

Internship Report

(October 03,2018- January 03,2019)

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1.1 INTRODUCTION

This report is a summary of the three month internship I have taken from October 3, 2018 to January 3, 2019 as in fulfilment to the two year master program. The internship was carried out with '**Pro Funding APS**' located at Porsvej 2, 9000 Aalborg. I spent this time exploring researching and finding an answer to the present scenario about how the tourists are using transport (public/private). While finding answer to my set research question(s), I came across several additional questions kept popping up. My internship thus gave me an insight of this sector and I continue to work with the company further and continue investigating about the same further.

This report is divided into three parts. In the first part a short presentation about the company profile, Goals and objectives of the internship, my expectations from the internship and my how I spent my time at the office has been explained.

In Second Part I present a short professional summary of the major project I have undertaken. I try to explain in detail what I had learnt during my time there and in the final part I have mentioned about the personal learnings and reflections.

1.2 SUMMARY OF THE ORGANISATION

Profunding is a company with many years of experience located in Aalborg, Denmark. The basic work of the company is to obtain capital from private investors and EU funds for projects funds for projects within different sectors from the private and public areas.

Profunding is thus helping companies, organisations and the public with relevant sources of funding and support schemes based on the client's need. The broader services thus include:

- EU - Funding
- Danish funds - grant schemes
- Increasing capital
- Contact with private investors etc.

In addition they offer workshops and presentations, etc. about searching funds, support schemes and EU funding sources.

1.3 Tasks of company

- Shaping an Idea into research.
- Carrying a concrete analysis and the sustainability of the project.
- Helping companies obtain public support from Danish as well as EU funds.
- Translation of projects into well-prepared applications.
- Designing of the project
- Preparation of the Application and report

1.4 About the people

Stig B Norsk is the CEO and has many years of experience with international projects, primarily funded by the EU. Has been responsible for executing several Danish business executives to countries in Eastern Europe. Designated as an official EU advisor, as the EU conducted business matchmaking events, EU party conventions, Sri Lanka, Malaysia and

China. Has helped several companies, municipalities with EU funding.



Dolan Sund is COO, and has several years of experience from the creative industries such as games, music, art, etc. In addition, he has worked at management level together with high tec companies and entrepreneurs in Denmark and abroad. He has participated in several national and international development programs as project manager and board member. Has helped several companies and public institutions with EU funding.



Carsten Christensen is a Development and Fundraising Consultant, and has several years of experience with fundraising, the formation of broad cross-cutting development networks, project development, lectures and teaching. Has for 10 years been the coordinator of municipal efforts with fundraising, crowdfunding and crowdlending, whose goal was to get the municipal fundraising effort among the top five in Denmark, which succeeded with an average amount of 17.5 million. DKK per year, with a success rate of approx. 45%.



1.5 Goals and Objectives of the Internship

- Improvement of Mobility and Design Plans for Tourists in North and Mid Jutland Jutland Region of Denmark
- Better Integrated and Connected Tourist Places and the commuting between them.
- Planning of a Design Strategy for Tourism Mobilities in the region
- Achieving the planned results concluded from the analysis of data collected based on evidences and tourist's live experiences.
- Enhancing the built up in The Small Towns in surrounding big cities attracting tourists to promote the economic and social vitality.
- Strengthening the relationship between Use of Airports, train stations, bus terminals and the hidden or less known tourist places.
- Develop a Design Theme for Tourists relating to the region's history and natural Surroundings.
- Digitalising of Tourism Mobilities (making of an application)

1.6 Technical and Academic Outcomes

- Using GIS in order to map the existing routes and means of transportation to and from tourists place
- Post analysis suggestions of more convenient routes/ means of transport.
- Digitisation of the Mobilities design thus suggested using AI
- Designing of own travel plan and tracking travel behaviour
- Use of Design Programs (Auto Cad, Indesign, Illustrator) while proposing design plans.
- Professional Report Writing and Writing Research Proposals.
- Presentation Skills.

1.7 Typical Day at Work

I have performed various multiple activities during the course of my internship. This primarily included the everyday office work.

- Checking up on emails and following up on the conversations

- Researching and communicating with various other actors that could be included in the project
- Preparation of draft documents as advised by my supervisor at work.
- Proof Reading of Project Proposals, Conceptual Plans etc
- Providing inputs and rectifying the errors, if any.
- Participating in various meetings and writings minutes of the meetings
- Involvement in Managerial Activities
- Participating in different meetings in and out of the company
- Preparing of short term plans on how to accomplish the project in time
- Getting into communication with different airline companies and regular clients
- Preparing of Questionnaires
- Collecting relevant data to conduct the study successfully
- Making Presentations and presenting my work regularly
- Assisting in preparation of Applications for EU Funding
- Assisting in report Writing
- Meeting with Stakeholders



Juleforkost at Work



Meeting with one of the Clients (L)



During Field Visit in Ranum (R)

THE ASSIGNMENT:

A research oriented project related to Tourism Mobilities in Denmark. The primary task is to find out how the tourists in the north use airports, trains stations, bus terminals and other private transport services (taxi, car rental etc) while planning or taking their travel. The project also focuses on the tourist travel pattern in the surroundings (rural) of a big city (Aalborg/Aarhus). Relevant data collection, a strategy for collection, involvement of relevant actors and drawing a concrete analysis. Providing mobilities design solutions to improve the tourism. Working in co-operation with another team (another company working in co-operation on the same project) that will give their comments about the analysis and the solutions thus suggested. The feasibility and time taken for its implementation.

2.1 Introduction:

Tourism is a gradually flourishing industry in Denmark with a gradual increase in the number of tourists over the last decade as well as an increase in the number of tourism enterprises and international expenditures from the tourists (Falk and Justenlund 2016). The industry generates about 82 billion DKK and creates full time job opportunities for almost 150,000 people. A significant amount of the international tourists are from the adjoining nations of Germany, Netherlands, Sweden and Norway. Denmark is one of the oldest countries in Europe as is often known as the ‘fairytale country’ for its scenic countryside, sandy beaches and lively cities like Copenhagen (James and Halkier 2018; ramallah.um.dk 2018). The austere buildings and tourist attractions in Copenhagen have earned itself the accolade of being the ‘best travel destination’ of 2019 by Lonely Planet (lonelyplanet.com 2018).

The modes of transportation that can be used to travel in Denmark include flight, railways, roadways and seaways. The countries have several airports and a vast railway network as well as road networks. The country also has several ferry services that connect various islands to the ports (Christensen et al. 2017). The interconnected transport provides an excellent opportunity for travelling in Denmark and can be used to develop the transportation industry (dst.dk 2017).

The aim of the study is to develop ideas for better connectivity between the tourist places, planning an effective design for tourism mobility, developing the build-up in small towns to attract more tourists, developing connectivity between airports, train stations and bus terminals and suggesting a design theme for tourists in the North and Mid Jutland regions of Denmark.

2.2 Methodology

For the study a primary qualitative data has been used to collect information about experiences of the tourists in Denmark. The method of collection of the data was through interviews with the tourists. Qualitative data has also been collected from government websites regarding the transportation systems thereby integrating them to develop an idea on how to improve the mobility of the tourists in the Jutland region of Denmark.

-Better Integrated and Connected Tourist Places and the commuting between them.

The Jutland area is a peninsula that is lined by the North Sea on the west; Baltic Sea and Kattegat to the east, Skagerrak strait to the north and Germany on the south. Jutland is geographically demarcated into four regions namely: north, south, east and west. The largest Danish cities in the Jutland region include Aarhus, Aalborg, Esbjerg, Randers, Kolding, Horsens, Vejle, Herning, Silkeborg and Fredricia. Each of these cities are well connected through railways, roadways and ports however it is vital that the transport systems are well integrated with the tourist places that can help to increase tourists at those places (James and Halkier 2018).

Discussed below are strategies that can help to develop better connectivity and mobility in the Jutland region for tourists.

Bus services connecting all the tourist places: Tourist places which are located in small town surrounding major cities can be directly connected to the city's bus services thereby increasing accessibility to those places. Interconnectivity of the bus services to large bus depots can also help the tourists to visit several tourist spots from each terminal (Anderson et al. 2017).

Connecting ferry services to bus services: The ferry services can also provide connectivity for the tourist places that are located on islands or near the coastlines. The ferry services can be integrated to the bus service routes by developing bus terminals at ferry ports thereby integrating the road and water ways (Sørensen2018).

Connecting railway services to bus services: The roadways can also be connected to the rail routes by developing the bus terminals near the railway stations that would allow rail passengers to easily avail bus services to various locations not connected by railways (Li et al. 2017).

Battery operated small vehicles: In remote regions road connectivity can be increased through small battery operated vehicle service for the tourists. This can help to connect locations which do not have good road transportation (Neves et al. 2018).

Travelers pass systems: Travelers pass system can help the travelers and tourists to commute between various transportation networks without having to purchase tickets every time.

Instead a single ticket can be used in road, rail or water transport within the Jutland region (Jensen and Svendsen 2017; Giustolisi 2017).

These strategies are aimed towards better integration of the transportation system as well as enhancing the mobility of the tourists. I believe that larger transportation systems such as airways and railways can be connected to the smaller systems such as ferry ways and bus routes. I also think that developing a transportation grid that can integrate multiple transportation routes can help the travelers to change their commute more easily and change the mode of transportation from air to rail to bus or ferry can reduce the travelling time. Moreover, I also believe that battery operated small transport can be specifically helpful to connect more remote regions and smaller town adjoining the cities while minimizing the pollution due to emissions.

-Planning of a Design Strategy for Tourism Mobility in the region

One of the most attractive tourist spots of Denmark also its capital Copenhagen sits on the coastal island of Amager and Zealand with over 1 million visitors every year. The most preferable way to reach Copenhagen is via air. Copenhagen International Airport is less than 15 minutes from its city center via metro or trains. There are three main cruise terminals Langelinie, NordreToldbob and Ocean Quay and a vast options of buses connecting them. The metro services are also a quick and easy way to commute within the region (Jensen and Svendsen 2017). Having the option of a tourist pass which grants tourist get one single ticket which will allow them to travel freely and without having to undergo the hassle of buying new tickets for every mode of transportation could amp up the tourist satisfaction. Also the inclusion of prepaid cabs at the airport and terminus for those who choose more luxurious way to getting around the city. Directly from the international Airport tourist can get different buses depending on the time of the day to Copenhagen central station. But the easiest way is to take a train to the City center. Copenhagen has efficient railway system and is connected directly to the airport terminus 3. Once in the city center tourist can have the city tour via bike tour, boat tours or rentals, bus tour or walking tour. The city pass can be included and can be up to the tourist preference on which one they want to choose. Also the option of booking hotels at the tourist booth for foreign tourist who cannot book it in advance to lessen the hassle of trying to find a suitable stay (Anderson et al. 2017).

-Achieving the planned results concluded from the analysis of data collected based on evidences and tourist's live experiences.

According to the 2017 survey done online on social media and several tourist interviews, one of the most popular positive feedbacks was the accessibility of the city pass once they reach the international airport. This pass not only gives them access to the whole city for a particular period depending on the ticket. It also eliminates the hassle of having to buy separate tickets for each mode of travelling. Tourist also like the local bike ride tour along the city coastline. It gives the special feeling of being a local. The bike lanes must be well maintained and clean and tourist guide maps and bulletin would help the tourist move around the city effectively. The easy access of fast food joints and local Danish delicacies are available all over the city (Sørensen 2018).

One of the main concerns of tourists in the region is the lack of English signs in the city. This can be eliminated by the introduction of the city map in 30 different language and not only English. This would give confidence to the non-English foreigners to travel at easy in the city, the map would have all the information of the sightseeing options and the metro and cruise information. Also the bus timing and route information should be clearer and the route

-Enhancing the built up in The Small Towns in surrounding big cities attracting tourists to promote the economic and social vitality.

Copenhagen being one of the top tourist spots of the world overshadows the smaller yet serene towns surrounded. Hillerød, Skovshoved, Køge and Elsinore. These towns are all connected to Copenhagen via train. Though these places are still lesser known, but it holds a great cultural value in Denmark. For example the town called Elsinore which is a 45 minutes train ride from Copenhagen, where Hamlet's Castle is located. More tourism would help development of these smaller towns. With better road systems, metro lines and enhancement of the railway systems. The inclusion of more cruise systems and ferries within the coastal areas would attract more tourist (Giustolisi 2017). The information of such lesser known towns and villages would should be promoted more online and have tourist agencies offer deals and expose more tourist to such areas. The development of more tourism will result in faster growth in these areas and better connectivity via land, air and sea. These towns are

more secluded from the intensity of the Copenhagen and for some travelers who like more peaceful and less crowded place these towns and villages should be an ideal place. This is something that should be used for promotion and should target the right travelers.

Promotional posters should be given out to tourist getting in to Copenhagen, preferably at the airport booth where city pass is available. This would magnify tourism in these places (Anderson et al. 2017).

I believe that enhancing the built up is a necessary aspect that can ensure better promotion of the tourist spots. Moreover, it can also help to increase the inflow of tourists to keep inn pace with the development of the tourism industry. With cities like Copenhagen being listed as one of the best travel destination, tourists to such locations are bound to increase in the future. Increasing the capacity of tourists in these places can therefore be an important aspect that needs to be considered by the government and transport department in my opinion.

-Strengthening the relationship between Use of Airports, train stations, bus terminals and the hidden or less known tourist places.

Copenhagen international airport has a great connectivity options for travelers. Buses, trains, metros and cabs are available easily. Trains and metros have time limitations whereas buses and cars are available 24/7. The awareness of smaller towns and the lack of promotion done for the smaller towns has been the main reason for lesser tourism in these places. These towns have heavy cultural value for Denmark (Liburd et al. 2017). That along with the high tourism promotion done for Copenhagen overshadows these towns. The increase of tourism in these areas will result in the development of these places. More stations will be built and better connectivity by air. Introduction of advertisements in the railway stations and airport terminus will make more travelers aware of these cities. The development of these towns and villages would have an overall impact on Denmark's tourism economy. These places lacks the number of themed site seeing options, also the number of hotels and restaurants are limited. With higher demand from tourist more employment will be available in these cities and will strengthen the tourism in these spots (Ren et al. 2018).

- A Design Theme for Tourists relating to the region's history and natural Surroundings.

Denmark being one of the three Scandinavian countries has its roots in the Viking culture. Such cultural reflections can be found all over Denmark. Its castle architecture, local food and jewelries can reflect such culture. The theme is to go back to its roots, a Viking themed travel, with locations specific to this. Food and beverages should also give the tourist a glimpse of the Vikings. Site seeing to the castles and the waterways on boats can provide an effective and attractive mode travel for the tourists (Giustolisi 2017).

The medieval history of the country can also be used as a theme for attracting tourists, incorporating models of various sculptures in the tourist places and references from Danish folklore. Replicas of mythical figures can also be sold as mementos to the tourists. Some of the venues can also have people dressed in the cultural outfits to guide the tourists through various locations thereby engaging their experience of the Danish culture (Falk and Justenlund 2016).

The introduction of themed bus ride from Copenhagen city to these places and attract more tourism. Building more metro lines are not an easy task and requires huge amount of capital. This can only be possible if the tourism rate increased in these smaller towns. This will not help in further development in the tourism industry but also the overall economic and social growth (Liburd et al. 2017).

-How the design process works in 'reality' compared to how it is implemented in the academic environment

The design process in reality was more complicated than I thought than how it is implemented in an academic environment. I found out that in reality, more variables are involved in the designing of the transport grid such as how the grid can affect the local residents, the impact on the aesthetic value of the place, impact of pollution and garbage due to increased tourists, seasonal variations in tourist inflow and whether it can ensure sustenance of the tourist grids as well as different political factors. I also understood that the process of designing also has to go through various stages in real life, including multiple stages of approval from different governing bodies and authorities such as transportation department, environmental department and health and safety department to name a few. Thus from such an experience I learnt that the entire process in real life might take much longer time to complete.

2.3 Conclusion:

Tourism in Denmark is gradually increasing which have resulted in an increased inflow of international tourists in the country. Denmark is considered an ideal tourist destination due to its cultural history and scenic beauty. However, in order to support better movement of the tourists in and around the country, it is necessary to develop an effective plan for tourist transportation by utilizing the existing modes of transportation such as waterways, roadways, railways and airways. These transportation routes can be interconnected in the form of grids that can ensure best mobility for the travelers to and from the various tourist spots. The study proposes strategies for better integration and connectivity between the tourist places that can help the tourists to commute easily. A design strategy for mobility of tourists has also been developed and the experiences of tourists have been taken into account for developing a better transportation system for them. Moreover, thematic suggestions have also been developed that can attract more tourists at the tourist spots and enhance their experience of the Danish culture and history.

Part 3: Reflective Section

3.1 Reflection on the strategies for integrating and connecting tourist places and commuting between them:

The strategies were aimed towards better integration of the transportation system as well as enhancing the mobility of the tourists. I believe that larger transportation systems such as airways and railways can be connected to the smaller systems such as ferry ways and bus routes. I also think that developing a transportation grid that can integrate multiple transportation routes can help the travelers to change their commute more easily and change the mode of transportation from air to rail to bus or ferry can reduce the travelling time. Moreover, I also believe that battery operated small transport can be specifically helpful to connect more remote regions and smaller town adjoining the cities while minimizing the pollution due to emissions.

-Reflection on the results from the interviews:

Interviews with the tourists were very important for me to understand how they felt about the existing transport system and what they needed to improve their experience while travelling though Denmark. The interviews were also important to identify the problems they faced while travelling and how it impacted their time and energy. By addressing such concerns while developing a plan for transportation was an effective strategy for me. If these feedbacks are used effectively, I believe that the transportation system can significantly improve and help the travelers visit more tourist spots and thus help to further develop the tourism industry.

-Reflection on the strategies to develop built up in small town to attract tourists:

I believe that enhancing the built up is a necessary aspect that can ensure better promotion of the tourist spots. Moreover, it can also help to increase the inflow of tourists to keep inn pace with the development of the tourism industry. With cities like Copenhagen being listed as one of the best travel destination, tourists to such locations are bound to increase in the future. Increasing the capacity of tourists in these places can therefore be an important aspect that needs to be considered by the government and transport department in my opinion.

-Reflection on how the design process works in 'reality' compared to how it is implemented in the academic environment

The design process in reality was more complicated than I thought than how it is implemented in an academic environment. I found out that in reality, more variables are involved in the designing of the transport grid such as how the grid can affect the local residents, the impact on the aesthetic value of the place, impact of pollution and garbage due to increased tourists, seasonal variations in tourist inflow and whether it can ensure sustenance of the tourist grids as well as different political factors. I also understood that the process of designing also has to go through various stages in real life, including multiple stages of approval from different governing bodies and authorities such as transportation department, environmental department and health and safety department to name a few. Thus from such an experience I learnt that the entire process in real life might take much longer time to complete.

3.2 What I Learnt

These three months of internship has helped me acquire knowledge and gain the necessary skills. To brief up I can say that the internship has added up to my present knowledge and I have developed myself professionally at the same time. This internship has changed my professional level which will be helpful in my activities when I return back to school and also take up any jobs/professional tasks further.

I realise that the quality of my work has increased two folds. I now understand how it varies working on an academic and a professional level. There are certain areas where I have definitely developed myself during this internship.

I have develop the following skills:

- Time management
- Report writing
- Critical Thinking
- Development of Managerial Capacity
- A thorough knowledge of EU and Danish Funding
- Writing Research Applications
- Professional Use of GIS at large Scale.

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