

A photograph of a stone archway, likely part of a castle or fortress, framing a view of a ruined stone building with two towers. The ruins are situated on a grassy hill with some rocky patches. The sky is clear and blue. The foreground is dark, showing the interior of the archway.

# Island Tourism

- learning from Bornholm



# AALBORG UNIVERSITY

## STUDENT REPORT

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**Abstract:**

The purpose of this master thesis is to investigate island tourism through the case of Bornholm, which has resulted in the following research question:

*"What potentials and problems can be identified on the current island tourism on Bornholm and how are these potentials and problem managed among the selected tourism actors on Bornholm and what can be learnt from the experiences?"*

For the purpose of this research a theoretical framework for understanding island tourism, was developed. Moreover, the research design was ethnographic field research during which, semi-structured interview and a field trip were the primary data collection methods.

Through the investigation of Bornholm it became clear that Bornholm, according to the selected actors, does not experience any significant influence from the tourism industry. The reason to this can be due to the long history as a tourist destination as well as their continuous destination development strategy by which Bornholm managed the tourism industry. Furthermore from the investigation it appeared that Bornholm sees several potentials in the tourism industry, which they act upon. Through these discoveries there is developed a continuous destination development model, which other islands can learn from.





## Preface

This master thesis is conducted on the programme Mobilities and Urban Studies on the School of Architecture and Design at Aalborg University. The master thesis is conducted within the time frame of 1th of February to the 23th of May.

I would raise a big thanks to the people who have contributed and provided information to this thesis through email, phone calls, face-to-face interviews and so on. Without the contributions it would have been difficult to obtain the same information.

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## Reading Guide

Though this master thesis the Harvard reference method is utilized. Therefore, the references will be displayed with [surname, year], and if the year is unknown there will be written n.d. When there is used quotes, there will be added page number, if existing, to the reference. If something

is translated by the author (own translation) will be added to the reference. If the reference is by dot, it refers to the entire section. If it is within dot it only refers to that specific sentence. All the references are listed in the bibliography.

Additionally figures and pictures is numbered according to the chapter they appear in. Under each figure there will be a reference and a explanatory text. If the figures is taken or constructed by the author this will be listed under the figures with (own figure) or (own picture). Likewise there is used pictures from Adobe Stock, if these used directly from Adobe stock they will be referenced with (Adobe Stock). In addition, there is in the creation of models and figure used illustrations from Adobe Stock, these are figure 1.9, 2.1, 3.1, 3.2, 3.3, 4.1, 7.1, 7.2, 7.3, 7.4 and 7.5.

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## Summary

This master thesis explores remote island tourism through the case of the Danish sunshine island of Bornholm. The reason for this is to understand the phenomena of island tourism, and the problems and potentials the industry may causes for an island. And in relation to this, it is investigated how these problems and potentials are managed by the tourism industry on Bornholm. In connection with this, it is investigated if other islands with tourism can learn from Bornholms approach. To investigate the phenomena of island tourism a theoretical framework is developed. In connection with this, the research design for this master thesis was based upon ethnographic field research, and the primary data collections methods was ethnographic field research materialized through a field trip to Bornholm, and moreover through semi-structured interviews with selected actors in the tourism industry on Bornholm.

From the findings from this research it became clear that Bornholm according to the selected respondents does not experience any significant negative influence from the tourism industry. From the investigation it appeared that one of the reason to Bornholm does not experience any significant negative influence is because of the islands long tradition as a tourist islands, as well as the discovered approach to managing the tourism industry consisting of a continuous destination development, where Bornholm proactively through the years has managed the tourism industry. Moreover, from the investigation it appeared that Bornholm sees several potentials in relation to the tourism industry both in relation to virtual mobility and the experience spectrum, and is working in terms of exploit these potentials. Through these discoveries a continuous destination development model is developed, and from this other islands with tourism can benefit from.



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# 1. Remote Islands

*“Does islands face any problems or potentials related to tourism?”*

This research takes its departure in island tourism and mobilities. The reason for this is that tourism has been significantly growing in the last decades. Islands with their remoteness can experience the effects of tourism more significantly, and often tourism becomes one of the main economical sectors on an island. [World Tourism Organization (UNWTO), nd]

Tourism can both bring positive and negative effects to an island and this thesis seeks to explore island tourism through the case of the Danish Sunshine Island Bornholm. The reason is to in-depth investigate the effects, which occurs as a consequence of the tourism industry. This is done through phenomenological field studies on Bornholm to investigate how the tourism industry affects Bornholm, and if, it create problems and potentials for the remote island. Bornholm tourism industry dates back to the 1800s and tourism is a part of the history of Bornholm. The annually incoming tourist on Bornholm has been stable, with around the same amount of visitors for many years. As a result Bornholm has a large and wide tourism industry, with many actors who work with tourism. Eventhough Bornholm has a large tourism industry, the second largest industry on the island, with a significant amount of visitors each year, it does not seem at first glance that Bornholm is affected remarkably negative by the tourism industry. Therefore it seems interest to investigate Bornholm more in-depth to clarify if, and how, Bornholm is affected by the industry, and if Bornholm is not affected, how is the tourism industry managed on Bornholm by the actors. But before diving into Bornholm tourism, island tourism and some examples of island tourist destination will be described in the following chapter.

First and foremost this chapter will serve as an introduction, and will start out with briefly looking into tourism and the history of tourism in general. Afterwards the scope will be turned, and islands tourism will be explored, where there will be looked into what island tourism is, and how it affects the remote location both in terms of positive and negative aspects. Lastly to better understand island tourism five different islands has been chosen to investigate more

in-depth. This is done to get a broad understating of different islands and their context-dependent potentials and problems and to see if there are any general trends for remote tourist destinations. The islands investigated are Iceland, U.S. Virgin Islands, The Faeroe Islands, New Zealand and Malta. To summarize the five investigated islands, a comparison model is developed in the end of this chapter. But firstly the history of tourism will be investigated.

## 1.1 The history of tourism

*"To remain stationary in these times of change, when the whole world is on the move, would be a crime. Hurrah for the trip - the cheap, cheap trip." [Thomas Cook 1854]*  
*[Freeman, 2015]*

To lay the foundation for this research it is important to understand the notion of tourism. Tourism involves a departure, for instance, a temporary breaking with the everyday and mundane practices. Here the tourist is open minded and allowing the senses to gaze upon the environment. So in other words a tourist is a person who travels away from the everyday residents, overnight, to obtain a contrast with the everyday life for a limited time period, but still has the intend of coming home. Tourism can be defined as a leisure activity and can involve pleasure, recreation and change of culture. Tourists chose to travel because of an anticipation of encountering something out of the ordinary. This anticipation stems from for example fantasy, daydreaming, literature, television, magazines, Social Media, film or recommendations from friends, which create a desire to visit the specific place and be there in person. [Urry and Larsen, 2011]

Tourism has evolved through time from being restricted to the elite until today, where mass tourism is widespread. The development of mass tourism as we know it today, was aided by the spread of guidebooks, which afforded new ways of seeing. Everything can potentially be an attraction, it depends upon if one person points it out as something there is noteworthy to see. [Urry and Larsen, 2011]

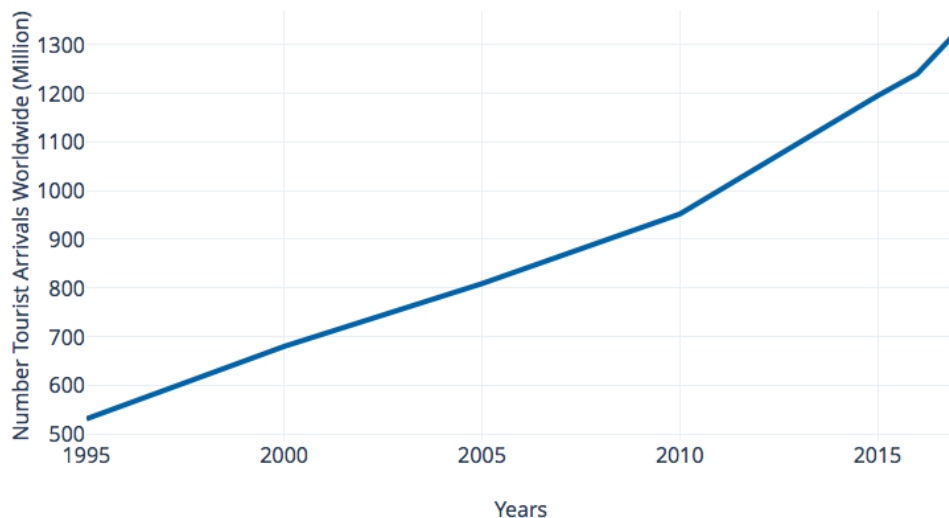


Figure 1.1: International tourist arrivals through the years [World Tourism Organization (UNWTO), 2018].

Nowadays travel is also regarded as a marker of status and an essential part of modern life, and if

people do not travel they loss status. Worldwide there were 1326 million passengers arriving in 2017, whereas in 1950 there were 25 million international passengers. And it is predicted that the number of international arrivals will be around 1.6 billion in 2020. [Urry and Larsen, 2011] In figure 1.1 the increase in tourist arrivals worldwide can be seen. It can be seen that in 1995 there were 531 millions tourist arrivals worldwide this had increased to 1326 millions in 2017. This is a annual growth on 4.2% which makes it above The World Tourism Organization (UNWTO) long term forecast, which from 2010 until 2020 predicts a yearly growth on 3.8%. [World Tourism Organization (UNWTO), 2018] The long term forecast for annual international tourist arrivals can be seen on figure 1.2 [World Tourism Organization (UNWTO), 2019]. UNWTO states that these results stems from a sustained travel demand. The demands are for destination worldwide, across all regions of the world. The most common mode of transport used to get to a tourist destination is by plane which account for 57% of all arrivals. Other options for getting to a tourist destination is by road, sea and rail which respectively accounts for 37%, 4% and 2%. [World Tourism Organization (UNWTO), 2018] UNWTO also states that *"islands are a top destination for millions of tourists each year."* [World Tourism Organization (UNWTO), nd]. And Carlsen and Butler [2011] argues that arrivals to islands has exceeded the worldwide growth rate in tourism, where he argues that some islands are experiencing a larger share. However, considering the islands size and capacity it can be a struggle for them to keep up with the pace of increasing tourist arrivals. Furthermore, the higher number of arrivals can also have environmental, social and economic affects on the islands. [Carlsen and Butler, 2011]

Tourism is considered to be a market driven industry [Carlsen and Butler, 2011]. And tourism and travel has become the largest industry worldwide accounting for more than 9 percent of the worlds GDP [Urry and Larsen, 2011]. Additionally, tourism is the third largest export category worldwide. And in several developing countries tourism is biggest export category. [World Tourism Organization (UNWTO), 2018] With the tourism industry growing it implies that a significant share of different profession and people are employed in the sector. These professions span from transportation, travel agencies, hotels, restaurants, consultancy, NGOs, hospitality, media, news, television, internet, events and festivals amongst others. [Sheller and Urry, 2004]

## Actual Trends vs Tourism 2030 Forecast- World

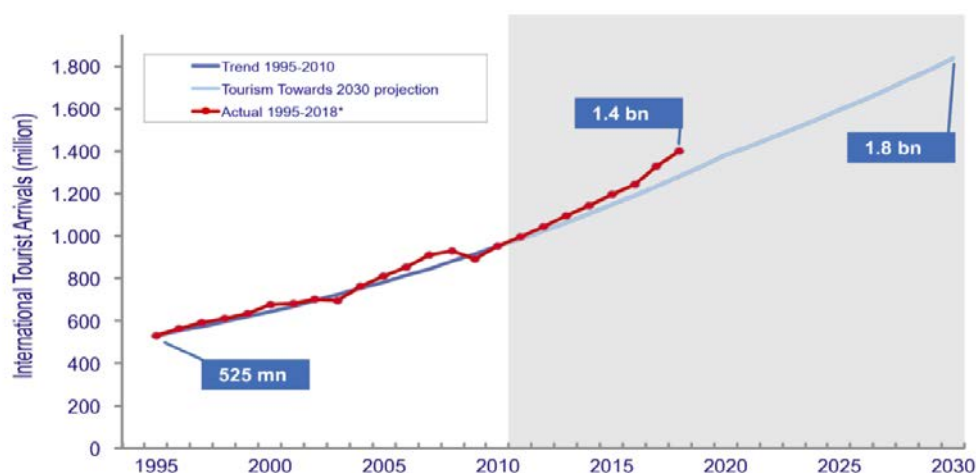


Figure 1.2: UNWTO 2013 forecast for annual international tourist arrivals [World Tourism Organization (UNWTO), 2019].



Islands are a special part of the tourism industry and they are often more prone to influences due to their structure, geography, culture and history, which makes them interesting to explore. So, in the following section there will be looked into island tourism. How it has evolved on different islands through time and how the tourism has affected the islands both in terms of positive and negative affects.

## 1.2 Islands as tourist destinations

*"Islands have been considered idyllic tourism destinations for centuries. They offer authentic cultural and natural experiences in unique settings far from the urbanized and banal locales that provide the source of island tourists. Islands often present the antithesis of urbanized life, offering the perceived distance and difference from the normal routine necessary to provide the basic ingredients for a holiday." [Carlsen and Butler, 2011] p.1]*

Islands are remote and isolated, but with the increase in both sea and air traffic there has been better access allowing for tourism to grow on these destinations. [Carlsen and Butler, 2011] It is this insularity and peripherality there have an appeal for tourists. The remoteness, distinct culture and heritage, distance, wilderness environment, small scale both in relation to population and economy, in accumulation that forms an attractive tourist destination. [Brown and Cave, 2010] The islands appeal to tourists often results in that the number of tourists visiting the islands often surpasses the number of local permanent residents on the islands. [Brown and Cave, 2012]

This tourism growth on islands has both had positive and negative consequences for the places. For instance, this growth has resulted in that some islands is experiencing landscape and environmental changes. Due to both a growing demand for transport systems, amenities and accommodation, which have been built to meet the needs of the tourists. But also, that the huge crowds of tourists walking in sanctuaries and protected nature reserves have had negative consequences for the places. [Carlsen and Butler, 2011] And islands can with the remote and isolated environment experience the effects from tourism more severely than other tourist destinations. The reason for this is that other places have a better opportunity to spread out the development or mitigate the effects of tourism, where islands can have issues spreading out infrastructure planning or spreading out accommodation or resorts, as these for instance tend to be concentrated in coastal areas. This concentration can result in social or environmental degradation for the islands. [Brown and Cave, 2012]

The economic foundation on islands tend to be weak [Brown and Cave, 2012], and tend to be dependent on, one or two economic sectors [Stylidis and Terzidou, 2007]. The reason for this is that the locals are occupied in traditional industries such as agriculture or marine professions. Tourism can then pose a threat to the traditional life and culture. [Brown and Cave, 2012] But tourism can also strength the economic foundation on islands [Carlsen and Butler, 2011], by helping diversify and overcome over-dependencies on traditional economical sectors [Stylidis and Terzidou, 2007]. The economical sector is strengthened by the creation of new professions and job opportunities for the locals. [Carlsen and Butler, 2011] Therefore, tourism can be used to create growth, and thereby, increase the standard of living for the locals with better opportunities, and better and improved facilities for locals such as medical, leisure and educational facilities. [Stylidis and Terzidou, 2007] Besides the mentioned positive effects, the tourism industry can also

contribute to new renovation projects and new infrastructure projects, which also can enhance the life of the locals. [Carlsen and Butler, 2011] Furthermore, the tourism industry can increase opening hours for shops and grocery stores and increase the selection in those for the benefit of the locals. [Lorenzen et al., 2018] In addition, the tourism industry can create a renewed interest in the local culture and history for locals as well as conservation policies and "clean-up-projects" to protect the nature on the islands [Styliadis and Terzidou, 2007].

Tourism can then have mixed effects with the positive effects of new job opportunities, but it can also create an economical dependency on the tourism sector and that tourists need to keep coming to the island henceforth. [Brown and Cave, 2012]

Additionally, the competition between the destinations to attract tourist has not become easier. Coupled with the continuing emerging of new destinations and a more resolute and experienced tourists with ever higher expectations and environmental awareness. Thus, tourist destinations has to develop new ways to respond to the changes facing, and making their island stand out from the crowd by raising their competitiveness. [Micallef, 2014]

Regardless of whether the islands are arctic, subtropical or tropical they suffer from some of the same challenges. But even though the islands suffer from some of the same challenges the nature and profile of the tourist differs from "cold" island destination to "hot" island destination. Moreover, it is not all islands are there remote and are far away from the mainland and populated areas, or small scale, but these islands encounter some of the same issues as other islands. [Brown and Cave, 2010]

Another issues that islands faces are climate change and islands are especially vulnerable to climate changes and the changes they bring, such as extreme weather events and sea level rise. The climate change is expected to put higher pressure and stress on the islands. [Veeken et al., 2015]

In relation to climate change Veeken et al. [2015] has identified some key risks for islands. These include amongst others loss of coastal settlements and livelihoods, loss of ecosystems, and in addition climate change put the economic at risk. If loss of coastal zones occurs, it can result in damaged infrastructure and accessibility, which can affect tourism negatively. For example, if the sea level rises one meter in the Caribbean it will result in above 50% loss of properties in the coastal zones in five countries in the Caribbean. Three of these five countries are greatly dependent on the tourism industry. [Veeken et al., 2015]

So to sum up, islands are facing several issues on their own and relating to tourism. To understand the context of island tourism five islands have been chosen to investigate more in depth; Iceland, US Virgin Islands, The Faeroe Islands, New Zealand and Malta. The five islands are investigated in the following. The five islands are chosen because they represent a broad and differentiated spectra of islands ranging from wild nature destinations such as Iceland to sun, sea and sand destinations such as Malta. So they have been chosen because they represent different locations, sizes, climates and containing various attractions and activities. But most importantly they are chosen because they are all a tourist destination. They all have more or less a remote location. In addition, they are examples that cross the world. However, it must be taken into account that there are some risks associated with comparing the selected islands as they each have their own specific context. For example, some of the islands are newer destinations, while some are older. And in addition, New Zealand, for example, is a much larger country both in relation to size and

population compared to the others. Therefore, these prerequisites must be taken into account when comparisons are made.

In the following the five islands are investigated more in-depth, where there for each island is described is looked into three parameters; key information about the islands, history of tourism and influence of tourism. Firstly, key information is about location, population, size and characteristics of the islands. Secondly, history of the island looks into how tourism has evolved through time and why. Third, and lastly the influences of tourism in each case is investigated both in relation to positive and negative influences. The reason for looking into these three parameters for each case is to be able to compare and see commonalities between the different cases.

## Iceland

Iceland is a country situated in the northern Atlantic ocean. The country has a size of 103.000 square kilometers and a population of around 350.000, which makes most of Iceland uninhabited [Inspired by Iceland, nda], see figure 1.3. Iceland is characterized by a rough and contrasting landscape consisting of volcanoes, geothermal springs, geysers, mountains and gletschers [Inspired by Iceland, ndb].

Iceland is a perfect destination for out doors lovers and the island offers a broad range of activities such as ice climbing, hiking, whale watching, northern light watching, snow scooters and horseback riding [Inspired by Iceland, ndc].



Figure 1.3: Illustrative map over Iceland (Adobe Stock).

Iceland began their tourism journey in the 1960ties, and the industry slowly increased until 2000, where it increased more, and in 2010 the tourism industry hit a boom [Moore, 2017], where Iceland had around 488.000 visitors annually [Icelandic Tourist Board, 2018], but after the financial crisis and volcanic eruption of Eyjafjallajökull Iceland got on the world map [Iceland Magazine, 2017] and since 2010 Iceland has experience a significant increase in annually visitors and in 2017 there were 2.2 million tourists visiting Iceland [Icelandic Tourist Board, 2018]. One of the reason for



this, was that Iceland used the worldwide media attention and launched the campaign "Inspired by Iceland" broadcasting Iceland as a safe destination [Benediktsson et al., 2010b], Iceland was broadcasted through social media such as Twitter and Facebook [Benediktsson et al., 2010a]. And today, tourism has evolved into the biggest industry on Iceland, which has resulted in that many locals has shifted from more traditional professions such as fishing, aluminum production or farming, into this new growing industry. [Anselm, 2017]

The 2.2 million tourists is putting a huge pressure on the very fragile Icelandic nature. In a annually report by the Icelandic Tourist Board "Tourism in Iceland in figures 2018" it is stated that 92.4% of the visitors are visiting Iceland because of its nature. [Icelandic Tourist Board, 2018] But the Icelandic nature is hugely affected by the large amount of tourists visiting nature locations. [Cságoly et al., 2017] And due to the high pressure tourist put on the nature it has resulted in nature degradation, and that some tourist sites has been temporarily closed down for the public, so the sites can be maintained or reconstructed [Lorenzen et al., 2018]. Furthermore, sites have also been closed down due to tourists being disrespectful and throwing trash [Iceland Magazine, 2018].

So, tourism in Iceland has brought both positive and negative aspects. It has helped Iceland out of the financial recession, created jobs and new and better infrastructure. But tourism as also increased living expenses for the locals, so that Icelanders cannot afford to live in the city center of Reykjavik anymore. Tourism has also pushed locals out of nature sites due to the huge quantity of tourists, overcrowdedness, and degradation of the infrastructure. [Anselm, 2017] Furthermore, the Icelandic people are paying the price for reckless tourists throwing garbage, parking on their land, petting and taking pictures of their horses and not respecting their privacy. [Buckley, 2017] The Icelanders are also pointing towards a lack of governmental incentives and calling for action to spread tourists throughout the entire island [Lorenzen et al., 2018].

## U.S. Virgin Islands

The U.S. Virgin Islands is a territory of the United States of America and has been that since 1917. [Visit The USA, nd] Before that, the islands was a Danish colony. [United States Virgin Islands, ndb] The islands is an archipelago and is situated in the eastern part of the Caribbean Sea and consists of three main islands and is surrounded by 50 smaller islands, see figure 1.4. [United States Virgin Islands, nda] The territory has a size on 346 square kilometers and a population of 106,977 thousands people. [The Central Intelligence Agency, nd]

Sandy beached, national parks, rain forest, history and a tropical environment characterize U.S. Virgin Islands. The three islands are very distinct, with their own characteristics. [U.S Virgin Islands, nd] The U.S. Virgin Islands offers a broad range of activities such as relaxing on the beached, diving, sailing, hiking, visiting museums and historical monuments, safari or experience the Cruzan Christmas Carnival. [United States Virgin Islands, ndc]

The U.S. Virgin Islands began their tourism journey after the second World War ended in 1945. [Britannica, 2019] And in 2010 the U.S. Virgin Islands had 2.5 million visitors. The visitor numbers in the U.S. Virgin Islands has been fluctuating, [U.S.V.I. BUREAU OF ECONOMIC RESEARCH, nda] where 2015 and 2016 had almost 3 million visitors annually. [U.S.V.I. BUREAU OF ECONOMIC RESEARCH, ndb] But 2017 only had 1.9 million, due two severe hurricanes [The Central Intelligence Agency, nd] in the autumn [Allen, 2018]. The recovery of the islands is

still ongoing and recovery is expected to be years away.



Figure 1.4: Illustrative map over U.S. Virgin Islands (Adobe Stock).

Furthermore, the government of the U.S.V.I has estimated that the cost of the rebuilding is around 7.5 billion dollars, which is almost a duplication of the islands GDP. [The Central Intelligence Agency, nd] Another threatening factor is that tourism accounts for 31.8% of the islands GDP. [World Travel & Tourism Council (WTTC), 2017] And before the hurricanes in 2017 above 50% of the labor force was related to tourism. The rising tourist numbers up until 2016 was due to increasing efforts in marketing, construction of resorts and an expansion of the route network. [Bolt, 2015]

The number of tourists had an impact on the islands. Besides the immensely beneficial impact on the economy. Tourism had tremendously impact on the water resources, where it have been shown that tourists in the Caribbean used up to three time more water than, for example in the United Kingdom. In response to this, several hotels and resorts have implemented programs to save water and use it more efficiently. This has for instance been through installing low-flow showerhead and gravity-flush toilets. In addition tourism affects the environment, where the biggest player is cruise ship-dumping waste, which contributes to degradation of the coral reef. There have been different responses to these threats with both responsible tourism and ecotourism. [Kennedy, 2018]

## The Faeroe Islands

The Faroe Islands is a country situated in the North Atlantic Ocean. The Faroe Islands is an archipelago, which consists of 18 islands, whereof 17 of them are inhabited, see figure 1.5. The total population on the Faroe Islands is around 50.000 thousands people. [the Faroe Islands, ndi] The total size of the Faroe Islands is 1.399 square kilometers and the capital city of the

Faroe Islands is Torshavn. [the Faroe Islands, ndf] The different islands are connected by a comprehensive infrastructure consisting of ferries, roads and tunnels. [the Faroe Islands, ndi] In 1948 the Faroe Islands became a self-governing nation in the sovereignty of Denmark, the islands has its own flag and Parliament. [the Faroe Islands, ndd] [the Faroe Islands, nde]



Figure 1.5: Illustrative map over The Faroe Islands (Adobe Stock).

The Faroe Islands are characterized by cliffs, valleys, waterfalls and moorlands. [the Faroe Islands, ndc] The Faroe Islands is a perfect destination for out doors lovers and the islands offer a broad spectrum of different activities such as diving, bird-watching, horse riding [the Faroe Islands, ndh] and adventure sports activities such as rappelling and cliff jumping [the Faroe Islands, nda]. The Faroe Islands are branding themselves as being "*Unspoiled, Unexplored & Unbelievable*". [Føroya landsstýri, nd]

It is difficult to pinpoint to when the tourism industry started on The Faroe Islands, but from figure 1.6 it can be seen that it was around 1975 [Hagstova Føroya, 2018], and in relation to that, in 1980s it was decided to establish a tourist office. And in 2012 the government on the Faroe Islands wanted to create a growth in tourism, and therefore, increased the funding's. [Michelsen, 2016] Furthermore, as can be seen from figure 1.6 the numbers of tourist visiting the Faroe Islands were around 250.000 in total in 2010. And in 2017 this number had increased to almost 400.000 visitors. [Hagstova Føroya, 2018] Some of the reason for increase could be that the Faroe Islands received a lot of attention from the media due to the Total Solar Eclipse in 2015. Likewise in 2016 the island received great media attention internationally due to their Sheep View project. [Visit Faroe Islands, 2016] After the Sheep View project the island also experience a lot of attention and more visitors, but the Faroese language is not on Google Translate and people wanted to translate some words. The Faroe Islands responded with their own version "Faroe Islands Translate", which also created attention for the Faroe Islands. [Faroe Islands Translate, nd] And again in 2018 the Faroe Islands got mentioned as a top destination by both CBS News and Forbes. According to the Visit Faroe Islands it is because of this international media attention both in articles and



TV programmes that the Faroe Islands in the last couple of years has had an increase in visitors. [Hanssen, 2018]

### International passenger transport, arrivals and departures

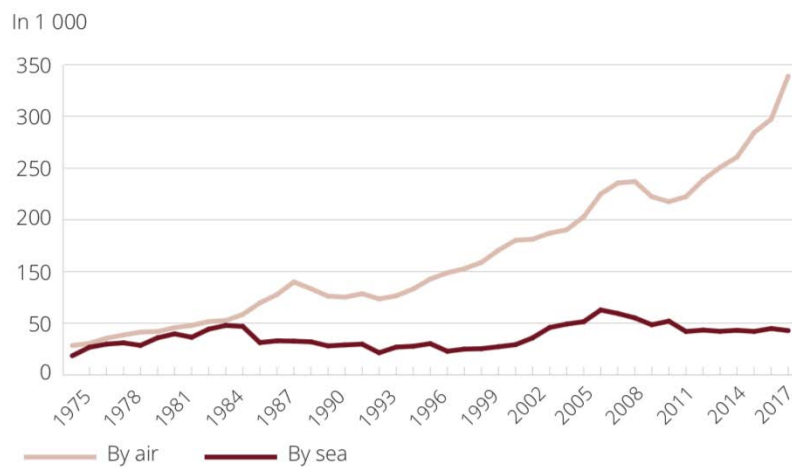


Figure 1.6: The Faroe Islands tourist numbers. [Hagstova Føroya, 2018]

Today, tourism has become an important sector in the economic of the Faroe Islands. One of the reason for this is that the Government in the Faroe Islands in 2012 increased the funding's the tourist board received for marketing abroad. Moreover, Visit Faroe Islands announced a goal of doubling the overnight stays as well as the revenues from the tourism sector by 2020. [Føroya landsstýri, nd]

The increase in annually visitors on the Faroe Islands has not been without consequences. Even though the Faroe Islands are a relatively new tourist destination on the world map, tourism has already created some tensions and well-trodden areas. And popular tourist sites has experienced a change, where in the past a tourist bus arrived once in a while, but now a larger number are arriving. And even though it is a small number compared to other tourist destinations the context of a remote island located in a harsh environment in the North Atlantic it can be a struggle to manage the increase in tourists. This is due to the infrastructure at such places are limited often by having single-lanes, and moreover there is a lack of public bathrooms. [Nikel, 2019] [the Faroe Islands, ndb]

The island wants to protect and preserve the island. Therefore, the island has reacted, and created a maintenance project to prepare the island for the 2019 summer season tourist masses. For this reason, the island will be closed for tourism from 26-28 of April 2019. However, the local authority has created 100 spots for people who voluntarily wants to help with the maintenance and they will be rewarded with food and accommodation during the project. [Nikel, 2019] [the Faroe Islands, ndb] This both protects the nature and broadcast the Faroe Islands, and thereby, give a lot of attention to the Faroe Islands as a tourist destination taking care of the nature.

## New Zealand

New Zealand is a country situated in the southwestern Pacific Ocean. The country consist of two islands, the north island and the south island, see figure 1.7. The population in New Zealand

around 4.5 million people. [New Zealand Tourism Guide, nd] The country has a total size of 268.680 square kilometers and the capital city is Wellington. And 75% of the population lives on the northern island. [Kipling Travel A/S, nd]

New Zealand is a very differentiated country characterized by mountains, geothermal areas, glaciers, sunken mountains and volcanoes. [newzealand.com, ndb] And the country is a perfect destination for a broad range of different tourists segments, since the island offers a broad range of activities such as bungee jumping, hiking, diving, kayaking, sky diving, rafting and zip lining. Furthermore, there are some natural phenomena such as the southern light. [newzealand.com, ndc] Moreover, New Zealand are home to the Hobbit [newzealand.com, nda]. New Zealand are branding themselves as *"100% pure New Zealand"* which is a campaign launched for the first time in 1999 [Tourism New Zealand, 2017] [Kaefer, 2016].

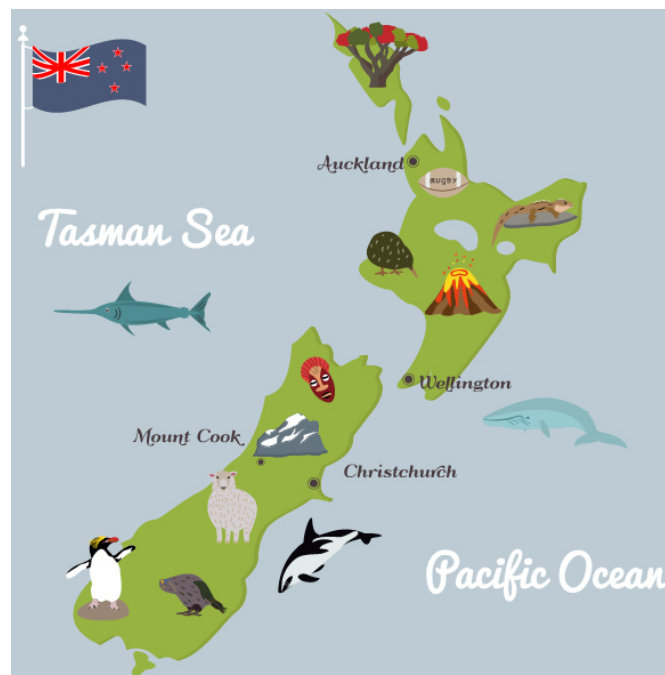


Figure 1.7: Illustrative map over New Zealand (Adobe Stock).

New Zealand has a long history as a tourist destination, and in 1901 they created the world's first tourist organization. [100% Pure New Zealand, 2014a] And in 2010 New Zealand had 2.5 million visitors annually [Tourism New Zealand, 2010]. This number had in 2017 increased to 3.6 million visitors [Tourism New Zealand, 2017]. Some of the reason for this is that "Tourism New Zealand" has a long history of promoting New Zealand, collaborating and having partnerships with stakeholders [100% Pure New Zealand, 2014b]. For instance they collaborate with other countries and have 13 tourist offices outside New Zealand [Tourism New Zealand, 2017]. Moreover, they have partnerships with global media, airlines, influential travelers, and celebrities. Few examples of these are Facebook, Sidharth Malhotra and Bryce Dallas Howard. Through the ambassadors New Zealand has direct channels to widespread media coverage. [Tourism New Zealand, 2017] Furthermore, a long list of films has recorded scenes in New Zealand, which have had a positive effect on New Zealand's tourism. Examples of these are Disney's *Pete's Dragon*, *The Lord of the Rings*, *The Hobbit* and *Avatar*. [Backpacker Guide NZ, 2019][Tourism New Zealand, 2019] And a study conducted showed that 97% of the people who watched Disney's

Pete's Dragon were inspired and more motivated to travel to New Zealand. [Tourism New Zealand, 2017] Tourism in New Zealand has grown into a huge sector and is now a major player in the economy. [Tourism New Zealand, 2017]

The huge number of annual visitors is raising some concerns. The reason for this is that tourists are putting a huge pressure on New Zealand's capacity for instance with infrastructure and accommodation. Identically the number of tourists is contributing to a degradation of the environment and increasing traffic congestion's. [Tourism New Zealand, 2018] Examples of this is tourists using nature as a toilet and leaving trash when hiking or with overcrowded tourist spots [DW, 2018], where visitors have to stand in queue to enjoy views, spend 30 minutes looking for a parking spot [eTN Managing Editor, 2018] or walk alongside thousands of other tourists [stuff, 2017]. But even though there are impacts and concerns relative to tourism the majority of the local Kiwis is still positive and consider tourism to be positive for New Zealand [Tourism New Zealand, 2018].

## Malta

Malta is a country situated in the middle of the Mediterranean Sea. Malta is an archipelago and consists of three islands, see figure 1.8. The country has a size of 316 square kilometers and a population of 400.000 inhabitants. Malta is characterized by hot and sunny weather, sandy beached and historical places. [Visitmalta, nda]

Malta offers a broad range of different activities ranging from relaxing activities such as wellness, spa, boat charters, nightlife and shopping to more adventures sport activities such as diving and rock climbing. [Visitmalta, ndb]



Figure 1.8: Illustrative map over Malta (Adobe Stock).

Malta's tourism began to develop in the 1960ties [Attard, 2018a]. In 2010 1.2 million visited Malta [Statista, 2019], and in 2017 this number had increased to 2.3 million visitors, which is

almost a doubling from 2010. From 2016 to 2017 there were an increase on 16.4%. The reason for this increase is due to an increased in route network which allowed for better access to the islands coupled with an increase effort in marketing of Malta. [Attard, 2018b] 49.6% of the visitors visited Malta because of the sun. [Malta Tourism Authority, 2017]. These aspects has resulted in, that Malta is hugely dependent on the tourism industry in terms of economy. [Malta Tourism Authority, 2017]

The 2.3 millions visitors are creating some issues for Malta. One of the biggest issues is trash, which are left behind by tourist influencing the nature and making the sandy beaches look disgusting and not appealing. [Times of Malta, 2014] The amount of tourists also implied a massive use of reassures, which create pollution. [Costa, 2018] The amount of tourists also bring capacity problems, making it very difficult to, for instance, finding a parking spot. [Times of Malta, 2014] Which, correspondingly, brings never ending development or renovations projects, which exploit and influence the nature [Costa, 2018], creating an over-urbanisation [Grima, 2017] and most often occurring on the most attractive places. [Costa, 2018] Which in turn put the country's unique heritage at stake [Grima, 2017]. Not to mention both housing and rent problems with increasing prices for the local population. In addition black markets and poor working conditions is another problem Malta is facing. Other problems are queues, traffic jams or overcrowding. [Costa, 2018]

### 1.3 Summary - Island comparison model

There are many similarities and common characteristics between the islands in relation to remote island tourism. There are many challenges of being an island such as being isolated, poor accessibility to the mainland or other island, limited infrastructure on the island, limited access between islands, weak or fragile economies, limited resource base, capacity, lack of expertise and education, limited access to international markets, small domestic markets, external dependencies. Some of the challenges are more widespread and visible on all islands, whereas other is only visible on some of the islands. But common to all islands is transformation to more and more dependencies on the tourism industry. [Carlsen and Butler, 2011] But these challenges also contribute to issues of sustaining a tourism industry on the islands. [Brown and Cave, 2010] Moreover, it also appeared that there were several positive influences from a tourism industry on islands. For instance the industry can create economic growth, jobs, better infrastructure and renovation projects and thereby increase the living standards for the locals. [Stylidis and Terzidou, 2007]

Carlsen and Butler [2011] argue that tourism in many cases is the new "monocrop". The reason for this is, that many islands are shifting from their traditional industry, which often has been the agricultural industry into the tourism industry. But this is done without considering the vulnerabilities, risk and seasonal changes it includes. [Carlsen and Butler, 2011]

From the investigation above it became evident that the development of the islands happened on the basis of different conditions, where some islands developed on the basis of single events, increased access and marketing. Moreover, all the islands, except U.S. Virgin Islands<sup>1</sup>, has experience a significant increase in annually visitors since 2010. It was also evident that with

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<sup>1</sup>U.S Virgin Islands experience an increase up until 2016, but in 2017 the islands was subjected to two severe hurricanes



the significantly increase in annually visitors followed both problems and potentials. To create a better overview of the problems facing islands figure 1.9 has been developed. The different islands are displayed by the horizontal axis and the different influence parameters are depicted by the vertical axis. The five islands are compared by the following seven parameters, each of the parameters can contain sub-parameters, which are described below:

- Overcrowded
  - Crowded nationwide, regionally, agglomeration or at tourist destinations
- Traffic congestion
  - Congestion and bottlenecks on roads due to, for instance, too many rental cars
- Insufficient infrastructure
  - Insufficient infrastructure both in terms of roads, tunnels, bridges, sewers, water supply, telecommunications and electrical grids.
- Environmental damage
  - For example environmental damage include degradation of the environment and accumulation of litter and trash in the nature.
- Social impacts
  - Social impact concerns impact on the local population for instance gentrification of neighborhood where prices skyrocket or an intervention in their privacy
- Capacity constraints
  - Capacity constraint contains the lack of accommodation or too few rental cars
- Economical
  - New jobs, economical growth and a diversification of the economy

From figure 1.9 Iceland, for example, appears to be on a crossroad to destruction, since it can be seen that all the seven parameters are highlighted and apparent on the islands, but even though Iceland are facing multiple of the influence factors it does not mean that the island is doomed. Because, it should be mentioned that figure 1.9 does not account for the degree of influence. It only registers if a parameter is present or not. So in some of the cases a parameter can be visible in a low degree, whereas in other cases it can be overshadowing.











































INFLUENCE	ICELAND	U.S. VIRGIN ISLANDS	THE FAROE ISLANDS	NEW ZEALAND	MALTA
 Overcrowded					
 Traffic congestion					
 Insufficient infrastructure					
 Environmental damage					
 Social impacts					
 Capacity constraints					
 Economical					

Figure 1.9: A summary and comparison model over the problems and challenges the islands are facing (own figure).

For instance, with the parameter "overcrowded" the figure does not distinguish between if overcrowdedness is a general problem throughout the entire island, or if it only occurs in some places, and, moreover, there is a difference between urban and rural areas. Equally important

is the fact that several of the influence parameters contain sub-parameters e.g. environmental damage for instance both contains littered and damaged nature areas. Additionally there is a strong correlation between some of the parameters such as for instance traffic congestion, insufficient infrastructure and capacity constraints. So the figure only provides overview over the problems islands are facing and if these are general or not, and the figure does not distinguishes between the degree of influence.

So from figure 1.9 it is evident that all the 7 identified influence parameters are to varying degrees visible on the investigated islands, and therefore, they seem particular relevant to investigate.



## 2. Research Question

On the background on the initial research it became clear that island tourism involves potentials and challenges. In other words tourism can affect islands both positive and negative, depending on, if and how tourism is managed. As stated islands are remote and often isolated, and therefore, tourism can be considered positive, since it can generate growth and can help lift the island. But as previously shown tourism can also change and destroy places. And furthermore, as seen, tourism can both grow by itself, but can also be accelerated by islands themselves. So, this research is driven by a curiosity to understand island tourism. How tourism evolves on islands, and how it affect the islands both in terms of negative and positive effects. In the previous chapter there were mentioned seven parameters there affect an island in relation to tourism. It was outlined with different cases that tourism grew very fast on the basis of single events, whereafter the destination became visual on the global map and the islands became a tourist honeypot. The status of a tourist honeypot can affect islands severely, if tourism is not managed properly, which also were unrolled in the previous chapter. Furthermore, islands with their remoteness also gives the researcher the opportunity, in an isolated environment, to study the effects of tourism on the society, environment, nature, and economy more in-depth than what is possible at other tourist destinations [Carlsen and Butler, 2011]. In order to be able to embrace this complex concept of island tourism, and to make the study more tangible and concrete, Bornholm is chosen as a case. Bornholm is interesting to investigate since the island has a long tradition of tourism, and therefore has developed correspondingly with tourism. Additionally, Bornholm has for many years had approximately the same number of visitors with a slight increase every year. On the basis of the aforementioned, the following research question was developed:

*“What potentials and problems can be identified on the current island tourism on Bornholm and how are these potentials and problem managed among the selected tourism actors on Bornholm, and what can be learnt from the experiences?”*

The research question is supported by three sub-questions, which will help answer the formulated research question. The three sub-questions serves different purposes, and is answered in different chapters through the thesis. The first sub-question is concerning the development of the theoretical framework. The second sub-question is more analytical and is answered through the analysis of the gathered empirical data about Bornholm. Third, and lastly, the third sub-question is answered through the discussion about Bornholm and the five investigated islands with tourism.

- How can island tourism be understood through a theoretical framework?
- What is the current situation on Bornholm?
- What can be learnt from Bornholm (if any) seen in the light of other islands with tourism?

## 2.1 The structure of the thesis

In the following section the structure of the thesis will be described. The structure are summarized in figure 2.1 below, where an overview over which methods are utilized and where the sub-questions will be answered, is displayed.

**Chapter 1 - Remote islands** provides with an introduction to the thesis and sets the scene from which I will take my starting point. The chapter is divided in three parts. Firstly, it introduces Bornholm, which is the cases this thesis will work from. Whereupon a definition of tourism and the history of tourism is elaborated and described. This ends in a description of tourism in numbers nowadays. Secondly, an in-depth description of island tourism is developed, where the significant factors for island tourism is stated. And the influences both positive and negative is rolled out. Thirdly, an investigating of five different islands is provided to examine the influences of island tourism. The chapter is terminated with a summary model over the five examined islands.

**Chapter 2 - Research Question** presents the research question for this thesis. Whereafter the structure of the thesis is provided. Eventually the structure of the thesis is summarized in a model.

**Chapter 3 - Methodology** provides the methodological framework for this thesis. The aim of the methodological chapter is to introduce the philosophy of science and which methods are utilized to answer the research question. This research takes it departure in phenomenology, since I have chosen to work with a specific phenomena and the experience of that. To investigate the phenomena, which are how tourism affect the remote island, Bornholm. I have chosen ethnographic fields studies as my research design. And under the research design several methods have been applied, which are literature study, field study, observations and semi-structures interviews. All the data collection methods will be described as well as the philosophy of science. The chapter will culminate with a section about the advantages and disadvantages of the methods applied.

**Chapter 4 - The theoretical framework** outlines the theoretical framework. The aim of the theoretical chapter is to develop a toolbox which can help understand the materials and data collected for this research. Moreover, the theories serves as analytical tools which will be utilized on the materials and data collected. This chapter is divided in four sections. Firstly the mobilities turn is presented. The mobilities turn is the fundamental theory and serves as the central theoretical framework from which the other theories are related to. Secondly, place



theory will be introduced, the concept of place is relevant since this research takes its departure in a specific place. Thirdly, tourism mobilities will be described. Tourism mobility is relevant to include, since this project concerns tourism and mobilities, and therefore, help understand the different kinds of movement tourism involves. Fourth, and finally, the theory about the tourist gaze are included. The reason for this is to understand how the tourists move around and what they are gazing upon.

**Chapter 5 - Bornholm - the Danish Sunshine Island** is an introduction to the chosen case. The aim of the chapter is to in-depth describe Bornholm, the history and geography of Bornholm, how to access the island, and how to get around on the island. In addition, there will be looked into the tourism history, how it has developed through time and who manage the tourism industry. Lastly, there will be looked into what characterizes Bornholm as a tourist destination.

**Chapter 6 - Analysis** is an analysis of the gathered empirical data. The analysis will be divided into five sections. The first section will look into the tourist strategy on Bornholm. Secondly there will be looked into the wording and travelling stories about Bornholm and how this affects Bornholm. Thirdly, the influence of the tourism sector will be explored, both in terms of positive and negative effects. Fourthly, there will be looked into how Bornholm manages the tourism industry, and what the future of Bornholm looks like. Fifth, and lastly Bornholm long tradition for tourism will be explored to investigate the effects.

**Chapter 7 - Discussion** will discuss upon the gathered data collected for this research. The chapter is divided into three sections. Firstly, the gathered empirical data about Bornholm will be discussed upon. Secondly, Bornholm as an island tourist destination will be seen in relation to the five islands investigated in chapter 1. The aim is to try to uncover why Bornholm does not experience influences to the same extent as the other islands. Third, and lastly, Bornholms approach to tourism will be seen more generally, and upon the approach a model will be developed.

**Chapter 8 - Conclusion** will conclude upon the investigation and summarize how Bornholm is influenced by the tourism industry and how the industry is managed by the selected actors. And, as a result of that, what can be learnt from Bornholms approach.

**Chapter 9 - Reflection for future research** will open up and try to see the research in a broader perspective.

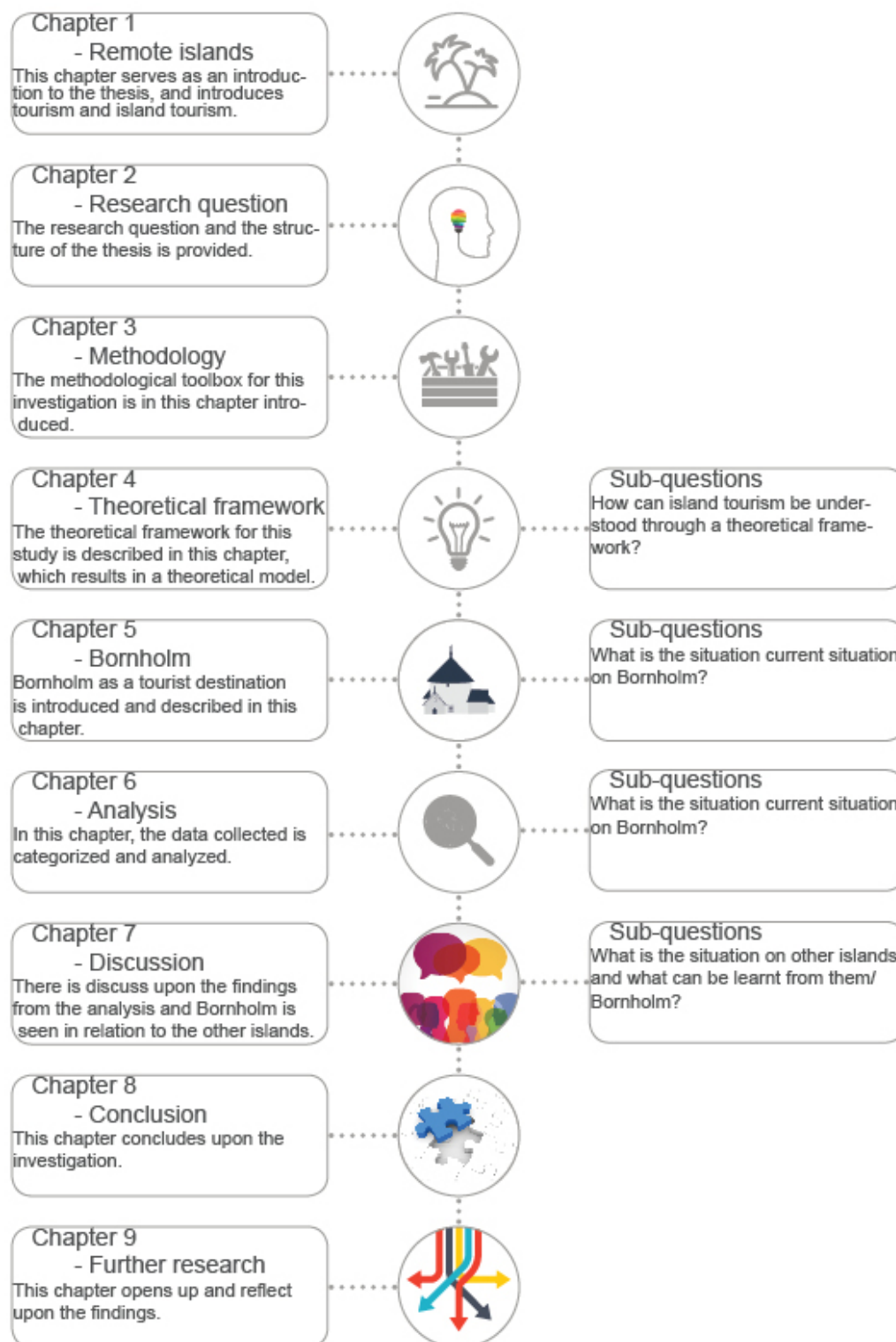


Figure 2.1: Overview over the structure of the thesis. In addition, the figure displays where specific sub-question will be answered (own figure).



### 3. Methodology

In this section, the methodological framework will be presented. The objective of this chapter is to introduce and describe the methods utilized to answer the stated research question. The research question stated can be explored through different methods, but choosing Bornholm as point of impact allows for dive into island tourism and understand the influence tourism have on a specific island. So for the sake of this research and in relation to the stated research question, I argue that ethnographic field studies is the most suitable method. The reason for this is because the research question set out to understand Bornholms context, going into the field and collect data. And in connection with this the ethnographic fields studies allows for a more in-depth research and can provide with knowledge, which cannot be obtained from the desktop research, since this method does not allow for getting under the surface and being present in the the field.

In connection with this, the semi-structured interview method is utilized since it can provide with more in-depth knowledge about the tourism industry on Bornholm. The reason for chosen the semi-structured interview method, is because it has a set structure, but still allows for investigating topics, which occurs during the interview. So, Bornholm could be understood in different ways, and different methods could have been used. For example, second-hand sources and literature study could have been used as a primary method instead. But for the sake of this research I argue for ethnographic fields studies is the most suitable to fully understand the issues.

This is also why I have chosen to have ethnographic fields studies as my research design and under this there are several different methods applied such as literature study, field study, observations and semi-structures interviews. Since I have chosen a research design there is based upon ethnographic fields studies, I have in line with this chosen phenomenology as the philosophy of science, which this thesis is based upon. The reason for this is since phenomenology is based upon experience and being in the world, which fits well with the chosen research design of being in the field and investigating a case.

The phenomenological approach allows for insight into the tourism industry, how tourism is

produced and handled locally. In other words, phenomenology can be instrumental in gaining an understanding of the processes related to tourism on Bornholm. In addition, the method studies the phenomena by being co-present, which is in line with the research question.

So the aim of this chapter is to clarify and describe the methods chosen to answer the research question. The chapter is divided into six sections, where each method will be introduced and described in the first four sections. Lastly, there will be a section about the delimitation of this investigation and a section about the advantages and disadvantages of the methods applied.

### 3.1 Philosophy of science - phenomenology

As mentioned above the chosen philosophy of science for this research is phenomenology. Phenomenology is the study of experiences or the consciousness. And in relation to the stated research question about the experienced potentials and problems there can be identified on Bornholm and how the tourism industry is managed, the phenomenological approach fits well. The reason for this is since it is about the experiences with the phenomena and about being co-presence and understand the different tourism processes.

So, in other words with a phenomenological perspective, what is at focus is the phenomena, how things appear in our experience or the way we experience things. Hence, phenomenology is concerned with the meaning of people's experiences. And by applying phenomenology the conscious experience of the subject's point of view are studied. Often experiences are directed, it is an experience about some specific object or thing. So phenomenology give attention to the meaning of things happening in the subjects "life-worlds" such as for instance events, objects, self's, the flow of time, and phenomenology investigate how these things occur and what the experience of these are. [Smith, 2013]

So phenomenology explore different kinds of experiences, some examples of these are imagination, desire, emotion, memory, perception, thought, social activity and embodied action. One way to obtain the subjects experience is through descriptions. [Smith, 2013] To obtain description, interviews and especially semi-structured interviews are relevant, since they allow for exploring suddenly arose aspects. This interview method also allows for a dialogue about experiences and can contribute with a nuanced description about the subject's experiences. [Funch, 2003]

However, when exploring subjective experience one should always consider the truthfulness and if the respondent has a hidden agenda and are trying to manipulate with the results. [Funch, 2003] When applying a phenomenology approach, and the respondents are describing their experiences the researcher has to put prejudice, presumptions, opinions, everyday knowledge and so forth aside, this is referred to as "brackets". [Armstrong, 2005] So, by using phenomenology the researcher has to put all pre-knowledge aside and instead go out in the world and investigate. Since this project addresses island tourism, experiences both for the local people and the tourist a central. But these experiences are personal, subjective and continuously ongoing.

By utilizing this approach, among other things, means, that I have conducted a field trip, that will describe more in depth later. But the purpose of field trip was to be co-presence and study Bornholm, and therethrough collect empirical data. Both through observations, but also through interviews with local actors in the tourism industry. Through this I have obtained data and information that has not otherwise been available through a literature study. This also meant,



that it was possible after the interviews to investigate some of the statements more in-depth, and visit the places the respondents had described through the interviews.

### 3.2 Research Design - ethnographic field research

As mentioned above I haven chosen ethnographic field research as my research design, but ethnographic field research also functions as a data collection methods. So to create an overview and make it more manageable figure 3.1 has been developed. From the figure the research design and the method applied is displayed.

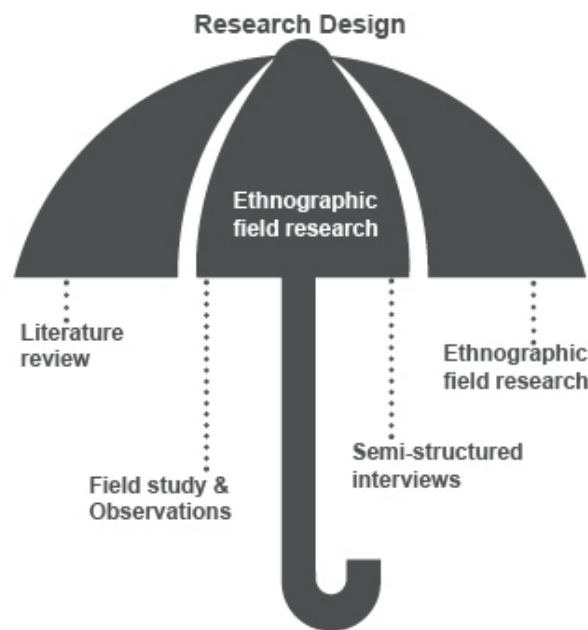


Figure 3.1: Research design (own figure).

In the following sections all the applied data collection methods will be described.

#### 3.2.1 Ethnographic field research as a method

Ethnographic fields research, is, as mentioned, chosen to be utilized as the research design. Besides being the research design, ethnographic field research is also utilized as a data collection method. But before diving into how the method has been utilized, a description of the how the researcher define and work with the method will be unrolled:

*"Ethnography involves immersion in the daily lives of a particular community of people for an extended period of time for the purpose of collecting various types of data about that community." [Olson, nd]*

So in other words, ethnographic fields research is about study a chosen society through the everyday life, where the researcher observe, interact and interview to get a holistic understanding of the chosen culture, through the eyes of the society, but also from the interpretation and

analysis conducted by the researcher. The method allows for asking additional question, identify unexpected aspects and topics as well as emotions and attitudes. [Olson, nd]

Ethnographic fields research is a qualitative method, and was originally utilized by anthropologists, but have diffused into other field of studies. And typically an ethnographic fields research is conducted over a longer period of time, normally ranging from a couple of months to years. [Olson, nd]



Figure 3.2: Bornholm seen through photography's (own figure).

So the reason for choosing ethnographic fields research is that tourism is a complex constellation with numerous actors involved. With ethnographic fields research it is possible to get a more in-depth understanding of the phenomena. Moreover, it is possible to obtain different perspectives than is possible through literature reviews, books, and Skype interviews. In connection with this, the method can reveal insights there are impossible to discover from distance.

The method is materialized through field studies and observations. The reason for this is to get a firsthand impression of the island, the physical settings, surroundings, visual expressions, the accommodation, opportunities to get around and so forth. The data was collected though a field trip conducted from the 31th of march to the 4th of April 2019, on figure 3.3 the activity schedule for the field trip is displayed. During the field trip some tourist attractions and highlights of Bornholm were visited, observed and documented through photos, see figure 3.2. Figure 3.2 shows different locations, the local environment and what the surroundings looks like at the given

place. During the field trip there were also collected brochures, catalogues, maps and so forth. Besides getting a sense of place, the aim of the field trip was also to be co-presence during the interviews to get a sense of the working environment, and to get a chance to explore the topics or places that appeared though the interviews.

ACTIVITYDAY	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
A description of the activities that occurred the specific days	<ul style="list-style-type: none"> <li>• Arrival at Bornholm</li> <li>• Bornholms Lufthavn</li> <li>• Rønne</li> </ul>	<ul style="list-style-type: none"> <li>• Destination Bornholm</li> <li>• Rønne</li> <li>• Nyker Rundkirke</li> <li>• Hammershus</li> <li>• Løvehovederne</li> <li>• Hammerhavnen</li> <li>• Opalsøen</li> <li>• Sandvig</li> <li>• Allinge</li> <li>• Allinge rogeri</li> <li>• Gudhjem</li> <li>• Østerlars Rundkirke</li> <li>• Østerlars</li> <li>• Svaneke</li> </ul>	<ul style="list-style-type: none"> <li>• Interview with S. Asp</li> <li>• Interview with P. Juhl</li> <li>• Rønne attraction</li> <li>• Small shops in Rønne</li> </ul>	<ul style="list-style-type: none"> <li>• Interview with C. H. Marcussen</li> <li>• Stenbrudsøen</li> <li>• Nexø</li> <li>• Nexø harbour</li> </ul>	<ul style="list-style-type: none"> <li>• Rønne Harbour</li> <li>• Rønne outskirts</li> <li>• Departure</li> </ul>

Figure 3.3: Activity schedule for the field trip to Bornholm from Sunday the 31 of March until thursday the 4 of April (own figure).

Moreover, more locally, aspects such as grocery shopping, commuting and the local life was explored. I engaged in different activities there allowed me to get a better understanding, and to collect useful information about the distinction between the locals and the tourists, and how the flows of tourist influence the island.

### 3.3 Literature study as background for the research

Literature study has both been utilized in the initial phase, where the method contributed to get information and knowledge about the chosen subject. Moreover, the method has been applied when researching about the case, Bornholm, to get more information regarding for instance access, tourist sites, events and marketing. Likewise, desktop research and literature study was conducted prior to the field trip on Bornholm to identify relevant respondents and to understand the structure of tourism industry on Bornholm.

Furthermore, desktop research was also conducted during the field trip to investigate occurred topics and aspects, and, then desktop research was utilized again after the field trip when analyzing and categorizing the data. During the field trip I gather as much information as possible in the form of brochures, posters, maps, guidebooks, magazines and flyers.

The literature study is conducted through searching and reading books, projects, articles, brochures, guidebooks and papers, see figure 3.4, where I were as critical as possible concerning the sources to secure the most reliable information as possible. I chose to search widely, the reason for this was to get as broad an understanding of the subject as possible. I have both sought information from well documented scholars, but also from local businesses and actors to get a more holistic understanding of the phenomena.



Figure 3.4: A selection of the studied literature (own picture).

Through the desktop research I found and determined some of the respondents I wanted to interview. But sometimes, only a general email for the company was accessible. The desktop research also pinpointed a direction in terms of what questions to ask during the interviews. Beforehand I study strategies, documents and reports of the company or the specific respondents.

### 3.4 Semi-structured interviews

To get a more comprehensive understanding of the phenomena. There has in the development of this thesis been utilized semi-structured interviews as a data collection methods. There have been conducted five semi-structured interview with people working with the tourism industry on Bornholm. The reason for this has been to get a more in-depth understanding of the tourism industry on Bornholm, and with a phenomenological approach the aim is to get and firsthand understanding and description of the tourism industry and how it is experienced and managed on Bornholm [Brinkmann and Tanggaardn, 2010].

The semi-structured interview form has a set structure, but it also allows for investigating suddenly occurred topics during the interviews, and following these new insight to get a broader understanding of the topic. But the semi-structured interview also allow for the respondents to oppose the questions compared to the closed interview form. Before the interviews an interview guide was developed, which can be seen in appendix A. The interview guide are developed based upon the book "Kvalitative metoder" by Svend Brinkmann & Lene Tanggaard [Brinkmann and Tanggaardn, 2010].

The interview guide with the interview questions are developed on the basis of the research question, but the research question can be difficult for respondents to relate to. And therefore, the interview question were developed, which are easier to comprehend and more straightforward than research question. The aim of the research question is to understand the phenomena of the tourism industry on Bornholm, and how it is managed, where the aim of the interview questions is for the respondents to describe how they work with and manage the tourism industry. [Brinkmann



and Tanggaardn, 2010]

The interview guide contains five topics; information about the respondent, information about the company, tourism on Bornholm, the influence of tourism on Bornholm and the future of Bornholm. The interviews were conducted between the 2th of April to the 11th of April and varied in time duration from about 15 minutes to 1 hour. In table 3.1 the different respondents, the company they work for, and their title as well as the reason for interviewing them will be summarized, chronologically.

Table 3.1: A description of the interviewed respondents.

<b>The respondents</b>	<b>The company and their title</b>	<b>The rationality of the interviews</b>
Stefan Erik Asp	Destination Bornholm, Marketing Manager	To get an in-depth understanding of Bornholms online appearance on Destination Bornholm, which is one of the first platforms the visitors reach about Bornholm.
Peter Juhl	Destination Bornholm, Theme-coordinator	He provided with information about Bornholms different niche products that Bornholm offers or wishes to offer more widely.
Carl Henrik Marcussen	Centre for Regional & Tourism Research, Senior Researcher	A research center, which have published research about Bornholm and tourism, and therefore, can provide with more in-depth and unbiased knowledge about the tourism industry.
Søren Friese	Naturstyrelsen Bornholm, Forester	He provided a different perspective on tourism, since he manages the nature areas on Bornholm, and therefore, can shed light on other aspects related to the phenomenon.
Pernille Kofod Lydolph	Destination Bornholm, Director	As the director of Destination Bornholm she provides with a general knowledge about the tourism industry on Bornholm and provides with insight into the future of Bornholm.

After all the interviews were conducted, the five interviews were transcribed, whereafter the transcription were analyzed and categorized into themes, whereafter some of the citations were translated into English. [Brinkmann and Tanggaardn, 2010]

Besides the people interviewed, there were in connection with the preparation of this investigation attempted to contact other companies and organizations in relation to island tourism or tourism

on Bornholm. The reason for this was to get a broader and more in-depth understanding of Bornholm. The companies and organizations I tried to contact without luck was VisitDanmark, Bornholms Regionskommune, Ø-Pas, DAT, and Team Bornholm. The reason for trying to contact these companies and organization was to get their experiences with how they worked with tourism and how it affected them.

### 3.5 Delimitation of this research

Due to the time frame and resources of the researcher a delimitation is necessary. Because of the time and resources there will in this project be conducted one field trip to Bornholm. The other cases that are used to relate Bornholm to, is only investigated through literature in this research. Due to the time frame of this master thesis being from the early spring to the being of the summer it is not optimal for investigating the tourist experiences since the high season first really starts in the school summer holidays, and therefore, there will be a low number of tourists on Bornholm within the thesis's time frame. Therefore there will in this project be focused on selected stakeholders and actors working with or in relation with tourism on Bornholm.

### 3.6 Advantages and disadvantages of the methods applied

The applied data collection methods both have some advantages and disadvantages, which will be discussed in the following.

Firstly, literature review can provide with a lot of information quite fast, but the methods does not allow for in in-depth investigation, and therefore this method has a limited reach, which should be kept in mind when utilizing this method. Furthermore, the validity of the sources much be considered.

Secondly, ethnographic fields research can provide with more in-depth knowledge, but also requires the researcher to travel to the chosen place and be there for a certain time period. It could be argued that the field trip to Bornholm should have lasted over a longer period of time, but due to the time frame and resources it was not possible. This can have affected the data collected, since it was only a one time visit for a short while, and therefore, the observation could have been outliers or the ordinary practice.

Thirdly, the season can have played a role in terms of the collected data, since the field trip was conducted out of season.

Fourthly, the chosen interview form has some advantages since it allows for investigating suddenly occurred topics and aspects, but it still had a structure to lean against. For this research, face-to-face interviews was preferred, but with the distance, planning and scheduling in mind it created some barriers and resulted in that some interview was conducted via telephone or email. When conducting interview via email or phone the answers get more concise and brief, which may impair the quality of the data obtained through this methods. Utilizing this method the researcher do not have mimic and facial expressions to support the question, which can influence the way the researchers get perceived. In addition, this methods does not allow, in the same manner, for clarifying questions. So, when conducting interviews via telephone or email, these limitations and barriers should be kept in mind, but for the sake of this research the method is still

preferred, compared to no interview at all, since it still provides with some in-depth data, which otherwise would not have been accessible. Face-to-face interview, on the other hand, allowed for small talk before the interviews and, thereby, gaining some trust with the respondent. In addition face-to-face interview allows the researcher to see the office and environment, and thereby get a sense of place, and, thus, providing with a more holistic understanding, but also it allowed for the respondents to show artifacts, maps, projects and make drawings. Moreover, the face-to-face interviews allowed for seeing feelings and emotions about topics, which is not possible through phone or email interviews. Another aspect which should be kept in mind, are that all selected respondents are related to the tourism industry, therefore, if people who are not related to the industry are interview, they could maybe provide with other points of view and aspects in relation to the tourism industry on Bornholm.

So to sum up, all the applied method has some advantages and disadvantages, but the advantages overshadows the disadvantages. And as long as the limitations and disadvantages are kept in mind and planned for, they can be reduced.



## 4. The Theoretical Framework

In this chapter the theoretical standpoint for this research will be presented. The aim of this chapter is to shed light on the theories utilized to help answering the formulated research question, and to develop a toolbox of analytical tools, which can be used to analyze the empirical data collected.

The chapter is divided into four sections in order to present the theories, whereupon I will construct a theoretical framework from which I can understand island tourism. Firstly, the mobilities turn is presented, the reason for this is because the theory can help understand the different flow passing through Bornholm. Secondly, as a consequence, I argue for a relational place theory, since it can contribute to understand mobilities taking place on an island, and therefore, an introduction to place theory will be given. Thirdly, I will zoom in and argue that tourism mobilities is relevant, since it allows for understanding the flows related to tourism, and hence the theory will be described. Fourth, and finally, the theory about the tourist gaze is included, since it allows for understanding how the tourists gazes and move around, and accordingly, influence an island. The four theoretical standpoints are important since they help understand the concept of mobilities, place and tourism, and thereby clarifies how this project deals with mobilities, place and tourism. Lastly, all the theories are incorporated into a model of how to understand islands tourism, this model is utilized in the remaining part of the thesis and forms the basis of that analysis of Bornholm.

### 4.1 The Mobilities turn

*"Movement is socially and materially organized and only rarely and exceptionally is it merely a way of getting from A to B as fast as possible. [...] Movement is intertwined with social practices which have powerful time and space dependent consequences."*  
[Urry, 2007]



This research takes its departure in the mobilities turn presented by John Urry. This theory compared with the conventional way of seeing movement contributes to understand island tourism, since islands are not just a point in time and space, where tourist only travel to and from. Islands as a tourist destination attracts and repels tourist flows, and the island in itself are a mobility actor, which is important for, if the island is connected or disconnect to the different network of flows. This theory, therefore help investigate the research question. And therefore, the mobilities turn is the overall theoretical frame for this research, which the other theories is related to. The mobilities turn arose in the social science in the 90'ties as a response to the conventional way of thinking about movement. The conventional way of thinking was static and saw movement as a black box. The mobilities turn, on the other hand, focuses on and investigates the movement of people, goods, ideas and information. Thinking about movement as being more than just moving from A to B, and see the line between A and B as being full of meaning. [Urry, 2007]

According to Urry there is five types of mobilities:

- **Corporeal mobility**
  - The movement of people ranging from the daily commuting to the once a year vacation
- **Mobility of objects**
  - The movement of physical object ranging from products to producers to sending a souvenirs to your loved ones
- **Communicative mobility**
  - The movement of messages ranging from letters and postcards to telephone and mobile use
- **Virtual mobility**
  - The virtual travel is often transcending social and geographical distances and in real time
- **Imaginative mobility**
  - The travel of the mind, which can emerge on the basis of visual media or images

These five forms of mobilities contribute to producing social life. The mobilities turn compared to the conventional way of thinking is interested in the interconnection between these five forms of mobilities and how they interplay and affect each other. These five forms of mobilities for instance include everyday commuting, travel and tourism and virtual communication through mobile phones and the internet. [Urry, 2007]

So based upon the notion of the mobilities turn and the research question, mobilities in this research is defined as both being corporeal mobility, mobility of object, communicative mobility, virtual mobility and imaginative mobility. The corporeal mobility incorporates corporeal movement from one place to another, this could for example be when you go on a holiday. Moreover, it incorporates the flows of tourists, and how they are connected or disconnected to a certain place. For instance, the mobility of objects could be when suitcases or souvenirs are flown across the world to support the worldwide tourism industry. The communicative mobility is when a returned tourist is telling his/hers friends about the experience both through person-to-person talks, letters or calls. The virtual mobility could be the use of online platforms, such as Social Media or web pages. The imaginative mobilities incorporates the thoughts and daydreaming of being at a specific place and experiencing a specific landscape or townscape.

The interplay between the five forms of mobility and the mobilities turn can contribute to understand island tourism, since islands are not understood as neutral points in the society, which

only are start and end point for traveling tourists. Islands are instead mobility actors in different mobility networks, where the islands them-self can produce mobility to be more or less connected to the flows. Therefore, the mobilities turn helps unravel the black box and view movement as more than just moving from A to B. And through this the interplay between the five forms of mobility and thereby opens up for the complexity of mobility, and allows for understanding of the potentials and problems related to mobilities.

So, this definition gives a theoretical standpoint, which can help investigate the formulated research question and upon which an analysis can be created. In the analysis this understanding will help understand flows, and how these has influenced and contributed to creating tourist destinations. [Urry, 2007] But in connection to this, place and the meaning as well as the relational understanding of it, becomes important, therefore place theory will be introduces in the following section.

## 4.2 Place theory

Since this investigation evolves around a specific places, Bornholm, place theory is a relevant theory to incorporate. On the basis of the developed mobilities definition above, there will in this research be applied a relational understanding of places. The reason for this is since a place cannot be understood as an isolated entity, but needs to be understood in connection to the flows that passes trough, over and under. Furthermore, places should also be understood in connection to other places. Moreover, it can be argued that place theory is an important theory since the scope of this research, and the place investigated in this research is hugely influences and affected by mobilities and flows passing through. On the basis of this a definition of a relational place is essential to answer the formulated research question, and in the following section a definition will be elaborated. [Cresswell, 2009]

The word place is a commonly used word in everyday life and place is very central to everyday life. But even though place is a word used in the daily life it can be argued that the concept of place can both be simple and complex. [Cresswell, 2009]

Cresswell argues that place is a location that has obtained meaning. Furthermore, he argues, that place consist of location, sense of place and locale. Location refers to the specific point of the place, that is, the coordinates and the measurable distances. Sense of place refers to the emotions and meaning attached to the place. These emotions and meanings of a place can both be individual or they can be commonly shared in a society. The locale of a place consists of all the materiality of the place such as roads, buildings and so forth. In other words all the visible and tangible stuff a place consist of. [Cresswell, 2009]

Massey [2008] argues that the world are becoming more internationalized and global, which challenge they way the notion place is understand. This process is sometimes mentioned as the 'time-space compression'. This 'time-space compression' affect people differently according to for example social groups, where some are in charge of their mobility and some are just receivers of different mobility flows. Moreover, she argues that places can only be understood by the relation to other places and that places are progressive. By viewing places as progressive means for instance that they are processes and full of meaning. [Massey, 2008]

The understanding of place, both influence by Massey [2008] and Cresswell [2009] is important,

since it contributes to understand island tourism and how it affects and perhaps change the islands through time, deepening on the flows of tourists. And therefore, these theoretical thoughts contributes to the development of the analysis. Since the understanding of place involves flows it seems relevant to look into the theory about tourism mobilities, thus the following section will explore and describe tourism mobilities.

### 4.3 Tourism mobilities

*"Places are 'performed', often on a kind of global stage, and in these performances they are put into play in relation to other places, becoming more or less desirable, more or less visited" [Sheller and Urry, 2004]*

Tourism mobilities is not just the movement of tourists, but contains a broad spectrum of different mobilities such as airplanes, suitcases, objects, images, brands, satellites, data systems, animals, plants and of course the movement of people. All these different mobilities break into forming tourism mobilities. So in other words, all these different kinds of mobilities are contributing to creating, shaping and sustaining a tourist destination. [Sheller and Urry, 2004]

Due to the globalization and the 'time-space compression' people have been brought closer to one-another through technologies such as mobile devices, the internet and television. As mentioned in chapter 1 there were 1326 million tourist arrivals worldwide in 2017, this is the largest peaceful movement of people crossing national borders ever seen. And the recipients of all these international tourist is all the regions in the world. When tourists visits a society they are transformed, converted, produced, reconfigured and interpreted by the tourists flows. Even though it is peaceful movement, this does not mean that these flows are "free". Because these flows are highly controlled, directed, contained through borders, security guards, gatekeepers who separate the legal tourist from refugees. [Sheller and Urry, 2004]

Sheller and Urry [2004] describes how places are made and remade through the mobilities and the performances of both images, heritages, diseases, and tourists and the related employers. That the places always are 'on the move'. Even the physical stuff the places consist of are in motion for instance there are built new infrastructure, new accommodation or resort projects. In addition, natural phenomena or natural disasters such as erupting volcanoes or eroding beaches are in motion and "move" the places. [Sheller and Urry, 2004]

In this global stage where places are made and remade it is important to identify the places position relative to history, culture, geography, material and semiotic resources, and thus identifying the places tourism potential. A commonly used example is Cuba with its American cars. This reflexively also includes networks and procedures that monitor and maximize the specific place tourism potential and its position on the global stage. These networks could for instance be through the internet or television. [Sheller and Urry, 2004]

So, tourism mobilities can contribute to a physical transformation of places. Besides, transforming places physical tourism, mobilities contributes to a creation of a virtual and a fantasy place. These places can be created from the bottom, memories or through medias such as the internet or Social Media. These places are ever-present and in reach from the entire globe, which can make them extremely powerful tools to feature tourist sites. Additionally, when visiting a place the place is not only visited, because some places requires equipment for the visitors such as bathing suits,

hiking shoes or backpacks. And some places require equipment for the places such as replica of historical heritage, walkways, signs and so forth. These factors of 'micro-mobilities' are important for the worldwide tourism mobilities. [Sheller and Urry, 2004]

So to sum up, places are not a fixed, unchangeable and separated from the tourists visiting them. But in fact highly dependent on what happens at them. And since this project concerns island tourism and mobilities it seems relevant to include the concept of tourism mobilities. Tourism mobilities provides an extra layer to understand tourism and the mobilities of the tourism industry. And therefore, help understand all the different flows that run through places and accordingly change them. So places in this research are not looked upon as being unchangeable, static and isolated, but rather dynamic. So what is at interest is the relation between the flows and the place and how these flows affect the places, in terms of acute side affects but also in relation to how tourism shape the future development of a place. However, to understand how tourists move around and what the tourist chooses to 'gaze upon', the notion of the tourist gaze is relevant, and therefore, it will be elaborated in the following section. The reason for this, is because the gazes can provide with insight into how the different gazes upon an island, which can affect the place and, conversely, how the island itself also can affect the tourist's view of the island.

#### 4.4 The tourist gaze

Before diving down into the tourist gaze it is important to define what a tourist is. In this research a tourist is defined as a person that leaves home and everyday life for a limited time and travels to a places. At this place a tourists senses is allowed to experience a stimuli there is in contrast with the mundane everyday life and whereafter he/she returns to home. So a tourist experience is contrasted to what a person experience in the everyday life, and is a pleasurable experience and often extraordinary. So tourism requires corporeal movement, this movement produces a physical proximity to a desired landscape or town. Much travel originates from a powerful urge to be proximity, to be there oneself and experience the place. This co-presences stems from an anticipation, a must see, which for instance can arise through guidebooks or Social Media. This co-presence involves seeing, smelling, touching, hearing that particular place, and almost always involves passing through, over or under other places to get to the desired place. [Urry and Larsen, 2011]

When a person travels to a place out of the ordinary he/she gazes upon the landscape and townscape. According to Urry this gazing is a socially constructed way of seeing. It is a specific way of seeing the world constructed through representational technologies and mobile images for instance, camcorders, cameras, digital images, television, and film. [Urry and Larsen, 2011] But it is not only the tourists that gazes, the locals at the place also gaze upon the tourists and for instance find them curious, disgusting or fun.

There is not only one tourist gaze. There is multiple tourist gazes and these changes depending on for instance historical periods, different societies, nationality, education, ethnicity, gender and age. Deepening on this, people gazes upon different things deepening on their particular filter, skills, expatriation's and ideas. So in other words there are several ways of gazing, and therefore, tourists look differently at things. And what constructs a specific tourist gaze depend upon what it is contrasted with, that is, what happens to be the non-tourist experience at that specific place. Moreover, a place can enter the global map and become a tourist destination, but likewise a place



can disappear from the global map again. [Urry and Larsen, 2011]

The concept of the tourist gaze can contribute to getting an understanding of the tourists, what drives them and what they are looking at. Consequently, this can contribute to an understanding of how a tourist destination is created and how the tourism affects the place by their gazes and inversely, as mentioned, how the place itself affects the gazes of the tourists visiting. [Urry and Larsen, 2011]

#### 4.5 The conceptual framework for understanding islands tourism

So, to sum up the four theoretical standpoints are very complex notions, which can be understood and utilized in different ways. Thus, for the purpose of this investigation a definition has been developed. The theoretical understanding, which has been developed for this thesis is based upon the four aforementioned theoretical perspectives.

*"Islands as a place is understood as being constituted by locality, materiality, meaning, flows, marketing and relations to other places. Flows is in this theoretical understanding composed of five forms of mobilities: corporeal mobility, mobility of objects, communicative mobility, virtual mobility and imaginative mobility. Where corporeal mobility for instance are tourists travelling to an island, where they have different ideas and specific ways of seeing." (Own understanding)*

So based upon the theories and the research question the definition above was developed. The definition is based upon Cresswell [2009]'s three parameters; locality, materially and meaning. But for the sake of this research, and the research question, three additional parameters is added to the understanding of place. These are flows, marketing and connections, these parameters is developed by merging all the four theoretical standpoints mentioned above.

The reason for adding three additional parameters is to add an extra dimension to the understanding, and it allows for an in-depth understanding of remote tourist destinations. In addition the three parameters affect the development of an island, into a tourist destination, see chapter 1, therefore, they are relevant in terms of answering the stated research question. For instance, marketing or visibility on online platforms can create a desire of being at the place, and therefore, can create corporeal movement to the islands. Which in the long run can affect the place, and the marketing can be a contributing factor in identifying the island in the future, and therefore, change the flows.

This definition, thus, provide with a certain set of glasses, and a certain way of looking at the world, which the subsequent analysis of tourism on Bornholm will take its departure in. And, therefore, the research question in relation to this definition will be applied when conducting this research as a direction guide. This could for instance be when the interview guides are being prepared or when the foundation for the analysis is created. Thus, the definition will affect the collected empirical data.

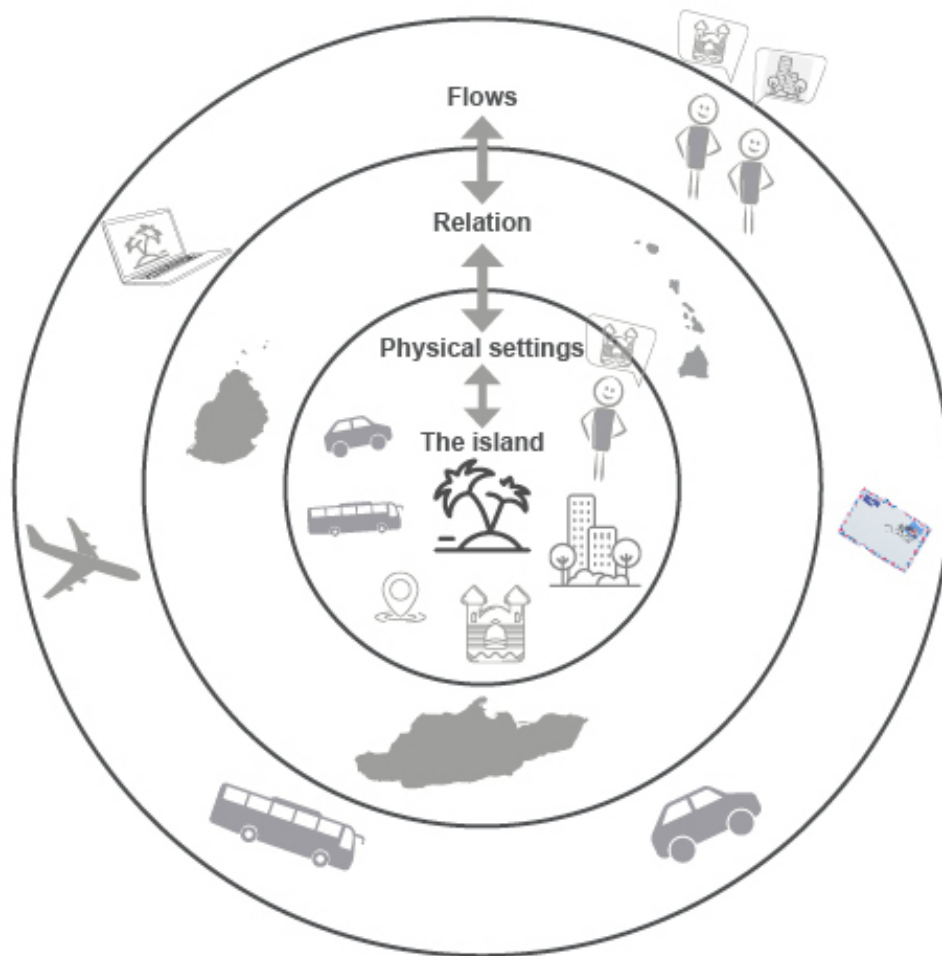


Figure 4.1: Own developed theoretical understanding of island tourism.

The developed theoretical understanding of island tourism can be intangible. To make the definition more tangible the model displayed in figure 4.1 has been developed. The model consists of three layers; *"the island and physical settings"*, *"the relations"*, and *"the flows"* passing through, over, under and so forth. The first layer, *the island and physical settings*, consists of the physical setting, which forms the island such as the specific location, the attraction, the infrastructure, and things accommodating the tourists such as buses, cars, and of course the different tourists with their specific gazes of the island. The second layer, *the relation*, consists of the island's relation to other places, because as mentioned a place cannot be understood as an isolated entity. The third layer, *flows*, consists of all the flows, floating to and from the island both encompassing the physical movement of objects, letters, tourists and so forth, but also the virtual flow of images, media and communicative mobility in the form of mobile and telephone use. Each of the layers influences the tourist destination.

So to sum up, this model can be utilized to understand island tourism, and will as mentioned, be used as an analytical tool, and from this methodological and theoretical focus, the focus will now turn to a more descriptive focus, and in the next chapter the case, Bornholm, will be introduced and described.



## 5. Bornholm - the Danish Sunshine Island

In this chapter there will be looked into the case of Bornholm. The reason for this is to get an understanding of the island in relation to the physical settings, relation to other places and the flows passing through. Firstly, the geography and history of the island will be described. The reason for this is to understand the physical settings and materialities Bornholm is constituted of. Secondly, there will be looked into the different possibilities of how to access the island. Thirdly, in connection to the access of the island, there will be looked into the infrastructure and how to get around when on the island. The reason for looking into how to access the island, and how to get around, is to understand the flows affecting the island, both in terms of externally and internally. Fourth and lastly, the history of tourism industry will be elaborated, how it started and how it has evolved through time, this will give an insight into which factors have contributed to the development of the tourism industry at Bornholm.

### 5.1 Geography and history

Bornholm is a Danish island situated in the Baltic Sea about 145 kilometers from Copenhagen. The island has a size of 588 square kilometers and has 40.720 thousands inhabitants, where the distribution of inhabitants is around 66.6% living in cities and 33.3% living in the rural areas. [Destination Bornholm, ndc] But, spatially, Bornholm lies far away from Denmark in relation to Poland, Germany and Sweden, which respectively lies 90 km, 88 km and 37 km away from Bornholm, see figure 5.1. [Politikens Forlag, nd] Before 2003 there were 5 municipalities and one county on Bornholm, but on the 1th of January 2003 they were all merged into one regional municipality called Bornholms Regionskommune. [Destination Bornholm, ndc]

Bornholm has not always been Danish territory, before the 900 century it was its own kingdom with a king. In the 900 century Bornholm came under the Danish kingdom under the Danish king Harald Blåtand and was divided into four districts, whereafter there were several power struggles and disputes over time over the ownership relationships of Bornholm between Denmark,



Sweden and Germany. [Politikens Forlag, nd]



Figure 5.1: The location of Bornholm (Adobe Stock).

The island is characterized by its diverse nature and the island mainly consists of rocks and cliffs, see figure 5.2. About 2/3 of the underground on Bornholm is granite and the northern part of Bornholm is elevated, hilly and more wild compared to the south, which are more flat and with fertile forests. [Destination Bornholm, ndc] In terms of climate, Bornholm is also slightly different from the rest of Denmark with less rain and more hours of sunshine annually. The location in the Baltic Sea also make the winters harder than elsewhere in Denmark. [Politikens Forlag, nd]



Figure 5.2: The coastline in the north of Bornholm (Own picture).



## 5.2 Access to the island

As mentioned Bornholm is an island situated in the Baltic Sea, which mean that the only way to access the island is on a ferry or by air. [Destination Bornholm, ndn]

The commercial ferry began operating in 1866 with one scheduled ferry departure every week [Bornholms Museum, nd]. By September 1th 2018 Molslinjen took over the operation of the ferry service to and from Bornholm, which is called "Bornholmslinjen". The ferry are today sailing to and from Ystad, Køge and Sassnitz. [Bornholmslinjen, nda] The ferry has four daily departures from Ystad, one from Køge, one from Sassnitz [Bornholmslinjen, nda], and during the summer there is also a ferry connection to Swinoujscie [Rønne Havn A/s, nd]. During the high season there is up to 13 daily departures [Bornholmslinjen, ndb]. And 86.4% of the visitors in 2018 arrived by ferry, where 75% came from Ystad. [Marcussen, 2019]

Another way to access the island is on a cruise ship, which has been an increasing industry on Bornholm. In 2017 there were 26 calls for port, in 2018 there were 43 calls and in 2019 there is expected to be above 50 calls for port. [Hansen, 2018] On Bornholm the only port cruise ships can dock at are Rønne harbor, but the ships can also stop by other towns such as Svaneke, but here the people are escorted by smaller ship from the cruise ship to the island. [Juhl, 2019] In 2018 12.000 cruise ship passengers arrived to Bornholm. [Marcussen, 2019]

The other main way of accessing Bornholm is by air. The first flight from Bornholm took place in 1912, but Bornholms Airfield first got its certificate of approval on the 6 of September 1940. And on November 16, 1940, Bornholms Airfield was inaugurated. After the inauguration of the airport, the Danish Airline (DDL - Det Danske Luftfartsselskab) initiated daily flights from Rønne to København. In 1940 the passenger numbers was 887, but the year after this number had risen to 13.397 passengers. In 1947 the Danish state took over the airport, which concurrently, changes name to Rønne Airport. And in 1992 the airport changes name to Bornholm Airport, based on wishes from the local Bornholm business on the basis of better opportunities to brand Bornholm. [Bornholms Lufthavn, nda]

Though the years there have been several different airline carriers flying to and from Bornholm. But, at the present time, DAT (Danish Air Transport) is the main carrier flying to and from Bornholm. [Bornholms Lufthavn, nda] DAT is flying to Copenhagen, Billund and Aalborg from Bornholm. In addition, Spies is flying southward to Cyprus, Spain, Greek and Turkey. [Bornholms Lufthavn, ndb] And in 2018 Alsieexpress opened a route to Sønderborg in Denmark, which is operated during the summer [Bornholms Lufthavn, nda]. In relation to the total amount of visitors in 2018 13.6% of the visitors arrived by air. [Marcussen, 2019]

## 5.3 Infrastructure on Bornholm

The biggest city on Bornholm is Rønne, and Rønne is also the gateway to Bornholm were 86.4 % of the visitors arrive by the ferry [Marcussen, 2019]. The remaining 13.6 % arrive by flight in Bornholms Airport [Marcussen, 2019], which are situated approximately 5 kilometers south of Rønne [Google Maps, nd]. The largest distance across the island is 40 km. [Destination Bornholm, ndo]

The most common way for tourists to get around the island is by their own car brought by the

ferry. Other ways to get around is by bus or by bicycle. In addition busses, tour busses and cars can be rented on Bornholm. Besides that, public transport is available throughout the entire island. [Destination Bornholm, ndo]



Figure 5.3: Rønne seen from the skies (Own picture).

## 5.4 The history of tourism on Bornholm

The first time Bornholm is mentioned as a tourist destination is in 1804 in the book "Beskrivelse over Bornholm" by Peder Nicolaj, where he describes Bornholm as a tourist destination. And in the 1850ties the tourist journeys began. In the 1850ties the majority of tourists was Germans who sought the wild nature in the northern part of Bornholm. [Bornholms Museum, nd]

In 1866 the first regular scheduled ferry services began. The ship had one weekly departures until 1970, where it had two, the ship had 35 bunks. In 1866 the book "Bornholm, Skitse for Turister" by T. Smit was published. The book focused on the nature in the northern part of Bornholm, the round churches and Hammershus. And in 1873 a second was ship inserted, and the first overnight ship was inserted in 1887. [Bornholms Museum, nd]

In 1896 the first seaside resort opened at Bornholm close to Hammershus. In the late 1800s there were inserted bigger and better ferries, and in the beginning of the 1900s there were daily departures between Copenhagen and Rønne. Moreover, there were frequent departures between Rønne and Stettin, Sassnitz and Swinemünde, which meant the tourist flows from Germany grew, and therefore, a lot of new hotels were established. And in 1907 the first tourist association in Gudhjem was established. But the First World War put an end to the tourism on Bornholm for a while and first in the 20ties and 30ties it began again, and hereafter, there were founded several tourist associations. And in 1919 Denmark's first hostel opened at Bornholm in Paradisbakkerne. In 1923 there were news about a healing radium source, which increased the number of German tourists. In 1934 a travel agency is opened during the summer months in Gudhjem and Sandvig. In line with that more hostels are opened and the tourist flow to Bornholm is increasing, but the Second World War in 1940 restricts tourism on Bornholm. Furthermore, as mentioned, the first daily scheduled flights between Copenhagen and Rønne was opened in 1940. After the war the tourism continues, and the Germans return to the island, and moreover, the Swedish's

discovers the island. In 1947 the figure "Krølle-bølle" is invented, and in the 1950ties school trips to Bornholm become commonplace. [Bornholms Museum, nd]

In 2000, the Øresund Bridge is inaugurated and shortens the travel time to Bornholm from the rest of Denmark. [Pedersen, 2015] And further, in 2000 the first high-speed ferry, a catamaran, was inserted between Rønne and Ystad, and this ferry could carry 1,050 passengers. [Marcussen, 2019] In addition, there were constructed a train and bus connection to the new high-speed ferry in Ystad from Copenhagen [Transportministeriet, 2014]. These two infrastructural changes, with a bridge and a new high-speed ferry, meant that more visitors came to Bornholm. [Marcussen, 2019]

And in 2011 the first People's Democratic Festival (Folkemøde) was organized and held. [Pedersen, 2015] In 2016 there was a price reduction on the ferry tickets to and from the Danish islands, Bornholm included, with the exception of the high season. The reduction lead to an increase in visitors. [Kaas, 2017] And on the 1th of September 2018 Molslinjen took over the ferry service to and from Bornholm, however there has been some issues with the prices of the ferry tickets not being transparent and that the prices depends on how you calculate it. [Marcussen, 2019] Presently, tourism is one of the biggest industries on Bornholm, only surpassed by agriculture. After tourism, as the third biggest industry on Bornholm is fishing. [Destination Bornholm, ndc]

As mentioned the tourism industry started back in the 1850ties, and Bornholm has slowly grown since. The annual amount of visitors on Bornholm has been quite stable, with a slight increasing trend, in the time period from 2011 until 2018, see figure 5.4. [Marcussen, 2019]

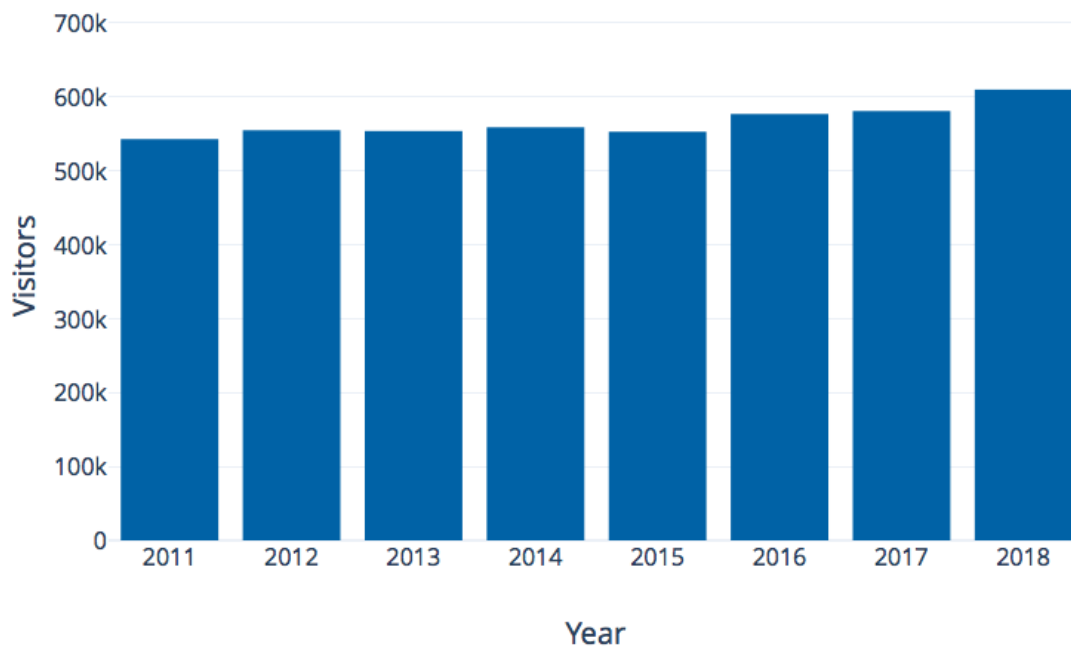


Figure 5.4: Amount of annual visitors between 2011-2018 (own figure based on [Marcussen, 2019])

## 5.5 Destination Bornholm

One of the biggest players in relation to Bornholms tourism is Destination Bornholm. Destination Bornholm is an organization that is responsible for development, marketing and branding of

Bornholm. The organization was founded in 1992 and has two overall tasks; promotions of Bornholm and the development of Bornholm as a tourism destination. Besides that, Destination Bornholm operates all the tourist information's on the island named Bornholms Turistinformation. [Destination Bornholm, ndk] Destination Bornholm work closely with the local businesses on Bornholm, where each company has its own site on Destination Bornholm's web page, where they can log in and write about their company and link to their own web pages. [Asp, 2019]

## 5.6 Characteristics of Bornholm

To understand the current situation on Bornholm it is important to investigate and look into what characterizes Bornholm as a tourist destination. Bornholm is, today, characterizes by a broad range of things. But the backbone of what characterizes Bornholm can be categorized as the "the classic Bornholm". The definition of the classic Bornholm includes the round churches, Hammershus Castle Ruins and the small idyllic harbor town and so forth. The definition and a description of the elements it includes will be described in the following:



(a) Østerlars Roundchurch.



(b) Hammershus slotsruin.

Figure 5.5: Two of the most visited tourist attractions on Bornholm (own pictures).

One of the unique attractions that characterizes Bornholm is the four round churches from the Middle Ages. The churches are located in Østerlars, Olsker, Nylars og Nyker. Østerlars Round church can be seen on figure 5.5a. [Destination Bornholm, nda] Additionally, Hammershus Castle Ruins located on the northern Bornholm from the 1200-century is an attraction that characterizes Bornholm, see figure 5.5b. [Destination Bornholm, ndf] In 2018 a new visitors center next to Hammershus Castle Ruins was constructed. In the visitors center there is a panoramic view over Hammershus Castle Ruins and, moreover, there are exhibitions in the center, where visitors can read about Hammershus. [Destination Bornholm, ndg]

Another attraction on Bornholm is the small idyllic, cozy and traditional harbor towns such as Gudhjem, Svaneke, Allinge and Sandvig, each with their own unique, distinctive expressions and traces of the past. [Destination Bornholm, ndb] Allinge and Sandvig are two twin cities on the northern part of Bornholm. They were originally small fishing villages founded in the Middle Ages. But, today, they have a long history, over 100 years, as tourist destinations, where tourists come to see the small houses placed on the rocky coastline. Presently, the cities host events such as People's Democratic Festival (Folkemøde) and Wonderfestiwall, which is a music festival. This transformation from a small fishing village into a tourist destination means that



several of the small farmhouses have been transformed or rebuilt into guesthouses or hotels, see figure 5.6a. [Destination Bornholm, ndp] Another small harbor town with its own identity is Gudhjem. Gudhjem is the only mountain village in Denmark, see figure 5.6b. In Gudhjem, you can experience steep streets and small cozy houses. In addition, there is a broad range of gastronomy and specialties such as smokehouses, homemade chocolate, ice cream and pancakes. Likewise, Allinge and Sandvig, Gudhjem host different events such as cooking competition, Halloween and a daily Christmas calendar in the city during Christmas. Furthermore, it is from Gudhjem that there is a ferry connection to the archipelago Ertholmene which contains Frederiksø and Christiansø. [Destination Bornholm, ndq]



(a) Sandvig.



(b) Gudhjem.

Figure 5.6: Two very distinct harbor cities on Bornholm (own pictures).

Besides the small idyllic and cozy villages. Bornholm is also extensively known for arts and crafts. With several small shops throughout the island selling handmade ceramic and pottery. In 2002 60 of the local craftsmen formed a union, Arts & Crafts Association Bornholm (ACAB). [Destination Bornholm, ndh] In addition, Bornholm offers several events for the art-seeking tourists, since 2001 there have been held a Culture Week (Kulturuge) every year in week 38. And in 2016 there was added, yet, another event called Art Round (Kunstrunde), which are held every year in the Easter. [Destination Bornholm, ndm]

In 2017 Bornholm got the title as a World Craft Region (WCR), and, thus, Bornholm is the first place in Europe and island, to achieve this title. Bornholm got the title due to its position of strength in relation to arts and craft. [Center for Regional- og Turismeforskning, 2018] Food and gastronomic is also something that characterizes Bornholm. Bornholm offers local ingredients, restaurant experiences and culinary culture and have many local businesses [Destination Bornholm, ndm], for instance Svaneke Bryghus, Karamel Kompagniet, Sol over Gudhjem (Sun over Gods home), Lakrids by Johan Bülow and Kadeau. [Destination Bornholm, nde]

In addition, there are events such as Kulinarisk Ø - Bornholms Madfestival, which are a food festival held every year. Additionally, there is the chef competition "Sol over Gudhjem", which also are held every year. [Destination Bornholm, ndi] And in 2010 Bornholm got the title as a Fair-trade Island being the first in Denmark. Moreover, in 2015 the first magazine "Mad & Mennesker" was published and have been published since, once a year, telling about the local food culture at Bornholm. [Destination Bornholm, nde]

Bornholm has set a goal about being a sustainable and climate-friendly island in 2035. In

that connection there were raised 8 goals called, Bornholmermål. The overall goal about being sustainable is branded through the name "Bright Green Island". [Bright Green Island Bornholm, nd]

Bornholm has historically seen, been a camp school destination, and is characterizes by that. And the number of students visiting Bornholm every year on a school camp has been stable around 25.000 to 30.0000 thousands. Destination Bornholm are working in terms of spreading the knowledge about the opportunities of camps on Bornholm. They have created a web page branding camps [Destination Bornholm, ndm], telling about the options, such as activities, accommodation and practical information [Destination Bornholm, ndj].

Another aspect there is characterizing Bornholm is People's Democratic Festival (Folkemøde), which have been shortly mentioned above. Folkemøde is an annually recurring event, which occurs every year in week 24 in Allinge. The goal of Folkemødet is to strengthen the democracy in Denmark and to expand the dialogue about the democracy. The event is both for the politicians and the general citizen [Folkemødet, nda] The first Folkemøde took place in 2011 and was initiated from Bornholms Regionskommune. In 2011 10.000 people participated and 250 events was hosted. Folkemødet has since become much larger and in 2017, 113.00 people participated in Folkemødet and 3000 events were hosted. [Folkemødet, ndb]

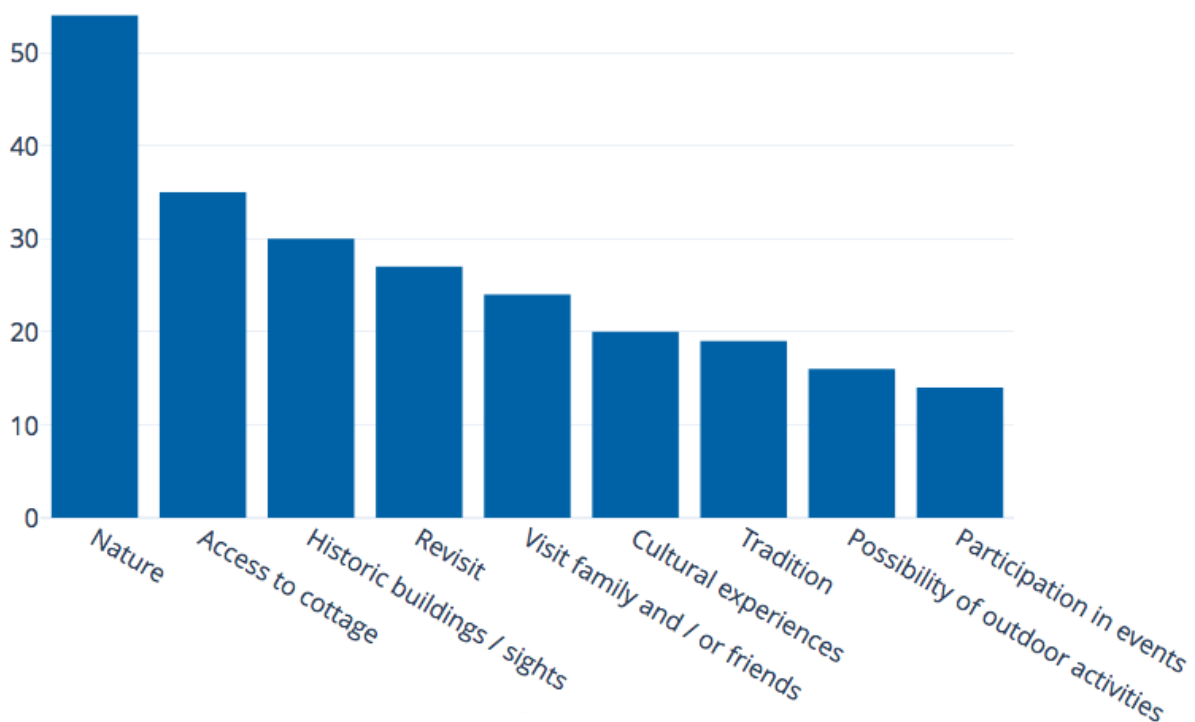


Figure 5.7: The reason for choosing Bornholm as a travel destination (Own figure based on [Destination Bornholm, 2019]).

So to sum up there are many sights and characteristics on Bornholm. And in order to learn more about their visitors, Destination Bornholm makes a visit report annually to investigate the visitors, the trends, why they visits and so forth. On figure 5.7 the reason for choosing Bornholm is displayed, where it can be seen that the main reason for visiting Bornholm is due to its nature (54%).

In addition the distribution of overnight stays by countries is displayed on figure 5.8, where it is evident that the largest share of overnight guests is Danes (57%) followed by Germans (30%).

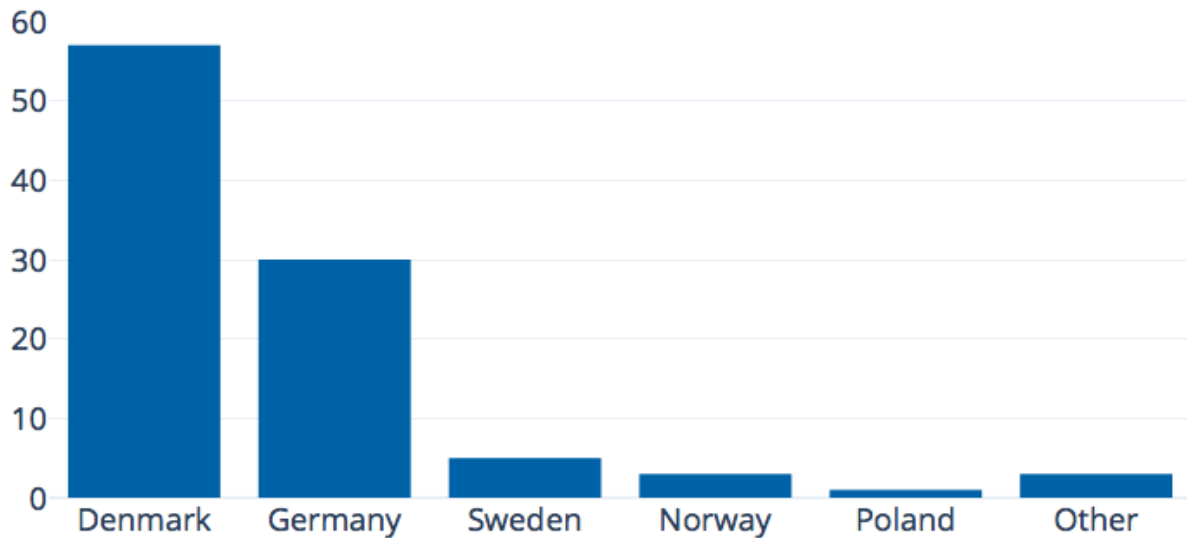


Figure 5.8: The distribution of overnight stays by countries (Own figure based on [Marcussen, 2019]).

## 5.7 Summary

So, from the previous chapter and the theoretical understanding, see figure 4.1, it appears that Bornholm is constituted by locality, materially, meaning, flows, marketing and relation to other places. Bornholm has a specific location in time and space, located remotely in the Baltic Sea. And from figure 5.5 and 5.6 it is evident that Bornholm is constituted from different materialities, and all these tangible things Bornholm is constituted of, possesses a lot of history and meaning, and is instrumental in creating Bornholms identity, and the stories travelling around about Bornholm. In addition, it appeared that Bornholm experience different flows both internally and externally, where locals and tourist arrive by ferry or airplane, with the largest share of tourists arriving by ferry. In like manner Bornholm, is exposed to all five forms of mobility described earlier. For instance, it appeared that most tourists drive throughout the entire island in their own car, which is an example of corporeal flows. Furthermore, virtual mobility is visible through the branding of all the different characteristics of Bornholm such as "the classic Bornholm", Folkemødet and all the different gastronomic experiences and events held every year. It was also evident that most tourists arrive to Bornholm due to its nature, and that the largest share of visitors are Danes with 54%.

So to sum up, Bornholm is a rocky island, which receives a large proportion of tourists each year who move around on the island. These tourists come with numerous purposes and with different ideas and ways of seeing Bornholm. Therefore, in the next chapter, it will be examined whether these tourist flows have potentials or challenges for the remote island of Bornholm.



## 6. Analysis

The aim of this chapter is to investigate the development of Bornholm as a tourist destination and how the tourism mobilities is managed by the selected actors in the industry. As mentioned, Bornholm has a long history of tourism, which have affected the way Bornholm manage tourism. Therefore, this chapter seeks out to investigate and understand the development of Bornholm from the beginning until presently. The chapter is divided into six parts. Firstly, Bornholms tourism strategy is investigated, how are Destination Bornholm working in terms of getting tourists to Bornholm, what are their goals and aims in relation to the tourist industry. Secondly, in continuation of the first section the wording and stories travelling around about Bornholm is investigated, and, in addition, the influence of these national and international stories is examined. Thirdly, the influence from the tourism industry is studied in relation to potentials and problems the remote island are facing. Fourthly, there is looked into the tourism strategy in terms of the current management and in relation to the future of tourism industry on Bornholm. Fifthly, the history of Bornholms tourism industry is briefly investigated. Sixth and lastly, the analysis culminate in a summary of Bornholm as tourist destination.

### 6.1 Tourism strategy on Bornholm - "getting them to Bornholm"

This section will explore Destination Bornholm tourism strategy to seek out how they are working with tourism.

Destination Bornholm is working in terms of getting more tourists to visit Bornholm, and a cornerstone in their strategy is "The Tourist Digital Journey" developed by Visit Denmark in 2014. The tool is developed based on the media agency OMDs ECO-system, the tool are displayed on figure 6.1. [VisitDenmark, 2014] [Seismonaut Tourism, 2016] The tool contains six phases starting from the idea of travelling until after the vacation. [VisitDenmark, 2014] So in other words, it contains all the phases the tourists goes through, from the first, which is the trigger (1), in this phase the tourists does not necessarily look for a vacation, but a photo, video or an



article on the Social Media posted by either a company, friends or relatives can create a desire to visit the place or go on a vacation. In the inspiration phase (2), the tourist is now in a phase, where the desire is replaced by a searching for inspiration. An important player in this phase regarding the information seeking is though Social Media, family and friends. In the planning phase (3) the tourists normally has around two destination that he/she considers, and now starts to collect more concrete information. And depending on the prices, opportunities and reviews of the destinations, the tourists can possibly reconsider the destinations, and this can result in a jumping back and forth between phases. In the booking phase (4), the tourists reserves his/hers vacation tickets. And in the experience phase (5), the tourists arrives at the chosen destination, and most often he/she has not planned and scheduled the entire stay, and therefore, seek out information, most often online through apps, web pages and Social Medias. After the vacation when the tourists arrives back home he/she shares the experiences with his/hers friends and family, and thus, enters the loyalty phase (6). [VisitDenmark, 2018]

So to sum up, "The Tourist Digital Journey" is not a straight forward, chronological process, but a mixture of going in and out of the phases, changing between web pages and changing between different devices. [VisitDenmark, 2018]

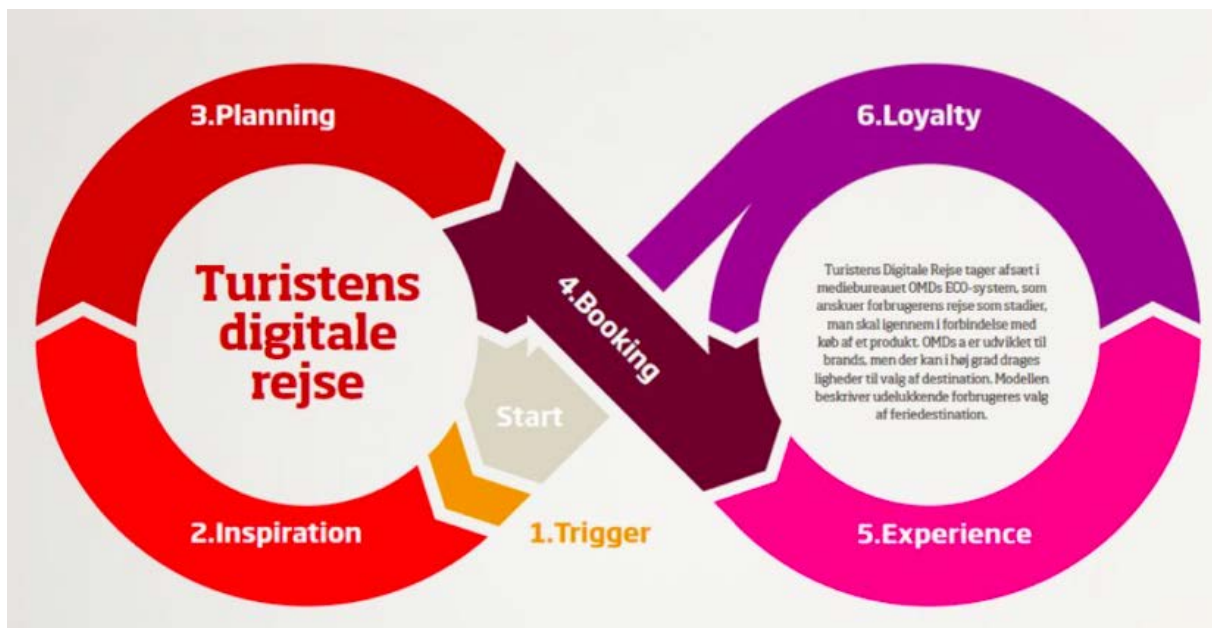


Figure 6.1: The figure shows "The tourist digital Journey", which is a tool utilized by VisitDenmark inspired by the media agency OMDs ECO-system [VisitDenmark, 2014].

S. Asp Marketing Manager at Destination Bornholm points out that one of the reasons for working with this model and online marketing on different platforms, is that Bornholm is an remote and isolated destination. And therefore, not a place that you passes through on your way, such as for instance Fyn could be. He explains that no one just stopover Bornholm, when tourists arrive on Bornholm it is an active choice. This result in that Destination Bornholm has to go out and make some "noise". He continues:

*"From a marketing point of view, it is about going out and creating a lot of attention. We simply go out and create a lot of noise and say "Bornholm, Bornholm, Bornholm,*



*Bornholm, Bornholm", we are a little indifferent if they act on it, they just need to register it" (14.46, own translation) [Asp, 2019]*

This is in line with a survey conducted by Visit Denmark, where the use of online platforms to gather information in the first phases of the tourist digital journey model are increasing, and 57 % of the searches now are initiated on mobile devices. [VisitDenmark, 2018]

In terms of creating this attention Destination Bornholm has several social platforms they utilize throughout the tourists digital journey. They have their web page, which are utilized to create inspiration amongst the tourists in the inspiration phase (2), in the planning phase (3) and again after the trip, in the loyalty phase (6). Destination Bornholm also has a Facebook and Instagram profile. The two Social Media profiles are used slightly different. Facebook are used in the inspiration (2), planning (3) and loyalty (6) phases, whereas Instagram is used in the trigger (1), inspiration (2) and loyalty (6) phases. S. Asp mentions that Instagram is especially good, in the trigger phase, since it can create a desire and thereby create this trigger. [Asp, 2019] In line with this, a study conducted by Social Media Links shows that potential tourists in the initial phases are affected by friends and families, and 34% changed their travel plans due to Social Media. Moreover, 49% changed their plans during the holiday due to influences from Social Media. [Seismonaut Tourism, 2016] Furthermore, around half of the tourists who visits a destination, uses their smart-phones on the destinations. [VisitDenmark, 2018]

In addition, Destination Bornholm also has an App and a newsletter. The App is only used during the experience (5), and the newsletter is only used in the loyalty phase (6). The reason for this division is that depending on which phase you are in as a tourist, you are in a need of specific information. For example, if you are in the loyalty phase (6) you are not in a need of knowing whether the ferry is departing from Copenhagen or Ystad. S. Asp explains that Destination Bornholm has nothing to do with the booking phase, and therefore has a "hard-break" with the tourists in this phase not knowing what is going to happen. [Asp, 2019]

One of the ways Destination Bornholm supports the phases in the model is through content, campaigns and ads. Before creating a campaign S. Asp explains that all the analyzes conducted the past year are found and put on the table, this is both analyzes made internally but also external. And from all this data they prepare their marketing material so that the material is build around the knowledge gather from the tourists. [Asp, 2019]

In continuation, S. Asp describes that this approach is the way Destination Bornholm strategic work in terms of branding Bornholm. It is about getting the tourists though the phases, but also support them in the phases they are except, for the booking phase (4). A tourist does not necessarily start from phase one; trigger, but can appear for the first time, for example, in the planning phase (3). So in other words, S. Asp argues its about having content there can support the tourists in every single phase, that in the end result in they chooses to travel to Bornholm, and ultimately ends up in the loyalty phase (6) and by that supports the tourism industry on Bornholm. [Asp, 2019]

Besides all the online marketing, Destination Bornholm also produces printed advertisement, such as "Kort & Godt", which is a brochure, which potentially and interested tourists can get send to their home address. This form for advertisement is utilized in the inspiration (2) and planning (3) phases. S. Asp points out that Destination Bornholm would not stop producing physical advertisement. However, he points out that the tendency is that the behavior of the

tourists has become much more digital and he predicts that this tendency is going to continue in the future. [Asp, 2019] This tendency and the effects of the digital for Bornholm will be looked into in the following section.

### The digital effect on Bornholm

S. Asp marketing manager at Destination Bornholm points out, that there over the past years generally and for Destination Bornholm has been a development in the digital. He points to the visit statistics:

*"In the past, the visit statistics was high before the vacation, then it fell during the holiday and rose again after the holiday, the tourists did not have mobiles and tablets with them, but instead the tourists have looked at desktop computers at home. So this has changed, and has led to extremely rapid development in the travel industry over the past 10 years." (02.25, own translation) [Asp, 2019]*

Therefore, S. Asp argues that Destination Bornholms digital effort has to be increased in the future corresponding to the increased demand. [Asp, 2019] This tendency is also recognized by Seismonaut Tourism [2016] where they state that the digital development have affected the tourists behavior in that way that the smart-phones has become the central tool. And therefore, the tourists is increasingly becoming the "invisible traveller", because they become more and more self-reliant and independent, where they uses their smart-phones to solve problems, book tickets and so forth. A result of this is that they to a lesser degree visit the traditional tourist information's, hotel receptions and so forth. Moreover, online platforms such as web pages and Social Media is often the first touch-point tourist has with the company, and therefore the platforms gives the tourists the first impression of the company. Therefore, a well developed platform can lead to more visitors, and vice versa a poor developed or poor maintained platform can lead to tourists chooses another destination.

Consequently, a well developed online platform are crucial for a tourist destination, but it's not only important to consider internal web pages. A web page such as the reputation platform, TripAdvisor, is also an important page to keep updated. The reason for this, is that today TripAdvisor is the most visited travel website, and, on average the general TripAdvisor user reads about 6-12 reviews before he makes a booking. And if this web page is not kept continuously updated, there may be several bad reviews with no responds, this can adversely affect the tourism industry even though they have a well-informed and updated website. However, the usage of online platforms must not become a goal in itself, and has to be seen in relation to the tourist strategy, and how to enhance the tourist experience both before, under and after a visit. Furthermore, the branding has to be in line with the actual experience at the destinations. [Seismonaut Tourism, 2016]

One of the ways Destination Bornholm have tried to adapt to the changing trends was with a relaunch of their web page with brand new technology. The new version of their web page was published in 2017. The reason for the relaunch was twofold, first of all, it was because Destination Bornholm had noticed a change in the customer behavior, and second, there were some tendencies in the tourism industry, which needed better support. To figure out what the new web page should contain there was conducted some studies in the tourism industry with different business

such as ceramics, restaurants and so on, upon which the new web page was developed. To meet the needs of the industry the new web page, Bornholm Info, opened up for that each company on Bornholm got their own page. On Bornholm Info the companies themselves have responsibility for logging in, updating and translation to all three languages Destination Bornholm uses. S. Asp argues that Destination Bornholm is the first to use this approach, where the responsibility is given to the companies themselves. Destination Bornholm also had the opportunity to join Visit Denmark web page, but that solution did not cover the needs from the industry. [Asp, 2019]

But S. Asp also points out that there are several challenges and issues related to this virtual mobility. One of the things he mentions is that the world does not stand still, and new technologies and platforms are developed continuously, that Destination Bornholm need to be aware of. They need to investigate and consider if, it is a platform they want to appear on. For instance, some years ago Destination Bornholm created a profile on Twitter in connection with Folkemøde, which proved to be unsuccessful, so the profile was closed down again. Not long after, they tried to create a profile on Instagram, which turned out to be a huge success, so that it now occupies one employee.

Another issues Destination Bornholm experiences are that the visitors on their web page has a shorter attention span than earlier. S. Asp refers to a study that argued that people opens 140 different web pages in the last three weeks before a trip. And S. Asp continues that if visitors opens that many pages it means that they do not read all of the content, and therefore, a catching heading and picture is necessary, but there is also still a need for quality content for those who read the entire article. [Asp, 2019] So, there are several challenges in connection with the usage of the digital as a tourist organisation must consider.

### **Summary of the tourism strategy on Bornholm - "getting them to Bornholm"**

It appears that Destination is working in terms of getting more tourist to Bornholm, and a cornerstone in their strategy is the tool "The Tourist Digital Journey". Where Destination Bornholm focuses on going out and creating a lot of attention about Bornholm through several different platforms. Furthermore, it appears that Destination Bornholm has a systematic approach to creating new ads and campaigns. It also became clear, that Destination Bornholm has great focus on, and work extensively with online branding and virtual mobility. And that virtual mobility is essential for a remote island focusing on tourism, including Bornholm. In relation to virtual mobility, S. Asp from Destination Bornholm points out that they have experienced changes through time, and a significantly change in recent years. And this change affects Bornholm and their work procedures, and Destination Bornholm are expecting to increase the efforts within the area over the coming years. However, Destination Bornholm states that the increase does not affect the publication of example printed medias.

## **6.2 The wording travelling around about Bornholm**

In this section the wording and the descriptions about Bornholm, both worldwide and in Denmark, will be investigated. There is a long range of different "stories" travelling around about Bornholm staging Bornholm differently, see figure 6.2. The aim of this section is to form an idea of what kind of stories there is travelling around nationally and internationally about Bornholm. Through guidebooks a specific gaze for the tourists can be created, a pointing-stick to what is worth seeing,

these attractions are highlighted, whereas attraction unworthy to see is left out of the guidebooks.

The section is divided into three parts. Firstly, there are looked into the more general stories travelling around about Bornholm. Secondly, there are looked into three guides to Bornholm, two physical guide books and one online. Third and lastly, there are looked into the media coverage of Bornholm both nationally and internationally.

There are several stories travelling around about Bornholm, and if a random person is asked if he knows Bornholm or what his idea or story of Bornholm is. He would might mention some of the movies Bornholm has appeared in such as "Far til fire på Bornholm" from 1959 [danskfilm.dk, nda], where the song Bornholm, Bornholm, Bornholm got on everyone's lips [Johansen, 2014]. Another movie Bornholm has appeared in is the family film "Tempelriddernes skat" from 2006, the first movie was followed by a second and a third [danskfilm.dk, ndb]. In the years after the movie was launched Destination Bornholm initiated different initiatives to accommodate the interest for Knights Templar. For example, there was developed "a family treasure hunt", following the plot and leading tourists around the island. [Johansen, 2006]



Figure 6.2: Different stories about Bornholm (Own picture).

Another story travelling around is about several trolls living on Bornholm, the most known troll is "Krølle-Bølle". He was first mentioned in a picture book in 1946, and since he has appeared on a lot of items such as ice cream, puzzles, snack bars, restaurants, see figure 5.6a and even on ceramics. [Destination Bornholm, ndd] In addition, the Classic Bornholm and the things mentioned in chapter 5 "Characteristics of Bornholm" would be mentioned.

### Politikens travel journals - "turen går til"

The first guidebook there is looked into is Politikens travel journals "turen går til Bornholm". The travel book series has existed since 1952, and has published books that cover most of the

worlds.

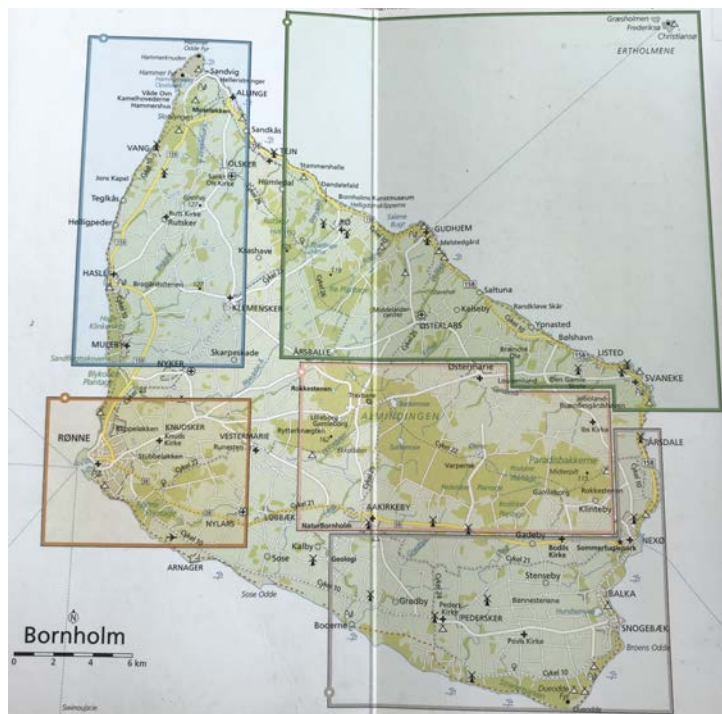


Figure 6.3: The division of Bornholm [Pedersen, 2015].

Denmark does not have an overall travel guide, but several that cover different areas or themes, some examples of this is "Vikings in Denmark", "Funen and the archipelago", "Møn and Lolland-Falster", "Copenhagen", "The occupation period of Copenhagen" and "Bornholm", which is the book there will be looked into. [Politikens Forlag, nd] The book is initiated upon the following line:

*"An islands, there has everything" [Pedersen, 2015]*

The book divides Bornholm into five parts; "Rønne and surroundings" (orange), "the west coast and Hammeren" (blue), "the east coast and Ertholmene" (green), "Nexø and the south coast" (grey) and "the central Bornholm" (pink). The division can be seen from figure 6.3. The book describes everything from the arts and crafts to licorice and Michelin stars. Equally important is the wording about the nature and the fact that Bornholm is a rocky island. Additionally the book focuses on outdoor activities such as cycling, kayaking and golf.

### Lonely Planet

The second guidebook there are looked into is Lonely Planet's guide book of Denmark. In the guide book the first thing you encounter about Bornholm is:

*"Bornholm - Relax on Denmark's perfect holiday island" [Lonely planet, 2012]*

In the Lonely planet guidebook of Denmark, Bornholm is mentioned several times. In the guidebook Denmark is divided into 8 sections which is the backbone of the book, where each



section has a descriptive chapter. The eight sections are: Copenhagen, Zealand, Møn, Falster & Lolland, Bornholm, Funen, Southern Jutland, Central Jutland and Northern Jutland. Where each of these places approximately gets the same amount of exposure. The chapter about Bornholm is initiated with this “why to go” description: [Lonely planet, 2012]

*“The sunniest part of Denmark, Bornholm lies way out in the Baltic Sea, 200km east of Copenhagen. But it’s not just (relatively) sunny skies that draw the hordes each year. Mother Nature was in a particular good mood when creating this Baltic beauty, bestowing on it arresting chalk cliffs, soothing forests, bleach-white beaches and a pure, ethereal light that painters do their best to capture. Humankind added the beguiling details, from medieval fortress ruins and thatched fishing villages, to the iconic rundkirker (round churches) and contemporary Bornholms Kunstmuseum (arts museum). The island’s ceramic and glassware artisans are famed throughout Denmark, as are its historic smokehouses and ever-expanding league of food artisans. It’s no wonder that seven out of 10 visitors to Bornholm return.” [Lonely planet, 2012]*

This shows how Bornholm is described in the worldwide guidebook Lonely Planet. Furthermore, in the beginning of the book there are listed 15 top experiences in Denmark, where Bornholm is listed amongst things and places such as Copenhagen, Legoland, Skagen, viking history and Danish Design. In addition, Bornholm is listed in three categories of “if you like”, where Bornholm is the first island under the category "Islands", and under the category of "Fabulous food", and lastly Bornholm is listed under the category of "outdoors activities". [Lonely planet, 2012]

## Visit Denmark

The third guide there is looked into, concerning Bornholm, is Visit Denmark web page. Visit Denmark has on their web page divided Denmark into regions and cities, where Bornholm has its own section [VisitDenmark, ndb], where the firsthand impression of Bornholm is:

*"It is often said that Bornholm is the whole of Denmark in a nutshell, so if you are on holiday on Bornholm, you can experience much of what Denmark has to offer - at least nature wise." (Own translation) [VisitDenmark, nda]*

Besides the introduction, what are displayed on the first page about Bornholm is the favorite places to visit on Bornholm as well as the "Classic Bornholm" consisting of the Round Churches, granite rocks and so forth. Under the classic Bornholm the culinary experience is also promoted telling about the long history of food traditions and local ingredients, and that Bornholm got the nickname as Denmark’s chef-island. Besides the "Classic Bornholm" and the "Culinary Bornholm", the active and outdoor tourism genre is branded, it is both the more traditional bike and hiking tours, but also more adventure sport activities such as climbing, windsurfing and zip lining. [VisitDenmark, nda]

## Media coverage

In 2017 Bornholm received a lot of media coverage both nationally and internationally.

In 2017 in the period from July until December Bornholm appeared 17 times in different medias in Denmark. In magazines such as Alt for Damerne, Gastro, Elle, Jyllandsposten, Cykelmotion and so forth. In the same period, Bornholm, also received a lot of media coverage from the neighboring countries. Bornholm appeared both in German, Swedish and Norwegian magazines, respectively 9, 6, and 3 times. [Destination Bornholm, ndl]

In addition, Bornholm appeared in different international magazines. For instance, the New York Post has written, that Bornholm is *"This hidden Scandinavian island is a foodie must-visit."*, where they talk about the gastronomic experiences and the new Nordic cooking that Bornholm offers amongst some of the experiences they mention are the Michelin restaurant Kadeau, the farm shop Høstet, the signature dish sun over God's home (Sol over Gudhjem) which is smoked herring, with eggs and rye bread and Johan Bulow Licorice. [Ellwood, 2017]

Another example of Bornholm appearing in international contexts are in the New York Times, where they express:

*"Plant a motley crew of creatives from Copenhagen on a rocky but fertile island in the Baltic Sea and you'll end up with the kind of artisanal scene currently booming on Bornholm."* [Williams, 2017]

In the article they have three themes they explore which is; eat, shop and stay. Under each theme there is highlighted different opportunities, which are recommended, but overall the focuses on the crafts and gastronomic experiences.

Other than that, Bornholm has appeared in the American Vouge, where "Sunny Island Escape" is portrayed [Holland, 2017]. Bornholm appeared 10 in different magazines globally. Besides American magazines Bornholm for example appeared in BBC travel in the Great Britain, National Geographic gourmet in China and Villa Art in Holland. [Destination Bornholm, ndl]

In 2019 Bornholm appeared in National Geography twice. The first time was the National Geographic Traveller with a 3 pages long review of Bornholm telling about Round Churches and the gourmet experience you can obtain on Bornholm [National Geographic Traveller, 2019] and, the second time was about the island's recycling goals toward 2032 about recycling 100% of the island's waste. [Gunn, 2019]

S. Asp points out, that Destination Bornholm has had great success with media coverage and after Bornholm has appeared in the different magazine the island's exposure has exploded and they has experienced increased organic traffic on their web page. And in 2018 Destination Bornholm had 269 million exposures on the web page and that number increases every year. S. Asp even points out that the interest for Bornholm is increasing and that means that Bornholm is facing a luxurious problem, where they have to chose between all the inquiries from influencers and magazines. [Asp, 2019]

### Summary of the wording travelling around about Bornholm

From the previous it is clear that the different wordings about Bornholm, for example in the form of guidebooks construct different gazes of Bornholm for the tourists. These gazes affect Bornholm, and Bornholm can somewhat affect the gazes being produced about Bornholm. Thus, Bornholm,

in relation to the theoretical definition, can be said to be a producer of mobility. The reason for this is Bornholm themselves can point to what is worth seeing on Bornholm and, likewise downgrade what is not. And as mentioned the travelling stories also have an affect on the virtual mobility flows, since after the great media coverage in 2017 Destination Bornholm has experience a significant increase in organic visits on their web page, which indicates that virtual mobility is important for an island tourist destination as Bornholm.

### 6.3 The tourism industry influence on Bornholm

From all the interviews conducted there is a broad consensus among the selected respondents that there is no significant negative influence from the tourism industry on Bornholm, but when that is said, there are of course some challenges with an increasing number of visitors. Furthermore, with the goal of increasing the amount of tourists in the coming years the current challenges can in the future maybe create problems. S. Friese Forester at Naturstyrelsen at Bornholm, who manages the public nature at Bornholm, points out that the tourism industry affects their work and has contributed to changing focus from 200 years ago, where the only focus was to produce wood until today where they also have a focus on outdoor life, among other things, he explains:

*"It affects us and we must try to create this balance. It affects us, both in the way that there are increasing demands on the infrastructure, the facilities and an increasing level of conflicts between the users out there (in the nature), the more users we are out there, doing all sorts of different things, the higher the chance are of getting a bad experience, because we meet someone who bother us in some way." (03.25, own translation) [Friese, 2019]*

As it was mentioned earlier, nature was decisive in 54% (see figure 5.7) of cases for tourists choosing to come to Bornholm, and with the goal of increasing tourism, there are expected to be more tourists staying in the nature at Bornholm. S. Friese points out that more tourists may result in a higher level of conflicts as people who ride mountain bikes often will annoy people who go for a quiet evening walk with the dog. Therefore, Naturstyrelsen at Bornholm has chosen to divide their forests into zones, where people who ride mountain bikes are in one part, and people walking their dog are in another part of the forests. S. Friese also explains that certain places experience more tourists than other, and some parts of Bornholm is more vulnerable than others. Hammershus on the northern Bornholm is an example of this, where S. Friese explains:

*"There are quite a lot of people up at Hammershus, and at the same time we have to take care of the vulnerable nature and we have to take care of this vulnerable ruin, so that means that visitors must subordinate themselves to the nature care we have. There are a lot of cows, sheep and goats up in that area, and they are in some fenced areas, because the nature we have up there is very special and requires that there is intensive grazing, and therefore, we have to put some fences and some gates which allows the animals to be on one side and people on the other." (04.03, own translation) [Friese, 2019]*

S. Friese points out that besides the fencing, see figure 6.4a. One of the results of the vulnerable nature, and that many people would like to visit, for example, Hammershus has been, that it

has been decided that mountain biking is not allowed at Hammershus, because it gives rise to challenges and conflicts. And instead of forbidding it completely, S. Friese points out that they have found some other areas in the south of Bornholm they point to, because it is not all nature that is vulnerable and cannot tolerate many guests, some nature areas can easily cope with many visitors. He states that it is about finding a balance between utilization and protection.

Another nature protection observed at Bornholm during the field trip, can be seen on figure 6.4b. Here the rare and protected species of oat root grows, therefore to protect it fence around it has been established. So from the aforementioned, it is apparent that the actors on Bornholm have a proactive approach with dividing, zoning and spreading tourists out on Bornholm as well as protecting the nature.



(a) Some fenced areas can be seen to the right. (b) Protected flowers at Hammershus Castle Ruins.

Figure 6.4: Two examples of how the nature is protected at Bornholm (own pictures).

Besides that there are some challenges or potential challenges, there is also a broad consensus among the respondents that there are many tourists in the high season during the summer, but that there are also periods during the year, where there can be a lot more tourists, which is something P. K. Lydolph CEO at Destination Bornholm expresses:

*"We work to create more guests for Bornholm (...) what is important, and an important task is to make sure, as far as possible, that the extra guests we bring to the island, that the growth, to a greater extent must be created in autumn, winter and spring rather than the summer, because the summer is actually relatively well booked up."*  
(30.46, own translation) [Lydolph, 2019]

P. K. Lydolph points out with the summer being quite well booked, up and the goal of wanting more tourists. This is something they should be aware of and pay attention to in relation to potential challenges in the future. This is also something S. Friese recognizes and even though he points out that there are many tourists at Hammershus. He also states that Bornholm and Hammershus can sustain more people, but he also points out, that the challenge is that all the visitors arrive in the high season during the school summer break, which is quite full. In addition, he explains that him and all the other actors on Bornholm strive to spread tourists out, as well as extend season to autumn, winter and spring. [Friese, 2019]

In addition, all the respondents mention the positive impact tourism has in the form of jobs and turnover for Bornholm. For instance P. K. Lydolph explains:

*"It (tourism) has a positive impact as it helps to create jobs, creates revenue in the community, and there are a lot of derived effects from it, the craftsmen and retail get more to do, more goods must be transported back and forth between Bornholm and other parts of the country. Socio-economic it is a huge effect, because tourism is a value-guided business, and is enormously important for Bornholm, as it is the second largest business, and it is essential for the development of Bornholm how the tourism sector is doing." (19.00, own translation) [Lydolph, 2019]*

In line with this, several respondents also point out that several small towns on Bornholm due to tourism have the opportunity to have a grocery store throughout the entire year, and if it wasn't for the tourism industry, they did not have the opportunity to exist. For example C. H. Marcussen Senior Researcher at Centre for Regional & Tourism Research explains:

*"Tourism helps keep the smaller towns going, for example, Snogebæk and other small towns that could not keep their store unless it was for the sake tourism. So tourism helps keep the island going." (30.55, own translation) [Marcussen, 2019]*

This was also pinpointed by P. K. Lydolph. In addition, tourism also offers some opportunities and benefits for the Bornholmers in the form of events, concerts and festivals that have been created on the basis of the tourism industry, which otherwise would not have been created and which the Bornholmers would otherwise not have access to.

It also appears from the interviews, that the Bornholmers in general are positively voted towards the tourists and the tourism industry on Bornholm, which may be related to the increased level of activities and opportunities the tourism sector provides, and the positive economic impact tourists have, where P. K. Lydolph points out:

*"The sum of what I want to say is, no, the Bornholmers are positive voted towards the guests at Bornholm, but also when we hit November and there has become somewhat quieter then I also hear Bornholmers who say "that is also lovely with a little peace and quiet again "and correspondingly, when we are at the current point we are at now (April), then you are actually looking forward to there is going to happen a little more again." (25.55, own translation) [Lydolph, 2019]*

C. H. Marcussen also states that the Bornholmers are positive voted for the tourists. Another aspect mentioned by almost all respondents are Folkemøde. They all point out the significant positive effect Folkemødet has had on Bornholm. P. K. Lydolph points out that Folkemødet has both had a direct and an indirect effect. The direct effects of Folkemøde is amongst others the large number of participants traveling to Bornholm, and that it create jobs and revenue. The indirect effect of Folkemøde is that it helps to attract some people to Bornholm who otherwise would not have come to Bornholm. When they arrive on Bornholm they figure out it is a lovely island and choose to come back with the family later. Actually 7 % of the visitors from July to August 2018, has participated in Folkemødet within the last two years and then came back afterwards to visit Bornholm [Destination Bornholm, 2019]. In addition, P. K. Lydolph explains that Folkemødet brands Bornholm. In relation to marking point of view S. Asp points out that Folkemødet have a significant impact in terms of marketing of the island. The reason for this



is that Folkemødet is broadcasted to the rest of Denmark through different medias, and S. Asp points out that the pictures broadcasted of Bornholm with sun, a rocky coastline, cozy small harbor cities is the perfect and right pictures there are displayed in the Danish medias that weekend, and it is publicity that one can not be buy with money. [Asp, 2019]

C. H. Marcussen states that Folkemøde has had the influence that Bornholm has got a modern touch in that way that you can easily visit Bornholm even if you are not historical and cultural interested. In addition, he states that Folkemøde adds another high season or it could be argued that the high season now starts at Folkemødet. [Marcussen, 2019]

On the background of Folkemødet Destination Bornholm has begun developing holistic plans, P. K. Lydolph explains:

*"As a result of the developments that have been made, we have begun to work with some holistic plans for, among other things, Allinge triggered of Folkemødet and the success story that is. It were here one became aware that we have to create another infrastructure in the city, so that the permanent population and all the guests, and also those who come across the months when there are most guests, that they can live in good faith together and that everything functions, and therefore, we work with a holistic plan." (20.01, own translation) [Lydolph, 2019]*

Besides a holistic plan for Allinge, Destination Bornholm also works with a holistic plan for Snogebæk and Rønne. P. K. Lydolph continues, that another effect of the tourism development is that they have begun to work more strategically with how they can support the positive tourism development there has been in recent years. This is in relation to infrastructure and how cities is best suited for handling increasing tourist numbers.

### **Summary of the tourism industry's influences on Bornholm**

From the previous section, it appears according to the local selected actors in the investigation, that Bornholm does not experience significant negative consequences of the tourism industry. However, there are, of course, some consequences and challenges. These challenges are proactively dealt with, for example, with the division and zoning of the island, and the work being done in relation to spread tourists throughout the island. Strategies and holistic plans are envisaged to meet future tourism industry challenges. It also appears from the above that Bornholm experiences many positive effects from the tourism industry, where it has a significant effect economically, it allows small towns to have a grocery store, and in addition, it gives the local Bornholmers some opportunities in the form of events, festivals and so forth, which they would not otherwise have had access to, without the tourism industry.

## **6.4 Tourism strategy on Bornholm - "managing and future"**

As mentioned there is a goal of getting more tourist to Bornholm and P. K. Lydolph explains that they want to get on the global map, but they also have to be realistic of what resources they have available, where she instead point to the German market, which once was the biggest share of visitors to Bornholm, but now surpassed by Danes, and in addition, the share of Germans

visiting Bornholm is only a relatively small share compared to the total amount of people living in Germany.

Destination Bornholm and the other actors in the tourism industry on Bornholm wants the tourists to get the best experience as possible, and when the tourists arrive on Bornholm, Destination Bornholm and the other actors in the tourism industry has several approaches and strategies to make the visit to Bornholm a good and memorable experience. One way Bornholm tries to create good experiences is, amongst other things, to work with experience economy and incorporate experiences into many of their local products. An example of this, is that Bornholm has many artists, so Destination Bornholm got the idea of an Art Round (Kunstrunde) from a Swedish city that had, had an Art Round successfully for over 50 years. P. Juhl theme coordinator at Destination Bornholm points out that one of the reasons for creating an Art Round is that the tourism industry, thus has more pillars to stand on.

P. Juhl explains that another way Destination Bornholm has worked with local products and making memorable experiences for the tourists is through opening the small production factories, so that tourist can see how thing are made. But for at small factory, company or for a one-man business there, for example, produce local food, it can be difficult to work with the concept of experience economy, and where one has to start thinking about an experience to put into the product. So, to overcome this challenge P. Juhl in collaboration with the agriculture industry has held some workshops, where experience economy has been taught and how to incorporate experiences and communication into products. In relation to this, P. Juhl explains how they work to introduce niche products for example for the first time in 2019 there are arriving cruise ships called expeditions ship to Svaneke, Gudhjem and Christians Ø, because of the size of the ship and the harbor, the tourists are sailed with smaller boats into the cities. In addition, there has been created a new mountain bike trail in Almindingen, and P. Juhl explains that the reason for that was to offer new experience on Bornholm and more reasons to go.

In addition to training companies to work with experience economy, P. K. Lydolph also points out, that they as far as possible, collaborate with different actors in the tourism industry such as for example companies and businesses to coordinate their effort for example related to marketing to achieve synergies. S. Asp points that the current interest for Bornholm has not come by itself, but the current interest is created by initiatives from Destination Bornholm, the tourism industry and enthusiasts, there for example have created mountain bike trails and Michelin restaurants. The reason for this, is that Destination Bornholm can only brand and tell about the things available, and the more enthusiasts there create quality products, the better story Destination Bornholm can tell, and every single story fills into the overall reason to go to Bornholm. [Asp, 2019]

In relation, P. K. Lydolph also mentions when the work with and develop Bornholm in the future, the aim is that Bornholm offers a lot and differentiated possibilities. But in line with this is it is important not to forget what kind of destination Bornholm is, and what the tourists are coming for in the first place and explains:

*"When we work with site development it is important that you focus on authenticity, that is, what the individual site can do, it must not be artificial or addictive, it must make sense at the destination, which is important. So, on the one hand, you are aware of what customers are demanding and on the other hand, you also work with a development based on what the destination DNA is, what kind of destination are we,*

*what can we do?" (13.45, own translation) [Lydolph, 2019]*

By the same token, P. K. Lydolph explains that Destination Bornholm also work proactively to meet future challenges in the tourism industry, and work to equip the island to handle the press of the tourists in the best possible way. P. K. Lydolph also points out that there can be some challenge with increasing the amount of tourists visiting Bornholm, and one of their motivations is preventing that the tourism industry has a negative impact on Bornholm.

An example of this is that all the new initiatives and events are placed outside the high season, because presently, P. K. Lydolph argues that the high season is well filled up, but there is still room and capacity to more tourists in the shoulder season, where the island is readied for tourists. And thus, the new events can help to extend the season by lying in continuation of the current high season. The extension of the season can be coupled with a regulation of the prices on, for example the ferry tickets, so instead of only having high and low season prices, the prices can vary throughout the week and make the arrivals to the island more evenly distributed throughout the week and year.

Besides placing new events outside the high season and regulating prices, P. K. Lydolph explains that some places at the island is more visited than other, and this is something that is important to be aware of. Further, P. K. Lydolph explains that it is something you can consciously work with in relation to where you strategically place experiences, product offers and so forth. She points out that there is an increased awareness of that it is important that tourists travel around the island as much as possible, since it is beneficial for the island, the island's infrastructure, economy etc.

To evaluate how Bornholm is performing as a tourist destination, Destination Bornholm as mentioned developed annually reports, where they investigate different factors related to the tourism industry. In relation to this annually report, there is in all of the months from May to August, conducted various evaluations of the tourists' experiences on Bornholm. Measurements are made, among other things, on their experience of staying, in the form of accommodation, attractions, activities, signage and their experiences of specific events if they have participated in such things. [Destination Bornholm, 2019]

### **Summary of the tourism strategy on Bornholm - "managing and future"**

From the aforementioned it became clear that Destination Bornholm is working in terms of getting more tourists to visit Bornholm in the future, but also has self-awareness about resources in terms of attracting them. But more importantly they are aware of the capacity of Bornholm, and that the high season is quite fully booked. So now, they are working on attracting more tourists in the shoulder and low season. It also became clear that Bornholm is working innovative and creatively with the tourism industry in terms of creating more pillars to stand on with new events, experience economy, niche products and so forth.

So to sum up, Destination Bornholm works structured, systematised and proactively to manage the tourism industry on Bornholm to reduce potential negative effects in the future. This is, for instance, done through overall plans, cooperation with actors in the industry and annual evaluations.

## 6.5 Bornholm - an old tourist destination

As mentioned, in chapter 5, Bornholm began its tourism journey in the 1800s and therefore, has a long history as a tourist destination. [Bornholms Museum, nd] This long history is prominent in their work approaches where Destination Bornholm work systematized and organized. One example of this mentioned by S. Asp is before Destination Bornholm developed campaigns and ads all the previous years data and statistics were found and examined to ensure the best result. [Asp, 2019] P. K. Lydolph also states:

*"It (tourism) is part of our DNA that we are a tourist island and it is not something that has come from one day to the next, it has developed over many years." (27.15, own translation) [Lydolph, 2019]*

P. K. Lydolph argues that the fact that Bornholm is an old tourist destination can be one of the reasons why the local Bornholmers positively welcomes the many tourists. The reason for this is because tourism is no stranger to the local population, but in reality a natural part of the Bornholm identity because they have been a tourist island for so many years. But even though Bornholm has a long history as a tourist destination S. Asp explains that the Bornholm as a destination has developed and changed through time:

*"Bornholm has developed very much within the last 10-15 years from just being Hammershus, Round Churches, smoked herring, and Krølle-Bølle ice, so much has happened now we have the whole gourmet segment, we have local produces food, we have this whole outdoor there has begun to explode, with trails in Almindingen, and so much more. We have people who travel to Bornholm and stays just because we have good surfing conditions, so there has just happened very, very much with the infrastructure and the tale of Bornholm within the last ten years and it has just made "the Classic Bornholm" the core element of marketing. That we never, never must forget because it works, but there is just so much more." (24.36, own translation) [Asp, 2019]*

So it is evident that Bornholm has a long history as a tourist destination and has developed through time from being all about the "Classic Bornholm" until today, where the island offers a broad range of opportunities and reasons to go.

## 6.6 Summary of Bornholm as a tourist destination

From the previous sections it became apparent that Bornholm is working with the "the tourist digital journey" as a cornerstone in their strategy. Furthermore, it became evident that Bornholm in recent years has experienced a significant change in relation to the tourists digital behavior and that Destination Bornholm wants to increase the efforts in the field in the future. The reasons for this is because they recognizes that the digital has a significant influence on Bornholm, and at the same time is a great asset.

In addition, it became clear that there are several stories travelling around about Bornholm, and that these constructed ways of seeing Bornholm affect Bornholm, and correspondingly, Bornholm

is working in terms of affecting the stories and gazes, and therefore, Bornholm is a mobility producer in itself. The most common story travelling around is the "Classic Bornholm", but as mentioned Bornholm is trying to expand the reason "to go" by working with new initiatives and niche products. Moreover, the travelling stories and media coverage has affected the virtual mobility, since after the media coverage Bornholm experience a significant increase in organic visits on their web page.

It also appeared from the selected local actors that there were no significant negative impacts on Bornholm from the tourism industry, but that of course there were some challenges that were addressed. It also turned out that there were several positive effects of tourism on Bornholm, as it creates jobs, turnover and keep stores open all year round in small towns that otherwise would not have had access to grocery stores. In addition, it also emerged that the tourism industry gives the locals a large number of opportunities in the form of events, festivals and concerts that they would not otherwise have had the opportunity on an isolated island.

It also emerged that Bornholm is working both proactively, structurally and systematically to prevent and adapt the industry to the island, so that no negative impacts on Bornholm arise in the future. One of the initiatives is zoning and dividing the island, and furthermore, to get the tourist to travel as much around the island as possible to spread out the tourist. So Destination Bornholm is working actively with trying to affect the physical flows on the islands and trying to spread them out. So that it is not only some parts of the island that experience the flows of tourist but the entire island. In addition Destination Bornholm work with experience economy and educate local businesses to create an experience around a product, so that the tourism industry has additional pillars to stand on, and thereby, is more secure. In relation to that, is also appeared that Destination Bornholm works to a large extent with cooperation with other actors in the tourism industry to obtain synergies in their work.

One of the reasons for that Bornholm does not experience significant negative impacts from the tourism industry and that they work structured to adapt the island. And in addition, that the locals are not adversely affected by the many visitors, may be that Bornholm has a very long tradition as tourist island, and that it is in the locals and island's DNA, since they as long as they can remember has been a tourist destination.

So, to sum up Bornholm has a fixed point in time and space, and cannot be understood as a neutral start and end point for tourists, but Bornholm is in itself a mobility actor, which through the five forms of mobility can affect and produce mobility, both in relation to be more or less connected to different mobility networks and flows. One example is through virtual mobility where Bornholm is trying to strengthen its position in the network through increased and systematic work with online marketing. In addition, it became apparent that virtual mobility affect the corporeal mobility, since the attractions mentioned in the travelling stories is the attractions the tourists visits when on Bornholm. Therefore, Bornholm cannot be understood isolated, but has to be seen in relation to the different flows running through the island, since these flows affect Bornholm. One example of this is that tourists has led to the development of holistic plans for areas experiencing a lot of tourists.





## 7. Discussion

There will in this section be looked into the findings, where some of the findings will be discuss. The discussion will be divided into three section. Firstly, the findings about Bornholm will be investigated more in-depth as well as being examined from other angles. Secondly, a comparison between the potentials and problems identified in chapter 1 with the identified potentials and problems uncovered on Bornholm. The reason for this is to investigate if the islands experience the same potentials and problems or if not, why so. And it will be discussed if it is even possible to draw any comparisons between the islands despite their various prerequisites. Third, and lastly, there will be constructed a model upon the discovered approach Bornholm is working from, where islands can be compared and learnt from.

### 7.1 Bornholm as a tourist destination

It was stated that Bornholm is an old tourist destination, which has developed over many years, and therefore, tourism has becoming a part of the DNA of Bornholm. Moreover, Bornholm experienced several positive influences from the industry in form of economic, open shops, businesses, possibility for concerts, events and so forth. Conversely, it appeared from selected respondents that Bornholm did not experience any significant negative influence from the tourism industry, or at least it was not possible to identify any significant negative impacts on Bornholm. However, there were some challenges in form of that some places attracts more people, which can create some challenges in the form of for instance finding a parking space and so forth. In addition, it was mentioned that Hammershus is the main attraction and attracts a large amount of people every year. Similarly, it was expressed by all the respondents that the high season is quite full. And therefore, Destination Bornholm is working strategically to spread out the tourist on the shoulder season (autumn, winter and spring), which for instance is done through creating events outside the high season. However, if the high season is stretches or if event is placed outside the high season for example in the Easter. Then all the businesses that supports the tourist industry should be open for a longer period, which increases the working hours in the

tourism industry. These business is among other hotels, restaurants, ice houses, smokehouses, museums, visitor centers, etc. When the field trip to Bornholm was conducted, it was conducted to weeks prior to Easter, through the field trip it appeared that most of the tourism related businesses was closed. But, on the other side it is not possible for the locals, or profitable to keep all the small tourism businesses open all year, and therefore, the business focuses on the high season. This can result in that tourists prefer to visits Bornholm in the high season. So it is important to find the right strategic action areas, about where to extend the season so it creates the most value for all actors involved.

Another aspect, which can be discussed is if Bornholm does not experience any significant influences from the tourism industry. First of all, it is import to point out that these finding is only based on the selected respondents, which stated that Bornholm does not experience any significant negative influence. Furthermore, several of the respondents points out that are some challenges or potential challenges with the industry, which they are working to solve. But with the long history of tourism, it appears that Destination Bornholm are more in the forefront trying to catch the problem before it develops. So, it can be discussed if Bornholm does not experience any negative influences or more comprehensive challenges. This investigation is based upon actors working with and profiting from the industry, and therefore, maybe can have a more positive view of tourism. This view would might change if local people who have no relation to the tourism industry, but lived next to a huge tourist attraction, were interviewed. Then some challenges could might occur, however the outcome is uncertain. So in relation to the other islands investigated it is clear that Bornholm does not, to the same extend, face the same problems, this will be investigated more in-depth in the following section.

## 7.2 Bornholm seen in relation to other remote island tourist destination

In chapter 1 it became clear that the five remote islands investigated experiences both positive and negative influences from the tourism industry. And if Bornholm is seen in relation to the other investigated remote islands, it becomes clear that Bornholm does not in the same extend as the other islands experience the same influences, see figure 7.1.








INFLUENCE	ICELAND	U.S. VIRGIN ISLANDS	THE FAROE ISLANDS	NEW ZEALAND	MALTA	BORNHOLM
 Overcrowded	◆	◆	◆	◆	◆	◆
 Traffic congestion	◆	◆	◆	◆	◆	◆
 Insufficient infrastructure	◆	◆	◆	◆	◆	◆
 Environmental damage	◆	◆	◆	◆	◆	◆
 Social impacts	◆	◆	◆	◆	◆	◆
 Capacity constraints	◆	◆	◆	◆	◆	◆
 Economical	◆	◆	◆	◆	◆	◆

Figure 7.1: A comparison of the problems and challenges the islands are facing (own figure).

Bornholm, does to a low degree experience insufficient infrastructure and capacity constraint in terms of that in the high season, for instance, can be difficult at some places to find a parking spot. In addition, Bornholm is reliant on the tourism industry, since it is the second largest industry on Bornholm. However, as mentioned, figure 7.1 should not be considered the ultimate answer,

since the five islands, except Bornholm only is investigated via literature and not as in-depth as Bornholm. Therefore, there can be some overlooked aspects, but the figure still provide with indications of the current situation, since the data is collected through articles, documents and magazines published by organization, companies and scholars.

In order to investigate the islands a little deeper in relation to each other their number of tourists annually in 2017 is seen in relation to the size of the island, and moreover, the tourist numbers in 2017 is seen in relation to the number of inhabitants on the islands, see figure 7.2. Bornholm is surprisingly located in the middle, being the islands with the third largest visitors per square kilometers. And in relation to visitors per inhabitants, Bornholm has the second largest amount of visitors per inhabitants, seen in relation to the five investigated islands. However, figure 7.2 provides with some indications and must again not be seen as a final answer, since for example New Zealand with 2.500.000 million visitors in 2017 only has 9 visitors per square kilometer due to the vast land masses New Zealand consist of, and therefore there can be some constraints with comparing them. Another thing to be aware of is Iceland only experiences 21 visitors per square kilometer which seems like a small amount compared to some of the other islands, but in the case of Iceland the visitors is primarily concentrated in the capital region, which means there is a huge concentration in that area which creates a greater pressure on the area. So there are several aspects to be aware of by using these calculations, however, they provide with some indications.

	ICELAND	U.S. VIRGIN ISLANDS	THE FAROE ISLANDS	NEW ZEALAND	MALTA	BORNHOLM
Size (Square kilometers)	103,000	346	1,399	268,680	316	588
Inhabitants	350,000	106,977	50,000	4,500,000	400,000	40,000
Visitors in 2017	2,200,000	1,900,000	400,000	2,500,000	2,300,000	600,000
Visitors/size	21	5491	286	9	7278	1020
Visitors/inhabitant	6	18	8	0,6	6	15

Figure 7.2: Comparison of annual visitors in 2017 with size of the islands and inhabitants (own figure).

So, despite Bornholm being situated in the top it does not equal that the island experience negative consequences. Equally if you have the least amount of visitors per square and inhabitants it does not mean that these islands experience less negative consequences than the other islands, as each of these islands are context-dependent, but with more visitors concentrated at on place there is an increased risk that the island can be exposed for negative consequences. Whether an island experiences negative consequences, can also be linked to how the tourists move around on the island. For example, on islands with a warmer climate, tourists often concentrate on the beaches and by the water, and whether conflicts with the locals arise can depend on whether the tourists are concentrate in some places or spread out on the island, and whether the locals are also concentrated on the same sites.

But, another aspect is that Bornholm, like the other islands, has not significantly increased their number of visitors over the years, whereas the other islands has significantly increased in the amount of annually visitors. This can also contribute to the fact that Bornholm does not experience any remarkable consequences, since they have not experiences the same rapid growth instead grown slowly, but with a local desire for more tourists, it can be discussed whether this is the right strategy.

There may be many possible reasons why Bornholm does not experience the same negative consequences as the other islands, one of the reason could be that Bornholm has a long history as a tourist destination and through time has adapted to the influences, and it has become a part of the islands DNA, whereas the other islands does not have the same history as a tourist destination and some of the islands (Iceland, the Faroe Islands) has become popular in recent time and has not had the same time to adapt to the new industry.

Figure 7.3 displays when the investigated islands began their tourism journey, showing that Bornholm has over 100 years more experience than the other islands except from New Zealand, which began their tourism industry in the beginning of the 1900s. New Zealand's long history as a tourist destination is also visible in their way of working more strategically with tourism, and that they do not have as significant impacts as some of the other investigated islands. Figure 7.3 is based on Chapter 1 and can be open to interpretations depending on the professions who dates the beginnings of tourism industry, on the different islands.

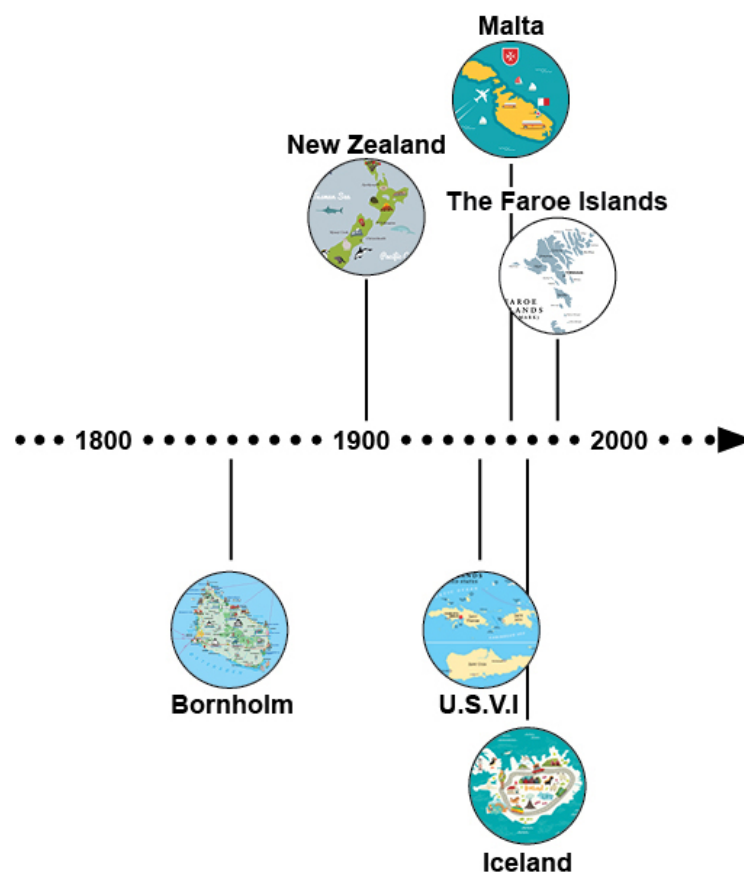


Figure 7.3: The figure shows when the tourism industry began on each of the investigated islands (own figure).

Malta and the U.S. Virgin Islands have around the same amount of experience with tourism, and faces some similar issues. Moreover, there is a higher tendency for tourists to be concentrated around coastal areas, since most tourists arrives to the islands due to sand, summer and sea. This lead to a higher pressure on these areas. Furthermore, both of the destinations experience issues with water scarcity [The European Environment Agency, 2018]. In addition, the tourism industry is a major player at both destination, and on the U. S. Virgin Islands it is argues that a diversification in their tourism industry is necessary. By that they mean that their product should

span from luxury to budget. But it is also acknowledged with the current capacity, infrastructure and economy that it is a difficult task. Moreover, with an increase in the span it would also increase the islands competitiveness in the world as a tourist destination. In addition, they want to increase focus on responsible tourism, since it help preserve the environment, but also because it can produce profit. [U.S. House of Representatives, nd] Is is stated:

*"The sensitive planning of responsible tourism is no longer just a "feel good" activity but an essential component of a sound national tourism strategy. Sustainable tourism is good tourism policy. It is good for the people of our nations, it is good for the visitor experience, and it is good for business and local communities. Indeed, it is now a fact that we can "earn green by being green."." [U.S. House of Representatives, nd]*

So, it is clear that there is an increased awareness in the U.S. Virgin Islands for an enhancement of the tourism product.

Both the Faroe Islands and Iceland has become popular, correspondingly with the described changes in the digital, and one of the main reason for Iceland in such a short time has grabbed the global market and become a destination everyone is familiar with, is due to the volcano eruption Eyjafjallajökull in 2010, after the volcanic eruption the Icelandic tourism industry grabbed this media-wide coverage and used it to brand the island as a good and safe destination to travel to. [Lorenzen et al., 2018] Therefore, the digital has had great importance for Iceland's development into the destination Iceland is today. In similar fashion the Faroe Islands has also used this digital world to get on the global map. The Faroe Islands has done this through both Sheep View project and through the media coverage from the Total Solar Eclipse. [Visit Faroe Islands, 2016] Therefore, it is clear that the digital world can have a significant effect on a destinations development, but it is also evident that the digital can be difficult to control and to know the future of.

In addition, the locals at the younger destination can remember a time without tourists. They have thus experienced the shift from limited amount of tourists to an attractive tourist destination within few years, where the locals have experienced having a location for themselves until now, where they have to share the area with several hundred tourists, examples of these are the Golden Circle at Iceland [Lorenzen et al., 2018], and Mykines at the Faroe Islands [the Faroe Islands, ndg].

Another aspect, which can affect how the islands are influences by tourism is how the tourist organizations work with virtual mobility in the form of branding of specific places. By branding they can either spread the flow or gather the flow of tourists to specific places. This is done through the places highlighted both one their own platforms, but also what is encouraged to do on Social Media. This has for instance been done through micro place branding on Iceland and the Faroe Islands, where specific places are branded through which an inspiration and hype around the place is created, which attracts many tourists who wants to take the same picture of the place and to be there for one-selves. This can, however, create bottle necks at the specific places, because the tourists wants to experience these places. Examples of such places are Gullfoss on Iceland or Gasadalur on the Faroe Islands. So, through strategic work the tourist organizations can choose what they would highlight though branding and what not to highlight, and in the end where they want to direct the flows. This can both be done virtually before arriving and physically when arriving at the destination through physical signage, which can affect future



flows to the destination. For instance, Bornholm brands certain places online, but also when the tourists have arrived Destination Bornholm encourage the tourists to engage with them online and on Social Medias, which creates a standpoint for Bornholm. So different approaches to working with tourism can affect how tourists move around on the islands, if they only stay on certain parts of the island or if tourism activities is spread throughout the entire island.

### 7.3 "The continuous destination development"-strategy

So, how is Bornholm managing tourism without any significant negative impacts compared to the other islands. One of the reason is their continuous development and adaptation to the changes in the industry, which were discovered through the analysis. As shown in the analysis, Bornholm is working proactively with the tourism industry to secure and reduce the effects of the industry. Some of the parameters and tools they work with, which have been developed on the basis of their continuous development approach, are:

- Proactive management
  - Handling a challenge before it becomes a problem
- Broader experience spectrum
  - New events
  - Experience economy
- Zoning, dividing and spreading
  - Get the tourists spread out most optimally
- Cooperation
  - Cooperation with the stakeholders in the tourism industry
- Online branding
- Evaluations



Figure 7.4: "The continuous destination development"-model (own model).

So, on the background of the analysis and the discovered parameters, where it became clear that Bornholm work continuous with the development of Bornholm as an destination. "The continuous destination development"-model is developed, which displays how Bornholm is managing the tourism industry, the model can seen on figure 7.4. On the basis of the continuous destination approach the six parameters emerged, which can be seen as the six coloured circles on figure 7.4. So, in other words, the figure shows the discovered tools Bornholm is using to develop Bornholm as a tourist destination. The overall approach is the continuous development, and the parameters that have come as a result of the approach, is displayed as coming out of the iterative process. The order of parameters is subordinated. Each of the parameters can contain subcategories, and the way they are interpreted and worked with can vary from destination to destination.

On example of this approach is with Folkemødet, which is a quite successful event. The event has grown, since it started in 2011. And Destination Bornholm acknowledges that if it continues to grow, it can create some implications in the local area of Allinge, both for locals and the participants. Therefore, Destination Bornholm has, before it had any negative effects, started to develop holistic plans for the area. So the good development can continuously be supported, instead of reactive dealing with negative effects. Another example is Bornholms approach to expanding the experience spectrum, where they work with the experience economy and creating new events outside the high season.

To see this model in relation to the other investigated islands, and to make it more concrete and not to comprehensive, two of the five investigated islands is chosen. The islands are chosen because they in terms of culture, location, environment and historical has most similarities with Bornholm. The two islands are The Faroe Islands and Iceland. The two islands are compared through the six parameters discovered, the two models are displayed in figure 7.5. For the purpose of this project, this comparison, has been done visually though the area of the surface of the six parameters. In relation to this, the parameters are divided on a scale ranging from 1-3.

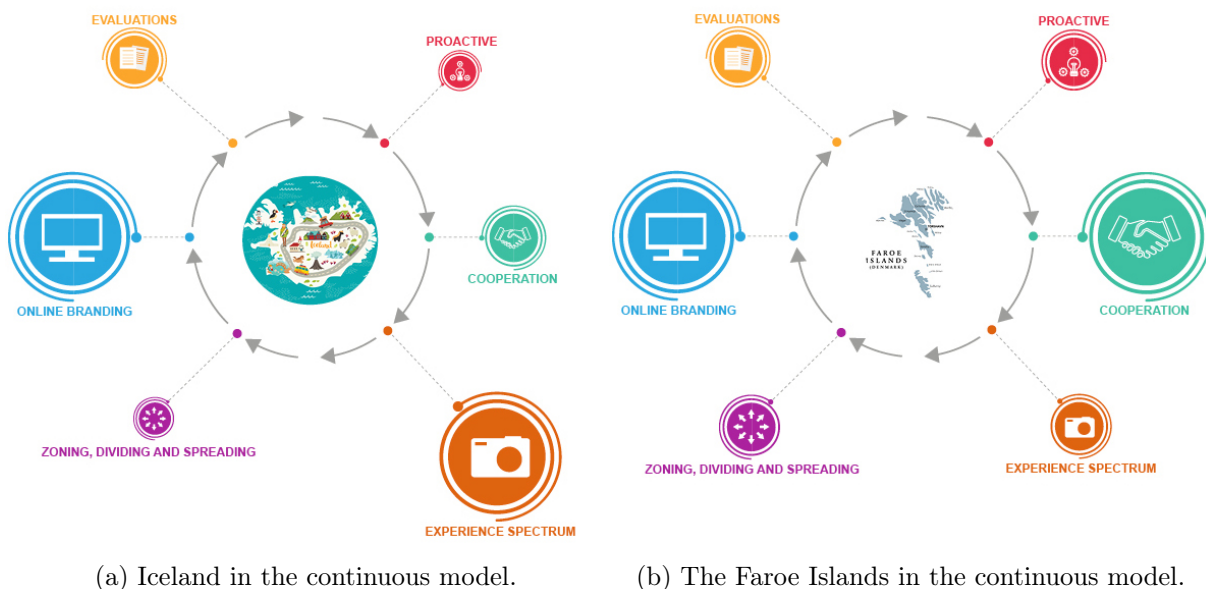


Figure 7.5: "The continuous destination development"-model used on two island destinations (own model).

The islands are divided on this scale based on the reviews described in chapter 1, but it is

important to mention that the islands have been placed on the scale subjectively based on the findings in chapter 1. To compare them fully the same investigation as conducted on Bornholm, has to be carried out on the islands. Therefore, this comparison should only be seen as an indication, but the models can still be utilized as indications on what parameters a destination handles well, and which are handled less well. Thus, island destination can be compared and learned from. If all the set parameters are met a balanced destination management is achieved, and conversely, if some of the parameters are not met, a distortion can be achieved, which can result in negative influences. However, it must be said that a balanced distribution between the parameters is not in all cases the most optimal for a destination, as there are several local or context-dependent factors there can come into play and have an influence.

There can be some challenges there should be considered before utilizing the model. For instance, this model must not be considered the final answer, since other context-dependent parameters can appear in other island destination cases. And, moreover, the model is based on a subjective scale and to make the model more reliable and valid a quantitative comparing system should be developed instead of the subjective scale ranging from 1-3. However, this model, beyond its challenges, can provide with indications on how to improve island tourism on a specific destination and can provide with information on what can be learnt from Bornholm.

## 7.4 Summary

According to the selected actors in the tourism industry on Bornholm, the island does not experience any significant negative impacts and it was discussed if this also was the case, if local people was interviewed. One of the reason why Bornholm does not experience any significant impacts can be that Bornholm for many years has built a strong tourism industry that can bear the pressure, and which for many years has adapted to new and changed tourist flows. Thus, the locals also have developed a capacity, because they are accustomed to tourists as it is part of their DNA, whereas the other islands have experienced the shift from limited tourism to an attractive tourist destination. Furthermore, all the investigated islands experience different challenges and influences depending on the specific context they are in related to location, size, climate, etc. But common to all is the dependence on the tourism industry.

Bornholm was compared to the five investigated islands through size, inhabitants and visitors in 2017. This showed that Bornholm compared to the other islands was at the high end both at visitors per square kilometers and in relation to visitors per inhabitants. Furthermore, it appeared that Bornholm has had a significant longer tourism industry than the other investigated islands. And the longer the tourism history of the lower is the perceived and actual impacts of tourism industry on the islands. This is paired with how strategic they work in relation to tourism. This is both in connection with, for example, spreading the tourists, both geographically, but also over the season in order to reduce the pressure on specific places and the island as a whole. So, in relation to the other investigated islands one of the reason for the lower impact on Bornholm can be due to their management approach, the continuous development strategy, where they continuously adapt to the changing tourism industry. The approach has lead to different parameters and actions such as proactive approach tackling challenges before they become problems and cooperation though-out the tourism industry. Based on the discovered approach and parameters a model for managing and comparing different island destination was developed, which the other islands can draw on in terms on improving the destination development.



## 8. Concluding Remarks

The scope of this master thesis was to investigate and understand island tourism through the case of Bornholm. This is reflected in the choice of theories and empirical data collection methods, where four theories were chosen, whereupon they were interconnected to create a specific theoretical framework, for this investigation, to understand island tourism. The phenomenological and ethnographic field research has made it possible to get an in-depth understanding of the phenomena on the chosen island Bornholm. The primary data base for this study consists of a field study and five interviews with selected actors in the tourism industry on Bornholm. This therefore created the basis for answering the following research question as well as the three sub-questions:

*“What potentials and problems can be identified on the current island tourism on Bornholm and how are these potentials and problem managed among the selected tourism actors on Bornholm, and what can be learnt from the experiences?”*

- How can island tourism be understood through a theoretical framework?
- What is the current situation on Bornholm?
- What can be learnt from Bornholm (if any) seen in the light of other islands with tourism?

So, this investigation took its departure in island tourism on Bornholm. The phenomena is investigated through actors working with tourism on Bornholm, and the outcome of the study will be described below through the three sub-questions.

### ***How can island tourism be understood through a theoretical framework?***

For the purpose of this investigation a theoretical understanding for island tourism was developed. The theoretical framework is developed based upon the four theoretical standpoint mentioned in

chapter 4. To visualize the theoretical understanding figure 4.1 was developed. The theoretical framework is cited below:

*"Islands as a place is understood as being constituted by locality, materiality, meaning, flows, marketing and relations to other places. Flows is in this theoretical understanding composed of five forms of mobilities: corporeal mobility, mobility of objects, communicative mobility, virtual mobility and imaginative mobility. Where corporeal mobility for instance are tourists travelling to an island where they have different ideas and specific ways of seeing." (Own understanding)*

This theoretic understanding was used to examine Bornholm as a tourist destination, to understand how the different flows influenced Bornholm, and how it affected the island in terms of both potentials and problems as well as how the potentials and problems are handled by the tourism industry on Bornholm.

The developed theoretical framework allowed to see Bornholm as more than a neutral, isolated point receiving tourists, but instead as an active mobility actor. In addition, the framework allowed to see the island in relation to various networks and flows of tourists, both physically and virtually. These flows runs through the island, and which Bornholm itself can actively use to become more or less connected. Therefore, this framework was utilized to understand the current situation on Bornholm and formed the basis for empirical gathering.

### ***What is the current situation on Bornholm?***

To understand the current situation on Bornholm, the developed theoretical framework formed the basis upon which a field trip and five semi-structured interviews was conducted. These methods was the primary data collections methods.

Through this investigation it appeared that Bornholm has a long history of tourism beginning in the 1800 hundred. Moreover, it appeared that Bornholm have had the same amount of tourists in recent years with a slight increase. In addition, it is mentioned from all respondents that the high season is fully booked. And, in relation to this, it also appeared that Bornholm, according to the selected actors, did not experience any significant problems related to the tourism industry on Bornholm. S. Asp mentioned that Destination Bornholm in recent years has experienced a change in the digital behaviour of the tourists, and Destination Bornholm consider this to be a potential they can exploit and therefore want to increase the focus in this area in the future. In more general terms, Destination Bornholm is managing the tourism industry by working continuously and proactive with it. For instance, they are trying to counteract future problems and conflicts by spreading, dividing and zoning the tourists, for example, mountain bikers have been banned at Hammershus, as the respondents point out that there are enough tourists at the Castle Ruin. Therefore, there is instead established new mountain bike tracks on the southern part of the island in Almindingen. Furthermore, Destination Bornholm works extensively to expand the experience spectrum, by, for instance, working with experience economy and by creating new events outside the season to create new pillars for the tourism industry to rely on, and moreover, to extend the season.



***What can be learnt from Bornholm (if any) seen in the light of other islands with tourism?***

If Bornholm is seen in relation to the other five islands investigated, it appeared that Bornholm experience less negative effects from the tourism industry. Additionally, the islands was compared to visitors per square kilometer and visitors per inhabitant, and it appeared that Bornholm was in the upper half. One of the reason to Bornholm does not experience the same effects may be due to their approach continuous destination development. This approach and the measures developed on the basis of the approach are something that others can benefit from in terms of reducing negative impacts. Therefore, the continuous destination development model was developed, through this model the islands can be compared to see what parameters the islands is handling well and which are handled less well.

So to sum up, there were identified several potentials in relation to the tourism industry on Bornholm. In contrast to this, it was not possible to identify any problems in relation to Bornholms tourism industry only some minor challenges. One of the reason for this is due to Bornholm long tradition as a tourist destination becoming part of the DNA. Another reason is because of to Bornholms continuous destination development strategy, where the tourism industry is managed proactively. In relation to this six parameters were discovered, which other islands with tourism can benefit from.



## 9. Reflection for Future Research

Through this investigation of Bornholm several findings appeared, some of these findings or aspects related, can be investigated more in-depth in further research.

One of the aspects is the how the tourism industry affects Bornholm. In this research only people working in or related to it was interviewed, which can result in that the chosen respondents can have one-sided or positive view upon the tourism industry. Therefore, local people, which are not a part of the tourism industry can provide with another view, since they can live next to a tourist attraction and experience the effects slightly differently than people benefiting from the industry. Another view, there can be interesting to investigate more in-depth is the tourists views, how do they experience they islands. Are the tourists and tourism industry's visions consistent or do the tourists experience something else. Another aspect there could be interesting to investigate, is the more scientific angle upon the nature and environment. When does the nature and environment actually damages from tourism. Some nature and environments can sustain a huge pressure from tourists and some nature is very vulnerable. In relation to this there could be looked into developing an index for the tourist destination to related to in terms of making strategies and plans on were to focus the development, and where measures and actions should be set in.

Moreover, in relation to the comparison of the islands, and if more time and resources was available. A more in-depth investigation of the other islands was preferred, and in addition, a field trip to the island where people working in the industry could be interviewed, since this provides with knowledge difficult to obtain otherwise. Furthermore, if more time was available it could be interesting to look into the construction of the tourist segment, where are the tourist coming from are they international tourists or national tourists, how long are the staying, what are their reason to go and what are their attitudes, since this can influence how tourism affects a place. An additional aspect there could be interesting to investigate more in-depth is the access to the islands. Does easier access, in terms of prices and international airport versus regional airport, affect how islands are influences by the tourism industry.



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## A. Appendix: Interview Guide Bornholm

### Baggrundsinformation om respondenten:

- Hvad er din baggrund?
- Hvad er din jobtitel og primære arbejdsopgaver?

### Baggrundsinformation omkring virksomheden:

- Kan du med få ord beskrive hvad I arbejder med her i huset?
- Hvad er historien bag denne organisation?
- Hvordan har organisationen udviklet sig igennem tiden?

### Turismen på Bornholm:

- Hvordan har turisme industrien udviklet sig på Bornholm over årene?
- Hvad er det for nogle faktorer/begivenheder der har medvirket til turisme udviklingen på Bornholm?
- Hvordan arbejder I for at få flere turister til Bornholm?
- I jeres strategi skriver I at i vil gøre Bornholm rigere på gode oplevelser der er værd at rejse efter, hvad mener i med det?
- Hvad er jeres tilgang ift. at skabe gode oplevelser for turisterne?
- I har også fokus på at "kende jeres gæster bedst" hvordan skal det forstås?
- Henvender i jer til et specifikt segment? Primært Nordeuropa, hvorfor dette segment?
- Hvad for en forventning er det turisterne til Bornholm ankommer med?
  - Hvad er det for en ide folk har om Bornholm når de ankommer?
- Hvad har de her ideer af betydning for Bornholm?
  - Understøtte kernefortælling: Det klassiske Bornholm?
  - Hvordan kommer det til udtryk?
  - Hvad er Bright Green Island?
- Indgroet historiske forestillinger turisterne ankommer til Bornholm med/giver det nogle

udfordringer for jer/prøver i at efterleve disse forestillinger?

- Vil i gerne have folk kom med en anden forestilling om øen?
- Hvordan kommer folk oftest til Bornholm?
- Hvordan bevæger turisterne sig rundt på øen?
- Er der en lige fordeling af turister rundt på øen?
- Hvilke spørgsmål har turister oftest når de henvender sig til jer?
- Samarbejde i med andre interessenter bl.a. den lokale befolkning/turismeerhverv?
- Hvilken påvirkning har Folkemødet haft på Bornholms turismeindustri?
- Hvordan markedsfører I Bornholm?
  - Fysisk?
  - Online? Hvordan fokusere i på turisten digitale rejse?
  - Hvad har de forskellige former af betydning?
  - Hvordan har den her ”virtuelle mobilitet” i form af eks. sociale medier af betydning ift. jeres turisme strategi?
  - Hvad er det for nogle forestillinger der rejser rundt om Bornholm? Er det positivt eller negativt for jer?

### **Påvirkningen af turisme på Bornholm:**

- Har udviklingen af turismeindustrien haft en påvirkning på Bornholm?
  - Lokale/natur/udvikling osv.
- Hvilke positive påvirkninger har turister på Bornholm?
- Hvilke negative påvirkninger har turister på Bornholm?
- Hvordan har turismeindustrien påvirket Bornholm som sted?
- Hvis du skulle nævne en udfordring ift. turismeindustrien på Bornholm hvad skulle det så være?
- Er der nogle udfordringer/fordele ved at være en ø ift. turisme?

### **Fremtiden for Bornholm:**

- Har I nogle fremtidsvisioner ift. at komme på det globale verdenskort?
- Har I nogle ambitioner ift. øget antal turister der besøger Bornholm?
- Har I overvejet om et antal turister, der er for meget for Bornholm ift. eks. kapacitet?
- Har I overvejet om der er nogle udfordringer eller risici ift. en fortsat udvikling af turismeindustrien på Bornholm?
- Har I gjort noget for at gøre industrien bæredygtig? Forstået på den måde at øen ikke bukkes under i pres fra turister? (eks. Venedig)
- Hvordan kan Bornholm som turist destination blive udviklet i fremtiden?
- Er det noget andre øer der kan lære noget af turisme industrien på Bornholm?

