

MASTER THESIS

THE IMPACT OF CULTURAL INFLUENCES THROUGH TRANSNATIONAL MOBILITY IN GASTRONOMY TOURISM; THE CASE OF COPENHAGEN, DENMARK



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ABSTRACT

This thesis is focusing on the role and characteristics of transnational migrants in gastronomy tourism in Copenhagen, Denmark. The aim is to investigate and identify the important factors that influence transnational migrants in their encounter with the Danish working culture while working in gastronomy industry. Moreover, it is discovered what sort of culture, based on their previous experience and background, that the transnational brings into gastronomy in their workplace in Copenhagen, Denmark. The data collection was carried out by inductive interviews, online questionnaire, and observations. The result shows that Danish language, 37 working hours per week, and the income are the factors that most influence transnational migrants seeking employment in the gastronomy industry in Copenhagen, Denmark. Furthermore, the outcome of the analysis indicates that transnational migrants who participated in this thesis brought their hospitality, service minded, and friendly approach into gastronomy in Copenhagen, Denmark. Additionally, some of them used their experience based on previous knowledge from their home country or from traveling to apply in gastronomy industry.

Keywords: transnational mobility, transnational migrants, gastronomy tourism, Danish culture

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Chapter 1: Introduction

Gastronomy is revitalizing several places not only Denmark, but also other destinations and is used to revitalize regions and places. However, one often overlooked part of the gastronomy tourism is the one's working within gastronomy and the mobility. Transnational migrants occupy a huge number of staff in the ethnic restaurants, fast food, fast casual restaurants, café, bristo, fine dining, or cafeteria etc. In recent years, the number of transnational migrants that move all over the world has increased. According to the International Migration Report 2017 provided by the United Nation highlighted that there are 258 million international migrants in 2017 from 220 million in 2010 (The United Nation, 2017). The majority of these transnational migrants tend to transit to English native speaking countries as the most popular destinations. However, the studies show that transnational migrants also move/expand to other non-English native destinations and/or other continents including Denmark (Pitkänen, Korpela, Aksakal, & Schmidt, 2018).

According to International Migration Denmark Report 2017 (The Ministry of Immigration and Integration, Denmark, 2017, p.13), an immigrant is defined as “a person born abroad whose parents are both (or one of them if there is no available information on the other parent) foreign citizens or were both born abroad. If there is no available information on either of the parents and the person was born abroad, the person is also defined as an immigrant”.

In 2016, the number of immigrants and descendants in Denmark is 741,572 or 12.9% from the whole population (The Ministry of Immigration and Integration, Denmark, 2017, p.13).

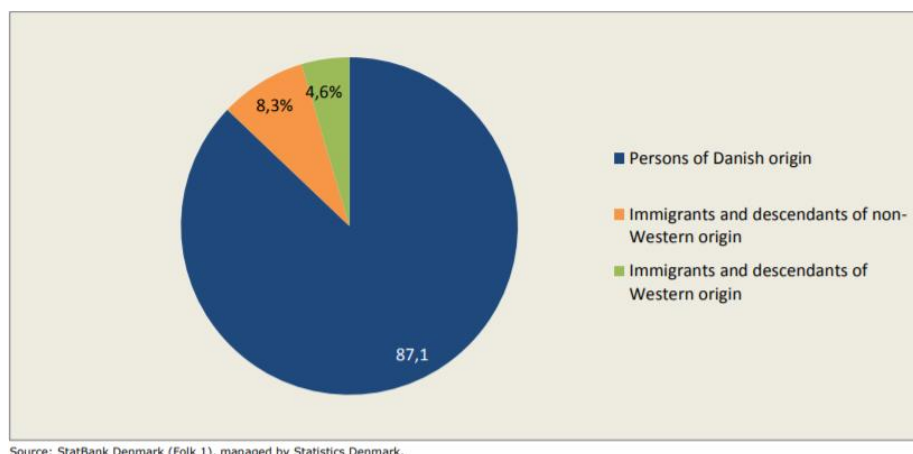


Figure 1: The Danish population by category. (Source: The Ministry of Immigration and Integration, Denmark 2017)

While other scholars addressed transnational mobility in the aspect of economic, politic, institutional and legal frameworks, or ethnographic (Friberg, 2016; Xiang & Toyota, 2013; Wagner & Hassel, 2016), this thesis will concentrate on the interrelation of transnational migrants in gastronomy tourism (restaurants/café) in Copenhagen, Denmark. To be more precise, the social-cultural aspect among transnational migration in gastronomy tourism will be in focus and whether the transnational migrants bring in their home country's gastronomic characteristics as defined in the idea or perception of what is considered being specific Thai for instance "wok" or Spanish as "tapas" as such to the country of destination. Moreover, it is investigated how they perform their ideas and practices based from their personal experiences or from their own culture in gastronomy tourism, in the restaurant, and how they adjust work experience together with their lifestyles in the new destination. While exploring this phenomenon, the conceptualisation of human capital will be presented during the investigation and interconnect with other approaches such as the integration, and social relation will be discussed along the way.

1.1 Research questions:

1. What are the important factors that influence transnational migrants to engage into Danish (working) culture through gastronomy?
2. How can they bring in their existing knowledge acquired in their own culture into gastronomy in Copenhagen, Denmark?

1.2 Aim of the thesis:

The aim of this thesis is to understand diversity of culture through transnational mobility, to investigate and identify cultural experiences gaining by transnational migrants under gastronomy environment, and to analyse sociological perspectives of transnational migrants based on their working experiences in gastronomy tourism in Copenhagen, Denmark.

1.3 Research's design:

This thesis will begin by introducing the definition of migration based on the set up from the Ministry of Immigration and Integration, Denmark and the overall concepts of human capital and social change. The research questions and aims are provided in this chapter as well. In chapter two, the literature will be presented which will lean on the concept of knowing gastronomy, transnational mobility, human capitalisation, and understanding the feeling of belonging. This will help to reach to the point of seeking a unique phenomenon in transnational migrants who live in non-native English-speaking country, which in this case is Denmark. Next, chapter three will present different methodological approaches, data collection including the empirical observation. In chapter four is the analytical chapter. Lastly, the conclusion will be given.

Chapter 2: Theory

Transnational mobility is intertwined in many different disciplines. Understanding and exploring the factors of movement will benefit the analytical framework in chapter four. In this chapter, the concept of gastronomy in tourism will be identified in order to contribute the access into the role of transnational migrants who work in this industry, particularly Copenhagen, Denmark. Following with the institutional background regarding transnational mobility by explaining its definition and some examples from literatures will be provided. Moreover, the involvement of other actors will be explored. Identifying the characteristic of cross-nations mobility is necessary for a better comprehension and utilisable for further studies. Since this thesis is focusing on the encounter of transnational migrants based on cultural experiences through gastronomy tourism, therefore, human capital and social capital will be introduced to find out how they articulate with the culture in the country of destination.

2.1 Gastronomy Tourism

There are many words regarding the combination of food and tourism that have been used in tourism industry, for example, food tourism, cuisine tourism, gastronomic tourism, culinary tourism, or gourmet tourism. Each of them has slightly different meaning, but still in the same context of food and tourism altogether. Gastronomy tourism is a significant part in tourism. Some scholars identified gastronomy tourism as an attraction, activity, and cultural experience in tourism industry (Sormaz, Akmeşe, Gunes, & Aras, 2016). Local food is also considered as an attraction (Leu 2000; Skinner 2000; van Westering, Poria and Liapis 2000, cited by Cohen & Avieli, 2004). It emerges authenticity from each specific region around the globe. Therefore, the impact of food embeds people's behaviour, psychologically and cultural as well as personally and mutually (Fischler, 1988 cited by Lee & Scott, 2015). It leads to the exploration of how food become one of the factors in tourists' decision-making. The definition of food tourism that is often seen in many research papers is from Hall and Sharples. It elucidates that food tourism is "visitation to primary and secondary food

producers, food festivals, restaurants and specific locations for which food tasting and/or experiencing the attributes of specialist food production region are primary motivating factor for travel” (Hall & Sharples, 2003, p.10). Based on this definition, it can be examined that there are elements that influence food into consumers/tourists’ consideration for visiting food destination. It consists of supply, place (location), time (the period of festival), experience, characteristic, and actuation. Refer to the paper of Elis, Park, Kim, & Yeoman (2018) they defined food tourism as a ‘Cultural Anthropology’. To be more precise, they argued that food embody in the culture of its region, tradition, history, or the image of food destination (Elis, Park, Kim, & Yeoman, 2018). These components create values and understanding for tourists or visitors in order to gain experience based on the proposal of food destination (Elis, Park, Kim, & Yeoman (2018). Horng & Tsai (2012) explained that food is the interrelation between tourists and destination that emerge local culture and create values of local food with quality of products and services through producers in the area.

Another factor in gastronomy that cannot be neglected is the staff in food destination or in the restaurants. However, research done with the aim to identify transnational staff and their influence on the gastronomic experience is non-existing and this thesis seeks to fill in this gap.

According to Pearce (1998), states that, the level of tourists’ satisfaction would consequence their returning, recommendation of others, or never return and give a negative feedback of destination (cited by Rimmington & Yüksel, 1998). This circumstance may occur neither because of the taste of the food nor the service provided by staffs in the restaurant or both. Ross (1995) demonstrated that the level of service quality can indicate the overall satisfactions and well being of tourists in both positive and negative way depending on how high service quality that they receive (cited by Rimmington & Yüksel, 1998). Another scholar, Wijaya (2014) addresses that staff quality has been found as one of the external elements that influenced visitor/tourist expectations of local food. Based on the paper of Wijaya (2014), the component of staff quality has been investigated and divide into three sub-categories which are communication skills, staff hospitality, and staff competence.

It is illustrated as per below figure.

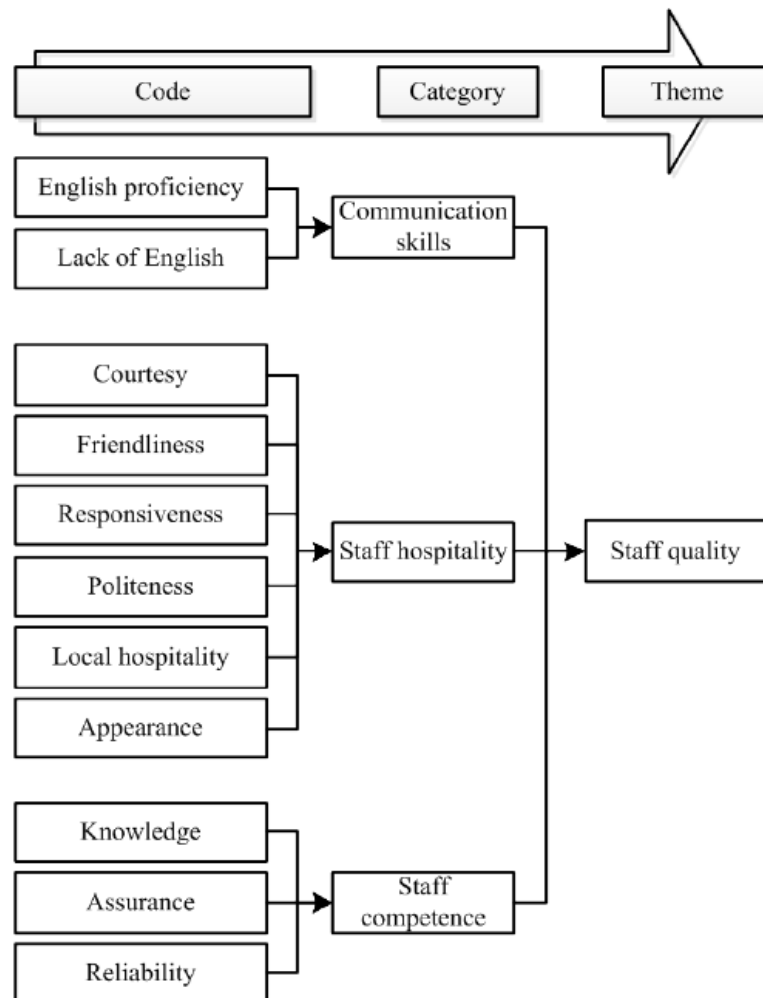


Figure 2: The evolution of code-category-theme 4: Staff Quality
Source: Wijaya (2014)

According to this above figure, Wijaya (2014) concluded that staff quality is a key determinant in gastronomy that influence tourists/visitors to return to food destination which based on their experiences gaining by good service from staff.

2.2 Transnational Mobility

With respect to many scholars indicate that there are various types of mobility in different dimensions. The consequence of mobilities can be for study, work, emigration, immigration, travelling, volunteering, refuging, or family reunification etc. (Cachia & Jariego, 2018; Friberg, 2016; Glick Schiller & Salazar, 2013; Wagner &

Hassel, 2016; Pitkänen, Korpela, Aksakal, & Schmidt, 2018). It is stated that “mobilities create an integrated system, which can be observed at a range of scales: family/household, community, national, and the constellation of countries linked by migration flows” (King and Skeldon 2010: 1640, cited by Glick Schiller & Salazar, 2013, p. 184). Transnational mobility does not only imply for the movement of immigrant or refugee context, it is also applicable for other subject e.g. students who study abroad for a short time and return to their home countries. This incident is called “transnational education mobility (TEM)” (Waibel, Rüger, Ette, & Sauer, 2017, p.82). They travel across two regions for various aims of international education, employment, humanitarian protection, family reunification and the desire to enhance life’s quality in the new land (Pitkänen, Korpela, Aksakal, & Schmidt, 2018). However, “in the academic discourse, the difference between migration and mobility is defined by the timeframe and orientation of the individual” (Cyrus, 2000; Jordan & Duvell, 2002 cited by Wagner & Hassel, 2016, p. 132). Nany Foner argues, “Transnationalism is not new, even though it often seems as if it were invented yesterday” (1997: 355; cited by Crang, Dwyer, & Jackson, 2003, p.442).

There are people who mobile based on voluntary and people who are compelled from difficult situations in their home countries such as wars, impoverishment, or disastrous circumstances (Pitkänen, Korpela, Aksakal, & Schmidt, 2018). Glick Schiller & Salazar (2013) argue that there are regimes of mobility that face both the theorist and the traveller. The word “regime” draws an interest to the character both of particular states and of changing international regulatory and observing administrations that affect individual mobility (Glick Schiller & Salazar, 2013). It further stated that “meanwhile, it reflects a notion of governmentality and power in which there are persistent struggles to understand, query, embody, celebrate and transform categories of similarity, difference, belonging and strangeness” (Burchel 1991; Foucault 2000; Hall 1997; cited by Glick Schiller & Salazar, 2013, p.189). McKay (2018, p. 133) mentioned that “The implications for nationalism are obvious as tourism forms part of a transnational-travel-commodity circuit”. For example, Franklin and Crang (2001:6) note, “tourism is now such a significant dimension to global social life that it can no longer be conceived of as merely what happens at self-

styled tourist sites and encounters involving tourists away from home” (cited by McKay, 2018, p. 134).

Transnational mobility does not only concern to individual or personal desire, but it connects to political, economic, and sociological aspects. In terms of political aspect, Glick Schiller & Salazar (2013, p. 191) mentioned that “when we speak of mobility and interconnection, we cannot dismiss the significance of territory nor of governmental powers that are based in territory”. The action of the state or the government plays a significant role in transnational mobility, it concerns power and responsibility in their own territory which can affect international migrants by the regulation that set up by the state or by the institution. Hence, the immigration laws or any restrictions issued by the institution will cause the movement of transnational mobility. Friberg (2016) also elucidates this issue that the outcome of the raised amount of labour migrations will, hence, depend on what kind of the institutional and political reply it triggers. Discipline successively depends on the discerned legitimacy of government undertaking and the degree of public participation in the decision-making process (Durlauf & Fafchamps, 2004). Another academic research, Fawcett (1989, p. 677) stated that “Relational/State-to-State linkages include economic or political dependency relations, the complementarity of labor supply and demand and disparities in level of development – an array of macrovariables that play a major role in many models of international migration flows. They are distinguished from the tangible linkages because they depend on a relational interpretation that is usually embedded in theory. Both the tangible and the relational approaches can be useful”. For the economic aspect, Engbernsen & Snel (2014) stated that liquid migration concept is the flow of workers that mobile back and forth across the borders depending on the variation of economic cycles, open borders, cheap flight tickets, and Internet communication would boost impermanent and orbicular forms of transnational mobility instead of traditional immigration (cited by Friberg, 2016). Tarmas (2016, p.6) argued that “Through the theoretical, conceptual and empirical work that has been undertaken by a number of anthropologists, sociologists, political scientists and economists, transnationalism as a field of enquiry has shed new light on the interlinkages between various actors and stakeholders; the migrants and those

that remain at home, the source countries and destination countries; various international organizations and nongovernmental organizations”.

Anyone can become migrant either that person wants to be, or have to be, or for both reasons (Xiang & Toyota, 2013). The concept of transnational migrants is vital, as it stressed “the attachments migrants maintain to people, traditions and causes outside the boundaries of the nation-state to which they have moved” (Vertovec, 2002, p. 4; see also Basch et al., 1992; Smith and Guarnizo, 1998, cited by Maslova & Chiodelli, 2018, p. 210). Ndukwe (2017) examined migrants that move from one city to another city within the same country as translocal mobility/migration or from one country to another country as transnational mobility/migration. Glick Schiller (2015, p. 2278) also explained that “People who move and/or live within transnational fields are active agents in these structural processes as producers, consumers, and creators of the ideas, values, and practices that produce and change localities and politics”. Transnational migrant does not mean only people from the global south mobile to the global North, simultaneously people from the global north also travel to the global south for different purposes such as holiday, short-term working, business trip, searching for spouse, medical care, and/or wellness. As it is demonstrated that not only Asian migrants that increasingly mobile to Europe, but the number of Europeans that mobile to other Asian countries is also growing (Pitkänen, Korpela, Aksakal, & Schmidt, 2018). Crouch and Desforges (2003:10) enclose this reflexive postmodern scheme in examining, “the tourist is not only ‘a tourist’ and draws upon complex significations in her/his practice of space through events and encounters” (cited by McKay, 2018, p. 135). Carmo & Hedberg (2019, p. 103) demonstrated that not only has international migration been seen as “repopulating rural space” (Hedberg and Haandrikman, 2014; cited by Carmo & Hedberg, 2019, p. 103), but also as creating spatial instability (Aure et al., 2018; cited by Carmo & Hedberg, 2019, p. 103), social fragmentation (Rye, 2018; cited by Carmo & Hedberg, 2019, p. 103) and a “precarious rural cosmopolitanism” (Woods, 2018; cited by Carmo & Hedberg, 2019, p. 103).

In the research of Pitkänen, Korpela, Aksakal, & Schmidt (2018), have studied the characteristic of temporary migration in European-Asian in different aspects by analysing what determine people’s decision to be transnational migrants on

temporary basis and to seek for the reason why they are willing to stay either in short term or long term in the country of destination. The analysis is based on three influential factors that relate to politico-legal, socio-economic, and sociocultural. In order to distinguish different purposes of mobility in temporary basis, they categorised temporary migrants into sub-categories. As such, the categories have been identified as international students, highly skilled professionals, low-skilled workers, family members, lifestyle migrants, humanitarian migrants and undocumented migrants, it is also mentioned that these categories can be overlapping from one to another over time depend on the change of their purpose. The result of the study revealed that those temporary migrants such as international students or highly-skilled professionals are more willing to return to the country of origin, on the other hand, the low-skilled workers are more willing to stay permanently. However, due to legal and policy setting in the country of destination tend to affect the duration of stay. Moreover, many of these temporary migrants have experienced discrimination issue and facing problem to integrate into the destination's society (Pitkänen, Korpela, Aksakal, & Schmidt, 2018).

The research of Ndukwe (2017) has investigated the issue of translocal and transnational mobility and migration of African immigrants in Finland regarding racial discriminations. According to his research, there are many African immigrants that live, study, and work in Finland and many of them have experienced discrimination. The study showed that the reasons people fled from their homelands to seek for a better life are because of the indigence, economic crisis, unemployment, or civil war. His study mainly focused on racial discriminations by using the theories of transnationalism (transnational mobility) and translocality (translocal mobility) to analyse this issue and found out that the majority of African immigrants do not have a feeling of belonging in the host country, and many of them decided to move to somewhere else as they found themselves home in other places rather than in Finland (Ndukwe, 2017). In the beginning, these temporary migrants may scheme to complete their achievement in a specific period of time and go back to where they come from or even continue to other destination after that (Pitkänen, Korpela, Aksakal, & Schmidt, 2018). The major obstacles to migration are examined to be

impoverishment, physical distance, immigration rules, and distinction in language and culture (Borjas, 1989, cited by Friberg, 2016).

There are many factors that influence international migration to travel from one country to another. For instance, Martin, Abella, & Kuptsch (2006); Pries (2010) explained that “Among migration researchers, there is largely agreement that differences in income and job opportunities are not the only factors in triggering migration movements, as the latter are influenced by a combination of push and pull factors and sustained by networks” (cited by Krings, 2016, p. 187). Other factors such as distinctions in emolument, salary and unemployment levels have brought into decision-making as the elemental dynamic movement of transnational migration (Friberg, 2016). With respect to the study of Pitkänen, Korpela, Aksakal, & Schmidt, (2018), regarding the influential factors in the socio-economic sphere examined the case of highly skilled temporary migration that their decisions regarding duration of stay in the host countries may depend on economic situation and development in the countries where they come from. In addition, factors such as highly income, wages and working conditions, and fair employment opportunities are significant and take part in their decision-making. Friberg (2016) examined the economic theory called ‘new economics of labour migration’ that households play a significant role as decision makers not solitary in order to avoid various risks and the failure of local business by sending their employees to work overseas for short-term. Apparently, the highly-skilled professional tend to be the most suitable group for this phenomenon as their capability is well improved in the economic sector for the business. Maslova & Chiodelli (2018) prefer to use the terms ‘expatriates’ and ‘expat’ for calling highly skilled professionals because many of them tend to stay in the destination city for short-term which is in contrast to migration that imply of long-term stay or permanently (see also Koser and Salt, 1997; Vertovec, 2002; cited by Maslova & Chiodelli, 2018). In the study of Cachia, & Jariego (2018, p. 122), they concluded that “the duration of stay increases the opportunities for the establishment of contacts, while the expectation of permanence becomes an incentive to deepen the new relations (cf. Maya Jariego and Armitage, 2007)”.

There are many reasons for people to consolidate in the new society or new environment. However, not every transnational migrant will easily settle down in their new home or new culture. Castles (2013) pointed out that “Particularly in the destination society, this means that migrants who may be granted the right to permanent residence may decide in the course of their stay to leave earlier than intended due to difficulties in their integration process, including linguistic and cultural difficulties or experienced hostility” (cited by Pitkänen, Korpela, Aksakal, & Schmidt, 2018, p.16). Sørensen points out that migrants who live abroad for a short time are often fail the association and difficulty when return to their home country, while migrants who stay in the host country for a long time with well-integrated in the host country and have their savings while staying there, are tend to have an important role in development in their homelands (Tarmas, 2016). Longo (2008, p. 120) points out that “These beliefs formed the basis of a transnational strategy of cultural tourism that sought to construct the international border region as a unique place where one could experience both the physical manifestations of mutual values and the distinctive local and national cultures of the border cities”.

It would be difficult for transnational migrants to have literacy, competency, and experience from their home country, but cannot utilize in destination country without learning language, working culture and/or national certification schemes (Friberg, 2016). Hence, how successful transnational migrants are to integrate in country of destination is depending on both the level of human capital carried from the country of origin and how fast they can achieve country-specific human capital (Becker, 1975 cited by Friberg, 2016).

2.3 Human Capital

Baron (2011, p. 30) demonstrates that “human capital is most commonly defined as an element of intellectual capital along with social capital, consisting of the relationships and networks that enable the creation and transfer of knowledge, and organizational capital, including the firm’s policies and procedures together with patents and other forms of knowledge owned by the organization rather than individuals. Human capital then is the knowledge, skills and experience of individuals

and also their willingness to share these attributes with the organization to create value” (Baron, 2011, p. 30).

Refer to the investment in human capital, it has been analysed that education is an investment in human capital, thus, it helps to generate a better job and better opportunity in the labour markets as well as economic growth (Becker, 1993, e.g., Gerhards & Hans, 2013; King & Findlay, 2012; Wiers-Jenssen & Try, 2005 cited by Waibel, Rüger, Ette, & Sauer, 2017).

Another aspect of human capital can be examined that “the migrants’ opportunities in the host country are determined primarily by their human capital, defined as investments in human resources, such as education, skills, and experience. The more such resources they bring from home, the more productive they are in host country labour market” (Friberg, 2016, p. 23). This could be examined that the previous background of migrants from their countries of origin such as experience gaining, knowledge learning, and resourcefulness will benefit their career opportunity in the country of destination. An investment in human capital can be generated by individual, by family, by the company, or by the state (Josan, 2012). This shows that the investment in human capital can be embedded into all levels in the society from domestic to international level. Notwithstanding, Friberg (2016) argued that native employees are examined as too ‘spoilt’ and ‘demanding’ in unskilled works but fitted for self-determination and responsibility job requirement. Meanwhile, emotions amongst the majority of residents in the host country are often heated by migration (Tarmas, 2016).

The human capital investments come with an initial payment in terms of tuition and training courses fees, lost income while at school and initially a reduced salary and productivity during the training period by which the individual or company hopes to receive a return of investment on the long term (Josan, 2012). Friberg (2016) pointed out that economy, sociality, and psychology are frequently required by migration as an essential investment. Josan (2012) elucidates that the connection between human capital and migration consists in mobility of human capital, such as the paper of Becker stated that the individual who decide to migrate typically move from poorer

to more developed countries. In contrast, countries such as Turkey and Mexico that are the source of migration have revised their strategies to motivate their emigrants in order to get dual citizenship by maintain their initial citizenship in the country of origin and naturalize in the host country (Tarmas, 2016). This gives the migrants access to better social and natural environment conditions. Human capital is simplified as the knowledge, skills and competencies gaining individually and it does not only obtain from formal institution, education and job training, but also from work experience and practical learning fundamentally Becker, 1964, Schultz, 1971 cited by Zhao, Ritchie & Echnner, 2011). Portes et al. (1999) illustrated with specific examples that “transnational economic entrepreneurs are interested in mobilizing their contacts across borders in search of supplies, capital and markets; transnational political activities aim to foster political power and influence in sending or receiving countries; and socio-cultural transnationalism is oriented toward the reinforcement of a national identity abroad or the collective enjoyment of cultural events and goods” (cited by Guo, & Maitra, 2017, p. 82).

2.4 Social Capital

The definition of social capital has been defined in many scholars based on different aspects and dimensions depending on each particular context. Social capital is a sociological term and defined by Putnam (2001a, 2001b) when he studied in US and Italy to figure out why some regions are more developed than others. The forms of social capital can be both formal and informal (Putnam, 2001a). He stated that social capital refers to "connections among individuals – social networks and the norms of reciprocity and trustworthiness that arise from them." (Putnam, 2001b, p. 19).

In this thesis, social capital's definition will be introduced by Nahapiet and Ghoshal (1998, p. 243) which define social capital as “the sum of the actual and potential resources embedded within, available through, and derived from the network of relationships possessed by an individual or social unit” (cited by Zhao, Ritchie & Echnner, 2011, p. 1572). Based on this definition, this social capital is distinct to structural, relational and cognitive. It is manifesting that network is the key element

in order to tie social relationship and social interaction (Nahapiet & Ghoshal, 1998; cited by Zhao, Ritchie & Echtner, 2011). Social support does not relate to only emotional support, but to all palpable and impalpable resources that persons receive from their connection of relationships (Song et al., 2011; cited by Cachia, & Jariego, 2018). Network can be considered as an interlink either within one particular communal from domestic resources or from worldwide. It indicates that “Social capital building is presented as the solution to society’s problems” (Cantle 2001; Denham 2001; Alrige, Halpern and Fitzpatrik 2003; Home Office 2004; Jacobs and Tillie 2004; cited by Evergeti & Zontini, 2006, p. 1029).

Pitkänen, Korpela, Aksakal, & Schmidt, (2018, p. 2) refer social spaces to “cross-border social ties and practise on different societal levels between temporary migrants and non-migrants that link places of origin with transit countries, as well as with previous a present country of destination” (Faist, 2000; cited by Pitkänen, Korpela, Aksakal, & Schmidt, 2018, p. 2). Durlauf & Fafchamps (2004) argued that the increasing of efficiency in social capital is depend on the level of institutional development. This indicates that the institution is one of the significant factors that enhance social activities and movement in the society including the international migrants. Basch et al., (1994:6) explained that ‘transnational perspective’ concentrates on the ‘processes by which immigrants forge and sustain multi-stranded social relations that link together their societies of origin and settlement’ (cited by Pitkänen, Korpela, Aksakal, & Schmidt, 2018). Social relations are no longer linked to the location since there are increasingly spread out worldwide (Cachia, & Jariego, 2018). Many migrants simultaneously live their lives in their host country and their homeland (Tarmas, 2016).

Regarding transnational mobility, Xiang & Toyota (2013) stated that the excursion of migrants and interconnection could be enduringly disclose and fickle, however, migrants have their own story, which always socialized in a specific social phenomenon and enclose with relationship. It can be explained that “Social network theory focuses on how transnational formal and informal social ties help to facilitate migration, as established migrants provide newcomers with social support, practical assistance and information about housing and job opportunities” (Ryan, Sales, Tilki,

& Siara, 2008 cited by Friberg, 2016, p. 25). This phenomenon manifests the collaboration from the state and immigration policies and regulations to help new migrants and provide crucial tools for them. Social capital is a crucial element that affect the prolong and result of community engagement in local tourism development (Zhao, Ritchie & Echtner, 2011).

The structural dimension of social capital also has a conspicuous impact on the availability of valuable resources, such as capital, space, facilities, equipment and labour (Zhao, Ritchie & Echtner, 2011). International migration streams therefore “reflect the asymmetric nature of globalization processes in general” (Czaika and de Haas, 2015: 319; cited by Carmo & Hedberg, 2019, p. 104). Tan, Liu, Rosser, Yeoh, & Guo (2018, p. 10) mentioned that “Levitt and Lamba-Nieves (2010) focused on the nature and impacts of social remittances, conceptualising these as the flows of skills, knowledge, ideas, and practices between countries of origin and destination at both individual and collective levels. They argued that migrants bring sociocultural practices from their homelands to destination countries and export new knowledge and ideas back the other way” (cited by Tan, Liu, Rosser, Yeoh, & Guo (2018, p. 10).

It is suggested that the community’s requirement for social, political and cultural capital should be enforced in planning and development strategies, community and singulars should create their connections for their own safety in the stage of globalization, powerlessness, and governmental responsibility failure (Macheth et al., 2014; cited by Zhao, Ritchie & Echtner, 2011).

Chapter 3: Methodology

The purpose of this chapter is to present methodological perspectives, together with the chosen methods which utilized for data collection. Firstly, the methodological perspectives in this thesis will be examined and discussed. Following with the description and justification of the primary data collection methods, namely in-depth interviews, online questionnaires, and observation as such. Each using methods will be explained thoroughly in order to advocate the analysis chapter and shaping data objectively.

3.1 Methodological perspectives

In the following different methodological perspective will be described in order to gain more understanding and the process of how data have been collected.

3.1.1 Inductive approach

Since this thesis is formed based on qualitative research, it draws attention of the author to seek for the answer, new knowledge, and gaining more comprehension through literatures and data collection. Therefore, an inductive approach will be adopted for this research. According to Thomas (2006, p. 238), stated that “the inductive approach is a systematic procedure for analysing qualitative data in which the analysis is likely to be guided by specific evaluation objectives”. LeCompte (2000) encourages researchers to think of the analysis as a jigsaw puzzle in order to create a structure and impose it on data. However, if pieces of jigsaw puzzle or data as such are incomplete or biased, the outcome of the study/research cannot give a clear picture or a good clarification to problem statements (LeCompte, 2000). Caton (2009) stimulates all scholars to deliberate the scope of methodologies that approachable to them to be more critically regarding the knowledge products they create, and the value of their production to be applicable in practice (cited by Coghlan & Filo, 2013). Glaser and Struss stated that “quantitative research was being used to confirm existing theory rather than to test or challenge it, and monographs based on

qualitative data consisted of lengthy, detailed descriptions and little generation of theory” (Suddaby, 2006; cited by Engward, 2013, p. 37).

The inductive approach is indicated to elucidate the data reduction process by depicting a set of processes for generating meaning in complex data through the development of summary themes or categories from the raw data (Thomas, 2006). Barratt, Choi, & Li, (2011) point out that clearly from the literature reviews that the approach for inductive case study purposes is considerably more developed and extensive than that for deductive case study purposes. Thomas (2006) also elucidates that many researchers find this general inductive approach effective than other approaches to qualitative data analysis. Even though this approach is not as robust as other approaches in the similar area of theory, however, it is simplified, straightforward approach for deriving findings connection to concentrated assessment questions (Thomas, 2006). It is worth to address that the lack of relevant literature stimulated the author to work inductively. Thus, due to the insufficiency information from the literature, an inductive method was considered necessary (Turner, 2003, cited by Lumsdon & McGrath, 2011). Punch (1998, p. 201) stated that “analytic induction” is a normally selected approach in qualitative analysis (cited by Thomas, 2006, p. 239).

One pattern for qualitative research is that the researcher tries to depict and form the variety that exists within the area under study (Boeije, 2002). This is a significant attention in any such research approach; the quality of the data is a repercussion of the experience, knowledge and interest of any “expert” panel (Briedenhann & Butts, 2006; cited by Lumsdon & McGrath, 2011).

Thomas (2006, p. 239) examined that “Although the general inductive approach is consistent with Miles and Huberman’s analytic framework, it differs in providing a more detailed set of procedures for analysing and reporting qualitative data (data reduction and display) than is provided in their description”. One feasible approach that can be adopted here is the use of several researchers (see also Dubé and Paré, 2003; McMutcheon and Meredith, 1993; cited by Barratt, Choi, & Li, 2011), similar to the suggestions by Benbasat et al. (1987; cited by Barratt, Choi, & Li, 2011) and

Eisenhardt (1989; cited by Barratt, Choi, & Li, 2011) for inductive research, which takes to a better competence to handle plenty of the contextual data and more reliance in research finding (cited by Barratt, Choi, & Li, 2011). Inductive approach is generally adopted to numerous types of qualitative data analyses, particularly, the grounded theory (Strauss & Corbin, 1998; cited by Thomas, 2006).

3.1.2 Ontology and Epistemology

In order to choose the correct methodology, the author firstly considered the ontology and epistemology as a fundamental process in science theory. According to Crotty (1998, p. 10), stated that “Ontology is the study of being”.

It relates to the social phenomena and gives raise to the question if it exists externally to social impact or if the phenomenon is in fact a consequence of social interaction (Bryman, 2012). The interpretation schemes may vary depending on the observer since different people have different perspectives and goals, and therefore, might use identical categories with different meanings or might apply different semantic to the same words (Cristani & Cuel, 2008). For instance, two sets of individuals may observe the same situation, however, they may interpret the same phenomenon in different ways such as noticing different challenges or opportunities (Cristani & Cuel, 2008). Eftimov, Ispirova, Potočnik, Ogrinc, & Seljak (2019) explained that in any fields, different ontologies may emerge due to the language used, experiences, and different apprehension of the domain based on for instance cultural background. Taking ontology into consideration for this thesis, the question is whether the research domain is something tangible or if it is actually something that only exists as a consequence of social interaction. The author believes that the research topic is falling into the second category since the influence of transnational migrants on a culture is intangible and mostly a consequence of social interaction.

Epistemology is the theory of knowledge, is a key part of philosophy (Aarons, 2011). Crotty (1998, p. 8) states that “It involves knowledge, therefore, and embodies a certain understanding of what is entailed in knowing, that is, *how we know what we know*”. Epistemology discussions go all the way back to the old Greek philosophers such as Plato and Aristotle and is concerned with seeking what is the concept of

knowledge and discover its definition (Aarons, 2011). Stuart (2019, p. 3) listed candidate epistemological to include “knowledge, understanding, truth, justification, evidence, and explanation”. Furthermore, there are various ways of doing epistemology regarding the properties considered epistemological, and the types of manifestation of those properties (Stuart, 2019). Maynard (1994, p. 10) elucidates the importance of epistemology: ‘Epistemology is concerned with providing a philosophical grounding for deciding what kinds of knowledge are possible and how we can ensure that they are both adequate and legitimate’ (cited by Crotty 1998). Aarons (2011, p. 271) demonstrates: “Thus traditional approaches to epistemology are concerned primarily with *what* knowledge is and how it can be identified, rather than *how* knowledge is created or used”. One of the views in epistemology is the area of rationalism. Lacey (2002, p. 286) mentions that: “Rationalism is any view appealing to reason as a source of knowledge or justification. Reason can be contrasted with revelation, in religion, or with emotion and feeling as in ethics, but in philosophy it is usually contrasted with the senses (including introspection, but not intuitions)”. In contrast to rationalism, we find empiricism which Lacey (2002, p. 93) described as “Empiricism: any of a variety of views to the effect that either our concepts or our knowledge are, wholly or partly, based on experience through the senses and introspection”. The author of this thesis applied a combination of rationalism and empiricism in the methodological approach. First, observations were conducted to collect data and senses in an empirical manner. Then rationalism was applied to create interviews and online questionnaires to gain knowledge of how transnational migrants interact with the Danish culture in Copenhagen Denmark.

With respect to objectivism, Crotty (1998, p. 6) explains that “Objectivism is the epistemological view that things exist as meaningful entities independently of consciousness and experience, that they have truth and meaning residing in them as objects (‘objective’ truth and meaning, therefore), and that careful (scientific?) research can attain that objective truth and meaning.”. The final epistemological question, the author of this thesis raised was the relationship between the object and subject. In this thesis, the object refers to the impact of cultural influences through transnational mobility in gastronomy tourism, Copenhagen, Denmark. The subject

refers to the author of this thesis while creating the interview questions the author was careful to not let personal perception affect the object.

3.1.3 Humanistic approach

The ongoing developing postmodern focus within humanistic ideology affects the validation of narratives for at-risk and marginalized communities as well as those with majority statuses (Hansen, 2016; Hansen et al., 2014; Ober et al., 2009; Porter 2010; Singh and Chun, 2010; Smith-Adcock et al., 2004; cited by Peters & Rivas, 2018). Melé (2003, p. 78) stated that “Humanistic” is related to “Humanism”, an old and rich concept. The term “humanism” was introduced by the German scholar F.J. Niethammer as humanismus in 19th century to designate the Renaissance emphasis on studying classical authors and languages (Latin and Greek) in education (Melé, 2003). Although sometimes people exploit the social ties essential for human survival, selection theory gives support for the humanistic idea that human beings have developed in ways that favour mutual support sustenance, empathy, and cooperation (Raskin, 2012). In another research, Trevino (1986) determined that when a culture is more democratic it is related with a raise in ethical behavior including a greater willingness to take individual responsibility (cited by Melé, 2003). According to Davidson (1994), the humanistic ideology underlines three essences: human experiences, freedom, and meaning (cited by Raskin, 2012). In this approach, it relates to this thesis in terms of how transnational migrants can bring their experiences from their cultures into the workplace in gastronomy sector.

Hirschman (1986, p. 238) mentioned that “Humanistic inquiry is based on a set of fundamental beliefs the scientist has about the nature of reality”. He also stated that “Humanists of all researchers are obligated to remain always aware that no one approach or paradigm is the “only” approach or paradigm” (Hirschman, 1986, p. 248). More particularly, humanism is generally apprehended as an outlook addressing common human needs and is related with human characteristics (Melé, 2003). Melé (2003, p. 81) stressed that “There is no doubt that human beings live within a culture; they influence culture and develop themselves under a culture”. Clearly, in humanistic inquiry it is significant to understand that we would never expect perfect correspondence among several interpretations of the same incidents, because an

extraordinary investigator and the phenomenon of study (Hirschman, 1986). The humanistic view is considered by the author of this thesis when interacting with participants during the research.

3.2 Primary Data

The following section will describe the primary data collected which will be the base of the analysis. The primary data in this thesis consists of an inductive interviews, online questionnaire, and observation. Furthermore, validity, reliability, and limitation will be explained respectively.

3.2.1 Inductive interviews

In this thesis, the author used an inductive interview as a main method to collect data. Initially, the author sent e-mail to six restaurants based in Copenhagen, Denmark and asked each of the restaurant for the possibility to interview some of foreigner-staff in order to collect data. Unfortunately, none of them replied even though each email was followed up with a reminder. Further contacting the restaurants by phone did not yield any results since the personal answering the phone did not have the authority and neither able to forward to relevant staff.

Then the author decided to approach a potential empirical material differently. Instead of pursuing further restaurants, the author instead decided to use personal networks through the church the author is attending. Kirken i Kulturcentret is a church situated in Nørrebro neighbourhood of Copenhagen serving the Christian community. During visits to 'Kirken i Kulturcentret', the author established contact with a number of international church members. This led to three in dept interviews about their experience working in the restaurant and find out how they bring in their home culture into gastronomy. Two of the interviews were conducted face to face after the church service at the canteen. The interviews were conducted with a good flow of responses from the participants. The author did not experience any hesitations from the participants to answer the questions. The atmosphere was relaxed and the author was allowed to perform recording of the interview for use when analysing the data. The interview with the first participant took approximately

ten minutes because the participant had to leave for work. The interview with the second participant took approximately 30 minutes as this participant shared an interest in the topic of the research and appeared eager to share her experience during the interview. The third participant was interviewed online via messenger application since she was unable to meet in person. The interview took approximately 15 minutes. The participant also received the questions in a relaxed manner and appeared comfortable answering all the questions. An interview was furthermore conducted with the manager at 'Café On The Six' which employs numerous international staff. This café is located in Valby, six kilometres from the inner Copenhagen, and they serve 'smørrebrød' which is traditional Danish open-faced sandwich. The interview took approximately 16 minutes and the author asked for the permission to make a recording during the interview for later use while analysing data. The Interviewee was off duty at the time the interview was conducted and was referred to the author by another employee at the café. The atmosphere was relaxed and cosy as the interview was conducted in the café.

3.2.2 Online questionnaire

As a supplement to the inductive interviews, an online questionnaire was carried out in the 20th to 27th of April 2019 in order to obtain more data. An online questionnaire was sent to four Facebook pages such as 'Expats World in Copenhagen', 'Copenhagen Jobs', 'Work in Denmark' and 'Jobs in Copenhagen'. From those four pages, only the page 'Expats World in Copenhagen' allowed this online questionnaire to be posted on their page. In the first few days, the author received only two responses and there was no increase of the number of participants. Hence, the author reposted again but this time change the topic to make it more interesting and easier to read and to understand. The result was impressively grown from two responses to sixteen responses. This turned out to be valuable in the analysis phase.

3.2.3 Observation

During collecting data, an observation method was utilized. This method is valuable for the analysis as it had been made without disturbing or influencing the participants. The author noticed that it is infeasible to conduct the interview while the participants were on duty. Even when they were asked to participate in the interview after work or at any time when they are free, but they hesitated to do so with various reasons or explanations. Polanyi (1962) indicated that “the researcher serves as the measuring instrument; personally experienced knowledge serves as scientific data (cited by Hirschman, 1986, p. 238).

An observation was managed at ‘Nyhavn’, a famous area which is one of the main tourist attractions in Copenhagen. There are plenty of restaurants and bars situated long the street. This observation was taken on the 11th of April 2019 and it took about two and half hours. Another place that was taken for an observation is ‘Torvehallerne’ a food hall located near Nørreport station. There are gourmet, local food, beverages, deserts, fresh food, local products and international cuisines. An observation was taken on the 15th of April 2019 and it took about one hour. Engward (2013, p. 38) demonstrated that “Its specific intention is to explore conceptually how people make sense of social phenomena and importantly, how people work best to resolve their dilemmas”. The purpose of the conducted observation was to do the empirical data collection as a preparation of the interviews and online questionnaire. While doing the observation, the author gained knowledge about the age and duties of transnational staff in gastronomy tourism in Copenhagen, Denmark. The author then used these observations to form understanding regarding the interaction among colleagues as well as customers.

3.2.4 Validity

It is important to consider the validity of data collected. Baker (2006, p.185) mentions “researchers must address the issues of validity and reliability”. The author of this thesis has considered the definition of validity from Johnson (1997, p. 282) which

states that “validity as research is ‘plausible, credible, trustworthy, and, therefore, defensible’ and posits a number of strategies researchers can use to promote validity” (cited by Baker, 2006, p. 185). During the observations, a particular strategy to improve validity is to include the feedback of the participants and use direct quotation to avoid bias, interpretation, or interference (Baker, 2006)

3.2.5 Reliability

Reliability covers the extent to which a research would be the same if it was repeated (Veal, 2011). In this thesis, the author used the same form of online questionnaire to collect data. The same questions were used to ask all participants as well as via the interview. Even though the answers are different based on the individual respondent, however, there are some similarity in the answers, in the same scope, from the same questions. Brinkmann & Kvale (2015, p. 281) state that reliability implies to “the consistency and trustworthiness of research findings; it is often treated in relation to the issue of whether a finding is reproducible at other times and by other researchers”.

3.2.6 Limitation

Indeed, to conduct the thesis alone may caused a disadvantage regarding the perception of the received data. Baker (2006, p. 185-186) states that “One threat to validity is researcher bias that may result from selective observation, selective recording of information, or the subjective interpretation of situations”. To mitigate this threat, the author was aware of this issue while conducting the data collection.

Chapter 4: Analysis

In this chapter, the investigation will be started by using the information that was obtained from data collection merge with some literatures from the theory chapter. At this stage, the relevant factors will be identified through the exploration of transnationality in gastronomy tourism as well as its characteristic. Each factor will be elucidated narrowly in order to seek for the interconnection and the result to fill in the research question. Lastly in the end of this chapter, a brief summary from the analysis will be presented.

4.1 The roles of transnational mobility in gastronomy tourism

Gastronomy tourism is not a new concept in Denmark. The matter of fact, gastronomy tourism has turned Denmark to a must visit destination that attract tourists/food tourists around the globe to come and try. For instance, in order for the tourists to try out fine dining restaurants, new experience, unique style of culinary, and learning the culture through the food. Many restaurants in Copenhagen have received stars from the Michelin guide (VisitDenmark, 2019). This even attract more tourists to come and test the product. The academic literature mostly focusses on the business sectors i.e. restaurants, suppliers, consumers etc., however, there has not been so much research on the roles of the people employed in this sector.

The data collection made during this master thesis consists of a total of 20 responses. Of those responses 16 was participated from online questionnaire while 4 responses were collected during inductive interview. All of the respondents work in the gastronomy industry. However, they hold a variety of roles such as chef, waiter/waitress, barista, dishwasher etc.

4.1.1 Position

Additional data was collected via observation of restaurants in the Nyhavn area of Copenhagen and Torvehallerne Copenhagen (street food market). In Nyhavn, the author noticed that most of the staff in the restaurants along the canal are

transnational and the majority of them are at the age between 25-34 years old. As noticed, their duties begin with inviting customers who are walking pass by the restaurants and welcoming them to the table. Giving customer menus, taking order, serving food, collecting bills and clear the table when customer leave. Some of the staff will most of the time standby in front of the restaurants to welcome customers. From this observation, it can be determined that waiter/waitress position are not just serving food, however, their responsibility also covering hostess and cashier or even more. Even though front house staff tend to play an important role in hosting customers when entering the restaurant, other positions in a restaurant also have its significant responsibility which should not be neglected. Positions such as cook, chef, kitchen helper or dishwasher can represent the identity of the restaurant. For example, chef represents the taste of food and he/she has to decorate the dish to make it appear delicious.

In order to consider the role of transnationality in gastronomy, it is necessary to look into their positions to get better understanding of their duty and their significant role. This below table illustrates the participants' position in gastronomy from data collection.

Position	Number of participants
Waiter/waitress	8
Chef/Head chef/Cook	3
Customer service/Front of house	4
Dishwasher	2
Kitchen assistant	2
Waitress manager	1
Total: 20 participants	

Table 1: Table shows participants' position in gastronomy. Source: this table is created by the author.

Based on the table as shown above, there are many different positions in gastronomy. Each position has its own characteristic and different duty. According to this data

collection, waiter/waitress tends to be the highest occurring position. Chef/Head chef/Cook is the position that needs experience and high skills. Position as dish washer and kitchen assistant cannot be ignored as they are part of the team that drive the restaurant/café to move forward even though they are working in a non-customer facing role. Customer service/Front of house is the first stage position that face the customers and can create first impression to the customers.

4.1.2 Service

Service is considered an important key aspect in gastronomy tourism. It is a tool that manifest the level of customers' satisfaction. In this digitalization, most customers can give their feedback by reviewing their experiences through the restaurant/café website or other website such as google reviews, tripadvisor etc. Service can make customers return to the restaurants/café. This refer to Pearce (1998), that states, the level of tourists' satisfaction would consequence their returning, recommendation of others, or never return and give a negative feedback of destination (cited by Rimmington & Yüksel, 1998). Based on the interview with one of the participants, after asking what influence her to work in the restaurant? She replied that "My parents and my sister, they all work in hospitality and I have been working in restaurants as well since the age of 15. Customer service is big in my family, we put networking on meeting people over education". This information indicates that it takes time to gain experience in order to provide a good service. Furthermore, providing service to the customers can create network to get to know people, building connection which could be an opportunity for business or friendship.

To sum up in this sub-chapter, transnational staff play an important role in gastronomy. Even though there are different position in restaurants, but everyone is important, because they represent the face of the restaurants they are working for. Language is an important part of the service as it is a tool for communication. In this particular perspective, Danish language tends to be useful when it applies to both customers and co-workers. Even though it is not compulsory, but it shows that transnational have tried to go beyond their limitation of skills. A significant key in

gastronomy is service. Because it represents the identity of restaurants where transnational work which can attract tourists to return or telling others to come.

4.2 Exploring factors that influence transnational mobility in gastronomy tourism

The following factors will identify the characteristic of transnational in gastronomy as it is a gate to understand their attitudes , point of view through their experiences gained in their workplace and from their backgrounds. Data collection from the interview, online questionnaire, and observation will be utilized during the investigation. In the meantime, the relevant context from literature review (theory) will be applied in this sub-chapter.

4.2.1 Personal experience/ background

Studying about ethnography from data collection is necessary in order to investigate the impact of culture from the participants and exploring their encounter in Copenhagen, Denmark.

4.2.1.1 Age

Here below will illustrate the table of the average age of the participants.

Age range	Number of participants
18 – 24 years old	5
25 – 34 years old	14
35 – 44 years old	1
Total: 20 participants	

Table 2: Table shows participants' average age. Source: this table is created by the author.

Based on the table as shown above, the majority of participants that work in gastronomy in Copenhagen is in the age between 25-34 years old. And the age between 35-44 years old is the minority age.

4.2.1.2 Personal background

Based on the interview, it manifest that previous experience of the participants influences them to continue working in gastronomy industry. While interviewing one of the participants, she mentioned that “I grew up in Thailand and I love cooking because my family likes to cook. I learned to cook from my mother. When I moved to Denmark, at that time my sister own a Thai restaurant and I helped her in the kitchen. After that, I decided to work in other restaurants and I really enjoyed it. Later on, I decided to attend the Hotel and Restaurant School in Copenhagen and graduated with a certificate. And now, I have my dream job, working in the place where I serve more than one thousand people a day.” This previous experience from this participant fits with the study of Wijiya (2014) regarding the staff competence consisting of knowledge, assurance, and reliability. This competence is part of the staff quality. However, not everyone who work in gastronomy tourism will have this staff competence as each of them have different interest from their background experience and the most responses on what influence them to work in the restaurants or café is because of the money (good salary), following with the answer such as because of lack of opportunity. There is the only one participant based from online questionnaire mentioned that the previous experience influences him/her to work in gastronomy.

4.2.1.3 Recruitment channels

With respect to the literature, Martin, Abella, & Kuptsch (2006); Pries (2010) demonstrated that income and job opportunity are not the only factors that trigger migrants’ movements. However, it is a combination of push and pull factors and sustained network (cited by Krings, 2016). From data collection based on the interview and online questionnaire asking the participants of how they obtained the job, the result manifests that 8 participants used internet/sending e-mail to apply for the job, 4 participants applied job by walk-in, and 7 participants used their networks. Refer to one of the respondents who is currently working in the café called ‘Café on the Six’ as a barista and waitress, she shared her story of how she got the job that “My aunt she lives very close by this café and she was walking by right before they open and asked if they need any help and presented me by telling them that I’m looking for

a job”. Nahapiet & Ghoshal (1998) addressed that it is manifesting that network is the key element in order to tie social relationship and social interaction (cited by Zhao, Ritchie & Echtner, 2011). In contrary, even network is one of the factor that can lead to the job employment, however, it cannot run without motivation. Regarding what influence these transnational to work in gastronomy, it reveals that money/salary tends to be a big influence that drive transnationals’ motivation to work in gastronomy. For some participants, it was because they love cooking, another reason given are because it is lack of opportunity to get a better job and because of previous experience.

4.2.1.4 Types of restaurants

During observation, the author noticed that there are plenty of restaurants in Copenhagen in different types from fast food to fine dining restaurants. Restaurants on Nyhavn tend to be one of the most popular among tourists since it is a must visit destination when traveling to Denmark. Most restaurants situated there are fine dining restaurants and mix with café/bristo and pop-up restaurants. The observation in Torvehallerne Copenhagen (street food market) where they serve from fresh seafood, local butcher stalls, seasonal vegetables, alcoholic beverages, coffee shops, fresh bakery, ready-to-eat meals, and deserts. When noticing staff that working there, they are mostly local Danes and a few transnational (migrants). The majority of visitors here are tourists. The atmosphere here is cozy and relaxed. This place is one of the famous tourist spot and highly recommended for food tourists.

The table below displays the type of restaurants based on data collection.

Type of restaurants	Number of participant
Fast food	2
Find dining	4
Café/Bristo	2
Fast casual	4

Buffet/Catering	3
Pop up restaurant	2
Burger restaurant	1
Hotel restaurant	2
Total: 20 participants	

Table 3: Table shows types of restaurants from data collection. Source: this table is created by the author.

4.2.2 The country of origin

It is necessary to identify the participants' place of origins in order to have a better understanding when analysing their point of views regarding their work situation in gastronomy through the cultural background based on their original homeland. Friberg (2016) mentioned that transnational workers are not only framed by human capital of individual, however, it formed regarding social demography such as ethnicity and nationality.

Hence, here below shows the participants' place of origins from data collection.

Place of origins	Number of participants
Argentina	1
Canada	1
Germany	1
India	2
Iran	1
Lithuania	2
Nepal	1
Poland	1
Romania	1
Slovakia	1
Thailand	2
Spain	1
United Kingdom	1

The United States of America	2
Kenya	1
France	1
Total: 20 participants	

Table 4: Table shows the place of origins from data collection. Source: this table is created by the author.

The table above manifests diversity of nationalities. Refer to data collection, the participants come from different part of the globe both from EU-countries and Non-EU-countries. Each country has its own unique cultural and the emergent of their characteristics. The investigation seeks to find out on what the participants bring in while living and working in Copenhagen based on their culture background from the country of origin.

4.2.2.1 Bring in and adaptation

From data collection, a commonality in the answers from the participants is that they bring hospitality and smile into their workplace and customers. The participant from the United Kingdom indicates that he brings in more of a recognition of authority in the workplace. He further states that there is more of an authoritative structure in the workplace in the United Kingdom.

In terms of the adaptation of transnational based previous experience and what they bring in into the workplace especially in gastronomy. From the interview with one participant who is currently working in cafeteria, she mentioned on this issue that “I learn to adapt based on my experience to re-create the food here. It’s about to make the boring food look more interesting, more modern, I have to create and design the dish, think about what to use for the decoration. My background is from Asia, so I like to test the food and think what I can do to make food from Asia and Europe and combine it together like a fusion food. I will not change that much from cooking Danish food. It’s mostly about adapting the taste. For example, meatball, the original mixing they use only salt and paper, but I adapt to use chili sauce and soya sauce to mix in the pork chop, use sweet chili, sasimi oil and it tastes good. The clients like it. Later on, the ingredients were put into the cooking list for others to follow the recipe with the

agreement from my boss”. This situation shows that this participant learned to use her own perception in the taste of the food based on previous experience and adapt her knowledge into this situation/in her task as a cook.

Another example from one of the respondents demonstrated during the interview that “I see inspiration from cookbooks, online, those kinds of things and through traveling experience. For example, I’ve been to Hawaii many times there’s a bowl (the smoothie bowl) it’s from different fruits. So I bring those to use it here. It inspires me. The fresh fruits on the bowl”. This example shows that an experience from travelling can inspire transnational to bring what they have seen, learned, or experience to use in their work.

4.2.3 The country of destination (Copenhagen, Denmark)

During the investigation, there are questions that created for participants to share their perspectives regarding their experience gaining from living and working in Copenhagen, particularly in gastronomy. In order to understand how transnational perceive the new knowledge, experience, and the way of thinking in their new destination/home.

4.2.3.1 The length of stay

Interestingly, there are many reasons that transnational move to the country of destination, in this case is Copenhagen, Denmark. From data collection, the purpose of transnational coming to Denmark is mostly to study (7 participants), family reunification (7 participants), work (5 participants), and to experience another culture (1 participant).

The table below illustrates the participants’ desire to stay in Denmark on a longer term.

The length of stay	Number of participant
Less than 1 years	4
1 – 5 years	3
6 – 10 years (plus)	1

Permanently	7
Undecided	5
Total: 20 participants	

Table 5: Table shows the length of stay from data collection. Source: this table is created by the author.

Based on the table above, it illustrates that there are 7 participants that have a certain plan to stay in Denmark permanently. However, 5 participants are unsure and have not decided the length of the stay. It shows the uncertain future for their plan in the country of destination. With respect to the literature from Castles (2013) mentioned that even migrants who may be granted the right to permanent residence may decide to stay in the country of destination or leave earlier than intended due to difficulties in their integration process or experienced hostility (cited by Pitkänen, Korpela, Aksakal, & Schmidt, 2018).

4.2.3.2 Danish language

Denmark has its own language, Danish, which is the official language of Denmark. Friberg (2016) examined that it would be difficult for transnational migrants to have literacy, competency, and experience from their home country, but cannot utilize in destination country without learning language, working culture and/or national certification schemes. This suggests that learning the Danish language is important for the foreigners when deciding to stay in Denmark long term. Learning the language of a country of destination is not the only way to access to the society. The matter of fact, it is the gateway of learning culture and it is an important tool to break the wall between transnational and locals. Moreover, to be able to speak, read, and write Danish would be a huge advantage to have job opportunities for transnational.

The data collected from the 20 participants shows that 5 participants speak Danish well, 11 participants speak Danish not well, and 4 participants cannot speak Danish at all. Furthermore, 15 participants work with Danes and 5 participants do not work with Danes. This demonstrates that it is important to learn the language in order to be able to communicate with the locals in the host country. It will enhance more possibility to link with the local networks. Through the observation, the level of using

Danish language depends on their position and who they interact with in their workplace.

On this below figure illustrates the number of staff that use Danish in their workplace.

The number of staff using Danish language in their workplace	
Yes	8
No	7
Sometimes	5
Total: 20 participants	

*Table 6: Table shows the number of staff using Danish language in their workplace.
Source: this table is created by the author.*

4.2.3.3 Danish working culture

While exploring the impression of Danish working culture by the transnational respondents, the result reveals that the majority of participants like that Danish has 37 working hours per week with lots of flexibility and a long vacation. Additionally, they mentioned that there is a flat hierarchy and a good work-life balance.

With regards to gastronomy, one of the participants who is currently working in cafeteria which serve the food to a thousand people every day addressed that “Danes are really care of cleanliness when preparing for the food and while cooking. They are very serious about hygiene, sanitation, and the temperature of the food. It is very important that you have to keep the food in the right temperature. This is because they don’t want to make the customers to get sick from the food. We have to take responsible for their lives. When preparing the food, the chef will make sure that all the ingredients are fresh and clean. I leaned so much from the school I attended (Hotel and Restaurant School, Valby, Copenhagen). This is what I really respect. I don’t see this in other countries. And this is the reason why Denmark became one of the most high-end restaurants in the top ranging of the world and received stars from the Michelin guide. Because they do concern with cleanliness, food design, innovative and sustainable ingredients. I’m very impressed”. Her statement correlates to Fischler (1988) which mentioned that the impact of food embeds people’s behaviour, psychologically and cultural as well as personally and mutually (cited by Lee & Scott,

2015). Moreover, this is an example of the investment in human capital by gaining more knowledge in the host country and apply the experience and knowledge learning in practice.

4.2.3.4 Challenges while working in Copenhagen, Denmark

Another aspect investigated by the author is the question of the challenges faced by transnational workers in gastronomy in Copenhagen. Most of the respondents pointed at the Danish language is the most difficult part of working in Denmark. Some participants stated that it is difficult to integrate with Danes and to get respect from them. One of the participant mentioned that he/she feels left out with other colleagues who are Danes. In contrast, some transnational takes it as a challenge to use the opportunity to approach the locals in the host country. Based on the interview with the waitress from the USA, she shared the following experience: “Based on my experience, I think Danes are very open and I am a very social person. A lot of people coming here expecting Danes to approach them, they do not even approach the Danes. So, I think if people are actually trying to approach Danes, they are so friendly. If you do a social experiment and go out and talk with them, they are so open. Working at a café here I have met so many Danish friends and I’m spending my time with them and maybe it’s the place I am working in but it created such a community with my Danish customers and they are so friendly and they helped me with my Danish language, I practice with them and they want to help me. They keep coming back”. These different answers illustrate different perspectives from participants based on personal experience and their perception or knowledge about the host country. Having a positive attitude can lead transnational to have a motivation to engage into local community.

4.3 Experience gained from working in gastronomy in Copenhagen, Denmark

While working among locals and other transnational in the host country. There are advantages and disadvantages based on experiences gained. Some transnational may have high expectation from their workplace and might get disappointed. Some are satisfied with the outcome of spending time in their workplace and learning from

others. In this part, the author investigates and seeks for those transnational who shared their satisfaction/dissatisfaction while working in Denmark. The results are both positive and negative reviews. For instance, ones mentioned that "It's more relaxed here than some other countries. Nonetheless, it really depends on the internal culture of the restaurant/company. Have both positive and negative experiences here in Denmark". Another participant states that he/she get less paid than Danes. Another participant addresses that "No union for restaurant". There is a sense of inequality, disrespectful, and disappointment feeling rather than good feeling among these transnational. One of the participants examined that "There are not many people who want to take responsibility. However, this might just be endemic in the service industry rather than in Danish working culture. I feel disappointed when I am paid less than someone who is supposed to be a manager yet feel that I am doing more work than him". Another participant states that "No respect for women. Manager treated waitress and waiters so bad and no respect. And if manager like your body and face, he will give you more hours and opportunities! Even if you sleep with him you can become a star! And they are so unfair". Another negative comment from participant mentions that "They (the Danes) tend to work without energy, not bringing joy to the work environment, not socializing and without too much cooperation".

4.4 The variation of the way of learning while working in gastronomy

In the literature about the human investment in human capital, Friberg (2016) examined that previous background of migrants from their countries of origin such as experience gaining, knowledge learning, and resourcefulness will benefit their career opportunity in the country of destination. To investigate this topic in the context of gastronomy the author asked the participants what has changed in their perception after working in Copenhagen, Denmark. One participant mentioned that: "I feel that I am less afraid to speak out now within the workplace, due to the relative equality between employees. I feel that it is harder to get fired in Denmark and there is more freedom to express yourself and take up the initiative and responsibility if you want to take it". The story of this participant is similar to another respondent

stating: “As a Thai person, I like to be quiet and I don’t really talk a lot. I don’t express myself so much about how I feel to others. But, when working here, I have to adjust myself to talk more, and be straight forward to express my feeling of how I feel to others”. This variation is obviously manifest how social impacts into transnational who living in Denmark regarding the culture and the adaptation mix with experience from their homelands.

In contrast, another participant mentioned that “Nothing change, I just want to work the way works people in my country – faster and harder, I became more lazy working in Denmark”. There is a contradiction in its sentence when mentioning nothing change but his/her behaviour revealed in the end at the feeling of more lazy working in Denmark. This shows the change of transnationals’ while working in Denmark. Another participant mentioned that “Time management” has changed him/her.

4.5 Summary

The analysis in this chapter based on data collection through interviews, observation, and online questionnaire, shows that there are factors that impact the variation of transnational’ perspective and perception of previous knowledge and after migrating to work in the country of destination (Copenhagen, Denmark). The respondents represent a broad span of nationalities and responded with many different experiences of working in the gastronomy sector. This indicates that each workplace has its own unique characteristic in the working system and the interaction between colleagues and the customers.

5. Conclusion

Transnational mobility is not a new concept. The matter of fact, this scenario and context has been discussed and it is put into the academic research for over decades. The number of studies regarding transnational mobility and transnational migration have been raised in many different issues under the same content. One of the context regarding transnational mobility rarely mentioned in the literature is that of transnational mobility in gastronomy tourism. Even though gastronomy tourism is well known and the industry is growing, however, yet the neglect of staff in this industry still hidden. In this thesis, the author has aimed to discover and raise the important part of transnational movement in gastronomy tourism, seeking for interconnection of how they make an impact in many different angles under gastronomy context.

Chapter two, the literature/theory presented derivation of gastronomy tourism, the role of transnational in gastronomy, studying the aspect of transnational mobility together with the explanation/interconnection of human capital and social capital in order to understand the overall ideology while doing the analysis. In chapter three, the methodology presents its methodological perspectives such as an inductive approach, grounded theory approach, humanistic approach, epistemology, and ontology. Following with the primary data presented. In this thesis, the author used the interview, online questionnaire, and an observation as tools to conduct and collect data. Chapter four is the analysis chapter where the investigation starts and digging point by point and exploring the characteristics of transnational in gastronomy.

With respect to the result of the analysis, the research questions are answered on the following;

Answering to the question 1: *What are the important factors that influence transnational migrants to engage into Danish (working) culture through gastronomy?*

The result from the investigation shows that Danish language is an important factor and it is the gateway to encounter Danish society and in their workplace. Another factor is Danish working culture which attracts transnationals. This can be seen as the

majority of the respondents replied that they like the 37 hours workweek. Another factor that clearly stated from these participants is salary. The income encourages them to seek for employment in Copenhagen, Denmark. Other benefits mentioned were good work-life balance, flat hierarchy, and the long vacation. These are factors that most influence transnational migrants while living and working in Denmark.

Answering to the question 2: How can they bring in their existing knowledge acquired in their own culture into gastronomy in Copenhagen, Denmark?

Since each respondents come from different part of the world where there are different cultures and they have their own unique characteristics. However, the author discovered that most participants bring hospitality and service minded into gastronomy tourism in Copenhagen. Some mentioned that they use smiling, friendly approach, and warm greetings to welcome the customers. Moreover, some of the participants used their previous experience or knowledge from their home country to adapt into their workplace, such as adding extra ingredients into Danish meatball or use coconut bowl for fruity smoothies which this knowledge gained from traveling experience.

5.2 Limitation and further research

Studying about transnational mobility in gastronomy tourism is an interesting topic/issue in order to discover the behaviour of transnational while working in Copenhagen, Denmark. Regarding the limitation, it can be explained that while collecting data the author faced some circumstances such as lack of cooperation from some restaurants. Another thing is that it was not possible to collect data while the participants are on duty. Only observation was allowed to do so. Furthermore, lack of timing (not having enough time) is an obstacle when interviewing the participants since they would prefer to go home after finishing work. Fortunately, the author decided to use online questionnaire as a spare method to collect data and that works successfully. Regarding the literature, there are still lack of relevant literature (literature gap) regarding transnational mobility in gastronomy. This is a challenge for the author to fill this gap.

Transnationalism plays an important role in the tourism industry. Because they are multi-national and this can be an advantage when they work in tourism sector, or in gastronomy tourism in this case. However, each host country has individual laws or policies regarding labour law, immigration, and taxation. Studying on political power would enhance the understanding of how these policies can affect transnationalism in the host country. Therefore, the further research can be focused on the political element in order to understand its role as a policy-maker and understanding the power of the actors in political aspect would help transnational to prepare and find their solutions or the way to handle of the change for their future.

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