in Picture 1 (Nationalpark Skjoldungernes Land).



Picture 1: Map of Nationalpark Skjoldungernes Land

Gudernes Stræde Ringrute Gammel Lejre

When searching for a specific area to conduct my research, I looked at the website of Nationalpark Skjoldungernes Land. Here, an overview of the different hiking trails within the park is found, and Gudernes Stræde Ringrute Gammel Lejre is mentioned as one of them, which can be seen in Picture 2 (Nationalpark Skjoldungernes Land).



Picture 2: Screen print from the website of Nationalpark Skjoldungernes Land

Gudernes Stræde is a 64 kilometer hiking trail which is placed within Nationalpark Skjoldungernes Land. From this hiking trail, 8 circular trails has emerged, where it is possible to start and end your walk in the same spot (appendix 19). The circular route of Gudernes Stræde Ringrute Gammel Lejre is approximately 6 kilometers long, easily accessible by car, and the possibilities for parking near the trail are good. The brochure of Gudernes Stræde Ringrute Gammel Lejre can be seen in appendix 2. The hiking route passes by different attractions and through different scenery including highways, forest areas, a lake, parking lots, a golf course, burial mounds, a palace and museums. A complete route description can be seen in appendix 3. On a fairly large part of the route, Gudernes Stræde Ringrute overlaps with the hiking route of Skjoldungesti, which was established in connection to the opening of Nationalpark Skjoldungernes Land. Maps of the two routes is shown in Picture 3.



Picture 3: Map of Gudernes Stræde Ringrute Gammel Lejre (left) and map of Skjoldungesti (right)

Gudernes Stræde is the result of 700 hours of voluntary work (Naturstyrelsen) of a working party under The Danish Society for Nature Conservation. To establish the hiking trail, the working party engaged in collaboration with The National Federation of Outdoor Recreation along with the municipalities of Greve, Lejre, Solrød and Roskilde. The hiking trail was opened in 2009 (Gudernes Stræde).

The inspiration for the hiking trail and its name was found in the essay of Martin A. Hansen, *Gudernes Stræde*, which was first published in 1954 (Lejre Fredningsforening). With a starting point in the archeological finds and the legends of the area, Martin A. Hansen constructed a story where historical facts and prehistoric myths were intertwined. This story is now interpreted as a hiking trail, with extracts from the essay being presented on signs along the way, which are marked with yellow on the map in Picture 3.

During this project, the hiking trail of Gudernes Stræde Ringrute Gammel Lejre will be referred to as Gudernes Stræde Ringrute.

Methodology

This chapter will describe the process of my research, the process of my data collection, and how I have used the achieved knowledge to answer my research question.

The chapter also elaborates on my ontological and epistemological views. The way I see the relationship between my research subject and me as a researcher, has consequences for which methodological approach I find most suitable in regard of this project (Veal, 2011). Furthermore, I will argue why I have chosen the methods that I have, and it will be discussed why these methods are relevant for this project.

Ontology and Epistemology

The concepts of ontology and epistemology are intertwined and express a necessity for researchers to expose how they recognize knowledge. Researchers have different perceptions on what reality is (Hansen, 2014, p. 31), which is referred to as ontology. At the same time, different perceptions on how you recognize reality and scientific knowledge exists (Langergaard, 2006, p. 76), which is referred to as epistemology. By enlightening where I have a standpoint within ontology and epistemology, I can clarify the reasons behind my choice of method, and also expose how my perception of reality, as well as my perception of how to recognize scientific knowledge, has affected my research process.

Ontological Considerations

The ontological perspective can be seen as a scale with realism and relativism being the two counterparts (Hansen, 2014, p. 33). The realistic approach suggests that the world exists independently from our sensory perception of it (Holm, 2014, p. 52), and that researchers therefore are able to cover an absolute truth. On the other hand, the relativistic ontological point of view is that several realities exist, which are mentally and socially constructed (Hansen, 2014, p. 33), and they are only applicable to certain and limited contexts (Holm, 2014, p. 68). It is therefore not possible for researchers to cover a true reality, as they themselves are involved in interpreting data to create knowledge.

On the ontological scale I place myself towards the relativistic approach, as I believe reality is depending on the context in which it is involved. One of the main purposes of this project is to research how the tourism experience at Nationalpark Skjoldungernes Land is being perceived by the visitors based on the frames provided for the experience. With this research field I have acknowledged that an experience might not be perceived like it was intended, and that different visitors might also have different experiences, even when exposed to the same frames set for the experience. The relativistic approach is in accordance with my ontological understanding as I believe that the reality of what is a good experience is depending on the visitor having the experience, and of the context in which it is experienced.

Based on my relativistic ontological approach, I find myself to have a standpoint in the social constructivist paradigm. One of the fundamental elements in the social constructivist thinking is that reality is constructed through communication, interaction with other people, and our common history (Daymon & Holloway, 2002). This has a consequence for the research I have conducted. I am constructing my understanding of the subject in collaboration with my respondents, and I am interpreting the empirical material within my frame of understanding, which might end up having an influence on the conclusion I draw in regard of this project.

I can characterize myself as a subjective researcher, as my chosen methods, which will be elaborated in the section about methodological considerations, are causing me to contribute to the reality I am trying to depict. My pre-understandings influence the data I have found relevant to collect, and I am not trying to distance myself from my research subject, as I am unable to act as a neutral observer. It is important for a subjective researcher to clarify which pre-understandings he has, in order not to let them have a negative impact on his research (Holm, 2014, p. 137). This I have taken into consideration during this project, and I am aware that I have made choices about what to focus on in my data collection process based on my pre-understandings of my research field. I have made an effort to expose my research process in order to gain transparency, which will be elaborated in a following section about my further considerations.

Epistemological Considerations

When doing research it is important to consider how to recognize the most valid way to obtain knowledge about reality (Langergaard, 2006, p. 76). Since ontology and epistemology are intertwined I also find myself situated towards the relativistic approach on the epistemological scale. This approach finds knowledge to be created in the cross field of interaction between the researcher and the researched (Hansen, 2014, p. 33). It is seen as inevitable that I as a researcher make use of my pre-understandings, and I am therefore unable to act with complete distance and objectivity. Contrary to this, the realistic approach finds it important that the researcher stays distant from the researched in order to remain objective and not be affected by values and opinions (Hansen, 2014, p. 33). I believe that I am able to obtain a thorough understanding of the tourism experience by interacting with the tourists that are having the experience. By engaging in conversations with the visitors and by making observations as the experience unfolds, I believe that the basis for my interpretation of how the experience is being received by the visitors is stronger than if I had merely made distant observations.

Since my epistemological approach is also mainly based on relativism I still find myself situated in the social constructivist paradigm. According to this paradigm, language is a tool which gives us the ability to communicate, however it is not something which can depict the world in itself. It is in cooperation with

others that our picture of the world is created (Holm, 2014). This again causes me to make use of interpretation when working with this project, which means that I will have to make use of hermeneutic considerations. This will be elaborated in the next section.

Hermeneutic Considerations

My standpoint in the social constructivist paradigm corresponds well with the purpose of hermeneutic considerations: to interpret human activity in order to understand the reasons behind it (Holm, 2014). According to the hermeneutics, we as humans can only understand the whole or the context on basis of the parts it consists of, and at the same time, we can only understand the parts of something on basis of the whole. This leads to the notion that understanding is a circular process (Holm, 2014). To be able to get an understanding of how the visitor experience at Nationalpark Skjoldungernes Land might be affected by the political landscape in which the national park is situated, it is important for me to involve this circular understanding. I will have to look at how the visitor experience is being perceived on site, which frames are set for the experience at the national park, and how these frames are affected by the political landscape present in the area. I cannot look at one part of this and get an understanding that will help me answer my research question without involving the others and the whole. The different pieces of data collected in my research can be seen as the parts I have to interpret and understand in order to create knowledge about my research subject.

Through this hermeneutic approach I will expand my own horizon of understanding by continually interpret the parts as well as the whole as my project progresses, and by doing this I will not let my pre-understandings get in the way of new knowledge that could help me answer my research question. It is, according to Gadamer, impossible for anyone to interpret without involving their own pre-understandings (Holm, 2014). Pre-understanding is not classified as something negative by Gadamer, instead he highlights the importance for researchers to be aware which pre-understandings they bring into the research. My aim is to achieve a new understanding of my subject by acknowledging other horizons of perception throughout this project. By doing this, and by interpreting my collected data, I believe I am capable of creating new knowledge which is usable in the context of this project.

Methodological Considerations

Based upon my view on ontology and epistemology I have also had some methodological considerations in regard of this project. These considerations are elaborated next, as they are important to understand the reasons behind my chosen data collection methods.

I have primarily made use of different qualitative data collection methods to illuminate my research question. I have made interviews with representatives from both Nationalpark Skjoldungernes Land, Lejre Museum and Gudernes Stræde in order to get an understanding of the reasons behind the framing of the experience at this particular spot in the national park. In addition to this I have conducted walking interviews with visitors on site to get an understanding of their experience, and how this might have been affected by the frames set up for the experience. In addition to interviews, I have made use of observation techniques. The methods of interview and observation will be elaborated later in this chapter, as will my data collection process and the considerations I have had during this research.

Using Case Studies in Research

According to Veal a case study can be defined as the study of an individual example of the researched phenomenon that seeks to understand the phenomenon by studying one or more single examples (Veal, 2011, p. 341). This definition is also supported by Yin (1994), who defines a case study as something that *"...investigates a contemporary phenomena within its real life context"* (Rowley, 2002, p. 18). This definition emphasizes that my research has been centered around a case study, as I have chosen a specific hiking route in Nationalpark Skjoldungernes Land to research how the political landscape, in which the national park is situated, has an effect on the visitor experience.

The use of case studies has been criticized for being used for exploratory purposes only (Zikmund, 1997) (Veal, 2011, p. 343), and it has also been criticized for being a highly subjective social research method (Rowley, 2002). Still, the case study is seen as a useful tool in e.g. new research areas where a new perspective is needed (Eisenhardt 1989), while also being widely used in research projects of a modest scale (Rowley, 2002, p. 16). Based on the criticism of the use of case studies I must ensure that this project contributes to my field of research with new knowledge.

One way to ensure this is to make use of the case study in order to answer a research question based on *how* and *why* questions. While the number of units that are being researched is rather low in a case study, this approach often gives the possibility to deal with a greater number of details and a deeper investigation, when searching for answers to *how* and *why* questions, as opposed to questions that is centered around *who* and *what* (Rowley, 2002, p. 17).

Even though the number of units being researched are low in case studies, a case study can involve everything from on the scale from an individual to an entire nation (Veal, 2011). When dealing with an individual or a small group, it is primarily qualitative data that can be collected. Higher up on the scale, the range of methods available increases. Here, it might be possible to support primary data with secondary data, and the possibilities of collecting quantitative data increases. Since my project is focusing on one particular hiking route in one particular national park, and the experience had by a relatively low number of visitors, I have primarily collected qualitative data, which will be further elaborated later in this chapter. My choice of units to analyze in this project is based on the purpose of my research, my research process and the theoretical context I am situated in. In addition to this there are also other factors which have an impact on my selection of case and units. I am naturally limited by the accessibility to relevant data collection, meaning that it has an impact on my project how many relevant organizations and visitors who are interested in participating. Furthermore, the resources available also has an impact on my case study, as I do not have the funds to invest in high quality equipment for e.g. recording interviews or the funds for travelling abroad. The factor of time is also of significance for my choice of case, as the time available for this project was limited. This made it necessary to select a smaller unit of analysis located in close proximity to where I live (Rowley, 2002, p. 19). My rationale for the selection of case in this project has therefore to some extent been pragmatic (Veal, 2011), as Nationalpark Skjoldungernes Land is the only national park located on Zealand.

The strength of a case study lies in the possibility to use different approaches to data collection (Rowley, 2002). During a case study it is possible for researchers to be flexible in their data collection process, but there is a need for designing the research beforehand, in order to know which data to gather. My choice of data collection methods will be elaborated in the following sections.

Primary Data

In this thesis I have primarily made use of primary data in the form of walking interviews with visitors of Nationalpark Skjoldungernes Land as well as interviews with three different stakeholders: Gudernes Stræde, Nationalpark Skjoldungernes Land and Lejre Museum. Primary data is data that is collected during my own research, which also means that the collection of the data has been designed with relation to my subject (Veal, 2011). The following sections will elaborate on the process of collecting the primary data used in this project.

Qualitative Methods and Research

Qualitative methods are often used for collecting detailed information about relatively few subjects as opposed to quantitative methods, which are used for collecting measureable and more limited information

about a large number of subjects (Veal, 2011). In this thesis I have primarily made use of qualitative methods. This has been done on basis of the notion that people who are personally involved in a particular situation are better at describing and explaining their experiences and feelings, which is in accordance with my standpoint in the social constructivist paradigm. For the participants to use their own words to describe the experience had, it is better that they are not constrained by a strict framework imposed by me as a researcher, which would have been the case if I made use of primarily quantitative data (Veal, 2011). In relation to my social constructivist point of departure, I have sought to gain qualitative knowledge of the participants' individual experiences at Nationalpark Skjoldungernes Land. By focusing on the qualitative methods I am as a researcher part of shaping the situations in which the data collection takes place, and therefore also a part of shaping the result of my study. As already mentioned, I have been aware of this throughout the project, which is why I have put emphasis on transparency in order to expose my research process.

In this project I have made use of the qualitative method of observing the experience at Nationalpark Skjoldungernes Land, by means of taking the elements I found to be relevant based on my theoretical framework into consideration. Furthermore, I have interviewed a total number of 13 visitors in Nationalpark Skjoldungernes Land while walking the hiking route, Gudernes Stræde Ringrute, in order to get an understanding of the visitor experience on site. In addition to this I have conducted interviews on both e-mail and phone with Gudernes Stræde, Nationalpark Skjoldungernes Land and Lejre Museum to get an understanding of the political landscape in which this particular part of the national park is situated, as well as the reasons why the frames of the visitor experience on site are shaped as they are. The methods of interviews and observation will be elaborated next.

Interview

The qualitative interview is a tool that can generate insight into a field which can challenge current discourses and can be used to seek new meanings. Throughout a qualitative interview, knowledge is created through conversation, and it is therefore by the use of language the knowledge is obtained (Kvale & Brinkmann, 2015). The use of interviews as a data collection method is in accordance with my standpoint in the social constructivist paradigm.

Interview situations can be characterized in different ways. According to Andersen (2010), it can be characterized by the degree of standardization and structuralization (Andersen, 2010). The degree of standardization depends on whether the respondents are being asked the same questions in the same order. The degree of structuralization on the other hand, depends on whether the themes of the interview

is determined beforehand, or whether they are being shaped during the interview (Andersen, 2010, p. 168).

In this project I have made use of both semi-structured interviews and standardized interviews, which I will shortly describe next. An overview of my respondents can be seen in Table 1.

Interview	Title	Interview Form	Why
Camilla van Deurs Appendix 21	National park coordinator of Nationalpark Skjoldungernes Land	E-mail interview	To understand the political landscape of the national park, and to understand the frames set for the experience.
Karl Frandsen Appendix 19	Project coordinator, Gudernes Stræde	E-mail interview	To understand the political landscape of the national park, and to understand the frames set for the experience.
Iben Bækkelund Jagd Appendix 23	Vice President of ROMU (mMuseums of Roskilde, Lejre, Frederikssund)	Phone interview	To understand the political landscape of the national park, and to understand the frames set for the experience.
Interview 1 Sofie Appendix 5	Woman, 24 years old	Walking interview Semi-structured	To understand the actual visitor experience and how it is affected by the political landscape
Interview 2 Lissi, Max, Inga Appendix 6	Lissi & Max: married couple, 60 years old. Inga: Lissi's mother, 83 years old.	Walking interview Semi-structured	To understand the actual visitor experience and how it is affected by the political landscape
Interview 3 Rikke, Sabrina Appendix 7	Friends in their late 20'ies.	Walking interview Semi-structured	To understand the actual visitor experience and how it is affected by the political

			landscape
Interview 4 Anne, Henrik Appendix 8	Married couple in their mid 50'ies.	Walking interview Semi-structured	To understand the actual visitor experience and how it is affected by the political landscape
Interview 5 Louise, Christian, Niklas Appendix 9	Louise & Christian: Married couple in their early 30'ies. Niklas: Christan's brother, in his late 20'ies	Walking interview Semi-structured	To understand the actual visitor experience and how it is affected by the political landscape
Interview 6 Fie, Hans Appendix 10	Friends, in their early 50'ies.	Walking interview Semi-structured	To understand the actual visitor experience and how it is affected by the political landscape

Table 1: Overview of Interviews

As semi-structured interviews are relevant when researching phenomena of personal nature (Andersen, 2013), I found this interview form to be relevant when researching visitors' experiences at Nationalpark Skjoldungernes Land. Before conducting such an interview, you already have a certain knowledge of the phenomena being researched, and usually you will have some particular points of interest you want to expose during the interview. Usually, an interview guide will be developed prior to the interview, stating topics of particular interest (Andersen, 2013). The interview guide can then be used as a guideline, making sure that the interviewer covers all topics of interest - but not necessarily in the order they are stated in the guide. The advantage of this form of interview is that the interviewer is open to new perspectives and information that the interviewee might come up with during the conversation.

The standardized interview on the other hand, consists of questions that are predefined and asked in a particular order (Andersen, 2013). In this project I have made use of standardized interviews consisting of open-ended questions to achieve a better understanding of the reasons behind the frames set for the visitor experience at Nationalpark Skjoldungernes Land. I have determined my questions before the interview, based on my theoretical framework which will be presented in the theory chapter.

My semi-structured interviews took place on site while walking the route with my respondents, making it walking interviews. At the same time my standardized interviews did not take place face to face, but took place on e-mail and phone instead. Which implications these sorts of interviews have had in my data collection process will be elaborated next.

Interviews on E-mail and Phone

At the beginning of the research phase I contacted both Nationalpark Skjoldungernes Land, Gudernes Stræde, Lejre Museum, Ledreborg Palace and Lejre Land of Legends to ask if they would be interested in participating in an interview for this project. These five stakeholders are all present on my chosen hiking route. Unfortunately, both Ledreborg Palace and Lejre Land of Legends were not interested in participating, but I managed to get appointments with the rest of the stakeholders.

Due to busy schedules the interview with Nationalpark Skjoldungernes Land and Gudernes Stræde had to be conducted on e-mail. This approach to an interview is criticized by the fact that it is not possible for the interviewee to get a question elaborated, as would be the case if the interview was conducted face to face. There is also a risk that the questions asked are perceived in a different way than it was intended by the interviewer, and it is not possible for the interviewer to ask in-depth questions during the interview (Opdenakker, 2006). On the other hand, there is also a couple of advantages of the e-mail interview. The problem of background noises during a recording of an interview will not be an issue, and the interviewee can answer the questions when convenient for him (Opdenakker, 2006). Especially the latter was an advantage for me in this case, as the e-mail based interview made it possible for me to squeeze in my interview with both national park coordinator of Nationalpark Skjoldungernes Land, Camilla van Deurs, and project coordinator of Gudernes Stræde, Karl Frandsen. The interviews can be seen in appendix 19 and 21.

Lejre Museum was also willing to participate in an interview for this project, but again due to busy schedules, this interview had to be conducted on the phone. The interview was made with Iben Bækkelund Jagd, the vice-president of ROMU, which is an union of the museums in Roskilde, Lejre and Frederikssund. Since one of the challenges with a phone interview is that the interviewee often needs time to think about the questions (Andersen, 2013), I sent the questions to her beforehand, so she had a chance to read them and prepare for the interview. This meant that this interview was, like my interviews on e-mail, standardized and structuralized. Another reason why it was necessary to send an e-mail before the interview, was that it is not possible to use visual aids during a phone interview. One of the purposes with this interview was to obtain knowledge on some particular signs seen on the hiking route, making it necessary for my interviewee to see a picture of the signs in question. The phone interview was relatively

short, lasting only 4 minutes and 30 seconds. This might be because of the respondent being able to prepare for the questions asked. A transcription of the interview can be seen in appendix 23.

The questions asked in my interviews on e-mail and phone are related to my chosen theory and is prepared with a specific purpose. One of the questions asked to Karl Frandsen from Gudernes Stræde is *"The name, 'Gudernes Stræde' indicates that there is a theme or history behind the route. How do you think this theme is expressed on the hiking route?"*. This question is related to Mossberg's (2007) model, which will be elaborated in the theory chapter. Another question asked to Camilla van Deurs from Nationalpark Skjoldungernes Land was *"Is there in the partnership programme done anything to create networks and exchange experiences among the different actors?"*. This question was asked to establish the degree of cooperation between the different actors in the area. Why this is relevant to this project will also be elaborated in the theory chapter. My e-mail and phone interviews can be seen at full length in appendix 19, 21 and 23.

Walking Interviews

My interviews with visitors in Nationalpark Skjoldungernes Land has been conducted on site while the experience took place, and I have therefore conducted walking interviews. I conducted a total of 6 interviews with 13 interviewees all in all. The interviewees were found through my network, the majority of them living in relatively close proximity to the national park. It requires an excessive time demand to participate in an interview like this, and my interviewees therefore had to have a natural interest in walking on routes like Gudernes Stræde, since I was not able to compensate them in any way. None of the interviewees had walked Gudernes Stræde Ringrute before. To recreate the most possible natural experience situation for my interviewees, some of the interviews were conducted in groups. By doing so, the interviewees shared the experience with people they would normally share such an experience with, and at the same time it was time-saving both for me and the interviewees. The participants in my walking interviews were between 24 and 83 years old and all Danish native speakers, causing for the interviews to be conducted in Danish.

Before every interview, I provided the interviewees with the map of Gudernes Stræde Ringrute, as it is found on the website of Nationalpark Skjoldungernes Land (appendix 2). I also told the interviewees of the app called *Skjoldungesti*. Every walking interview started on the same location with me pointing out where the interviewees were situated, and telling them to walk left when entering the route. From there, it was up to the interviewees to find their way around, but in case they were headed in the wrong direction, I would let them know. I also equipped one of the interviewees of the group with a chest-mounted GoPro camera, making it possible for me to transcribe the interview afterwards. The interviewees were informed

that no personal conversation irrelevant to my project would be transcribed, and I asked them to say out loud what came to their mind along the way.

I did not have a time limit of the walking interviews, but instead I followed the pace of my respondents, making the length of the interview up to them. The majority of the interviews lasted approximately 2 hours, with the shortest lasting 1 hour and 42 minutes and the longest lasting 2 hours and 41 minutes. Walking interviews tend to be longer than sedentary interviews, since walking allows natural breaks in the conversation. Having a break in the speech flow in a sedentary interview normally indicates the end of the interview. When walking, however, it comes natural to take up the conversation later on (Evans & Jones, 2011, p. 854). It also makes it easier for me as an interviewer to engage with the interviewee's understanding of the place in question, compared to a sedentary interview (Evans & Jones, 2011, p. 855). Being right by the side of the respondents as they have the experience at Nationalpark Skjoldungernes Land makes it possible for me not only to question an experience that has happened before, but to actually engage and ask in-depth questions as the experience takes place. Having the conversation to flow freely in accordance with a walking interview, but still managing to collect relevant data for this specific project, I made semi-structured interviews based on an interview guide I had prepared beforehand, which can be seen in appendix 4. The questions in this interview guide were based on the multi-relational approach to understanding the tourism experience (Lindberg, Hansen, & Eide, 2013), which will be elaborated in the theory chapter.

The interviews were all recorded and the relevant parts of the conversations had were transcribed, as seen in appendix 5 to 10. The exception of this is interview 3 (appendix 7), where the recording equipment unfortunately was set for taking photos every second instead of recording. Fortunately, this was discovered immediately after the interview ended, and instead of transcribing the interview I wrote down everything I could remember from the conversation had along the way. Also in interview 1 (appendix 5), there was a short breakdown of my recording equipment, which was discovered shortly after it happened. After getting the equipment to work again, I asked the interviewee questions about the experience she had had, while the recording equipment was out of order.

Being outside, the weather inevitably affects the walking interviews conducted in this project. The unusual cold and snowy spring have had implications to my data collection process, as I was not able to start conducting interviews as early as I had planned to. With this being said, the weather conditions did not vary much in the different interviews, as I have conducted them within a relatively short period of time of only two weeks in the second half of April. This is an important point to make, as *temporal consistency* is

important when doing case studies (Veal, 2011), meaning that all data should ideally relate to the same period of time.

As with interviews over e-mail and phone, face to face interviews have both advantages and disadvantages. One of the main critique points of interview as a data collection method is the risk that the respondent's answer might be affected by the interviewer (Andersen, 2013). Due to my standpoint in the social constructivist paradigm, I believe that the use of certain phrases or intonations can influence the common frame of understanding between the interviewer and the interviewee. I have therefore made an effort to be neutral when asking questions, not letting my personal opinions shape the question or the way I asked it. Furthermore, the fact that the interviewees are answering questions face to face might affect their answers - there is the possibility that the answers might have been different, if they had given them anonymously. One of the great advantages with interviews face to face, is that the respondents do not have time to make extended reflections, making the answers rather spontaneous (Opdenakker, 2006).

There are also both advantages and disadvantages in relation to the choice of walking interviews as an interview method. It has been argued that the answers from a walking interview is the immediate result of the meanings of the interviewees, since they are in connection to the surroundings they are asked about, while answering the questions (Evans & Jones, 2011). This way, interviewees are less likely to try and give the interviewer the "right" answer. According to Adams and Guy (2007), the fact that the interviewees are actually walking the distance means that they are exposed to stimulus of all their senses by the surrounding environment (Evans & Jones, 2011). A walking interview is therefore said to have the ability to extract honest and immediate answers (Evans & Jones, 2011).

One of the disadvantages of the walking interview is that the place in question must be walkable for interviews to take place, and some participants can be excluded as interviewees, not being physically able to walk the distance (Evans & Jones, 2011, p. 849). The route I have chosen to use as a starting point of my research and analysis of the tourism experience at Nationalpark Skjoldungernes Land, is a hiking route roughly 6 kilometers long, with only few steep rises of the ground. It is a hiking route that most people in a normal, physical state should be able to complete.

Walking interviews can be conducted in different ways (Evans & Jones, 2011), and as a researcher I have had some considerations before conducting the interviews. First of all, the choice of having a particular walking route as a starting point for my research has had the implication that I have predetermined the route that the interviewees should walk during the interview. This can in some cases be seen as a disadvantage, as the interviewees do not necessarily walk the route that would feel natural to them, had

they visited the site on their own. By having the different groups of interviewees walk the same route, I have made it possible to compare their experiences. One of the important issues when working with data collection in case studies is the *consistency in the unit of analysis* (Veal, 2011), which is achieved by predetermining the route. My research units have walked the same hiking route in the same direction, they have started and ended the route on the same parking lot, and I have also provided them with the same information beforehand. This means that all my interviews relate to the same geographical unit, and that all my interviewees are exposed to the same frames for their experience.

Since I am the one who have predetermined the route of the interview, I have also been out exploring the route on my own prior to the interviews. This means that I was familiar with the route, and in order not to let this affect the experience of the interviewees, I tried not to point out places of interest for them along the way. Instead, I provided each group with a printed map of the route (seen in appendix 2), and with the knowledge that the app *Skjoldungesti* existed - the same knowledge they would have had, if they had been looking at the website of the national park. From there, It was up to the interviewees to find their way around the walking route, and to choose if and where to make stops along the way.

Mapping During Walking Interviews

Besides the qualitative data collected through the walking interviews, I decided also to incorporate a more quantitative data collection method. In practice I used GPS technology to create maps during the walking interviews, indicating where the participants had stops along the route and the reasons why they stopped in these particular places. Did they not know which way to go, or did they stop to enjoy the view? These maps are seen in appendix 11 to 17. This was done with the app, *The Traveler*, available for both iOS and Android devices. Since I have not had a large budget for this project, I have chosen a free app that automatically maps the route, but where I manually had to mark when the interviewees made a stop along the way. I tested the app several times before starting to conduct the interviews.

The risk that it might be seen as a disturbing element for the interviewees that I had to look at my phone at some occasions was present. I could instead have chosen to note our position on the audio file, which I recorded during the walk, to be able to later on register and remember the spots on the route where the different statements were made. By using the GPS, I believe that I made the conversation run smoothly, as I did not have to interrupt a possible flow of speech. Another advantage is the accuracy of the GPS system. Had I chosen either to write down on a piece of paper or orally explain where we were situated at a certain time, it would be difficult for me to be accurate about the exact location.

A disadvantage by mapping during the walking interviews was that it proved to be more difficult than anticipated. Especially when interviewing small groups it turned out to be difficult to conduct the interview, make sure that the group stayed together near the microphone, and at the same time having to manually mark points of interests on the app. This has resulted in some of the maps being more detailed than others, but I still believe they are useful as a tool to get an overview of each of the interviews.

The final result of the mapping process is a map of the route with points of interest marked on it, making it possible to visually compare the experience of the different groups of interviewees. This also means that in addition to the qualitative data collected through the interviews, the walking interview also has the advantage of providing the researcher with quantitative data, based on the route and the stops along the way (Evans & Jones, 2011).

Observations

Observation is a data gathering technique which is typically used in connection with other methods (Veal, 2011), which is also the case in this project. I made use of two different types of qualitative observations: The unstructured qualitative observation and the participant observation (Veal, 2011).

The first time I walked Gudernes Stræde Ringrute, I conducted unstructured qualitative observations, meaning that no formal rules for the observation were established (Veal, 2011). I used the observation to describe and understand the phenomenon of interest - in this case the hiking route itself. By taking notes and photos along the way, I was able to describe which setting the route is going through and what signs or other artifacts are met on the way. These observations, which can be seen in appendix 3, make it possible for readers who have not completed the route themselves to get a better understanding of what is met along the way. At the same time, these observations provide me with material for my analysis, by revealing facts about what is present at the route and what is not.

During my walking interviews, I conducted participant observations, meaning that I was part of the environment being studied (Veal, 2011). By doing this, I got a detailed first-hand sight of the experience in the national park. I observed how the interviewees acted in the setting and I paid close attention to their reactions along the way. Some of these reactions were registered on my GPS device, making the observation technique play closely together with the mapping of the route. The interviewees were aware that they were being observed, making it an open-observation. Like described in the section about walking interviews, I had in advance told the interviewees to act and talk as natural as possible, as I was interested in their natural and immediate responses to what happened along the way. Where possible, these

observations were included in the transcription of the walking interviews, which can be seen in appendix 5 to 10.

Secondary Data

Even though I have primarily made use of primary data in this project, I have also made use of secondary data to support my research. Secondary data is, as opposed to primary data, data that already exists. One of the main advantages of secondary data is the time-saving factor of using data already collected by others (Sørensen, Sabroe, & Olsen, 1996). The disadvantage of this is, however, that the data is collected with another purpose than what I am focusing on in this project (Veal, 2011). There is a risk that secondary data might be outdated or simply irrelevant, and I have had reflections on the level of adaptation of the secondary data used, to evaluate whether or not the secondary data has supported my field of research.

At first I searched for information regarding the establishing of Nationalpark Skjoldungernes Land and about the challenges the process of establishing the national park has faced, in order to obtain a basic understanding of the phenomenon I was researching. Furthermore, I have used the official websites of both Nationalpark Skjoldungernes Land and Gudernes Stræde to obtain knowledge about which frames are set for the visitor experience on site. This knowledge has also been used as a starting point as I designed my standardized interviews based on the knowledge I had already acquired through the use of secondary data. I am aware that data collected through official websites are subjective to a high degree, and that the data therefore might be less reliable. This has been taken into consideration when using the data in my research, as I have subsequently supported and challenged these findings during both my interviews and observations.

Furthermore, I have been using textbooks and articles to support and develop the methodological and theoretical viewpoints seen throughout this project. This has been done to create the framework for my analysis and to help create the layout of this assignment.

Data Analysis

Analyzing data collected in relation to a case study is often comprehensive, as a case study includes a wide range of data from different sources (Rowley, 2002), which is also the case in this project. As a method to analyze the extensive material collected, I have made use of *meaning condensation* (Kvale & Brinkmann, 2015). Meaning condensation is a form of categorizing and organizing my different interviews, and by doing this, I got a better knowledge of which data I have collected. The data was organized into categories, and linked with the chosen themes in my interview guide (Københavns Universitet). The categories were based on the theoretical framework I had set for this project, but I was also conscious that this method of

analyzing data could generate categories I had not predetermined. This meant that I also searched for emergent themes prominent for the interviewees, which was not included in my theoretical framework (Veal, 2011).

By categorizing the themes found in my interviews, I structured the data from my comprehensive and complex interviews, and this gave me a useful overview of especially the visitors' experience. This was done in hand on hard-copy transcripts with the help of color coding (Veal, 2011).

Further considerations

In this section I will elaborate on the credibility, transferability and dependability of this project and also elaborate on the ethical considerations I have had during the writing and data collection process.

Traditionally, the terms of validity and reliability were used to judge the quality of research. These terms are seen as more appropriate to use as measurement for the quality of quantitative research among some qualitative researchers within the social science. Qualitative research is often seen with researchers with a relativistic ontological and epistemological view on the world, who are not concerned with whether an observation is true or not (Trochim, 2016). According to Guba and Lincoln, there are different ways of judging the quality of qualitative research, which is why the concepts of credibility, transferability and dependability have arisen.

Credibility

Credibility is an expression of to which degree the qualitative research is credible or believable. Since this type of research is interested in understanding the researched phenomenon from the participant's point of view, the participant of the research is the only one who can judge whether the results of the research are credible or not (Trochim, 2016).

During my data collection phase I created an interview guide stating questions I could use during my interviews, in order to get a thorough understanding of the visitor's experience. By conducting walking interviews, I was present during the visit, making the answers I received both immediate and spontaneous. By doing so, I believe I got firsthand knowledge of how my interviewees' experiences were perceived. Furthermore, since my interviewees were found in my network, I had the possibility to contact them at a later stage in the process, if there was anything I would like to make sure I had understood correctly.

Dependability

Dependability is the equivalent to reliability within quantitative research, being an expression of whether it is possible to get similar results when measuring something twice (Trochim, 2016). By definition, it is not

possible to measure the exact same thing twice within qualitative research (Trochim, 2016). According to Trochim a researcher should instead be responsible for describing the changes that might have been in the research, and how these changes might have affected the research process (Trochim, 2016).

With my stand point in the social constructivist paradigm, I am aware that my research has been affected by the participants' subjective contributions to my data collection, and that this have been part of shaping the results of this project. I also acknowledge that it is not possible for me to cover an objective truth in the work of answering my research question. Because I have had to finish this master's thesis in May, I had to collect my data during springtime and not during high season in summer, when most likely there would have been more visitors, and where both the weather and the appearance of the landscape would have contributed to a different visitor experience on site. I am aware that these conditions have had an impact on my research, and it will not be possible for me nor any other researcher to get the exact same result, should the study be carried out again.

Transferability

Transferability is the expression of whether it is possible to generalize or transfer qualitative research to other contexts (Trochim, 2016). As a qualitative researcher, I can enhance the transferability of my research by thoroughly describing the research context and the assumptions on which I have based my research (Trochim, 2016).

I have made an attempt to show transparency throughout this project, as I have included the obstacles I have faced in the process. I have also tried to provide a clear structure, giving the reader the possibility to understand the ideas behind the project.

Being a social constructivist, I am aware that it is not possible to replicate my findings when doing another research, but by being appropriately informed by theory before designing my case study, I believe I can add knowledge to the established theory (Rowley, 2002), and therefore that my qualitative research can be used in other contexts.

Ethics

I have strived to maintain a high ethical standard throughout this project, making sure my intention and positioning has been clear to all parties involved in my data collection process.

Before the interviews with Lejre Museum, Nationalpark Skjoldungernes Land and Gudernes Stræde, I made sure to present myself and the aim of my project. I also made sure to emphasize that the interview could

be conducted to fit their time schedule, which resulted in two e-mail interviews and one interview on the phone.

As for my walking interviews, it was agreed with my interviewees that I have used their first names in this project. To maintain some sort of anonymity, I have tried not to reveal their faces on photos taken along the way. In interviews lasting approximately 2 hours, personal things irrelevant for this project will undoubtedly be part of the conversation. I have chosen not to include these personal conversation topics in my transcribed interviews when I found them irrelevant for this project. By stating before the interview that these parts of the conversation would not be a part of my project, I believe that the conversation flowed and that the interviewees were not afraid to speak. Furthermore, before the interviews started, I emphasized that it was important that the interviewees spoke their opinion, and that there were no right or wrong answers.

Summary of Methodology

My research has been conducted with a starting point in my mainly relativistic epistemological and ontological point of view, which has led me to have a standpoint in the social constructivist paradigm. My choice of data collection is a reflection of this standpoint, since I am primarily making use of qualitative research methods. I have collected relevant primary data on site in the form of walking interviews with visitors of the national park, and I have also interviewed representatives from Nationalpark Skjoldungernes Land, Gudernes Stræde and Lejre Museum, to get a deeper understanding of why the frames for the experience are set as they are. To support my findings, I made use of observations and mapping during the walks. I also used secondary data in the form of the websites of the three actors involved in this project. The process of interpreting the data collected is also in accordance with my standpoint in the social constructivist paradigm, but this standpoint has given me some challenges in regard of the dependability of my project, among other factors. During the entire project, I have strived to show transparency by being honest about my research process, my ontological and epistemological points of view and also about the obstacles I have faced along the way.

Theory

Since Yellowstone was established as the first national park in the world in 1872, national parks have played an important role as tourist attractions in a wide range of different countries (Butler & Boyd, 2000). With the role as an attraction, the importance of generating value for the visitors arises, and in some areas, the national parks play an important part in the tourism industry (Butler & Boyd, 2000).

Since the establishment of national parks, tourism has constantly caused a debate of how to manage the national parks (Hall & Frost, 2009), and the relationship between tourism and national parks are not always satisfactory (Butler & Boyd, 2000). This comes to show in the increasing share of tourism literature addressing environmental issues, sustainable tourism, and the impact tourism has on local communities and indigenous people (Butler & Boyd, 2000). The critical attitude within the tourism literature has led to a strong focus on how the management of national parks, and the political landscapes in which they are situated, can help protect and preserve the nature and local communities in question.

Another focus found when it comes to research within national parks and nature tourism, is how to provide visitors with an experience that will provide value for them. The view of the national park as an attraction is significant in the research conducted in this field, as there is a strong focus on what can be done by the national parks in order to provide a great experience for the tourist. Examples of this is research made concerning the effect of sound and crowding on the tourism experience in Zion National Park (Grau & Freimund, 2007), research made concerning the effect of visitor flows and tourism impact at Fulufjället National Park in Sweden (Fredman, 2004), and research concerning how to improve the tourism experience in protected areas in Victoria, Australia, by the use of tour guides (Armstrong & Weiler, 2003). While these factors are all of significance to the visitor experience in national parks, I would like to question whether the factors, which the management of the national park is able to change, are the only ones that have an influence on the visitor experience. Even though the political landscape within national parks is mainly a focus when it comes to the preservation of the parks, I do believe that the political landscape also has an effect when it comes to visitor experiences in a national park setting. In this project, I will not see the two themes as separated entities, but instead research if and how they intertwine.

To set the framework for this project, this chapter will elaborate and discuss the two central elements in my research question; visitor experiences and governance within tourism policy. First, I will present and discuss different views on the experience concept, applicable in a tourism context. Then I will elaborate on the political landscape's effect on the tourism experience, with an emphasis on how and why governance is used as a tool within tourism in general and within national parks in particular. Finally, in the light of the

two previous discussions, I will clarify how I understand the experience concept in connection to this project, and also present the models I would like to make use of to answer my research question.

Tourism and the Concept of Experience

The concepts of experience and experience economy have been given attention for a number of years. In a wide range of industries this has led to a focus of providing customers or visitors with great experiences in order to create competitive advantages (Madsen, 2010). This is also the case in the tourism industry, where the incorporation of experiences is widely used (Hansen, 2014). According to Prebensen et al. (2014), tourist consumption is about travelling for the purpose of achieving personal enjoyment (Prebensen, Chen, & Uysal, 2014). They argue that some sort of value must be created through the tourism experience, and that it is necessary for the tourist to be present in the experience process for the value to be recognized. With this, they also argue that tourists choose to participate in tourism experiences, because they find the value creation appealing (Prebensen, Chen, & Uysal, 2014). Destinations and attractions have therefore discovered the necessity to develop great and memorable experiences for their visitors in order to give them value for money, and in that way create long term economic sustainability for the destination or attraction itself (Hansen, 2014). The types of experiences that are sought-after by the tourists have changed over time (Ritchie & Crouch, 2003), which has led to numerous approaches on how to deal with the experience concept (Prebensen, Chen, & Uysal, 2014). This will be elaborated in the following section.

Defining and Analyzing the Experience Concept

The concept of experience is seen as a complex concept, to which theoreticians have different approaches. In the following sections, I will describe and discuss a selection of these approaches, which I find relevant in connection to this project.

Experience as an Economic Offering

With the introduction of the term *experience economy*, Pine and Gilmore (1999) advocated for a need of a new take on what brought value to a customer, based on a change in the consumption patterns. Their definition of an experience is "*a fourth economic offering, as distinct from services as services are from goods*" (Pine & Gilmore, 2009, p. 16). With this definition they argue that it was necessary for businesses to offer not only goods and services, but also to produce experiences to create an economic value that would differentiate them from their competitors (Pine & Gilmore, 2009). According to Pine and Gilmore, a business has created a successful experience for their customers when the customer is *engaged*, which will cause the bond between the business and the customer to be shaped in a memorable way. While both a service and an experience is seen as an intangible, economic product that creates value for the customer, an experience differentiates from a service in the sense that it is also *memorable* (Pine & Gilmore, 2009, p.

29). Their approach to the creation of experiences is that it is something a business is able to produce and provide for their customers. They still do emphasize that no two people can have the same experience, since experiences are individual and personal, but since an experience is defined as an economic offering, it is seen as something that can be created and given to a customer.

From Pine and Gilmore's point of view, experiences are more than entertaining customers. It is also about engaging and involving them. This is why their perspective of analyzing experiences is focused on the creation of the experience itself, for a business to be able to provide extra value to their customers (Pine & Gilmore, 2009). The advantage of this perspective is that it offers a framework indicating how to design a successful experience to provide for customers, but the perspective has later been criticized for depicting customers as passive actors in a staged experience (Hansen, 2014, p. 24). Since customers have unpredictable behaviors, it is not in agreement with reality to have a mechanical view of customers, saying that their actions are affected only by what the business does to give them an experience (Jantzen & Jensen, 2005).

The Tourist as a Co-creator of the Experience

A different take on experiences can be seen with Mossberg (2007). While Pine and Gilmore see an experience as something that can be *produced*, Mossberg has a marketing based approach that causes her to see it as something that is being *consumed*. An experience is defined by Mossberg as "*a constant flow of thoughts and feelings that occur during moments of consciousness*" (Mossberg, 2007, p. 60). With this definition she argues that a tourist should not only be seen as a passive element in the environment, but instead as a co-creator of the space and therefore of the experience. According to Mossberg, the experience itself is created within the tourist's mind, and it is therefore not possible for an organization to create an experience with the purpose of providing their visitors with it. What is possible, is for an organization to create a specific environment, in which the tourist can consume the experience (Mossberg, 2007, p. 60). Such an environment is referred to as an *experiencescape* by Mossberg, and it is defined as "*a space of pleasure, enjoyment and entertainment, as well as the meeting ground in which diverse groups move about and come in contact with each other*" (Mossberg, 2007, p. 62). An experiencescape is in other words the specific space in which the experience takes place. Another important aspect of the experience seen from Mossberg's point of view is that in order to be categorized as a tourism experience, the experience must differ from the tourist's everyday life. Such an extension to daily experiences is referred to as peak experiences, and these are the kinds of experiences that organizations should strive to create for their visitors.

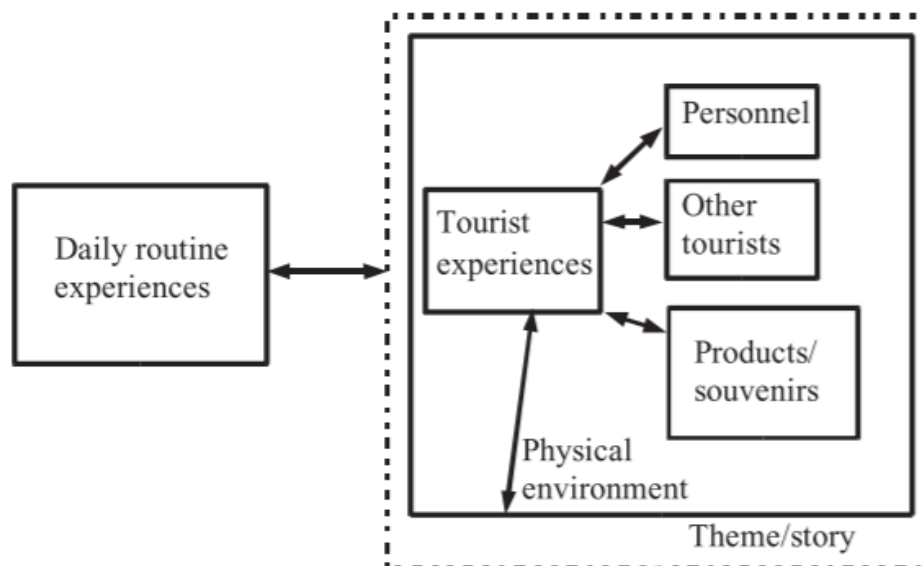


Figure 2: Mossberg's proposed factors influencing the consumer experience within tourism

According to Mossberg an organization is able to influence the environment in which the experience takes place, and her take on experiences is centered around the social and physical factors that an organization can affect in order to create the best possible experiencescape for their visitors. These are the effects of the physical environment, the effects of the personnel, the effects of other tourists and the effects of products and souvenirs, which can be seen in Figure 2 (Mossberg, 2007, p. 65). With this focus, Mossberg is not indicating how an organization can create an experience and give to their customers, but instead her framework is containing different factors that can change the way the experience is being perceived by the tourist. Further to these factors, Mossberg also emphasizes the importance of an overall theme or story that holds the other factors together. Coherence in an experience is therefore also an important factor when creating the experiencescape, according to Mossberg.

Experiences Being Staged from Above and Below

The fact that an organization is able to create the frames within which an experience takes place is a factor that draws parallels between Mossberg and Jensen (2014), who has a focus on mobile experiences. Jensen defines experiences in the following way: *"experience of mobility is conditioned and co-produced through engagements with ordinary materials [...], but also equally shaped by the circulation of affects [...], which all partake in the creation of particular travel atmospheres"* (Jensen, Gyimothy, & Jensen, 2015, p. 3). Jensen's research field is situated in the connection between design and situational mobilities (Jensen, Lang, & Wind, 2016), which I believe can be transferred to the context of experiences. He defines a mobile situation as any situation where a person is being mobile, *"e.g. a person parking her car, or two friends walking down the street"* (Jensen, Lang, & Wind, 2016, p. 28), and in his research there is a focus on experiences which happen in mobile situations. In the context of tourism there are several examples of experiences happening in mobile situations. This could be visits to museums or attractions, where the tourist is walking around, or it can be visits to parks and natural areas, where movement is necessary for an experience to take place. According to Jensen, any mobile situation is staged from above, meaning that it is designed and planned with a specific purpose (Jensen O. B., Staging Mobilities, 2014). This view is similar to Mossberg's view on experiences, as the ability to set the frames for an experience is a recurring theme. Jensen argues that mobilities are also staged from below, meaning that an experience in a mobile situation might be affected by embodied performances or social interactions, and therefore not being perceived the way it was intended. According to Jensen, it is in the cross field of what is being staged from above and below, where the mobile situations are being experienced. By saying this, he argues that experiences are something that are not created by an organization alone, but instead are co-created on site as the visitors are engaging into it.

Experience as a Three-Phase Concept and the Importance of Technology

Some theoreticians argue that an experience is not only created on site, which is seen in the work of Buonincontri and Micera (2016). Their take is that an experience is not only co-created between a visitor and an organization, but also with other subjects, which draws parallels to the work of Jensen. They define an experience as *"a process that includes tourists and other possible stakeholders in definition of unique and personal experiences, with the final goal of generating value"* (Buonincontri & Micera, 2016, p. 7). They state that tourists have a need to share their experience with others, both friends and family, and with the many possibilities of the internet, it is also possible to share experiences with internet users that the tourist does not know (Buonincontri & Micera, 2016). Based on this, it is argued that an experience has already begun to be composed when a tourist is planning his visit from home. Additionally, souvenirs or other memories brought home after a visit are a part of creating the experience from their point of view. Buonincontri and Micera therefore divide the experience concept in three phases; *the Pre-travel phase, the On-site phase and the Post-travel phase*.

During these phases they argue that technology is important for the co-creation of an experience. Tools like websites, travel blogs, review websites etc are important factors in the pre-travel and post-travel phases, while different technologies can be used in the on-site phase to create an attractive environment for the tourist (Buonincontri & Micera, 2016). Technology might not be seen as a relevant factor when it comes to the tourism experience in national parks. Nevertheless, the use of technology, e.g. in the shape of mobile applications, is seen in the on-site phase of nature tourism, used as a tool to create an attractive environment. An example can be made with Nationalpark Skjoldungernes Land, where an app has been created to showcase the hiking route, Skjoldungesti, and designate where to find facilities and attractions (Nationalpark Skjoldungernes Land).

Understanding the Experience from the Visitor's Point of View

Also Lindberg and Hansen (2013) are arguing that experiences are happening outside the complete control of the organization providing the experience. They argue that the meaning of experiences are produced within the individual tourist, and that it is not possible to reduce tourists to passive spectators (Hansen, 2014, p. 64). From their point of view, experiences are situated, multi-relational and dynamic. Their definition of an experience is: *"[...] experiences can be understood and studied through the intertwined components related to interaction, body, time, and context"* (Lindberg, Hansen, & Eide, 2013, p. 488). With this definition it is argued that an experience is continually changing through the process of experiencing, and that it takes place within a certain context in relation to the four concepts of interactions, body, time and context. These concepts cover the interactions which the tourist has with other visitors and objects on site; the embodied performances and sensory perceptions the tourist has during the experience; the

tourist's ability to be present in the experience; and the physical, cultural and social context in which the experience takes place (Hansen, 2014).

By researching how a tourist is situated within these four concepts during an experience, Lindberg and Hansen find it possible to get an understanding of the visitor's experience and the reasons behind it (Hansen, 2014). This approach differentiates from the previously mentioned views on experiences, since it is concerned with the experience from the tourist's point of view. In this framework there is a focus on whether or not the visitor is having a memorable experience - not *how* it is possible to create such a memorable experience. An important element in creating memorable experiences is the element of consumer immersion. This refers to whether or not the tourist is being immersed into the moment, being able to stay present in the moment and solely focus on what is happening here and now, as these moments are memorable, valuable and meaningful to the tourist (Hansen, 2014). This approach to understanding tourism experiences might be criticized by the fact that some of the elements in the framework are tacit. In practice, it might be difficult to expose how a tourist is situated within all four of the concepts during an experience.

What About the Frame Wherein the Frames Are Set?

Even though the above-mentioned theoreticians have different approaches to researching the field of tourism experiences, I find that one important factor is missing: The frames wherein it is possible for an organization or tourism attraction to create the environment in which they are offering their visitors an experience. Even though organizations have a high degree of self-determination in the experience development process, especially when the experience takes places within their own four walls, they still have to comply with the boundaries set by the political landscape they are situated within. They have to create a frame for the experience that respects both legislation, as well as regulations and standards. This is also the case with national parks, that are often not entirely privately owned. In the case of Nationalpark Skjoldungernes Land, the national park is including land owned by both private individuals and private organizations, making the political landscape more complex than if the land been owned by the national park. This I believe will have an effect on the tourism experience on site, and the view on the connection between the political landscape and tourism experiences will be further elaborated in the next section.

The Political Landscape's Effect on Tourism Experiences

According to the above discussion on tourism experiences, it is important for an area such as Nationalpark Skjoldungernes Land to try to set the best frames for creating memorable experiences for their visitors. This I find to be consistent with the work of Romão and Guerreiro (2015), who argue it is important to differentiate destinations through innovative products and services in order to enhance the

competitiveness of a destination. This should be done on basis of local natural and cultural resources to ensure sustainability in the future (Romão & Guerreiro, 2015). They also argue that tourism is the result of a wide range of products and services provided by many different companies - both directly tourism-oriented business like hotels and tour operators, but also companies such as restaurants and transportation services that are not connected to tourism directly. The attractiveness of a destination is also related to intangible elements such as management of natural resources and heritage sites (Romão & Guerreiro, 2015). This suggests a high complexity of the tourism system that can have a high impact on how experiences are created in an area such as Nationalpark Skjoldungernes Land.

Even though a tourist at a destination is provided with services from many different companies, the tourist is perceiving the destination as an integrated experience. This means that the perceived quality of the experience at a destination is the result of products and services that are cooperatively experienced but independently produced (Romão & Guerreiro, 2015, p. 57). A consequence of this is that it is seen as necessary to have a high level of coordination and interaction among the different stakeholders in order to be able to produce an experience that is seen as coherent. By taking a closer look at the development of tourism policy processes, it can be seen how the approach to achieve a positively perceived quality of experiences at destinations has changed over time.

In the mid-twentieth century it was generally seen as the best solution when planning and policy making happened within the bureaucracy, controlled predominantly by public servants (Dredge, Jenkins, & Whitford, 2011, p. 18). These public servants were trusted with the ability to treat public issues rationally and objectively and with having the public interest in mind when dealing with policy making activities. This way of thinking about planning and policy making was to a large extent structuralized and simplified. The process of having to make policies consisted of setting goals, considering different scenarios, and choosing a scenario that was most likely to achieve the goal. This way, the power in policy making stayed within the bureaucracy, involving only elected representatives and selected interest groups (Dredge, Jenkins, & Whitford, 2011, p. 18). This way of policy making was criticized for being a static way of dealing with planning and policy making, not suitable to solve complex problems. It was found that the dominantly quantitative research methods within the field of policy science could only reveal whether or not a policy was successful - but not the reason why it was or was not (Dredge, Jenkins, & Whitford, 2011, p. 19). This finding inspired the line of thinking to shift towards a more qualitative approach, and it gave way to the acceptance of the notion that policy was many things to many people. Dredge, Jenkins and Whitford state that: *"The idea that policy is dependent upon a complex chain of relationships, shared and contested understandings about problems, and multiple and often competing goals and reciprocal action from*

participants inside and outside government is now well established" (Dredge, Jenkins, & Whitford, 2011, p. 20).

On basis of this shift in the way of thinking of policy making, it has been seen since the 1990s that many western democratic states have rolled back some state functions, replacing direct intervention with enabler and facilitator roles, justified with the argument that e.g. policy innovation will occur more often *outside* the institutions of the government (Dredge, Jenkins, & Whitford, 2011, p. 21). Christiansen and Blunt (2012) state that co-production of public outcome has had the awareness of governments for some time. This is seen in practice when former formal relationships are being replaced with systems that are informal and organic, and when a former centralized control and emphasis on regulation has been replaced with a more de-centralized system with businesses, civil society and citizens playing a bigger role in providing public services (Christiansen & Bunt, 2012, p. 9). As shown in Figure 3 (Christiansen & Bunt, 2012, p. 9) this means that the boundaries between the public sector and other sectors in many cases have turned blurry, which puts new demands for the need of collaboration.

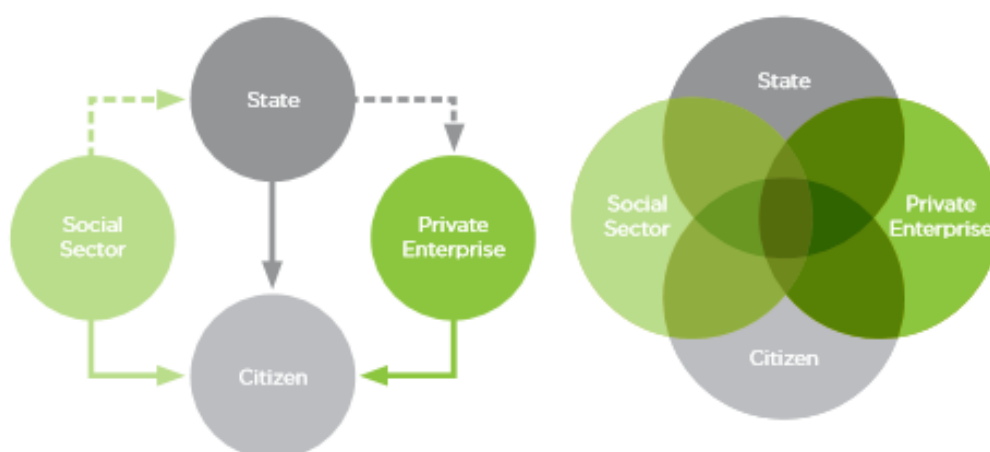


Figure 3: The Changing Relationships of Government in Delivering Public Outcomes

Governance and Tourism

Examples of where direct intervention has been replaced with enabler and facilitator roles, has in tourism been seen where statutory corporations are set up and funded by government, but still managed through industry boards (Dredge, Jenkins, & Whitford, 2011). The state becomes a "network leader" that facilitates platforms of collaboration and knowledge sharing (Christiansen & Bunt, 2012, p. 22). This development has led to the increased interest in the study of *governance*, which, according to Dredge, Jenkins and Whitford, is a concept that *"reflects the increasingly blurred boundaries between government and the range of*

business and community interests that contributed to policy making" (Dredge, Jenkins, & Whitford, 2011, p. 22). The governance of a destination arises partly because the management of the destination involves both public, private and community stakeholders, meaning that competing actors are forced to cooperate in such a setting (Peters & Strobl, 2015, p. 224).

Within destination governance, there is often a focus on *how* to achieve goals. In this matter, cooperation and collaboration is often the most pleaded governance means (Pechlaner, Beritelli, & Volgger, 2015, p. 10). From a more top-down approach to planning and policy making, there is now a greater focus on decentralizing power by involving multiple stakeholders and establishing networks to solve problems and share knowledge (Christiansen & Bunt, 2012) (Jamal & Camargo, 2018). Co-production like this also involves new dynamics between several actors of society (Christiansen & Bunt, 2012), which again sets new standards for the need of collaboration between these actors in order to create a coherent and memorable experience in the tourism context. It is necessary to incorporate a large number of actor groups into a destination network and also to enhance relationships between them. The evolution of such a network and its players is of importance and in the interest of the destination governance system (Peters & Strobl, 2015, p. 229). There has been growing attention to the relations between the many stakeholders at a destination, due to the questioning of whether these are able to collaborate, manage networks and identify collaborative core competencies.

Governance in National Park Development

The way in which destination governance can affect the tourism development in areas that mainly offers nature tourism, had already been given attention by tourism researchers.

One example where research has been made concerning the effects of governance within the planning and development of national parks can be seen with Goodwin (2000). According to Goodwin, all kinds of tourism have an environmental impact and cannot happen without both positive and negative consequences for local communities (Goodwin, 2000, p. 245). This also applies to the category of nature tourism, where national parks are represented. To manage nature tourism the best possible way, it has to be ensured that it has low impact on the environment, and that both the local community and the park benefits from it. This way, national parks can be able to generate both local economic development and funds for conservation (Goodwin, 2000, p. 246). Goodwin also argues that the tourism development process has previously focused on developing products and services for tourists, and not much on how to bring economic development at local level. The challenge of managing the development at destination level has, according to Goodwin, traditionally been to enable the local community to have a say in the management of tourism at their place. To turn nature tourism into something that benefits not only the

development of tourism, but also benefits the local community, it is necessary for a collaboration between the local community, the private sector in the area, the national park representing the nature's interests, and also the local political decision makers to be established (Goodwin, 2000, p. 253).

National parks create destinations in areas that might not have attracted large number of tourists in other ways. By encouraging tourists to visit other natural and cultural sites in the area, it might lead to the visitors extending the length of their stay (Goodwin, 2000, p. 256). The success of the kinds of initiatives that increases local benefit to a national park depends on a locally managed tourism strategy where park management, local industry and local community work together to shape the tourism in a way that will be to the advantage of all (Goodwin, 2000, p. 257). This indicates that there is a complexity of interests involved in the development of national parks, and several political agendas in connection to national parks can also be found, which again can lead to multiple layers of governance and difficulties arising as a result of multiple stakeholders (Crouch & Marson, 2009).

This example shows that there is already a focus on governance within the tourism literature concerning nature tourism and national parks - and there is already a focus on using governance within the management of national parks. The literature tends to focus on how governance within national park development can have an effect on the local community, which is not the focal point of this project.

With a starting point in Nationalpark Skjoldungernes Land, I would instead like to research how the use of governance within the development of national parks can affect the tourism experience on site. The complexity of interests and the difficulties arising as a result of many different stakeholders having to cooperate, might not only have consequences for the local community - but also for tourists visiting the area.

Nationalpark Skjoldungernes Land is from a legal point of view a foundation with a board of directors appointed by the Minister for Environment, Food and Agriculture (Nationalpark Skjoldungernes Land, 2017). Their work affects several stakeholders and the political landscape, in which they are situated, is complex. The national park is covering an area consisting of both local communities and private businesses, and also several municipalities, destination management organizations and tourist associations are affected by the work of the national park. The political landscape, in which Nationalpark Skjoldungernes Land is situated, will be further elaborated in the analysis chapter. I would like to research which effect governance has had for the frames set up for the tourists to experience at Nationalpark Skjoldungernes Land, and furthermore how this affects the tourism experience at the national park. Which models I will use to set the framework for this research will be elaborated in the next section.

My Choice of Theory and Models

Based on my previous elaborations on the experience concept, I will define an experience as something that is co-constructed between the tourist and the frames that are provided by the tourism organization, since I do not find the tourist to be passive in the experience creation process.

I will also highlight Lindberg and Hansen's approach to experiences that is concerned with understanding the experience seen from the visitor's point of view. Both Pine and Gilmore, Mossberg and Lindberg and Hansen emphasize the importance of creating a coherent and memorable experience, differing from everyday lives, in order to create competitive advantages. With the approach of Lindberg and Hansen, it is possible to research whether the tourist is immersed and present in the experience, and consequently has had an experience that is memorable.

However, due to my discussion regarding governance within tourism, I do not find the discussed approaches to tourism experiences adequate to analyze an experience in a national park context, as they can be criticized for lacking one important aspect: The political landscape in which the national park is situated, and the involved stakeholders' ability to cooperate. This, I believe, sets the frame for how the experience can be framed, and is therefore of utmost importance to the visitor's experience on site. I therefore see an experience as something that is co-created between the tourist and the frames provided by the national park - with these frames being affected by the stakeholders and their ability to cooperate.

To research how the governance of Nationalpark Skjoldungernes Land has affected the tourism experience on site, I will use two different models as a framework for my analysis. First, I will use the model of dynamic experience and meaning by Lindberg and Hansen in order to analyze and understand the experience the visitors have on site. Next, I will make use of an adjusted version of Mossberg's model of factors affecting the consumer experience, in order to analyze which frames are set for the experience and how these frames are affected by the political landscape in which the experience is situated. This will be elaborated in the next sections.

Understanding the Visitor Experience

To get a better understanding of the experience had at Nationalpark Skjoldungernes Land, I would like to use Lindberg and Hansen's approach to analyzing the experience seen from the visitors' point of view. Their approach draws parallels to Mossberg, as experiences are seen as created within the tourist. However, this approach is focused on *understanding* the visitor experience rather than the social and physical factors the tourism organization can affect in order to create the best possible frames for the experience. Lindberg and

Hansen see experiences as dynamic and their framework consists of four core concepts wherein experiences and meaning are created, shown in Figure 4 (Lindberg, Hansen, & Eide, 2013, p. 496).

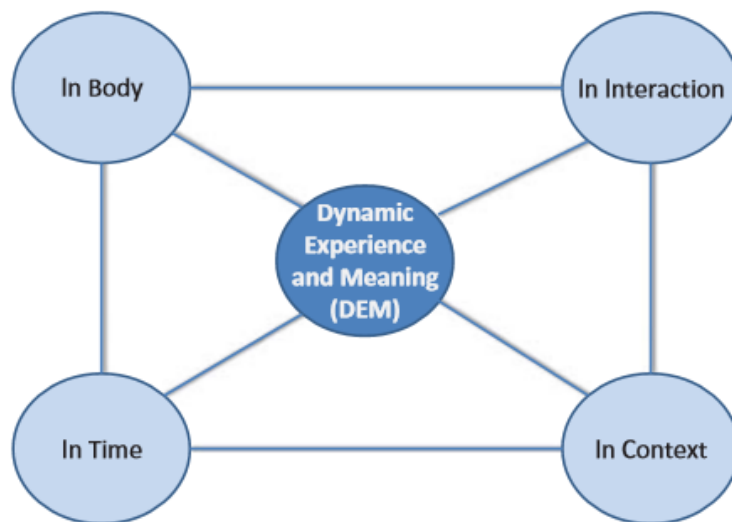


Figure 4: Model of Dynamic Experience and Meaning, Lindberg & Hansen

As shown in Figure 4, the four concepts are *In body*, *In Interaction*, *In Time* and *In Context*. This model will be the framework of my analysis of the tourism experience at Nationalpark Skjoldungernes Land seen from the tourist's point of view. A multi-relational approach of understanding the tourism experience must include all four dimensions, as the tourist is situated within all four concepts at all times (Lindberg, Hansen, & Eide, 2013). The four concepts will be elaborated below.

During an experience, our body is involved through senses and movement, which refers to the concept ***In Body***. When experiencing, we use our entire body as well as our senses. How an experience is evaluated depends on both embodied and multi-sensuous aspects. Normally, our bodies know how to act, but that can be challenged, if tourists experience deviation in the normal state of being in their bodies (Lindberg, Hansen, & Eide, 2013, p. 499). Should this happen, it is suddenly necessary for the tourists to reflect on their bodily existence, forcing them to create meaning of it, which again has an effect on the experience.

The concept referred to as ***In Interaction*** covers not only interactions with other people, but also with animals, objects and one self. All of these interactions can be either inconvenient or frictionless and it may have an impact on the experience being perceived negatively or positively (Lindberg, Hansen, & Eide, 2013, p. 500).

While an experience takes place, the tourist is inevitably situated somewhere in time, which the concept of ***In Time*** is referring to. Happenings from the past and plans for the future might be unconsciously incorporated into a present experience. This happens when a tourist cannot help but to compare a present experience with a former, or when a tourist is concerned with future experiences, instead of focusing on the experience they are having at that very moment (Lindberg, Hansen, & Eide, 2013, p. 497).

During an experience, a tourist is also situated within a cultural, physical, and social context. This concept is referred to as ***In Context***. As this project is concerned with Danish tourists in a Danish national park, I have not focused on the cultural context. Experiences can involve social norms or new activities that a tourist is not accustomed to, but this is irrelevant in this case. Instead, I have a focus on the physical and social context. The social context of an experience is the presence of other people - both the ones with whom the tourist has no interaction, but also the ones with whom the tourist is sharing the experience. It can have an effect on the perceived experience if you share it with your friends or family, or if there are many other visitors or not (Lindberg, Hansen, & Eide, 2013, pp. 498-99). The physical context is also of importance to the experience as it can be interpreted differently from tourist to tourist, and affect the way the tourist feels during the experience.

By using this framework for my analysis of the tourism experience at Nationalpark Skjoldungernes Land, I will get an understanding of the experience on site.

The Political Landscape's Effect on the Frames of the Tourism Experience

In the light of the results of my analysis regarding what kind of experience the visitors have on site at Nationalpark Skjoldungernes Land, my research will turn focus towards the way the political landscape has affected the frames within which the tourism experience takes place in the national park.

To analyze how the presence and governance of multiple stakeholders at the National Park has affected the frames for the experience at Nationalpark Skjoldungernes Land, I will first research what kind of stakeholders are present in the selected area I have focus on in this project. Then, I will use an adjusted version of Mossberg's model of possible factors affecting the tourism experience to expose how the frames of the experience have been affected by the various stakeholders. The model is shown in Figure 5.

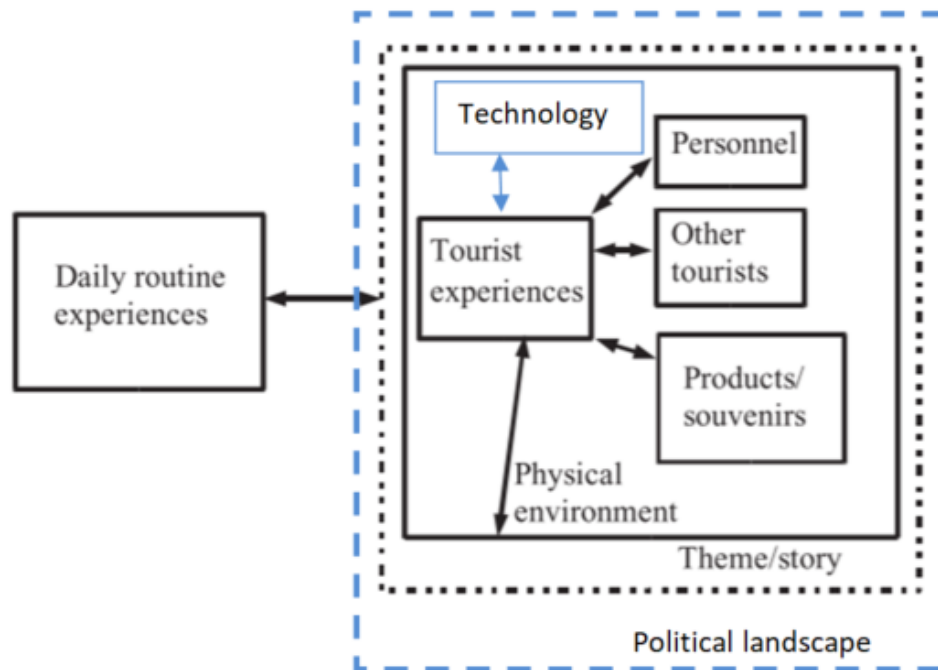


Figure 5: The adjusted Mossberg model

By using Mossberg's model as a framework to analyze how the frames are set for the experience at Nationalpark Skjoldungernes Land, I can research how the different factors are represented on site, and also whether or not there is a coherence between these elements. Based on the work of Buonincontri and Micera I have added the element of technology to the original model, which can be seen in Figure 5. The black part of the model in Figure 5 is depicting the original model by Mossberg, where she points out five important factors that influence the tourism experience; *personnel*, *other tourists*, *the physical environment*, *products/souvenirs* and *a theme/story*. With this model she argues that because a tourist's experience is being influenced by the physical and social surroundings in which it takes place, it is also important that these surroundings are held together by a theme or a story. Mossberg states:

"Organizations and destinations have also coordinated and communicated their offerings by means of a theme or a story and offer products and souvenirs related to the theme" (Mossberg, 2007, p. 64). As already

mentioned, I have also added the factor of technology, as I believe that the use of technology is an important part of tourism experiences today and that it plays an important role in the setting of the frame of the experience. In my analysis, I will first determine who has been involved in the staging of the experience at the selected area of my research, and then how these actors have contributed to the composition of the factors of the model.

One of the factors affecting the tourism experience according to Mossberg's model is the effect of **other tourists**. When visiting a tourist attraction or a popular destination, the mere presence of other tourists can increase or decrease the tourist's satisfaction and perception of the service quality (Mossberg, 2007, p. 67). Depending on the atmosphere an attraction wants to create, it can be an advantage to have either an engaged and exited crowd present, or it can be seen as an advantage that there is a peaceful and calm atmosphere.

Also the **physical environment** has an impact on the tourism experience according to Mossberg. The physical environment is the tangible frames that can be seen where the experience takes place. Mossberg refers to Bitner's (1992) servicescape as a guideline to analyze how the physical environment consists of multiple levels. The servicescape mentions three elements of the physical environment: *ambient conditions, spatial layout and functionality* and *signs, symbols and artifacts* (Mossberg, 2007). According to Bitner, different **ambient conditions** such as colors, scents and sounds can affect the way the tourist feels, responds and thinks during the visit. These kinds of conditions refer to the senses of the tourist, as e.g. scent and music can have an impact on mood the mood of the tourist (Bitner, 1992). The element of **spatial layout and functionality** Mossberg defines as "*how equipment and furnishing are arranged but also how these items can facilitate the social interactions of customers and employees*" (Mossberg, 2007, p. 65). This meaning that both decorations, furnishing and equipment on site should harmonize and also be functional in the sense that it should somehow enhance customer satisfaction. The last factor of Bitner's servicescape is **signs, symbols and artifacts**, which cover signage and visual communication. These are meant to provide the tourist with the desired information, e.g. help with wayfinding or information and learning about the place. All in all, the physical surrounding that is being built up by the three elements of the servicescape, should be in accordance with both each other and the other factors of the model in order to set the frames for a coherent experience for the tourist.

Based on the work by Buonincontri and Micera, I have added the factor of **technology** to the model. Technology has in recent years become a tool to improve the experience co-creation, making it possible for tourists to be an active part of the creation of their own experience (Buonincontri & Micera, 2016). According to Buonincontri and Micera the tourist is interested in co-creating his experience through the

entire experience process - also in the on-site phase at the attraction or destination. Here, technology can be used to enhance the active participation of the tourist, giving him the possibility to help create the experience he wants himself (Buonincontri & Micera, 2016, p. 12). Technology can also help the tourist to be immersed in the experience, as it can help satisfying the needs of the tourist during the visit, e.g. with the opportunity to follow routes along the way or by offering virtual reality spaces for the tourist to discover (Buonincontri & Micera, 2016, p. 13), (Buonincontri & Micera, 2016, p. 25).

The two factors of *personnel* and *products/souvenirs* seen in Figure 5, I have chosen not to incorporate in this thesis. These factors are not present in the national park setting in question, which is why they will not be included in my analysis.

According to Mossberg, all of the above-mentioned factors should be connected by a *theme or story*. Such a theme or story can be used to promote products, services and brands, and it can be used by an organization to make the experience come alive (Mossberg, 2007). In the case of Nationalpark Skjoldungernes Land, I find this factor interesting. Since the National Park is named after a legend, and not after the natural attractions in the area, I find it interesting to research whether this is expressed in the frames set up for the experience at the National Park.

Summary of Theory

To sum up, I have chosen two models to use as frameworks for my analysis, based on the discussion of experiences and the effect of the political landscape hereof. First, I will examine how the tourism experience is being perceived by the visitors of Nationalpark Skjoldungernes Land. To do so, I will use Lindberg and Hansen's multi-relational approach of understanding the visitor experience as a tool to examine how e.g. the physical or social frames are affecting the experience. Furthermore, I will research how the frames for the experience are set at my area of research at Nationalpark Skjoldungernes Land, using the adjusted version of Mossberg's model of proposed factors influencing the tourism experience as a framework. Is there a consistency in the factors shaping the experience, even though there might be multiple stakeholders involved? To answer my research question, my findings from the analysis of Mossberg's model will be held up against the experience had on site in order to examine *how* the frames are affecting the tourism experience. By doing this I am linking the two traditionally separated themes, the governance within national park management and the tourism experiences, trying to get a greater, holistic understanding of the field wherein an experience takes place in a national park.

In the following chapter I will perform an analysis based on my theoretical approach and my collected data.

Analysis

The analysis is divided into two sections. Based on the multi-relational approach to understanding the visitor experience by Lindberg and Hansen (2013), I will first analyze which experience the visitors have on Gudernes Stræde Ringrute at Nationalpark Skjoldungernes Land. With a starting point in my adjusted version of Mossberg's model of proposed factors influencing the consumer experience, I will furthermore analyze which frames are set for the visitor experience, and how these frames are affected by the stakeholders of the national park. Based on these analyses, it will be possible for me to analyze if and how governance within the management of Nationalpark Skjoldungernes Land has an effect on the experience perceived by the visitors.

How is the Visitor Experience on Gudernes Stræde Ringrute in Nationalpark Skjoldungernes Land Perceived by the Visitors?

In the following section I will analyze which visitor experience the visitors of Gudernes Stræde Ringrute in Nationalpark Skjoldungernes Land are perceiving. As seen in my theoretical considerations it is important for tourism organizations, including Nationalpark Skjoldungernes Land, that their visitors have memorable experiences on site - experiences which are allowing the visitors to be immersed in the experience.

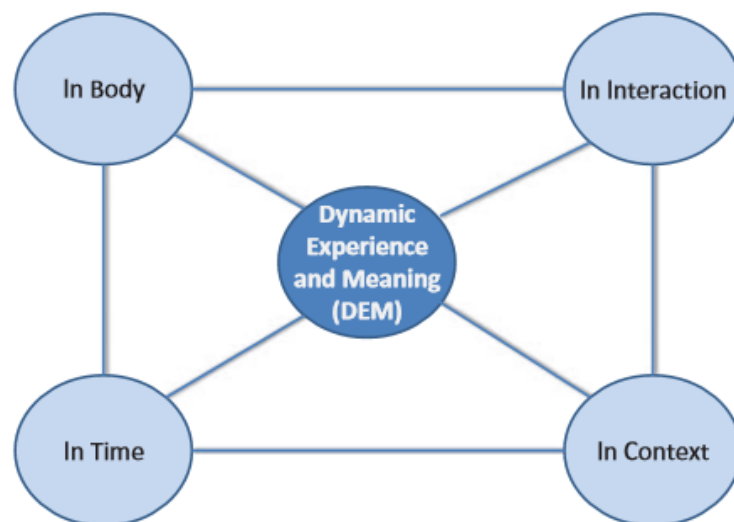


Figure 6: Lindberg & Hansen's model of Dynamic Experience and Meaning

The analysis will be divided into the four concepts of the Dynamic Experience and Meaning-framework (Lindberg, Hansen, & Eide, 2013) to expose how the visitors are situated in the four concepts during their experience. The framework is shown in Figure 6. Based on my findings, I can get an understanding of which experience the visitors have during their walk on Gudernes Stræde Ringrute in Nationalpark Skjoldungernes Land. When walking Gudernes Stræde Ringrute, the visitor will walk in natural areas on dirt paths, as well as in trafficked areas on a bicycle path and on a highway. A thorough route description of Gudernes Stræde Ringrute can be seen in appendix 3, which also contains pictures of the different areas and signage seen on the route.

In Body

The concept of *In Body* is referring to which embodied and multi-sensuous aspects the visitors are situated in. These aspects can have either a negative or a positive effect on the perceived experience (Lindberg, Hansen, & Eide, 2013). When an experience takes place outdoors, the multi-sensuous aspect of the experience depends on which time of year the research takes place. As I have conducted all 6 of my walking interviews within a period of two weeks in late April, the multi-sensuous aspect is affected by the conditions seen in springtime. These conditions will vary when conducting the research at another time of year.

My interviewees expressed in particular that their **sense of smell** was affected - mainly in a negative way. The smell of slurry from farming was dominant on parts of the walk in several of my walking interviews. Some interviewees expressed that it was okay, as long as it would stop smelling again. The smell was seen as a consequence of being in the countryside. *"It doesn't have to stink intensely throughout the entire route, but when you get such a little puff once in a while, then you can also feel that you are out of town"* - Sofie (appendix 5, translation appendix 24).

Others merely noted it and did not think more of it (appendix 7, appendix 6), while others again were heavily affected by it. Christian and Louise respectively stated; *"It is a kind of mixture of shit and more shit."* *"When coming from Copenhagen, this (the smell, red.) is very intense!"* (Appendix 9, translation appendix 24).

The smell of slurry were not the only smell commented on by the interviewees. Also the lovely smell of the anemones in the forest floor was commented by both Rikke and Sabrina (appendix 7), and the characteristic smell of ramsons were commented on by both Lissi (appendix 6) and Fie (appendix 10). They both liked it, but found it difficult to recognize the smell until they read the sign telling they were not

allowed to pick the ramsons. *"When we walked past those ramsons, you know? The pleasant smell that was there... It does something to your senses, right?"* - Fie (appendix 10, translation appendix 24).

The sense of touch was activated and commented on by several of my interviewees. This sense was particularly activated by the weather conditions during the interviews - both in a positive and a negative way. During the interview with Fie and Hans, we started out in a heavy rain shower, which caused for our clothes to be wet and also for a painful activation of our sense of touch. Hans and Fie respectively stated: *"Ouch, damn it." "Hey, now it is hailing as well!"* (appendix 10, translation appendix 24).

The weather also had a negative effect on the sense of touch during the interview with Louise, Christian and Niklas. The wind was high, which caused for Louise's long hair to blow straight into her face. *"(Gets her hair blown straight into her face) It is very difficult to see anything here!"* - Louise (appendix 9, translation appendix 24).

At the time of better weather conditions during the interviews, it was commented how the sun had a pleasantly warming effect (appendix 5, appendix 8). It was also noted that it makes a difference whether the sun shines or not: *"Now it got a little cold again. It is unbelievable how much of a difference it makes whether the sun is out or not"* - Fie (appendix 10, translation appendix 24).

The sense of hearing was also affecting the experience on site in both a positive and a negative way. Overall, there was a positive attitude towards sounds belonging in a natural context, e.g. animal sounds, and a negative attitude towards the sounds of traffic, which were not connected to a nature experience.

Some of the sounds positively affecting the experience was the sound of geese (appendix 9, appendix 6), the sound of larks (appendix 8), the sound of pheasants (appendix 10) and the sound of ducks (appendix 8). The sound of a small running stream was also commented on by several of my interviewees. Louise (appendix 9) and Sofie (appendix 5) both commented on the sound of the stream being lovely, while Inga and Lissi commented on the effects of such sounds; *"It is a lovely sound coming from the stream there." "Yes it is a wonderful sound, I heard it as well. Such forest sounds, they are meditative"* (appendix 6, translation appendix 24). Also the sound of nothing was commented on as a positive addition to the experience; *"But now it is almost quiet here." "That is a thing about the forest, the peace that is here. Of course there are the birds and so on, but that is not exactly noise"* - Hans and Fie (appendix 10, translation appendix 24).

The negative impact of the sounds heard during the walk was mainly concerned with traffic. As a major part of the walk is following a highway, cars passed by my interviewees at high speed. When walking in a small

group it was sometimes difficult to hear what each other said, which Lissi and Max experienced. They had to repeat to each other what they had already said, and had to turn around facing each other when talking on the highway (appendix 6).

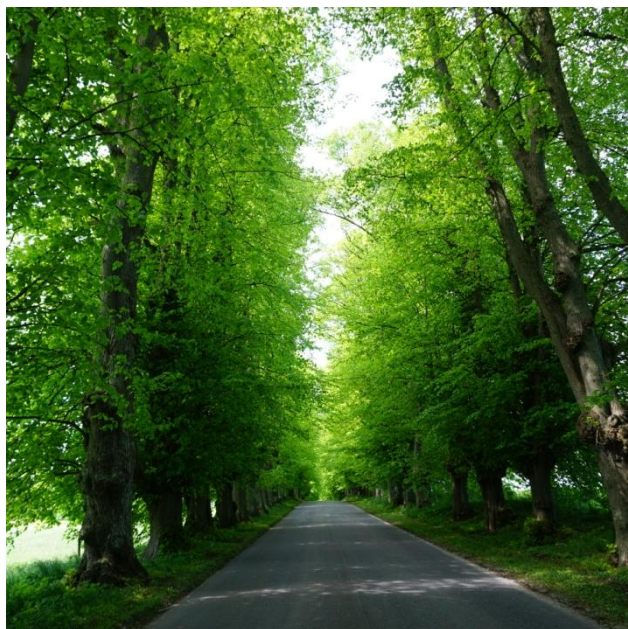
The overall opinion that natural sounds are preferred over traffic noise can also be seen with Rikke and Sabrina, who appreciated that they were not able to hear the motorway they could see in the distance on the last part of the route (appendix 7). Sofie also stated; *"Well, I like it when you can hear the nature a bit, like a stream running or where you can only hear birds and not necessarily a golf ball or a motorway and things like that. That I really like"* (appendix 5, translation appendix 24).

The sense of sight was affected during the entire walk, predominantly in the natural areas of the walk where the sense of sight was affected in a significantly positive way. These were the areas where the interviewees themselves proclaimed the beauty of the area, without me asking. This especially happened in the forest areas, the area beside Knapsø and the last part of the path, where they had a view of the landscape and could see all the way to Roskilde, which can be seen in the maps made during the interviews (appendix 11-17).



Picture 4: Map of walking interviews with highlighted beautiful areas

Picture 4 shows three places highlighted as places where the sense of sight was positively affected. Rikke and Sabrina highlighted Knapsø (2) as a beautiful area with water lilies and ducks (appendix 7). Lissi highlighted the hilly area in the forest near Hertha's Altar (3) with the many anemones as a beautiful place, that was only to be even more beautiful when turning green (appendix 6). The small wooded area right after the parking lot at Ledreborg (1) was highlighted by Fie, who stated; *"And look at the forest floor, it is so beautiful! Makes you think about those movies with fairies right? Like a fairy tale"* (appendix 10, translation appendix 24).



Picture 5: Avenue at Ledreborg (own photo)

Also the avenue leading up to Ledreborg is mentioned as a place that positively affects the sense of sight. Anne states *"We are walking on an ordinary highway, but it is beautiful here, because the avenue is lined with old, old trees"* (appendix 8), while Christian states *"I do believe it will be pretty damn beautiful here, when it bursts into leaf and turns green (pointing on the trees lining the avenue)"* (appendix 9).

A large part of Gudernes Stræde Ringrute is passing by a golf course belonging to Ledreborg Palace (appendix 3). There were different opinions whether this golf course was affecting the sense of sight in a positive way or not. Hans and Fie (appendix 10), Lissi and Max (appendix 6), Anne and Henrik (appendix 8) and Louise (appendix 9) all thought the golf course was a well maintained piece of land, not disfiguring the landscape. On the other hand, Rikke and Sabrina (appendix 7) and Sofie (appendix 5) stated that the golf course was not something they found joy in looking at. Christian and Niklas (appendix 9) stated that the golf course was out of place in a national park setting.

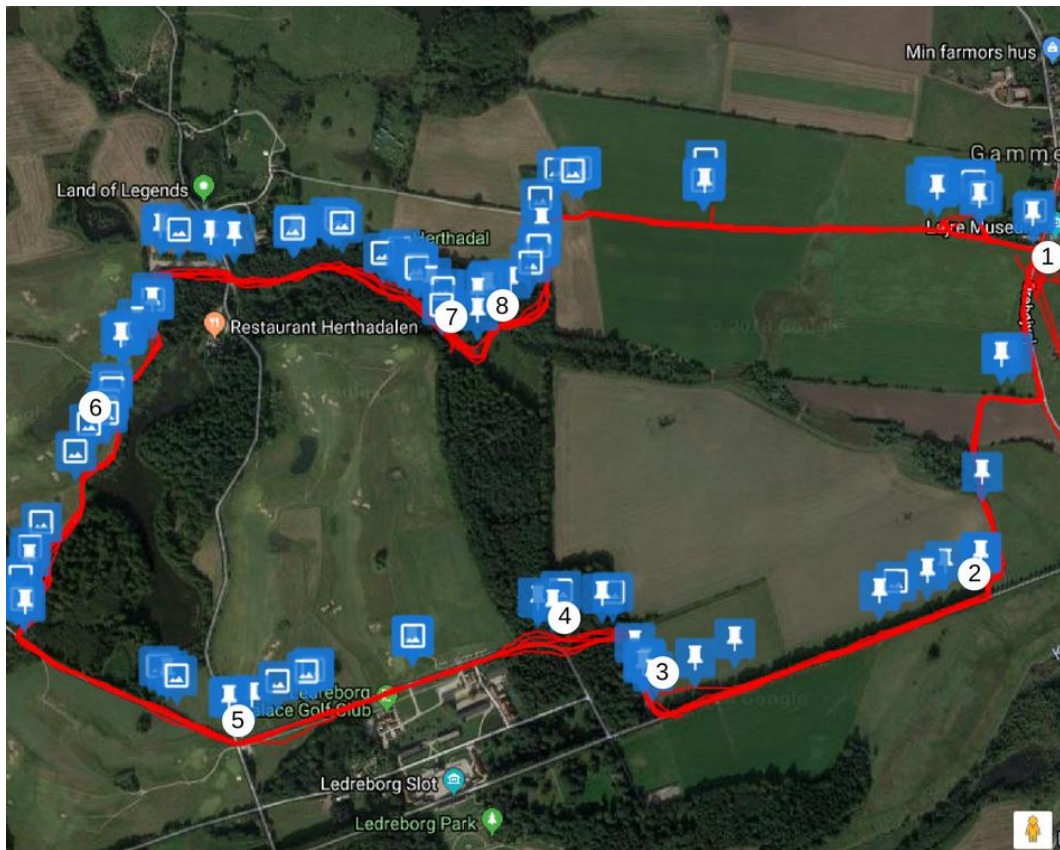


Picture 6: Golf course at Ledreborg (own photo)

When it comes to the sensuous experience on the route, the interviewees overall had the most positive experience when their senses were affected by factors common in natural areas.

In addition to the sensuous aspects, also the **embodied aspects** have an effect on the visitor experience on site in Nationalpark Skjoldungernes Land. Gudernes Stræde Ringrute is situated in a hilly landscape and offers a few steep rises of the ground. In general the interviewees did not think about whether they were physically able to complete the route, with the exception of Inga, the oldest participant of my walking interviews. She had to stop and catch her breath a few times, and she also held on to someone's arm occasionally when climbing the steep hills (appendix 6). Apart from this, the physical state of the participants were not affected to a degree that would make them experience a deviation in their normal state of being. That is even despite of Christian, Sofie and Lissi stumbling upon branches lying on the ground (appendix 9, 5 & 6).

What did make the visitors reflect on their bodily existence however, was their inability to find their way at all times. Whether or not you know which way to go has an effect on how the experience is being evaluated. Overall, the interviewees did not state to have major problems with wayfinding when asked at the end of the walk. Several of the interviewees stated though, that if they had had to use either the printed map, I provided them with, or the signs telling them in which direction to go, they might have had some troubles with wayfinding (appendix 5, 8, 9 & 10). A map with highlighted points of difficult wayfinding can be seen in Picture 7.



Picture 7: Points with difficult wayfinding

The difficulties my interviewees had with wayfinding were to some extent similar. At first, all of the interviewees had to stop and think about where to go when starting the walk at Lejre Museum (1). Most of the interviewees quickly read their printed map correctly and started walking. The exception to this was Hans and Fie, who walked in the wrong direction twice. In contrast to the other interviewees, Hans and Fie did not discover the sign pointing them in the right direction, neither here nor the next couple of places the signs were placed. After I told them about the signs, they found the wayfinding to be much easier.

Some signs were not placed to be clearly seen from the path. This was the case with the signs placed at the parking lot at Ledreborg (3) (appendix 7 & 8) and also at Slangeallé (5) (appendix 8 & 10), where you have to choose between four possible paths. When not being able to see the signs clearly, the interviewees had to stop walking and instead be looking for the sign telling them where to go, to be sure they did not misread the map.



Picture 8: Location of directional sign at Ledreborg parking lot (own photo)

At certain crossroads, there were no signs with directional purposes at all, stating in which direction the visitor should walk. This caused for Louise to stop and look for a sign when stepping out on the avenue leading towards Ledreborg (2) (appendix 9). Also on a parting path next to Knapsø, there were no sign showing which way to go (6). Here, Lissi and Max as well as Rikke and Sabrina had to stop to take a closer look at the printed map to be sure where to go (appendix 6 and 7).

Uncertainty on where to go also made the interviewees stop several times on the walk. When having been on the parking lot at Ledreborg Palace and in the small wooded area that lies in connection to this, you are again led out on the highway. Even though there is a sign here, it is not clearly stating whether you should continue the walk on the highway or on the forest path right next to it (4). Both Anne and Henrik (appendix 8) and Rikke and Sabrina (appendix 7) would have preferred to continue their walk in the forest, but consulted the printed map as a precaution, and then continued on the highway.

Gudernes Stræde Ringrute is at some parts overlapping with the hiking trail Skjoldungestien, which is established by Nationalpark Skjoldungernes Land. This means that it is possible to walk on different hiking paths in the area, and that signs with directional purposes are not only showing directions to Gudernes Stræde Ringrute. Sofie (appendix 5), Christian (appendix 9) and Rikke and Sabrina (appendix 7) experienced uncertainty along the way, as they faced a sign stating only the direction for Skjoldungestien, and not for Gudernes Stræde Ringrute (8). This made them stop and consult their printed map, making sure that they had not taken a wrong turn somewhere else.

At last, it happened during two of my interviews that the interviewees missed the sign pointing them up the hill in the forest after the parking lot at Lejre Land of Legends, even though it was placed right by the side of the path they were walking on (7). This was the case with Max (appendix 6), who was focused on his dog, and Rikke and Sabrina (appendix 7), who were deep conversation.

In addition to difficulties with wayfinding, also the necessity of interrupting their walk when stopping to let cars pass by on the highway, was an embodied aspect that happened to all my interviewees. By having their experience interrupted this way, the visitors were not able to stay in the present moment.

In Context

How the visitors interpret the physical context in which the experience is happening does also have an effect on how the experience is perceived (Lindberg, Hansen, & Eide, 2013). All my interviewees agreed that the walk took place in beautiful surroundings, but the way they interpreted these surroundings differed.

Lissi, Max and Inga interpreted the surroundings as being rural and untouched, especially in the forest areas that had fallen trees and rotten stumps of tree (appendix 6). On the other hand Fie and Hans interpreted the area as being domesticated and too much under the influence of humans. They expected a national park to be a place where things were just left to grow wild (appendix 10). Anne and Henrik did not interpret the area as a national park as well, but instead just as a piece of Danish nature; *"It is a piece of Danish nature you know, that you might also have experienced when walking somewhere else in Denmark"* - Henrik (appendix 8, translation appendix 24).

The interpretation of the area as a normal piece of Danish nature were also present with Christian, Niklas and Louise, who saw the area as being quite industrialized, and nothing out of the ordinary. Louise were missing something more to look at, while Niklas were also missing something with a wow-factor; *"I am just thinking that this is just Danish nature. There is nothing unique to this national park. There is nothing you pass by and think: wow!"* (appendix 9, translation appendix 24).

Sofie interpreted the area as an multifaceted area. She detected a historic vibe that she is not sure she would have detected, had it not been for her existing knowledge of the area. She also saw it as a quite natural area apart from the golf course, which she highlighted as a non-natural area (appendix 5, translation appendix 24).



Picture 9: Golfers on the golf course of Ledreborg (own photo)

The golf course was also a central element in the interpretation of the area seen with Rikke and Sabrina, where especially Sabrina was not able to interpret the area as being untouched nature, when several golfers were disturbing the view of the landscape. The area was instead interpreted as a natural area like so many others in Denmark (appendix 7).

The social context, seen in relation to the people who my respondents shared their experience with, was predominantly the social context within which such an experience would normally take place. All my interviews took place in small groups of two to three people, except for interview 1 (appendix 5), where Sofie was the only interviewee. All the other interviews were done in groups of people, who would normally share such an experience. One comment stated by all of my interviewees was that they could have used benches along the way, making it possible for them to sit down and engage into a social relation. Louise stated; *"You could have made something a bit more special out of it I think. I did not see a single place where you could sit down on a family trip. Where you could eat a picnic lunch or.. That is really what I connect with Denmark (...) somewhere where you can sit down and turn it into a family trip. I did not see that in one single place, neither a bench nor a table"* (appendix 9, translation appendix 24).

Also Henrik and Anne talked about the missing possibility to sit down and enjoy something to drink; *"It might be a good idea to have some tables or benches if you want to sit down and have a cup of coffee, if you have brought that in your backpack. I do not ask for places to buy it out here, that is not something you can earn a living from."* *"But a place where you could just sit and enjoy the one you brought"* (appendix 8, translation appendix 24).

Another element of the social context is the presence of other people, who you are not sharing the experience with. Depending on the context, the amount of people present can be seen as a positive or a negative contribution to the experience (Lindberg, Hansen, & Eide, 2013). Neither of the interviewees had the feeling that they met a lot of people on their way, and they all agreed that this was appropriate for the nature experience they were having. *"Oh, I think it is wonderful (not to meet that many people during the walk, red.). Sometimes things can be a bit overcrowded I think. When you are going out in the nature like this, I actually prefer that no one is there"* - Fie (appendix 10, translation appendix 24)

The number of people we met along the way increased when walking during the weekend and when the weather was nice. That also meant that the number of people present were at its lowest during interview 6, that took place on a Thursday afternoon during a heavy rain shower. The low number of people present came with some advantages, according to Hans; *"It was positive, because we were lucky to see so many animals. Had there been significantly more people, the animals would not have been here "* (appendix 10, translation appendix 24).

In Interactions

During the walking interviews, the interviewees had interactions with both people and objects in the shape of signs as well as interactions with technology, which have all had an impact on the perceived experience on site.

Interactions with other people were not an inconvenience for any of my interviewees. As mentioned in the concept of *In Context*, the interviewees did not meet a lot of people on their way, and interactions with other people happened sparsely. When they did occur, it was predominantly a polite greeting when passing by other people - an action that was seen as something that deviated from the everyday life; *"Then there is a bit of life, and you can see that the area is being used. And it is not like we have to wait to get round anyone, there are not that many people. And most of the people we meet say hello, what you often do when on the same errand. That is not something we do when walking on the sidewalk in the city"* - Anne (appendix 8, translation appendix 24).

Along the route the interviewees were met by four different kinds of signs with information other than directions; signs with Gudernes Stræde as the sender, called story-poles, a single sign with Skjoldungelandet as the sender, colorful signs with no sender on them, and signs stating that virtual exploration of certain areas is possible. The design of the signs were different, and the coherence between both the information found on them and the general impression of the signs were not seen by any of my interviewees.

Generally, the information found on the story-poles by Gudernes Stræde was seen as a bit difficult to understand. The information on some of the signs were written in an outdated language with phrases not used anymore. Rikke and Sabrina were wondering what the Danish words "*kærre*" and "*tvætte*" meant (appendix 7), while Lissi also thought the signs could have been written in a more understandable language (appendix 6). Some parts of the text were difficult for the interviewees to understand, as they thought it looked like the text was taken out of context. Henrik and Anne had the following conversation when reading a story-pole about the goddess Nerthus :

"I think it is weird, taken out of context." "We do not know who the goddess Nerthus is. It is sort of taken out of... There is no further explanation of who she was and why." "Nerthus, is that from the Nordic mythology, or where are we?" (appendix 8, translation appendix 24).



Picture 10: Story-pole by Gudernes Stræde (own photo)



Picture 11: Pole with signs from both Gudernes Stræde (top) and Skjoldungesti (bottom) (own photo)

Along the route, there was one sign with Skjoldungelandet as the sender, and it was mounted on the same pole as a sign from Gudernes Stræde, right beneath it. The two signs together contained not only mythological stories about a goddess named Hertha, but also historical facts of the meetings held in this particular place in connection with the celebration of Constitution Day. The interaction with these signs were seen as a bit confusing by some of the interviewees, as the information concerning the celebration of Constitution Day is repeated on both signs, and having to read two different signs is seen as unnecessary. At the same time, the story about Hertha the goddess is written on the sign with Skjoldungesti as the sender - and not on the sign from Gudernes Stræde. This is seen as confusing, making the interviewees question why this information is not provided by Gudernes Stræde. When asked about her opinion of there being two separate signs, Lissi states;

"Some of it is the same. "The great mass meeting" that is also written up there. But the

thing about Hertha's Altar should also be included. I have never heard of goddess Hertha. But maybe that has something to do with Gudernes Stræde. But I can see that it is not Gudernes Stræde who has written the story of Hertha on the pole. It says that Skjoldungerne made that sign. That is weird. That might have given an explanation to the name" (appendix 6, translation appendix 24).

At the same time, Henrik noted that the information given on the signs were not the same. The year of the first meeting of Constitution Day were said to be in 1854 on one sign, and in 1855 on the other (appendix 8). In addition to this, Anne would have preferred if the interaction had happened sooner, since Hertha's Altar, which was described on the sign, had already been passed on the route (appendix 8). Rikke and Sabrina also question why the story-pole was placed after passing the altar, when the altar is the central object in both the story of goddess Hertha and the story about the meetings on Constitution Day (appendix 7).

Besides being a bit confusing, the interactions with these signs were seen as both interesting and uninteresting. Some of the interviewees did not have an interest in the historical aspect of the area, but had a greater interest in the myths told (appendix 5, 7 & 9). The other half of the interviewees appreciated the knowledge provided about the historical events that had taken place here (appendix 6, 8 & 10).

In the case of the signs with no sender on them, it was considered positive by all the interviewees that the signs were in color, in several languages and that there were pictures on them. That made it more appealing to start an interaction with them. The information found on them were again interesting for some, and for those not generally interested in history, not so much.



Picture 12: Example of sign with no sender (own photo)



Picture 13: Sign with virtual exploration (own photo)

The last kind of signs were the signs stating it was possible to have a virtual exploration of the area. The interaction with these signs did not go well for any of my respondents, since the information provided on the signs was incorrect. The signs stated that an app called *Sagnkongernes Lejre* should be downloaded in Google Play or App Store to start the virtual exploration. When trying to download the app mentioned on the signs, no results came up on the interviewees' phones.

When asked what then to do, most of my interviewees agreed on continuing their walk and a few would maybe have tried to search for it online (appendix 6 & 10). I had by coincidence learned that the correct name of the app was *Lejrekonger*, and after telling my interviewees this, they could download it.

This leads on to the interactions had with technology. The app *Lejrekonger* (see appendix 3 for description), was for some of my interviewees a difficult and disappointing experience. When having opened the app, none of them knew how to start the virtual exploration, which was not clearly communicated in the app. Furthermore, the virtual exploration did not work on all of the interviewees' phones. Sofie (appendix 5), Anne (appendix 8) and Christian (appendix 9) did not get it to work at all, while Lissi (appendix 6) and Hans (appendix 10) had some difficulties at first, but ended up succeeding. Rikke and Sabrina (appendix 7), Louise and Niklas (appendix 9), Henrik (appendix 8) and Fie (appendix 10) got it to work at the first attempt. For the interviewees having troubles with the app, the interaction with it affected their experience in a negative way. When asked about how the interactions with technology was along the way, Christian stated; "*For my part, it was shit. Because my phone could not show any of it*" (appendix 9, translation appendix 24).



Picture 14: Example of virtual exploration not working (own photo)

All of the interviewees who got the virtual exploration to work, thought it was a fun way to see how things used to be, but Niklas was not impressed with the quality of the app. The virtual houses that would emerge in the landscape had a tendency to fly above the ground. Niklas stated; *"It was fun, but poorly executed"* (appendix 9, translation 24).

The other app that was used along the way was *Skjoldungesti*, an app made by Nationalpark Skjoldungernes Land. This app provides the user with information of different points of interest on the hiking route, Skjoldungestien, which in several places overlaps with Gudernes Stræde Ringrute. Because of this overlap, it is possible to obtain information on what you see on some parts at Gudernes Stræde Ringrute through this app. The app was found to be relatively easy to use, even though some of the interviewees were confused by the fact that it was not showing the route they were walking (appendix 7, 8 & 9).

A general downside to the interactions had with both signs and technology was that the interviewees did not get the information they wanted out of the interactions. Lissi, Max and Inga requested more knowledge about the burial mounds they passed on the way (appendix 6), Christian and Louise would like to have more signs informing about the plant life (appendix 9), and Fie and Hans wanted to know some more about the animals found in the area; *"And that is something a lot of people like when they are out on a walk like this, to also get some information, right? For example it would be nice to know something about which animals you can meet. Then you might also look a bit more for it"* - Fie (appendix 10, translation appendix 24).

Anne and Henrik expressed that they had not been informed by any interactions why the national park is called Nationalpark Skjoldungernes Land (appendix 8). This was a statement found with all my interviewees. They were not aware of why the national park has its name, and they were not aware of why the hike they took was called Gudernes Stræde. Fie stated: *"I have not made out why it is called what it is called (the national park, red.). And I tried looking at the information tab (in the app Skjoldungesti, red.), because I thought it might have said something, but it only shows what the different symbols mean. I thought I could learn about the history of it. So when you open the app, it would say "now you are in, and the reason why it is called what it is is". I believe that would be very interesting when you open something, right? That you just... Get to know why it is called, what it is called. I do not think there has been any signs on the path, where you could read something about it?"* (appendix 10, translation appendix 24).

In Time

The concept of *In time* refers to the visitors' ability to stay in the present (Lindberg, Hansen, & Eide, 2013). The more present in the experience the visitor is, the greater the chance is of being immersed into the experience, focusing only on what is happening right now (Lindberg, Hansen, & Eide, 2013).

A thing that can often disturb the visitors' ability to stay in the present, is when previous experiences are incorporated into the present experience - especially if the present experience is being surpassed by the previous. This was the case with several of my interviewees, especially those who did not interpret the surroundings of Nationalpark Skjoldungernes Land as being something spectacular. Sabrina compared her experience in Nationalpark Skjoldungernes Land with a former experience in a Sri Lankan national park, where it was possible to see beautiful flowers and wildlife (appendix 7). Christian, Louise and Niklas compared the hike in the scenic Samaria Gorge on Crete with the, according to them, less impressive hike on Gudernes Stræde Ringrute (appendix 9), and Anne and Henrik several times compared the nature seen in Nationalpark Skjoldungernes Land with nature they had experienced in Argentina, where they had just been on a holiday (appendix 8).

Other things that made it difficult for the interviewees to stay in the present was that several of them had to stop to make sure they were heading in the right direction during the walk (see *In Body*). Also having to walk on a busy highway, keeping an eye on the cars driving in fairly high speed towards them, was a factor that did not contribute positively to the ability to stay in the present. Having to use several different sources to both find their way and to gain information about the points of interest they saw along the way, also made it difficult for the visitors to stay in the present. Instead, they had to think about checking different devices every time they did not know where to go, and when they wanted to learn more about the things they saw. Especially Fie (appendix 10) and Lissi (appendix 6) were concerned about having to look at their phones all the time, instead of being able to enjoy the natural surroundings. Lissi stated; *"But I would like for there to be such a small mark where the app, well where you could use the app for something. Then you do not have to hold it in your hand, checking all the time to see if there is anything"* (appendix 6, translation appendix 24).

The fact that neither of my interviewees were aware of the reasons behind the name of Nationalpark Skjoldungernes Land and Gudernes Stræde also made it difficult for them to stay present in the moment. The reason for this is that the visitors were uncertain of how to relate to the information they were given along the way when not having a context to relate it to.

There were also things that did enhance the interviewees ability to stay in the present during the walk. This was especially the case with natural sounds. When listening to a small stream flowing (appendix 6 & 9) or to the silence in the forest (appendix 10), it made the interviewees stop and listen carefully. My findings also showed that when hearing sounds that you are not accustomed to, the curiosity can be aroused. This was the case for Sofie, who heard a screeching sound coming from a bird, making her ask and think about what kind of bird that could be (appendix 5). It was also the case with Fie and Hans, who heard a peculiar sound coming from a bird far away, making them stop and listen. *"That was fun, I have never heard something like that before. It sounds like one of those you can pull, you know? (a kind of flute, red.)"* - Fie (appendix 10, translation appendix 24).

The main thing that could make the interviewees get absorbed into the experience and really stay in the present, was, according to my observations, when the interviewees saw wildlife along the route. Not all the interviewees saw the same kinds or same numbers of animals, but a common thing for all encounters with animals was that it was commented, and that the person who saw the animal made sure to point it out to the rest of the group. Christian followed a pheasant into the woods to have a closer look at it (appendix 9), and Hans stepped out on a field to show the rest of us where a large hare was seen (appendix 10). Depending on the occurrence of animals, the interviewees would stop walking and stop their conversation, shortly focusing solely on looking at or listening to the animal in question.

Sum Up

The analysis of the visitor experience at Gudernes Stræde Ringrute in Skjoldungernes Land revealed that there are different attitudes towards many aspects of an experience, depending on the visitor. This confirms that an experience is individual, and that each visitor perceives an experience in different ways. Still, there are some common features of the visitors' experiences, which I would like to accentuate.

The sensuous influence on the visitors were positive for the experience, as long as it was influenced by impressions that belonged in a nature context. Natural smells were seen as positive for the experience - with the exception of the smell of slurry. The same goes with natural sounds like the silence in the forest and a stream running, which were seen as a positive element in a nature experience, while unnatural sounds like traffic noise were not.

Two things interrupted the flow of the visitors' experience during their walk: Having to step aside to let cars pass by on the highway, and having to stop to read maps and look for signs that showed them which way to go. This made it difficult for the interviewees to stay in the present.

It was agreed on amongst the interviewees that the physical context of the walk was beautiful. On the other hand, there was not an agreement to whether the physical context could be interpreted as something special. Half of my interviewees clearly expressed a wonder to why this area has become a national park.

For most of the interviewees the walk took place with people they would normally share such an experience with. Several of the interviewees expressed a wish for being able to cultivate the social relationship - by sitting down and enjoying a cup of coffee, a picnic or something similar with their family and friends. They wished to be able to get more out of the social context of the experience. At the same time, there was a general agreement that it was a plus for the experience that not many other people were present.

The different interactions with signs and technology along the way were seen as inadequate. The interactions were not providing the visitors with the information they wanted to achieve. The information found was difficult to read and understand without a context, which the visitors do not believe had been possible to find in the material available on the route.

The ability to stay in the present and just enjoy the ongoing experience was interrupted by several factors. One of the main reasons was that half the visitors had a tendency to compare the experience on site with previous experiences in national parks and natural areas - and this was not to the advantage of the experience at Nationalpark Skjoldungernes Land. What did enhance the ability for the visitors to immerse themselves into the experience, however, was when hearing natural sounds along the way, and catching sight of animals. This turned focus on the experience, making the visitors to stop conversations and just enjoy the sound or sight.

The experience the visitors had on Gudernes Stræde Ringrute in Nationalpark Skjoldungernes Land was an experience in beautiful surroundings containing elements that both interrupted and enhanced the feeling of being in a natural experience. The visitors did not perceive their experience as being coherent, having to use several different sources in order to find their way and learn about the area. This did not cause for the visitors to have a memorable and extraordinary experience, and the visitors' ability to be immersed into the experience was not enhanced in interactions with either signs or technology. Instead, the immersion happened when seeing or hearing animals, which emphasized the natural surroundings in which the experience took place.

How are the Frames for the Experience on Gudernes Stræde Ringrute Affected by the Multiple Stakeholders Present at Nationalpark Skjoldungernes Land, and How does This Affect the Perceived Visitor Experience?

In this section, I will analyze and discuss which frames are set for the visitor experience on Gudernes Stræde Ringrute in Nationalpark Skjoldungernes Land and how these frames are affected by the presence of the different stakeholders in the area. Based on the analysis of my first sub-question, I will then analyze how a potential effect on the frames set for the experience has affected the tourism experience on site. The analysis will be divided into the different factors seen in my adjusted version of Mossberg's model of the factors influencing the tourism experience on site, shown in Figure 3Figure 7.

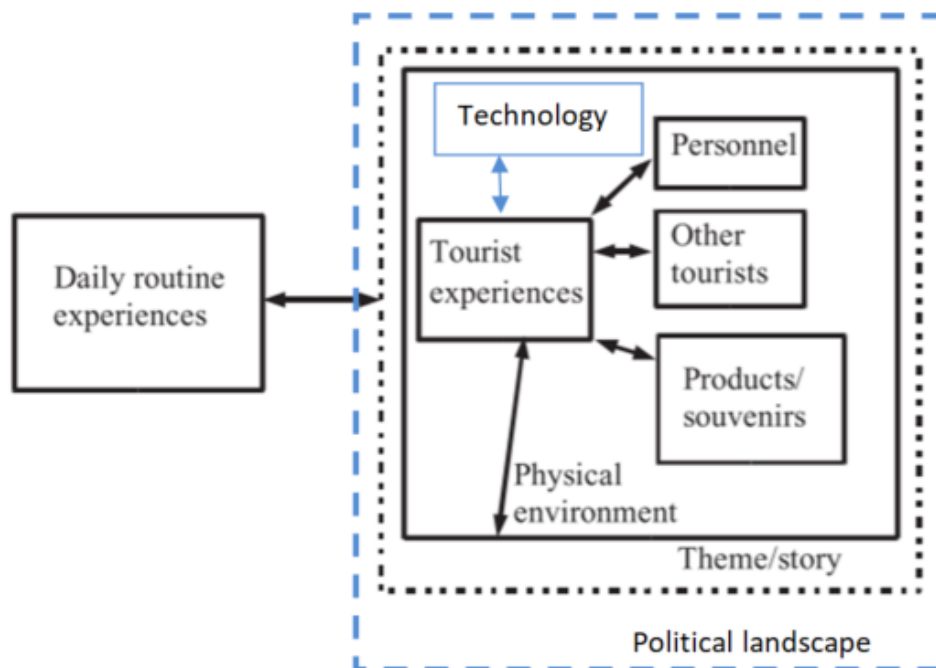


Figure 7: My adjusted version of Mossberg's model of the factors influencing the tourism experience

The factors of *personnel* and *products/souvenirs* seen in Figure 7 are not relevant in the analysis in this particular project. I have no empiricism relevant for a discussion of my research question regarding these two factors. There are neither personnel nor products or souvenirs present at the hiking route, which takes place in natural surroundings. These two factors will therefore not be included in my analysis.

In accordance with my theoretical reflections seen in the theory chapter, I question whether a classical experience economy approach to the tourism experience is adequate to uncover an experience that takes

place in a national park setting, when governance, due to the increased focus on how to provide value for local communities within national parks, is commonly used within the planning and development of national parks. Governance leads for businesses and citizens to play a bigger role in the value creation process (Christiansen & Bunt, 2012), which entails that collaboration is a tool that is widely used in the management of national parks (Goodwin, 2000). My theoretical reflections has therefore led for me to add the factor of *Political landscape* to the model, in order to research if and how the use of governance within the management of Nationalpark Skjoldungernes Land affects the tourism experience on site. This will throughout my analysis be a critical element I take into consideration, when analyzing the remaining factors of the model.

In my analysis , I will first, through my e-mail and phone interviews and relevant secondary data, expose how the political landscape is shaped in this particular area. The model will then be used as a framework to expose how the different factors are affected by the political landscape, which leads on to a discussion on how the tourism experience is affected by this. This will be done based on my analysis of the tourism experience on site.

Political Landscape

As discussed earlier, the political landscape in which the national park is situated, might have had an effect on the frames that are set up for the experience on site. In the following section, I will expose which political landscape Gudernes Stræde Ringrute in Nationalpark Skjoldungernes Land is subject to.

As stated in my case description, Nationalpark Skjoldungernes Land and Gudernes Stræde Ringrute are two separate entities. The 64 kilometer hiking route, Gudernes Stræde, was established by a voluntary working party under The Danish Society for Nature Conservation in the 00's. This was done in cooperation with municipalities in the affected areas and the National Federation of Outdoor Recreation. According to the project coordinator of Gudernes Stræde, Karl Frandsen, the cooperation with these made it possible to apply for funds, but besides that they did not contribute to the development of the hiking path (appendix 19). Later, it was discovered by the working party that circular routes of manageable length was necessary, which was why Gudernes Stræde Ringrute Gammel Lejre, among 7 other circular routes, were established. The circular routes were made by Karl Frandsen, who was a member of the Lejre branch of The Danish society for Nature and Conservation, and two of his colleagues from the branches of Solrød and Roskilde (appendix 19).

Nationalpark Skjoldungernes Land was established in 2015, and is a foundation within the governmental administration. The purpose of the foundation is to develop the national park, and the funds within the

foundation are determined yearly in the Finance Act (Nationalpark Skjoldungernes Land). The foundation is run locally by a board of directors that is appointed by the Minister for Environment, Food and Agriculture (Nationalpark Skjoldungernes Land, 2017). Furthermore, the board of directors have set up a general office that is managing the day-to-day operation of the national park (Nationalpark Skjoldungernes Land).

The national park is not a regulatory authority, and it has no power over anyone or any place in the area (appendix 21). This causes a high need of collaboration as both public and private stakeholders, along with stakeholders with competing interests, can affect how the development of the national park can unfold.

Camilla van Deurs, national park coordinator of Nationalpark Skjoldungernes Land, states: *"The collaboration between the stakeholders; the state, the municipalities, the residents, the plot owners, the visitors and other stakeholders, are crucial to how the further development of the national park sets forth"* (appendix 21, translation appendix 24).

The national park has set up a partnership programme in the beginning of 2018, which the stakeholders can apply to gain membership of. The main purpose of the partnership programme is to create networks among the stakeholders, and to communicate a shared story about Nationalpark Skjoldungernes Land (appendix 21). Members of the partnership programme as per January 2018 are e.g. Visit Lejre, ROMU and Lejre Tourist Association. The full list of members of the partnership programme can be seen in appendix 22.

According to Camilla van Deurs, the national park makes an effort to provide potential visitors with information about the already existing initiatives and offers within the national park, if these initiatives are in accordance with the purpose of Nationalpark Skjoldungernes Land (appendix 21). This is how I myself received information about Gudernes Stræde Ringrute, as it was mentioned on the website of the national park.

Approximately 80 % of the land area in Nationalpark Skjoldungernes Land is privately owned. Gudernes Stræde Ringrute and Nationalpark Skjoldungernes Land are therefore not the only stakeholders having an influence on the frames for the visitor experience in the particular area chosen as a research subject in this project. Along Gudernes Stræde Ringrute Gammel Lejre, you will pass by Lejre Museum, Ledreborg Palace and Lejre Land of Legends (appendix 3). Furthermore, other private plot owners are present and also The Danish Society for Nature Conservation manages land in the area in which the hiking route is situated (appendix 19).

To get a better understanding of how this complex political landscape has shaped the frames for the experience found at Gudernes Stræde Ringrute, I will next discuss how the relevant factors of Mossberg's model are affected by it, and how this has affected the tourism experience had on site.

Other Tourists

The meeting with other tourists can have both a positive and negative influence on the visitors' experience at Nationalpark Skjoldungernes Land (Mossberg, 2007). According to my analysis of the visitor experience on site, my interviewees were not negatively affected by the meeting with other visitors of the national park, but it was appreciated in a nature experience that they did not encounter many other people along the way. The possibility for meeting other tourists, and the frames wherein such encounters take place, I find to be affected by the multiple stakeholders in this area. This is mainly due to the three different attractions found along the hiking route: Ledreborg Palace, Lejre Museum and Lejre Land of Legends. Since the three attractions are placed on Gudernes Stræde Ringrute, these will first of all attract more visitors to the area, and secondly attract visitors who are not necessarily having the same purpose of visiting the area as visitors of Gudernes Stræde. The different stakeholders found in the area therefore has an impact on who uses the area, and with what purpose it is used. An example can be made with the fact that a large part of the hike on Gudernes Stræde Ringrute is conducted along a golf course belonging to Ledreborg Palace. This naturally attracts golf players who uses the area in another way than visitors who wants to come enjoy a natural setting. Some of my interviewees found it to be disturbing for their experience, as golfers did not match with their idea of what they would meet in a natural area (appendix 5 & 7).

Even though there might not be many other tourists on the hiking path, all of my interviewees were passed by several cars when walking on the highway leading up to Ledreborg, which is also the road you have to drive when wanting to visit Lejre Land of Legends. That the attractions attract more visitors to the area, who do not have the same purpose of visiting as those hiking Gudernes Stræde, will result in more cars on the road on which you hike Gudernes Stræde Ringrute. As seen in my analysis of the visitor experience on site, having to step aside from and keeping a close eye on the cars on the road, causes for the visitors not being able to stay present in their experience, which has a negative consequence for their perceived experience.

Physical Environment

The physical environment which is met on site also has an effect on the perceived visitor experience. In the following sections, I will analyze and discuss how the three different levels of the physical environment (Bitner, 1992) is affected by the multiple stakeholders at Gudernes Stræde Ringrute, and how this affects the visitor experience.

Ambient Conditions

The ambient conditions of an experience are difficult to control, when the experience takes place outdoors, since these kinds of conditions are referring to the sensuous experience the visitors have. The colors, smells, sounds and temperatures found on Gudernes Stræde Ringrute are ever changing because of seasonal changes and the weather conditions day by day. Still, I believe that some of the sensuous conditions are to some extent affected by the political landscape, as a result of where the hiking route is located.

The path of Gudernes Stræde Ringrute is not placed exactly where the working party of Gudernes Stræde Ringrute intended it to be. Karl Frandsen states: *"We have had to compromise in several places, as several plot owners did not want us there"* (appendix 19, translation appendix 24). This indicates that the reason why the route is shaped as it is, is a consequence of the political landscape of the area, and the unwillingness for private plot owners to cooperate in the making of a hiking path in the area. When it turned out to be difficult to get permission to walk in specific places, Gudernes Stræde had to solve the problem by using public paths and roads as a part of the hiking route (appendix 19).

The smell of slurry that negatively affected some of my interviewees would most likely not be avoided by displacing the hiking path - and neither would the rainfall and other factors affected by the conditions of the weather. What could have been avoided was the traffic noise experienced when walking on the highway. By replacing the route, the frames for ambient conditions found on the route could have been improved by offering more natural sights and sounds along the way, which was highlighted by my interviewees as positive for their experience. The cooperation between Ledreborg and Gudernes Stræde resulted in Gudernes Stræde having permission to place their route on some of the land belonging to Ledreborg (appendix 19). This enhanced the natural sensuous conditions found along the way, as it made it possible for Gudernes Stræde to run through areas of forest and along the lake of Knapsø. The political landscape has this way affected the frames for the ambient conditions at Gudernes Stræde Ringrute in both positive and negative ways, depending on the degree of collaboration with plot owners.

Spatial Layout and Functionality

Decorations might not be relevant to discuss when it comes to an experience that takes place in natural settings, but the furnishing and equipment found on site I still find to be relevant for the visitor experience. My analysis of the visitor experience showed that all my 13 interviewees expressed a wish to sit down during their experience, having somewhere to eat, drink and engage into the social relation with the group they were walking the route with. As my observations seen in appendix 3 show, there are no tables or benches along the way, making it possible to do so. Some of my interviewees also expressed the need of

more trash cans along the route, as these were seen only at the parking lot of Lejre Land of Legends (appendix 7).

The reason why these kinds of furnishing are not present on the route has several explanations. According to Karl Frandsen, Gudernes Stræde had a strong wish to incorporate these facilities into the experience, but they simply did not have the funds to do it (appendix 19). They instead had to use public facilities where possible, and unfortunately, there were no such facilities on this particular hiking route. Karl Frandsen also states that Nationalpark Skjoldungernes Land seems to be able to have the funds to do something about this, and that Gudernes Stræde will support the initiative, should it be realized.

Nationalpark Skjoldungernes Land explains that the existing facilities found in the national park is not set up by them, due to the very recent establishment of the national park. Camilla van Deurs also explains that developing and strengthening the existing infrastructure of the area is one of their focus areas (appendix 21). At the same time, she stresses that 80 % of the land in the national park is privately owned, making the rules for crossing private land apply. The normal procedure for the national park is to go into dialogue with the involved plot owners to discuss the possibility of improving the outdoor facilities of the area (appendix 21).

This shows that the frames set for the spatial layout and functionality of the hiking route is dependent on the collaboration between the different stakeholders of the area. If Gudernes Stræde or Nationalpark Skjoldungernes Land are interested in improving the facilities found along the route, they might not be in a position to do anything about it. They might not be allowed to place e.g. benches where it is found to be most appropriate for the tourism experience. Even though the national park wishes to engage in dialogue with the plot owners in question, it might not be possible to place a bench where my interviewees asked for it, because they wanted to e.g. sit and enjoy a beautiful view.

Signs, Symbols and Artifacts

The visual communication on the route had an impact on the visitor experience on site. There was not found to be coherence between the different types of signs, and the information communicated on them was to some degree confusing and not easy to understand for my interviewees. Furthermore, there was only found to be story-poles put up by Gudernes Stræde on the last part of the route (appendix 2), which caused that the interviewees had a difficult time getting answers to the questions they had about things they saw along the way on the first part of the route.

There are several explanations to why the frames for the experience are set as they are, when it comes to the signage of the route. The reason why there is no coherence between the design of the signs and the

information found on them, are that the signs have different senders, who have not engaged in cooperation. The first signs to be put up was the story-poles from Gudernes Stræde Ringrute. These poles were placed along the original 64 kilometer hiking route, Gudernes Stræde. As the circular routes on Gudernes Stræde were established later, the voluntary working party responsible for the establishment did not have the energy to also create story-poles for these (appendix 19). The story-poles are therefore only placed along the original route. What is communicated on the poles are stories about what is seen on site, with an emphasis on communicating messages from Martin A. Hansen's essay, which gave the idea of creating a hiking route in the area. That my interviewees found the information communicated on the story-poles to be both difficult to understand and taken out of context might be because of them not having read the essay, which also gave name to the hiking route, and that the essay was published back in 1954 (Lejre Fredningsforening, 2003).

Another sign seen on the route is the sign with Skjoldungesti as the sender. This sign was placed on the route in connection with the establishment of the national park and the hiking route, Skjoldungesti, which overlaps with Gudernes Stræde. The sign from Skjoldungesti is placed on a story-pole set up by Gudernes Stræde, and some of the information found on the two is identical. Some of the historical facts were not in accordance with each other though, which were noted by Henrik, who found it to be a bit annoying (appendix 8). When asked if there has been any discussion of creating common stories to put up instead of having two signs on the same pole, Karl Frandsen from Gudernes Stræde answers: *"Skjoldungelandet has put up stories on our poles without asking us first. As we came first, and they put their route on top of ours. We do not mind, but we have not been asked"* (appendix 19, translation appendix 24). This is another sign of a collaboration either non-existing or not properly working, between two of the actors in the national park area.

A third kind of sign seen on the route was the signs in colors and with information in different languages. These are, according to Iben Bækkelund Jagd, set up approximately 5 years ago by the Agency for Culture and Palaces (appendix 23). These signs are set up different places in Denmark at locations with natural or cultural heritage, and has nothing to do with either the national park project or Gudernes Stræde. They instead provide the reader with information of the factual history of the area. Lejre Museum assisted with the texts on the signs, but it was the Agency for Culture and Palaces who managed the project (appendix 23).

The fourth kind of sign on the route is the sign that says it is possible to do a virtual exploration of the area close to Lejre Museum. It is Lejre Museum who is the sender of these signs, which is not stated on them (appendix 23). The information on the signs is incorrect though, as it encourages the visitors to download

an app called *Sagnkongernes Lejre*. This is not the name of the app, as I have previously described in the analysis of the visitor experience. The correct name of the app is instead *Lejrekonger*. Lejre Museum was surprised to learn that the signs were not stating the right name of the app, as I brought it up during my interview with them. It has not been brought to their attention earlier, and that can be explained by the fact that visitors of Lejre Museum are given iPads with the app already on them, when going out to try the virtual exploration (appendix 23).

On Gudernes Stræde Ringrute there are also signs with directional purposes. These signs had two different senders depending on where on the route they were placed: Skjoldungesti and Gudernes Stræde. That these signs had two different senders were only seen as a minor confusion for some of the interviewees. Especially when they passed a sign with only an arrow pointing them in the right direction of Skjoldungesti, some of the interviewees had to stop and make sure that they were heading in the right direction, as they were walking Gudernes Stræde Ringrute. Another issue found with the signs with directional purposes was that they were at some places either not clearly marking where to go. In addition to this some of them were not clearly seen from the road or path, which the interviewees were coming from. Where signs are placed is a result of the political landscape in the area. It was necessary for Gudernes Stræde to get permission from the plot owners to place signs on their land. In addition to this, there were also directions from the road authorities that had to be respected, making it impossible for Gudernes Stræde to place the signs wherever they wanted to set the best possible frames for wayfinding for their visitors (appendix 19).

Nationalpark Skjoldungernes Land has a policy to avoid putting up poles for signs, and instead use the poles that already existed to set up their messages. This can be seen on Gudernes Stræde Ringrute, where most of the signs with directional purposes from Skjoldungesti is placed on the same poles as the signs from Gudernes Stræde. In connection to this, there has been communication between Nationalpark Skjoldungernes Land and Gudernes Stræde, as the national park has requested to put up directional signs on the poles set up by Gudernes Stræde (appendix 19). At the same time, the national park requested for Gudernes Stræde to change the color of their arrows on the signs, to match the arrows from Skjoldungesti. This request was turned down by Gudernes Stræde (appendix 19).



Picture 15: Example of directional sign from both Gudernes Stræde and Skjoldungesti (own photo)

The lack of cooperation between the numerous senders of signs on Gudernes Stræde Ringrute has led to the visitors not being able to see a connection between the different signs. It seems like the representative from Nationalpark Skjoldungernes Land and Lejre Museum are aware of that the visitors of the area are met by many different signs, as they both, independently, called the area a "*forest of signs*" (appendix 21 & 23, translation appendix 24).



Picture 16: Example of a point of interest with signs from three different senders (own photo)

Still, the messages communicated by the different stakeholders are not coherent, as different themes, different use of language and different designs of the signs are present. It also has an effect on the visitor's experience and their general impression of the national park, when signs from one stakeholder are providing the visitor with wrong information (Romão & Guerreiro, 2015). The risk of this happening is connected to the amount of stakeholders operating in the area.

Technology

The technological frames set for the experience at Gudernes Stræde has nothing to do with Gudernes Stræde itself. The different routes found at Gudernes Stræde can be seen on their website (appendix 19), but as the work with Gudernes Stræde began back in 2001, it was not common at that time to create apps for an experience like this. When Skjoldungesti was established by Nationalpark Skjoldungernes Land, it

was becoming common to use technology like apps to enhance an experience, and the app, *Skjoldungesti*, was created. On this app, it is solely the hiking route of Skjoldungesti, and not the other hiking routes mentioned by Nationalpark Skjoldungernes Land on their website, that is sketched in. Still, as the two routes overlap at some points, it is an app interesting for visitors of Gudernes Stræde.

There has been no cooperation between the national park and Gudernes Stræde in this app, but according to Camilla van Deurs, there has inconceivably been a cooperation with Ledreborg Palace, Lejre Land of Legends and Lejre Museum in the making of the app (appendix 21). This comes to show in the information found in the app, where the three attractions are described, along with some of the natural and cultural sights seen also seen along Gudernes Stræde. It was by my interviewees seen as a bit confusing that this app did not depict the route they were hiking, when they were looking for information on it. Some of them also stated that they would not have known about the app, had I not told them. There were no signs found on the route that told about the existence of the app, and the printed brochure I provided them with from Gudernes Stræde did not say anything about an app either.

Another app that could affect the visitors' experience, following they were told the correct name of it, was the app *Lejrekonger*. This app is made by Lejre Museum, and there has been no collaboration with other stakeholders in the development of this. Unfortunately, it was not all my interviewees who could get the app to work on their phones. Had it worked, they would have seen a virtual depiction of how the area used to look with houses and halls. Lejre Museum was not aware that the app did not work for all visitors, and sent out an employee to investigate it shortly after my interview with them (appendix 23). Still, the app did not work on my phone when revisiting the site weeks later. Even though it is not Nationalpark Skjoldungernes Land, who is the sender of the app, it still affected the experience the visitors had in the national park - with the effect being positive for the ones who could get the app to work, and negative for the ones who could not. This app is not mentioned anywhere else than on the signs provided by Lejre Museum on site.

The technological frames set for the experience on Gudernes Stræde Ringrute is to a high degree affected by the multiple stakeholders seen in the area. First of all, it is necessary to download two different apps to get information about the area and to do virtual exploration. This was seen as inconvenient for some of my interviewees. Secondly, the *Skjoldungesti* app was not mentioned in the brochure from Gudernes Stræde or on any signs, making it difficult for the visitors to know about its existence, had I not told them. Thirdly, the route of Gudernes Stræde Ringrute was not a part of the *Skjoldungesti* app, indicating that there has been no collaboration between the two parties on this point either. The technological factors affecting the experience did therefore not contribute to creating a coherent experience for the visitors.

Theme or Story

According to Mossberg, it is important that the previous factors of the model are all connected by a theme or story to provide the best possible frames for a coherent visitor experience (Mossberg, 2007).

Gudernes Stræde was established years before the national park, and they used Martin A. Hansen's essay, Gudernes Stræde, to create a theme for the experience they were creating. According to Gudernes Stræde, the theme of the hiking route is expressed through e.g. the many burial mounds seen in the area, that must be the works of the prehistoric Gods (appendix 19). When Nationalpark Skjoldungernes Land was established in 2015, they created the theme of the national park to be the myth of the prehistoric people, Skjoldungerne. This theme is, according the national park itself, expressed through the many culture-historical prehistoric monuments found in the area, e.g. the great halls, excavated near Lejre Museum (appendix 21).



Picture 17: Example of burial mound (left) and Lejre great halls (marked in the grass) (right) (own photos)

When asked if there had ever been a collaboration between Gudernes Stræde and Nationalpark Skjoldungernes Land, the answers were contradictory. According to the national park, they have a close collaboration with the individual originators of the project of Gudernes Stræde (appendix 21). Karl Frandsen, the project coordinator of Gudernes Stræde, holds a different opinion. He states that there has been no collaboration between the two, for the simple reason that Skjoldungestien was established after Gudernes Stræde (appendix 19).

My analysis of the visitor experience on site revealed that the two different themes were not clearly communicated to the visitors on Gudernes Stræde Ringrute. Neither of my interviewees could tell why the national park is called Nationalpark Skjoldungernes Land, or why the hiking route is called Gudernes Stræde. Furthermore, the absent collaboration between these two, means that there are not only one, but

two different themes, which the visitors has to recognize and distinguish from each other. Even though Nationalpark Skjoldungernes Land states that they have had a collaboration with the originators of Gudernes Stræde, several factors of the experience suggests otherwise.

In connection with the wayfinding on Gudernes Stræde Ringrute, directional signs from both Gudernes Stræde and Skjoldungesti was seen on certain parts of the route, as the two routes overlap each other. As seen in my analysis of the visitor experience on site, Skjoldungestien had not placed their signs with directional purposes on the exact same poles as Gudernes Stræde, even though the routes overlaps. This confused some of my interviewees, who had to stop and make sure they were headed in the right direction.

Furthermore, only one of my interviewees interpreted the area in which the hike took place as a historical and mythical area. Instead, the area was interpreted as a piece of Danish nature, which suggests that neither Nationalpark Skjoldungernes Land or Gudernes Stræde were successful in their attempt to create a mythical and prehistoric theme around the experience. My research actually showed that the visitors were interested in a theme that was connected to the natural experience they were having, inquiring more information on the plants and animals they saw on the way.

An element where the non-collaboration between the different stakeholders of the area was clear, was the interactions had with signs and technology. By having to make use of several different sources of information, and being exposed to several distinct pieces of information - both historical facts and myths - the visitors found it difficult to understand the hike as a coherent and consistent experience. On the basis of this, the visitors also failed to sense a theme of the route.

Not having a theme or a story holding the experience together is not without consequences for the visitors' experience. A theme or story is a part of making the experience distinct from other experiences, and making it more memorable (Mossberg, 2007).

Other Considerations

Having analyzed my collected empirical material, I have subsequently discovered another factor that might be of relevance to the visitor experience. This is the factor of expectations, which the visitors' have prior to their experiences in Nationalpark Skjoldungernes Land. The expectations seen with my interviewees were mainly expectations towards meeting wildlife and walking beautiful natural areas. These expectations depend on how well the visitors are acquainted with the area, and what information they have been exposed to beforehand. This matter has only been superficially touched on during my interviews, and I can therefore not make a satisfactory analysis hereof. An analysis of this factor could however also include a

research of which messages about Nationalpark Skjoldungernes Land and the hiking route Gudernes Stræde are communicated on channels that can be accessed by the visitors before the experience takes place.

This factor is another example of that the classical experience economical models might be insufficient to cover an experience - not only in a national park setting, but also in relevance to experiences taking place within the own four walls of a tourism organization. Today, the technological development entails in visitors being able to collect information about an attraction or destination from many different sources already before the experience takes place, which is contributory to shape the expectations seen with the visitors (Buonincontri & Micera, 2016). When expectations are not met or exceeded, it will have a negative impact on the experience perceived by the visitors on site.

Sum Up

My analysis of the frames provided for the experience at Gudernes Stræde Ringrute in Nationalpark Skjoldungernes Land shows that the frames are affected by the multiple stakeholders present in the area.

The political landscape of the area is complex, having both the project of Gudernes Stræde, Nationalpark Skjoldungernes Land itself, the attractions of Ledreborg Palace, Lejre Land of Legends and Lejre Museum, and also The Danish Society for Nature Conservation and private plot owners present in the area.

The presence of the attractions of Ledreborg Palace and Lejre Land of Legends entails that the highway, on which a part of Gudernes Stræde passes, is heavily trafficked. The presence of the attractions, including Lejre Museum, also entails that the area is used by people with another purpose than the ones hiking Gudernes Stræde, which my analysis shows can be a disturbing element in the experience of the visitor. That visitors of Gudernes Stræde Ringrute has to walk on a trafficked highway is the result of the complex political landscape, as private plot owners would not allow Gudernes Stræde to place the hiking route on their land. Private plot owners are also an obstacle when wanting to improve the facilities found on the route, and putting up signs with directional purposes. The rules for crossing private land applies, and will the private plot owner not allow for a sign or a bench to be placed on his land, the national park has no authority to do anything about it. This implies that a close collaboration between the stakeholders is necessary to provide the best possible frames for the tourism experience on site.

A lack of such a collaboration is especially clear when looking at the many signs on the hiking route, having both different designs and information on them. The signs are put up by several different senders wanting to communicate different messages, which confuses the visitors and does not contribute to a coherent experience. Also the fact that several different sources, in the shape of signs, apps and printed maps, were

necessary for the visitors to find their way, and to receive information of the area they were hiking, did not contribute to a coherent experience making it possible to stay present in the moment and immerse into the experience.

Seen individually, the signs along the route appeared to be confusing or taken out of context for the visitors, and the app *Lejrekonger* did not work on everybody's phone. When one stakeholder sends a message that is not clear, or creates an app that is not working, it affects the experience as a whole.

Another thing that affects the experience is whether there is a theme or story holding the different factors of the experience together. Such a theme is not found to be present at Gudernes Stræde Ringrute in Nationalpark Skjoldungernes Land. Gudernes Stræde and Nationalpark Skjoldungernes Land are trying to communicate two different themes, none of which are communicated successfully. The consequence of the absence of a clear theme is that the visitors do not understand the hike and the information provided along the way as a coherent and consistent experience.

My findings show that governance has had an impact on the perceived visitor experience at Nationalpark Skjoldungernes Land. It is a management method making it important to enhance and facilitate collaborations between several different stakeholders. This has, according to my analysis, failed on several factors on Gudernes Stræde Ringrute in Nationalpark Skjoldungernes Land. This has led to a non-coherent experience for the visitors, making it difficult for them to immerse themselves into the experience, which is not leading to a memorable experience which a national park should strive for their visitors to have.

Conclusion

In this master's thesis I used Gudernes Stræde Ringrute in Nationalpark Skjoldungernes Land as a point of departure to research which consequences it has for the visitor experience in a national park setting, that governance within the management of national parks are widely used. The aim with this project was to answer my research question:

How does governance within the management of Nationalpark Skjoldungernes Land affect the frames for the visitor experience in the national park, and how does this affect the experience the visitors have on site?

The methodological approach I have had to answer my research question has been based on my relativistic ontological and epistemological view and my standpoint in the social constructivist paradigm. I have mainly used primary, qualitative data in the form of interviews and observations in my analyses.

To set the framework for the thesis I have used Lindberg and Hansen's multi-relational approach for understanding the visitor experience (2013) to analyze which experience the visitors have on site at Nationalpark Skjoldungernes Land. Furthermore, I have used an adjusted version of Mossberg's model of proposed factors influencing the tourism experience (2007) to analyze which frames are set for the tourism experience on site. I have questioned whether the original version of Mossberg's model was adequate to uncover the frames in which the tourism experience takes place, or if there are factors not mentioned in the original model, which also have an influence on the frames set up for the experience. Based on a discussion of the use of governance within tourism and national park management, I have added the factor of *political landscape* to the model, which expresses that the use of governance entails a complex political landscape wherein collaboration is crucial to create a coherent experience for the visitors. The adjusted model is used to not only look at how the frames are set for the visitor experience on site, but also to critically look at *how* these frames are affected by the political landscape in which the experience takes place. Furthermore, the factor of *technology* has been added to the original Mossberg model. The two analyses create a basis for a discussion as to how the visitor experience on site at Gudernes Stræde Ringrute in Nationalpark Skjoldungernes Land is affected by the use of governance within the management of the national park.

My research also showed that governance within the management of Nationalpark Skjoldungernes Land affected the frames in which the visitor experience took place. With the use of governance, the national park has no authority over any of the stakeholders in the area. Instead, it is the collaboration, or the lack of such, between the different stakeholders that is to determine the frames set for the visitor experience. In

the case of Nationalpark Skjoldungernes Land there are several stakeholders present, as the national park was established in an already developed area with attractions, hiking routes, private properties and natural areas. The frames for the experience is affected by this, which comes to show in various ways.

First of all, the route of Gudernes Stræde Ringrute is placed where it is, due to private plot owners not wanting for visitors to cross their land. Private plot owners also have a say in the case of putting up benches and tables on the route to let the visitors sit down and engage in social relations with the ones they share the experience with. Because of the several attractions of the area, the area is used with different purposes than the purposes of the visitors of Gudernes Stræde Ringrute. This means that the area is more trafficked than had there been no attractions on site. My analysis showed that the visitors found it to be difficult to be immersed in the experience, when they were being exposed to sounds and sights that were not interpreted to belong in a natural context, this being e.g. traffic noise or golfers at a golf course.

In addition to the attractions of the area, there were also already existing experiences present when the national park was established. Gudernes Stræde Ringrute is an example of this. Nationalpark Skjoldungernes Land chose to create another experience in approximately the same location as Gudernes Stræde Ringrute, as they let their hiking route, Skjoldungesti, overlap with Gudernes Stræde Ringrute. The different experiences seen in the area causes for there to be several sources of information available, including 4 different kinds of signs and two different apps. This makes it difficult for the visitors to interpret the experience as a coherent experience, and they are not able to detect a theme which holds the experience together.

The use of governance within the management of Nationalpark Skjoldungernes Land affects the tourism experience in that way that the visitors do not perceive a coherent experience on site. Without a strong collaboration to create such a coherent experience, it will be difficult to set the frames for a memorable experience. The use of governance also has the consequence that if one stakeholder delivers an unsatisfactory element to the experience, the overall experience will be affected. Furthermore, the use of the area as a non-natural area is preventing the visitor for staying present in the moment.

Nationalpark Skjoldungernes Land has established a partnership programme this year, but my research shows that they have not yet succeeded in establishing a sufficient level of collaboration between the different stakeholders of the area. There is a need of a strong collaboration between the stakeholders though, as this is vital in order to set the frames for memorable experiences, which is necessary for creating competitive advantages, enhancing the long term economic sustainability for Nationalpark Skjoldungernes Land and the stakeholders of the area.

Contributions and Suggestions to Further Research

With this Master's Thesis, I have contributed to the empirical field within national park experiences. With my primary data collection I have strived to expose the visitors' experience in a national park setting on a first-hand basis, and also strived to reveal how a complex political landscape affects the frames wherein an experience like this takes place.

I have also contributed to the theoretical field by challenging the classical experience economical view on experiences, by questioning if there are factors, not focused on in the tourism experience literature, which can affect the experience had in the open space, wherein nature- and national park experiences take place.

It has been discussed in tourism literature concerning national parks how governance can contribute to better conditions for the local communities affected by a national park, and how governance can also contribute to protect the natural environment. With this thesis, I have made a point showing that it is not the only aspects that are affected by the increased use of governance within national park management. Also the tourism experience on site is being affected, whereof the focus, according to my findings, advantageously could be strengthened in the future.

When having finished a project, you naturally have a greater insight into your field of research than when you started it. After finishing this project, I have therefore had some considerations on what I could have done differently, if I had to do this research again.

Because of the timing of this project, my research has taken place during spring time. If the timing had been different I could have conducted my research during summer time instead, which might have made it possible to interview visitors of Nationalpark Skjoldungernes Land, who had decided to go for a hike on Gudernes Stræde themselves. These visitors might have had a different view on the experience in the national park than the visitors I invited to walk with me.

Conducting the same research in another location could also have been interesting. Doing the same research at another location in Nationalpark Skjoldungernes Land could have provided me with knowledge on whether the issues found at Gudernes Stræde Ringrute Gammel Lejre are also present at other locations in Nationalpark Skjoldungernes Land, and therefore a problem for the national park in general. It would also be interesting to conduct similar research in e.g. the newly inaugurated Danish national park, Nationalpark Kongernes Nordsjælland. As I see it, these two national parks share some similar features; They are both located on Zealand, they are both containing not only natural, but also historical attractions, and they are both given a name that tells nothing about the natural attractions that can be seen in the

area. It would be interesting to research e.g. which sources of information are being used in this area, and if the interaction with signs and technology here provides the visitor with information that will leave them with a better understanding of the area than in Nationalpark Skjoldungernes Land.

In extension of the findings I have made during this project, it could also be interesting to research which consequences it has for the brand of Nationalpark Skjoldungernes Land, that the visitor experience on site is being affected by the multiple stakeholders present at the national park. To research this it would be interesting to take a closer look at how Nationalpark Skjoldungernes Land is trying to brand the national park, how the identity of the national park is created and expressed by others, and how the visitors decode the messages they receive and interpret the brand of Nationalpark Skjoldungernes Land.

To round off this project, I would like to elaborate on where my findings and results have their uses. My findings can be used in other contexts where a complex political landscape and the use of governance have an influence on the experience that the visitors have on site - this could be in other national park projects. My findings illustrate and clarifies that when placing a national park in an area where initiatives have already been made to create a positive tourism experience, and where people are truly dedicated to the area, it might be an advantage to enter into a dialogue with these people. Placing one experience on top of another, which already exists, could cause for visitors not to have a coherent experience at the location in question. When not having a coherent experience, the visitors' overall impression of the area might be affected in a negative way. By looking at which useful initiatives that already exist in the area, and by engaging in knowledge sharing with the already present stakeholders, it would be possible to create the frames of a more coherent experience for the visitors. Cooperation between the different stakeholders of a national park area could in this way not only be for the benefit of the local community, but also for the benefit of the tourists visiting the area.

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