

The effects of seasonality on the accommodation stakeholders on the Island of Møn

Abstract

This research explores the meaning of "Seasonality" on a tourism destination with a particular focus on the hospitality business being the accommodation stakeholders of the region. There will be a discussion of strategies that both accommodation and governmental stakeholders are implementing in order to reduce the effects of seasonality on the region. Data for this case was obtained by a survey being complemented by interviews to relevant stakeholders on the Danish Island of Møn. They were revealing different perspectives on the subject of seasonality, and how positive and harmful it can be to have seasonality in a UNESCO protected island. There was an exploration of what strategies are being implemented on a governmental level and private level in order to mitigate the effects of seasonality on the destination.

Keywords: Seasonality, Positives of Seasonality, Negatives of Seasonality, Seasonality Strategies, Møn, Denmark

Author: Francisco Barros Fernandes

Academic Supervision: Associate Professor Carina Ren

Department: Cross-Cultural Studies

University: Aalborg University Copenhagen



AALBORG UNIVERSITY

Table of Contents

1	Section.....	3
1.1	Introduction.....	3
1.1.1	Research Area	4
1.1.2	Research Question	4
1.1.3	Research Aims.....	4
1.1.4	Problem Area- Seasonality on the Island of Møn.....	5
1.1.5	Motivation.....	5
1.2	Methodology	6
1.2.1	Philosophy of Social Science	6
1.2.2	Data Collection.....	7
1.2.3	Quantitative Research.....	8
1.2.4	Qualitative Research	10
1.2.5	Surveys.....	11
1.2.6	Phone Call Interviews.....	11
1.2.7	E-mail Interviews/Questioner	11
1.2.8	Interviews - Structured and Semi-Structured	12
1.2.9	Secondary Research	12
1.2.10	Data Analysis	12
1.2.11	Limitations of Research	13
1.2.12	Validity of Research	14
1.3	Literature Review.....	15
1.3.1	History of Tourism.....	15
1.3.2	Rural Tourism.....	16
1.3.3	Tourism Destination.....	17
1.3.4	Stakeholders	18
1.3.5	Seasonality	19
2	Section- Analysis.....	21
2.1	The Destination.....	21
2.1.2	Sub Conclusion.:.....	27
2.2	Stakeholders	28
2.2.2	Sub Conclusion.:.....	33
2.3	Seasonality in Møn.....	34
2.3.2	Sub Conclusion:.....	43
3	Section- Conclusion	44
3.1	Discussion	44
3.2	Future of Research	47
3.3	Conclusion	48
4	Reference.....	49

1 Section

1.1 Introduction

Accommodation business represents the majority of activity on rural tourism destinations bringing economic development to these regions abandoned by other industries.

Most tourism destinations are affected by some tip of "seasonality" posing problems for the tourism development of the region and their economic stability on a yearly bases.

There are strategic responses to mitigate the effects of seasonality that can help to develop and maintain the destinations.

This paper takes a neutral approach to "seasonality" and how accommodation stakeholders in the Danish Island of Møn perceive it according to their accommodation business needs.

Having a particular focus on the perception of the destination of the Danish Island of Møn and how local accommodation business are combating and surviving the effects of seasonality on their destination.

Thiess discussions on the subject of seasonality taken with the accommodation stakeholders have the underlining of protection guidelines with the Møn's UNESCO Biosphere Reserve. This paper also reveals the importance of seasonality on nature protected destination.

Although this case study was based on a Danish Island, this neutral analysis of seasonality is also relevant for other "Nature" protected destinations in Europe and other countries with UNESCO protection "Nature" where the focus cannot be only economic.

1.1.1 Research Area

Tourism has had consistent growth in the past ten years, according to (UNWTO, 2020) this increasing growth in the tourism industry is due to the stabilization of the economy. Other factors help the tourism industry to grow back after 2008-2009 recession. Due the tourism industry is growing some destinations can be affected by seasonality.

Seasonality can be caused by both natural and institutional causes being the yearly calendar like religious, school and public holidays. Tourism seasonality can also be affected by natural causes like the weather. These factors can be detrimental for a destination limiting the investment in the region depending on their seasonality. (UNWTO, 2014)

When conducting my research, I will be looking into the tourism industry of the Island of Møn being a part of the tourism of south Sjælland in Denmark. When I look at Møn has a destination, the 1st thing that is brought to my attention would be the UNESCO protected Møn's Klint. Møn's Klint was the first recognized biosphere in Denmark entering the protection of UNESCO in 2017. There locals being prized by their remarkable balance between life and work and preservation of this natural environment. (SydkystDanmark, 2018)

This paper will be focusing on the accommodation sector of the tourism industry. I will be looking to the destination and finding a mix of a family-owned business and corporate-owned business to see how their business deal with seasonality in the destination.

1.1.2 Research Question

“The effects of seasonality on the accommodation stakeholders on the Island of Møn?”

1.1.3 Research Aims

This academic research aims to explore the following.:

- I will be using primary data research to find the different perspectives that local stakeholders have on seasonality on the Island of Møn.
- The research will provide me with some negative and positive effects of seasonality on destination of the Island Møn, and I will be comparing it with literature on the subject.
- I will analyses what strategies the accommodation business are implementing to combat their seasonality.

1.1.4 Problem Area- Seasonality on the Island of Møn

The Island of Møn received 200.000 visitors looking to spend the night and enjoy their holidays in 2017. For an island with less than 10.000 inhabitants, a year around tourism represents an increase in the population of 2000%. (Culture Trip, 2018)

This shows me for every inhabitant there are 20 tourists visiting the Island in a yearly basis. That would not be a problem if the visitors would visit the island all year round. But most of the visits occur in the summer.

This is due to the destination infrastructure, Møn is building has an outdoor destination where people enjoy nature and have lots of activities connected with locals and natural habitats. Therefore, seasonality represents a big problem for the destination because of the weather.

According to (SydkystDanmark, 2019) Møn is an excellent destination in winter with lots of activities and snow. Unfortunately, the most significant activity on the Island of Møn is Møn's Klint and the Geocenter. Do Møn's Klint is open all year round because it's a natural park the Geocenter closes from October to April. (Geocenter Møns Klint, 2020) And according to (Danish Life, 2018) Møn has not had snow season since March 2018.

The problem that the destination of Møn faces is the inability of spreading visitors around the year. This problem is mostly caused by weather and lack of attractions for the winter months. I will research the subject in depth in order to see if the seasonality in Møn is not only a problem for local stakeholders but also a problem for the natural environment.

1.1.5 Motivation

Has a new interpreter in the tourism industry I am looking into this research has filled work for my future hospitality project in the destination of Møn. I will be opening a Small Cultural Boutique Hotel in the Village of Viemose.

This hotel will consist of seven junior suites, a cultural house with a bakery and a coffee shop. My project intends to connect tourists with local and to create a cultural hub for the locals to interact. The Villa Barros project aims to be self-sustainable by producing it's own energy and recycling rainwater and dark water to utilize it when is most need

The Villa Barros project has the aim of educating tourists and locals on a sustainable lifestyle. I see the research into seasonality has a significant benefit for my knowledge on the destination of Møn. This analysis will help me and the Villa Barros project to develop a plan to combat seasonality.

I also see this opportunity has a way of connecting with other business owners and create connections for future business. We are a community trying to make Møn a sustainable destination that protects the natural habitats and nature around us.

1.2 Methodology

In this chapter, I will be explaining the steps I have taken within the methodology in order to answer the research question. I will start the chapter by elaborating on the philosophy of social science that I will be basing this research in.

After establishing the philosophy of science I will be looking into the research approach from there I will be able to establish what research methods are applicable. I will also establish the geographical scope of the research and establish the analysis methods and finally, I will look into the methods of validation.

1.2.1 Philosophy of Social Science

When researching what philosophy of social science would be the most relevant for the research, that I will be conducting I have decided to go with the "Pragmatism" approach.

"'Pragmatism' is derived from the Greek word *pragma* which means action, from which the words 'practice' and 'practical' come". (James, 2000)

According to (Powell, 2001), the pragmatist epistemology focuses more on the practical research considerations than by ideals. By doing so the pragmatist epistemology goes against positive and anti-positivist views on social sciences. Pragmatism proposes to reconstruct the theoretical criteria. Removing the focus on finding the truth or reality with are always in dispute and to focus on helping to solve human problems as you can see in quote below.

"Pragmatism, on the other hand, rejects positivism, on grounds that no theory can satisfy its demands (objectivity, falsify-ability, the crucial experiment, etc.); and rejects anti-positivism, because virtually any theory would satisfy them" (Powell, 2001)

Pragmatism is associated as an American philosophy, according to (Aune, 1970). This philosophy is ideal for mixing methods research being an alliance between quantitative and qualitative data collections. (Pansiri, 2006) argues that by using a mix method approach based on the pragmatism epistemology when doing tourism research is fundamental because only by using both methods, we can see all picture that is the human problem to be solved.

This paper will be using the pragmatism approach to promote consistent research that can be replicated. This philosophy of science promotes the triangulation of both qualitative and quantitative methods. By doing so, pragmatism focuses on real human problems, not allowing personal perspectives or approaches to interfere in the data collected. (Pansiri, 2006)

Being supported by Merman that believes that mixing methods is the future of tourism research and it is imperative that the research is done with a pragmatism perspective because it improves the credibility of the methods used. They are, therefore validating the research. (Downward & Mearman, 2004)

1.2.2 Data Collection

As I referred in the philosophy of science section of this methodology chapter in order to do this research I will be utilizing mix methods. The data collection will be divided into two main approaches one focusing on the local stakeholders and the other focusing on the DMO. This approaches will be subdivided into stages as you will be able to see in figure number 1.

On stages 1 to 2.1 I will be collecting data on local stakeholders. On stage 3 and 3.1 my data collection is based on stages 1 and 2 but if focused on the DMO or better know the Governmental stakeholder. All these stages will culminate on stage 4 where I will be able to see the findings and triangulate both qualitative data collection and consider the quantitative data collection made in the beginning.

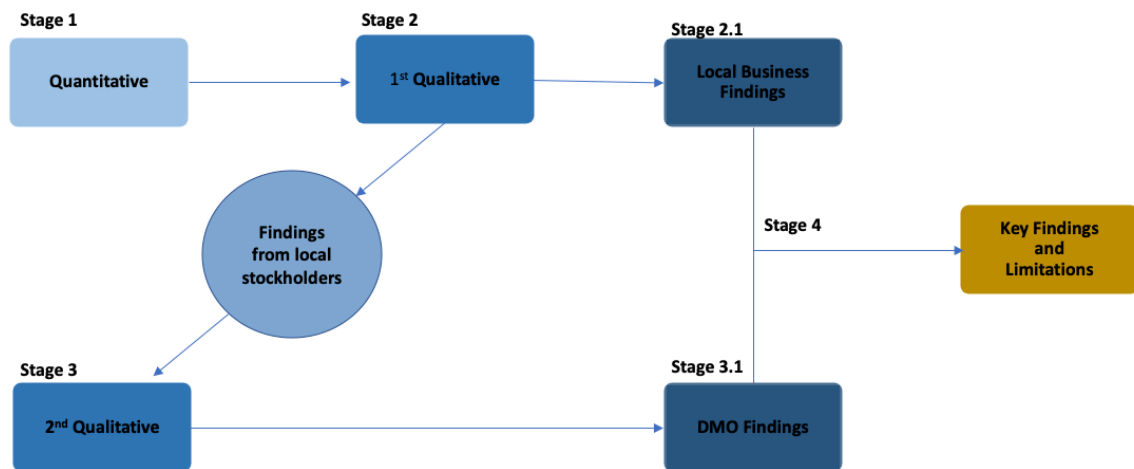


Figure 1 Primary Research Design by Francisco Fernandes inspired by (Pansiri, 2006)

In the figure above we are able to identify the different stages I have created in order to collect data. This model was inspired by (Pansiri, 2006) where he drives a paradigm perspective on the investigations of the Australian tourism industry. I have adapted his model into my research.

1.2.3 Quantitative Research

In order to have a clear understanding of how I have made and collected data for my quantitative data collection I have created a diagram below on figure number 2. To show the steps I have taken in order to structure and safeguard the quality of the data. Making it possible for others to replicate it in the future.

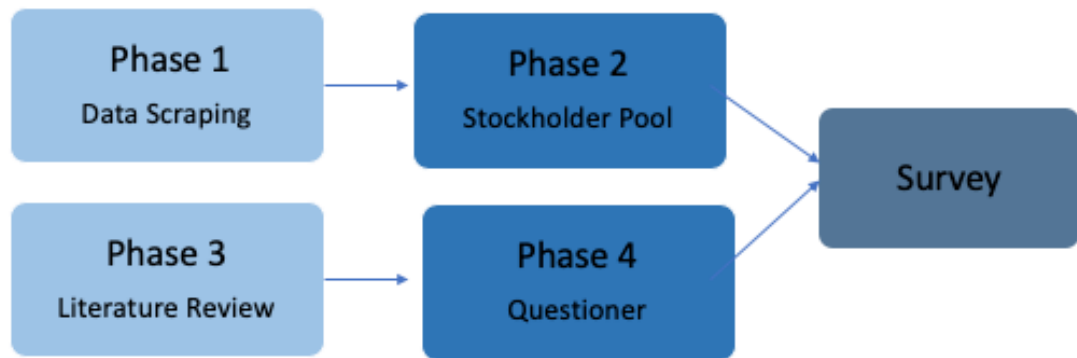


Figure 2 Quantitative Research Design By Francisco Fernandes

Phase 1.:

On this sept to the creation of the survey I looked into the destination of Møn and I explored the web more precisely Google.com and Booking.com in order to scrap all the data for exiting accommodation business on the Island of Møn. By doing so I was able to create a database with all potential stakeholders in the destination. With data scraping consisted of the collection of business names and contact information and all data was collected manually. I have not included summer houses on the data scraping because the do not represent my definition of business accommodation with additional services.

Phase 2.:

For the second phase I started to create limitations for our data pool so in order to be impartial on the selection of the eject where the survey would be sent to I decided to select the first fifteen business that I have collected data on and make them part of my stakeholder's pool.

Phase 3.:

This step of the qualitative data collection was based on the literature review. By gathering information and reading different perspectives on the subject of seasonally I was able to have and the idea of how I would be able to structure and design my questions for the survey. I have gathered inspiration for the questions for reading a case study on the Island of Bon... in Denmark where they studied the impacts of seasonality on the island.

Phase 4.:

When creating the questioners for the survey I kept in mind to mix the type of questions starting with 3 closed-ended questions and finishing with 2 open-ended questions. The purpose of the first 3 questions would be to confirm and reinforce that data collection pool of stakeholders. So that I can establish reliable data sources.

The last 2 questions are open-ended focusing on challenges that their business face during the year. I did not specify that the survey was focusing on seasonality. I have not done so because I want the stakeholders to keep the answers more related to their business. Because in the later analysis I would be able to establish comparisons regarding the subject/challenges that local stakeholders face in their day to day operations.

Timeline and Volume of Answers.:

The timeline for the qualitative data collection was from February 2020 to April 2020. In February I have collected the stakeholder pool for being questioned and I created the questions for the survey. At the end of February, the survey was sent by e-mail to all the 15th selected stakeholders.

And from week 8 to week 16 I send a reminder e-mail so that I would be able to get the maximum of answers to the survey possible. Unfortunately from the 15 surveys sent only 5 were returned. And from these five responders only three agreed to participate in an interview.

Survey.:

By doing such an extensive preparation for the quantitative data collection I was able to collect relevant data in order to establish an underline problem in the region. This problem was seasonality and based on the answers from the open questions from the survey I was able to pass to the 1st phase of qualitative data collection.

1.2.4 Qualitative Research

First Qualitative Data Collection

For the 1st qualitative data collection, I already had the list of stakeholders that have agreed for an interview by answering our survey. With this new data pool of stakeholders done I focused on analysing the information collected in the survey in order to create a questioner for the interviews.

This interviews would be semi-structured. I created 9 open-ended questions that I have sent to the different stakeholders. And based on these questions I created a structure for the phone call interviews.

This structure helped me to keep an overall perspective on the interview and to make sure that all the potential information related to seasonality would be collected for comparison within the other interviewed stakeholders and to further elaborate the discussion of seasonality on the Island of Møn. The analysis of answers given to be the stakeholders would help me to create the questioner for the interview with the DMO.

Timeline and Volume of Answers.:

The interviews for the 1st phase of quantitative data collection started on week 16 with the creation of a questioner. And establishing contact with the stakeholders that have answered to the survey. By week 17 the interviews started with the 3 stakeholders.

From these 3 stakeholders, only 2 agreed to be recorded. So only 2 interviews would be valid for further research. The interviews were conducted by phone calls because of the COV-19 Pandemic.

Second Qualitative Data Collection

For the secondary quantitative research, I have investigated what government institutions would represent the Island of Møn in terms of Marketing and planning. And the two institutions that I have a fund where the flowing.

The House of Møn- a representative of Visit Denmark being responsible for the tourism information in all the island and SydkstDanmark being the overall DMO of the region of south Sjælland including Møn. This DMO is responsible for create the short to long term plan of the destination and markets the region internationally.

Timeline and Volume of Answers.:

In week 15 I have started contact with the respective governmental stakeholders in order to arrange a interview and only by week 19 I was informed that interviews would not be a possibility in any form. Because they did not have the time. But I was told There would be a small possibility of having some questions send and replied my e-mail. For both House of Møn and SydkstDanmark.

1.2.5 Surveys

When doing the survey that initiated the quantitative data collection is essential to refer that the tip of survey used. I have used web survey because it provides structure and design and tools to analyse the data more efficiently. (Silva Durga Prasad Nayak & Narayan, 2019)

The web survey system utilized in this research was survey monkey. I have used the survey has a toll on the suitability of the case study. I have sent the survey to find what was that local stakeholders consider being a challenge for their business. In this paper, I will be referring to the survey has the Local Stakeholders Questioner.

1.2.6 Phone Call Interviews

Telephone call interviews are typically used for short questionnaires normally utilizing closed-ended questions in order to conduct them as fast as possible according to . (Spinter Research, 2017)

To make this data collection a qualitative one, I have used the approach of (Iacono, et al., 2016) in skype interviews and implemented it in telephone interviews. This decision of using, therefore, appeared after communicating by e-mail to the interviewees. We have decided that it would be better for all if we conducted the interviews by phone because of the quality of the internet.

This method of conducting interviews can be very efficient and opens the doors to a global analysis. For this research analysis I created geographical limitations, but I considered this method to be a good approach when doing quantitative research in a pandemic. Some of the disadvantages that come with the method are the lack of an interpersonal connection and the possibility of observing non-verbal cues. These factors don't allow the interviewer to connect with the interviewee allowing for miss opportunities when it comes to opening the discussion into a more in-depth subject. (Iacono, et al., 2016)

I have used a telephone call has a method of interview, and I have created a semi-structured interview to help me guide and obtain all the qualitative information possible. I will be referring to this method in the paper has a Local Stakeholders Interviews.

1.2.7 E-mail Interviews/Questioner

E-mail interviews have many benefits when doing more extensive case studies. Still, in the case study of Seasonality on the Island of Møn, we will only be doing two e-mail interviews with the governmental stakeholders because of the restrictions of time from there part and the pandemic restrictions of COV-19. (Open PR, 2017)

Many people do not consider e-mail interviews has a real interview because the interviewee has the time to think and elaborate an answer for the questions posed. They are therefore arguing that an e-mail interview can be considered a questioner instead of an interview. (Dorina & Martini, 2017)

In the research paper, you will be reading. I will be referring to the to E-mail Interviews/Questioner has the DMO Interviews. This decision was taken to facilitate the reader. And because only governmental stakeholders were presented with this option to facilitate their participation in the research paper.

1.2.8 Interviews - Structured and Semi-Structured

Structured Interviews

I will be using a structured questioner in the case of the DMO Interviews because I will not have the possibility of fiscally talking with the interviewees. I have created very rigorous questioner to keep the focus on the subject in question. The questions have been formulated in a scoping setting where the first one is more general finalizing with more specific topics.

Semi-Structure Interviews

When doing the Local Stakeholders interviews, I will be using semi-structured interviews. In order to allow the possibility of new ideas to surface and provided more in-depth research when analyzing the data. I have used this method of interview to keep some structure so that the data collected is the most relevant and easier to process.

In comparison with other interview methods and considering the medium where the interview would take place "telephone interviews". I decided for the semi-structured because the structure interviews would be to rigorous, and the unstructured interviews would have a high possibility of failure and take the interviewee into a non-topical subject making the interview not relevant for the case study.

1.2.9 Secondary Research

"Secondary sources list, summarize, compare, and evaluate information and studies so as to draw conclusions or present on the current state of knowledge on a topic" (University of Washington, 2018)

According to the quote above I can see that secondary data research is provenience by other researchers. They collected and analyzed the primary data. And they sharing there finding with the academic community. Secondary research can also be present in media outlets like newspaper and websites.

The secondary research that I will be focusing on will be based on an academic paper that focuses on seasonality. I will also be utilizing governmental reports, and development plans has a secondary source. And at last, I will be looking into official web sites from stakeholders in order to find relevant secondary data for my analysis.

I will be using secondary research has a toll of confirmation and support on the primary data collection. I am, therefore, able to have a stronger academic background that will help the analysis and the research outcome that is the case of Seasonality on the Island of Møn.

1.2.10 Data Analysis

The approached that I have chosen to use in order to analyze my primary data collection will be an inductive one. According to (Thomas, 2006) the inductive approach consists of reducing the raw data collected in the primary research and transcribe it into a summary. Thomas believes that by doing so, the data will become more transparent and therefore easier to create links this will help me to develop a framework to analyses the different experiences collected from the data.

The inductive approach is often used to analyses qualitative data collections being considered a process that produces reliable and valid findings.

“The use of both quantitative and qualitative strategies in the same study is a viable option to obtain complementary findings and to strengthen research results.” (Thurmond, 2001)

According to (Thurmond, 2001), methodologic triangulation can combine two or more methods of data collection. The benefits of using methodologic triangulation are the connection between different sources of data to increase the studies validity. In the case of Seasonality on the Island of Møn, I will be using methodologic triangulation in order to analyse the primary data collection.

To complement such an analysis, I will be analyzing the secondary data collection being articles and reports relevant to the case study by doing a data triangulation. According to (Thurmond, 2001) data triangulation can be used when comparing other researchers work and by utilizing different sources in order to increase the studies validity.

In the Section 2 of the Seasonality on the Island of Møn, I will be doing a methodologic triangulation of my primary data collections being obtained by the questioner, the semi-structured interviews and structured e-mail interviews. I will support my primary data collection with a data triangulation from my secondary data collection based on relevant publishing from other studies and cases and shared material from stakeholders.

1.2.11 Limitations of Research

1.2.11.1 Interpretation

In order to explain the limitations of my research, I will start with the interpretation of the research question for the case study of Seasonality on the Island of Møn.

“The effects of seasonality on the accommodation stakeholders on the Island of Møn?”

The word "effects" will have a double meaning on this research question. I will be looking into the positive and negative effects of seasonality in the destination.

When I refer to "seasonality" I do not mean the yearly weather seasons, but the factors that influence the tourism destination year around regarding the flow of tourists.

In this paper, the expression "accommodation stakeholders" has a focus on a local business that provided accommodation and secondary service. Examples of secondary services would be the serving of meals like breakfast or other services like workshops or activities directly connected to the accommodation. This analysis will not take in consideration summer houses because they do not provide extra services and are not consider a hospitality business but a secondary rental income.

"Island of Møn" represent the geographical limitations of the research project. The geographic area of the case study is of 218km². The research will be including the entire island starting with the northern entrance at Dronning Alexandrines Bro. And south entrance in the Village of Borgsted following the N287 road.

1.2.11.2 Limitations

When looking into the limitations of the research, that I have conducted, the timeline where my research took place presented a challenge in this four-month period where I have undertaken my data collection. Being from February to May 2020.

Denmark and the rest of the world where fighting a health crisis, later being considered a pandemic better known has COV-19. This factor presented a limitation on how the data was collected. Initially, the data was to be collected in a fiscal setting where I would pop up in the diverse business in the geographical area and survey them and later, interview different local stakeholders. Do to the COV-19 Pandemic social distancing was in effect, therefore, creating a challenge for field research.

This challenge was overcome by undertaking field research and turning it into virtual research. According to (Kantanen & Manninen, 2016) the benefits of doing a virtual data collection is the possibility of reaching a more significant percentage of the population. This factor can also be considered harmful because of the globalized world.

According to (Sugiura, et al., 2016) many interviewees can find this interview and questioners e-mail to be "SPAM" therefore not participating in the data collection. In the case of Seasonality on the Island of Møn, I 1st did a data collection of potential stakeholders and entered contact with them by e-mail this virtual interaction proved to be inefficient. According to the amount of questioner answer, I had returned.

The biggest limitation for the Seasonality on the Island of Møn research was the scarcity of primary data. For lack of participation from the local stakeholders and governmental stakeholders. These limitations increase the volume of secondary data analysis in order to provide a strong case study about seasonality.

1.2.12 Validity of Research

When looking into the validity of my research, I will have to consider the role that research ethics played during the data collection. And knowing that my data collection was made virtually can oppose to some of the traditional ways of validating data.

According to (Butles & Bally, 2018) the analysis of personal narratives or experiences obtained by online interviews and questionnaires can have some ethical implications. Needing to consider the way that data was collected and, in the individual, has been consent for their information to be shared and analyzed.

In the case of Seasonality on the Island of Møn before any interview, I informed all interviewees that the interview would be recorded for further study and analysis. Another ethical consideration proposed by the (Butles & Bally, 2018) is the perspective of the researcher when analyzing and collecting the data.

Do I have personal interests for doing this research, I have tried to be the most impartial possible in regards, do data collection and analysis so that the study can be the most reliable possible.

1.3 Literature Review

In this section of the paper, I will be exploring the literature review relevant to the subject. I will start this literature review with the historical evolution of tourism in a global and domestic setting. After that is established, I will be defining a rural destination and how it can be characterized.

By defining rural tourism with the help of academics, I am expecting to explore the development stages of a rural destination. I will be tapping into relevant literature to the definition of the tourism destination in order to provide a view for, a analysis of how a destination should be perceived.

When looking into stakeholders in this literature section of the paper, I will be looking into the relevancy of stakeholders. How they should be grouped, I will also so have a look in how we can categorise them and position them towards the case of seasonality.

I will finish this literature section with academical research on seasonality and how academics see seasonality in negative and positive perspectives. I will explore what academics say that could be strategies in order to combat the effects of seasonality, and I will finish with the importance of seasonality towards nature recovery.

1.3.1 History of Tourism

"Tourism, the act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure, while making use of the commercial provision of services". (Walton, 2014)

According to (Gyr, 2010) a precursor to modern tourism dates to the 17th century. Early tourism was only available to nobles in Europe that used tourism to enrich their culture, and it was educational. These early forms of tourism were called "Grand Tours", and they would typically take place in a period of one to three years. Only in the turn of the 19th century tourism would become available to more people.

"...the advance of industrialisation, demographic changes, urbanisation and the revolution in transportation, but also the improvement of social and labour rights, the rise in real income and the resulting changes in consumer demand." (Gyr, 2010)

As we can see in the quote above, tourism started to become mainstream after the industrial revolution and the 1st World War. These times in history marked a turning point for the social classes. Opening the possibility of travelling for leisure more obtainable for the middle classes. These factors, together with the creation of railways and steam navigation, helped to lower costs and made more destinations accessible (Gyr, 2010).

"Travelling became a form of popular movement and an answer to the desire to relax among large sections of the population following the advance of industrialisation and urbanisation." (Gyr, 2010)

According to (Walton, 2014), tourism becomes an invisible import after World War II, where governments started to see the benefits of having tourism. The development of air travel in the 20th century made tourism an even bigger industry helping to reduce the time of travel from day to just hours, therefore improving international tourism and expanding to more destinations.

According to (Roser, 2020), with the advancements of technology and transportation tourism, today is more affordable and secure than ever and therefore becoming more accessible to the masses.

When we investigate the development of tourism across time, we can see that the evolution and growth of tourism are interlinked with advances in technology and innovation on transportation (Walton, 2014).

According to (Walton, 2014), the internationalization of tourism is not alone we also have to consider that tourism can also be domestic. Britain being one of the first countries to commercialize there domestically tourism. This development on the domestic sector was cause be the restrictions on travel imposed by the 1st and 2nd world wars.

When we look into the domestic tourism in Denmark, we are able to see that there is a constate growth within the last 20 years with a small decline caused by the economic crises of 2008. (OECD, 2014)

"Domestic tourism is less visible in statistical terms and tends to be serviced by regional, local, and small family-run enterprises." (Walton, 2014)

As we can see in the quote from (Walton, 2014) domestic tourism can be harder to quantify on a statistical level. With this section of the literature, it is possible to see an evolution of global and domestic tourism. The next step on this knowledge journey is to define the tip of tours presented in Møn.

1.3.2 Rural Tourism

When conceptualizing rural tourism (Kastenholz, et al., 2012) say rural tourism is defined in a geographical context. It was being focused on social activity and economic complexity that influences the rural destination.

"The countryside, as part of the rural setting, has historically been a popular destination for tourists in Europe, and so not only is there a strong association between many diverse hotspots and rural areas, but there is also a substantial history and experience on which to reflect and draw conclusions." (Macleod & Gillespie, 2010)

As we are able to see in the quote above by (Macleod & Gillespie, 2010) rural tourism has been present in Europe for some time, they also argue that the general approach to define that rural tourism is usually defined according to the volume of the population living in the destination all year round and it's distance to a urban center. According to (Lane & Kastenholz, 2015) here have been three phases of rural development since the 1970's.

"Post-1970 rural tourism can be seen potentially as already having been through two major phases, and as now being on the brink of a third phase in many regions." (Lane & Kastenholz, 2015)

The first phase of rural tourism is described as emergence. This phase has it early starts when the agricultural decline is noticed, and communities and governments utilize rural tourism has a sustainable regeneration method of the rural region. The second phase of rural tourism development is considered the conciliation growth of the rural destination, this face is marked by the increasing interest of skilled labor to enter the destination migrating from the cities.

The final phase does not apply to all the rural destinations, depending on their courante development. This phase is marked by the ageing of the tourism business opened in the first

and second phases. This ageing is caused by the lack of continuous investment by local business owners because most of the times they have used rural tourism as a secondary income next to the farming business leading their tourism business stagnated. (Lane & Kastenholz, 2015) In this section of the literature, I was able to see rural tourism is defined looking at its geographical location and at its population volume, I am also able to see that according to (Lane & Kastenholz, 2015), rural tourism has different phases of development. This information will be useful to help define the tourism destination that is Møn.

1.3.3 Tourism Destination

Tourism Destination is considered one of the key concepts of institutionalizing tourism. According to (Medlik & Middleton, 1973) tourism destinations are a neutral entity that can evolve and be dynamically changing over time. According to (Saraïemi & Kylänen, 2011) the elements model by (Medlik & Middleton, 1973) it still is one of the most popular methods to analyse a destination. It is so because the approach to the analysis is based on the traveller and the services provided at the destination.

"Medlik and Middleton (1973) suggested that the destination product consists of five elements: destination attractions, destination facilities, accessibility, images, and price." (Saraïemi & Kylänen, 2011)

On the quote above, by (Saraïemi & Kylänen, 2011) I can see that a destination can be divided into the five element model that can help me define the destination. When deconstructing the model I can see that the dictionary of (Cambridge Dictionary, 2020) defines tourism attractions as *"a place that people visit for pleasure and interest, usually, while they are on holiday:"* Knowing that a tourism attraction needs to be present in the destination, I need to consider what types of attractions I will be able to find in a destination and according to (TWTT, 2016) tourism attractions can be classified as natural, heritage, purpose-built and events.

"A developing rural tourist destination usually involves few developed attractors, poorly developed allied and support industries, many factors with the potential for development and the need for relatively large investments in order to convert factors into attractors." (Pavlovic & Cavlin, 2014)

According to (Pavlovic & Cavlin, 2014) attractions is one of the significant drivers of the development of a destination. They also argue the supporting facilities are needed for the idea the facilities are the supporting industry need to develop an attraction and a destination. When looking into the literature by (Hjalager, et al., 2016) they discuss that the low density of tourism facilities in a rural destination in conjunction with a strong seasonality can reduce the development of the region by creating gaps on tourism experience. Knowing that attractions and facilities are needed for the development of a destination the next step on the five-element model would be the accessibility to the destination.

"that each improvement in the accessibility to a recreation area results in significantly increased visitation and an expansion of the market area" (Butler, 1980)

Accessibility to the tourism destination is one significant factor in its development, and according to (Hall, 2004) a destination needs to understand its accessibility and amenity values in order to predict the pattern for tourism development of the destination. I can also see that the quote above by (Butler, 1980) also refers to the improvement of accessibility has a benefit for the tourism destination.

Image positioning is argued to be the priority when it comes to tourism development according to (Ye, 2014) the importance of image positioning comes from the need of selling the destination before and after the visit by tourists. Image is significant for a destination

because it is the marketing tool most used to sell the destination, and it's the one that defines them when looking into the competition in tourism.

When looking into Price of the tourism destination economic considerations need to be taken, according to (Andergassen, et al., 2012) two economic factors one focusing on the long-term investment used for infrastructure and upkeep of natural and cultural resources and the second factor being short-term that focuses on the possibility of implementing price coordination in between the stakeholders, the second strategy need to be constantly re-evaluated in order to maximise the revenue of the destination. In this section of the literature review, I was able to see the importance of defining a tourism destination and how it can be done by utilizing the element model by (Medlik & Middleton, 1973).

1.3.4 Stakeholders

Stakeholders are defined has *“a person such as an employee, customer, or citizen who is involved with an organization, society, etc. and therefore has responsibilities towards it and an interest in its success.”* according to the (Cambridge Dictionary, 2020).

According to (Lyon, et al., 2017) stakeholders can have different definitions according to the researcher they support. Any group of people or organizations sharing a common interest should be considered a stakeholder. Knowing that according to (Hall & Jenkins, 1995) tourism studies need *“to study inter-organizational relationships, students of tourism must, among other things, identify and access the relevant key actors and agencies, examine the values, perceptions, and interests of significant individuals and organizations, and isolate the relationships within and between stakeholders.”* (Hall & Jenkins, 1995) proposes the stakeholder study needs to focus on the identification and relevancy of stakeholders for the project ahead.

When looking to the formation of potential stakeholder groups I have found out that according to (Bryson, 2004) there are four main stakeholder groups when doing a stakeholders analysis with focus in tourism. The stakeholder groups being tourists, residence, entrepreneurs, local government or management officials. This will translate in this paper has.:

- Residence – Locals
- Entrepreneurs – Accommodation Stakeholders
- Local Government- Municipality
- Management Officials- DMO's

These four groups will help me to identify all the relevant stakeholders in the destination of the Island of Møn. But to analyse and map of the stakeholders, I will be using the stakeholder analysis tool.

As shown in the figure 3 I have a representation of a stakeholder's analysis power interest matrix by (Johnson & Scholes, 1993) this tool is considered beneficial when examining and mapping stakeholders help us to subdivide in qualify stakeholders. (Johnson & Scholes, 1993)the support that by having stakeholders mapping, we can see the position of stakeholders currently and where they should move towards to achieve their goals. This stakeholder analysis tool will help me to identify and map the location of all relevant stakeholders in order to study the case of seasonality on the Island of Møn.

		LEVEL OF INTEREST	
		LOW	HIGH
POWER	LOW	A Minimal Effort	B Keep Informed
	HIGH	C Keep Satisfied	D Key Players

Figure 3 Stakeholder Mapping: Matrix of power/interest by (Johnson & Scholes, 1993)

1.3.5 Seasonality

Tourism Seasonality is defined by (Duval, 2004) as a periodic change in guest use of the destination this definition is supported by (Ferrante, et al., 2018) referring to a temporary imbalance in tourism where guests number can fluctuate depending on factors like weather, calendar, attractions and accessibility.

“Certainly, one of the early attempts to characterise, if not draw attention to, seasonal fluctuations in visitation was put forward by Bar-On (1975). Butler (1994) conceptually collated previous studies of seasonality into a workable treatise of how seasonality can be both conceptualised and managed.” (Duval, 2004)

When interpreting the quote above, I can see that seasonality is considered a fluctuation of tourists in the respective destinations and is possible to form an idea of seasonality and management it. According to (Ferrante, et al., 2018) seasonality as also some environmental, economic and socio-cultural impacts. By identifying the impact that seasonality present in the environment, they perceived that waste management, natural resources like water supply and the disturbance of natural habitats are on the top of the list for more affected in the destination.

According to (Hao, et al., 2011) seasonality can be considered a form of migration where destinations, with very high volumes of tourists in high season, can influence the local perspective of tourism in the region. These cited authors also suggest that tourism seasonality can be seen as a positive by local communities when they are in low season.

This perspective and seasonality in the effects that it has on residents of the destinations are also presented by (Vargas-Sánchez, et al., 2014) these offers have created to hypotheses in order to help to close the gap in between high season and the low season being dependent of the locals perspective towards tourism.

“Hypothesis 11: A more favorable perception of tourists’ behavior is expected in low season than in high season.

Hypothesis 12: A more favorable residents’ attitude toward tourism development is expected in low season than in high season.” (Vargas-Sánchez, et al., 2014)

The quote above represents the two to hypothesis tourism seasonality proposed by (Vargas-Sánchez, et al., 2014) this can represent the local point of view. It is to be noted that these impacts in seasonality can affect nature and the tourism communities that experience short and rapid seasonal changes having economical influences on the destination (Hao, et al., 2011).

Looking into the economic, they argue that seasonality can lead to the overcrowding of the destination on the high season leading an incompetent of managing the local resources. This argument is supported by (Joliffe & Farnsworth, 2003) that say that seasonality creates a cycle of repeatedly, demanding a significant amount of staff and resources in the high season and virtually no staff in the low season.

When looking into the socio-cultural impacts (Ferrante, et al., 2018) say that some of the adverse effects are the overcrowding of the region in the high season creating pressure with local communities that are not used to the fluctuations in their region. It is also argued by (Hao, et al., 2011) search instability create unhappiness on the local community then receiving the tourists.

When looking into the literature and exploring the strategies to combat seasonality, I have found that (Ashworth & Barry, 1999) proposes three main approaches have been taken to combat seasonality being.:

Changing the product mix – In order to attempt to extend the season by encouraging demand for the low season.

Price differentiation – Being a strategy to captivate off-season guests.

Expansion of the target market - Focusing the low-season on flexible travellers more precisely guests that are retired and have more free time to explore the destinations

These strategies by (Ashworth & Barry, 1999) created the basis to combat seasonality. They are supported by other scholars that like (Connell, et al., 2015) and (Corluka, et al., 2016) that worked with the strategies proposed by (Ashworth & Barry, 1999) and elaborated on by (Connell, et al., 2015) proposes that the creation of “*new attractions*” in low season in form of “*events*” would be beneficiary for the development of the destination.

“Large differences in the occupancy of accommodation capacities between summer and winter are causing inefficiency and unprofitable business.” (Corluka, et al., 2016) they recommend that in order to combat seasonality business should prepare strategies for every season of the year considering the high season and low season with focus on the shoulder seasons because it would help the company to increase their revenue.

On the other hand, we have scholars that believe that there is a necessity for a low season for a natural destination to recover from the tourism impact. (Valdemoro & Jiménez, 2007) study the impact of the seasons in the coastal area of the south of Spain they have concluded that natural environments require a recovery period in order to be ready or a new cycle of tourists. Such recovery period “*...is essential for the local economy and when natural recovery processes have not been able to correct the damage in time...*” (Valdemoro & Jiménez, 2007) this recovery period can be influenced by nature and the yearly seasons.

2 Section- Analysis

To help the reader through this analysis chapter, I will start the analysis by describing the destination of Møn. After doing exploratory research on the destination, I will be looking into what stakeholders' groups are relevant for the destination and their importance when it comes to mitigating the effects of seasonality on the Island of Møn. From that, at analysis, I will be retrieving and mapping only the relevant stakeholders for the case.

After all, stakeholders have been identified and introduction to the destination done I will start with a stakeholder's analysis followed by positive and negative effects of seasonality on the Island of Møn according to the primary data research collected from the relevant stakeholders.

From that stage, I will be comparing the data collected from interviews and compare it with reports from the development plan and statistics of the region. I will finalize the analysis with an analytical perspective on the ongoing projects created by the relevant government stakeholders and the strategies that accommodation business are using in order to combat seasonality on the Island of Møn.

2.1 The Destination

It is essential to define the Island of Møn as a tourism destination as we can see on the quote below by Henrik Nielsen, a local accommodation business owner that I interviewed. There is an awareness of the importance of tourism for the island.

" We have to have the right balance tourism is necessary for the island because there's only farming left. There is no other industry in the island. So really need the tourists to give us money here on the island¹."

According to Henry Nielson, we can see that tourism is seen as essential and is one of the only sources of income for the island of the Møn, but there is a need for balance when considering the number of tourists entering the destination. In order to help me define the destination that is the Island of Møn I have selected the five-element model has a structure. I did so because I believe that the model by (Medlik & Middleton, 1973) is the most comprehensive one to describe a destination.

When exploring the destination of Island of Møn, I must consider the literature background on the destination analysis, and I have decided to use the five elements by (Medlik & Middleton, 1973) to help me analyze and describe the destination. I have selected the five-element model has a structure to define the destination of the Island of Møn. These five elements consist of attractions, facilities, accessibility, image and price. I have selected this approach because it is the most simplified version of describing a destination

When looking into the activities present in the Island of Møn, we must consider the definition by (Cambridge Dictionary, 2020) of tourism attraction as being a place where people enjoy spending time, we'll doing their holiday. It is considering that I will be exploring the diverse attractions being museums, natural parks in the destination of Island of Møn.

¹ Appendix Tourism Seasonality P11. Interview Transcript Henrik Nielsen from Camønoagaarden

2.1.1.1 Attractions on the Island of Møn.:

In the quote below by Line Rode from the Residences Hotel Moen, I can see that the Møn UNESCO Biosphere Reserve or better know Møn's Klint is the main attraction on the island. Knowing that literature refers to weather as a factor of seasonality (Ferrante, et al., 2018).

"Møn's Klint, that is definitely the one big attraction that is pulling a lot of people but also the Møns Camino is now a big attraction and we have now the dark sky²."

According to (Møn Guide, 2020) most of the attractions referred by Line Rode focus on nature and outdoor living I have to consider the following quote by Line Rode stating that during low season the biggest challenge it's a lack of indoor attractions because in case of bad weather guess we'll wander around nature for 2 or 3 hours but not for three days.

"...a challenge for hotels like us is to attract people outside season with a limited amount of indoor experiences. Because when it's raining is hard to do all the walking around and seeing the nature, people do it, but they do it for a couple of hours they don't do it for three days in a row³."

This factor presented by Line Rode describes the challenges that seasonality creates by not having all-year-round indoor attractions presents a challenge to four accommodation businesses. I will be analysing the potential indoor attractions in the destination.

According to (Møn Guide, 2020) there are ten significant attractions on the Island being the white cliffs of Møn, the Geocenter Møn's Klint, the dark sky park, the Liselund, the Discovery boat trip – Møn's Klint, the museum garden farming museum, the Camønoen, the Moens Museum, the Thorsvang collectors Museum and the Beach forest in Rytzebæk.

From the attractions presented by (Møn Guide, 2020) I'm able to see that the majority of the attractions present in the Island of Møn are outdoor related in order to connect with nature representing a total of 7 outdoor attractions opened all year round. Well, there are only four indoor attractions with different opening seasons described in the timeline figure 4 below.



Figure 4 Opening timeline of local attractions according to their website's information.

As a represented on figure 4 we're able to see that all four museums overlap on the months of summer it is worth to notice that Thorsvang Samlermuseum it's opened most of the year in different times of the week but it's permanently open from the month of May to October.

And in the case of the Museums Gården you can book visits all year round in advance, but it is only open to the public with no need for booking from June to August. These attractions are the only ones not influenced by the weather because they are indoors.

² Appendix Tourism Seasonality P12. Interview Transcript Line Rode from Residence Hotel Moen

³ Appendix Tourism Seasonality P13. Interview Transcript Line Rode from Residence Hotel Moen

When looking into the attractions on the Island of Møn, I am able to see that they lack some all-year-round indoor attractions and according to Lena Rode quote below with out attractions open in the nearby areas it becomes a challenge to attract tourists in the low season.

“If we don’t have anything opened, nearby people won’t come⁴.”

2.1.1.2 Facilities on the Island of Møn.:

When looking into tourism infrastructure in the case of the Island of Møn I must consider the following quote by (Hjalarger, et al., 2016)

“Particularly in terms of tourism-related developments, the low density of tourism facilities and strong seasonality create gaps in the value chain as tourists experience it.” (Hjalarger, et al., 2016)

When looking into the quote above we can see that the infrastructure in a rural tourism area it's essential. The facilities can be considered hotels, camping sites, bed and breakfasts, restaurants, cafes and marinas. Tourism facilities are everything that provides comfort and services to tourists well they are visiting the destination. This infrastructure helps tourism to develop and grow in the destination.

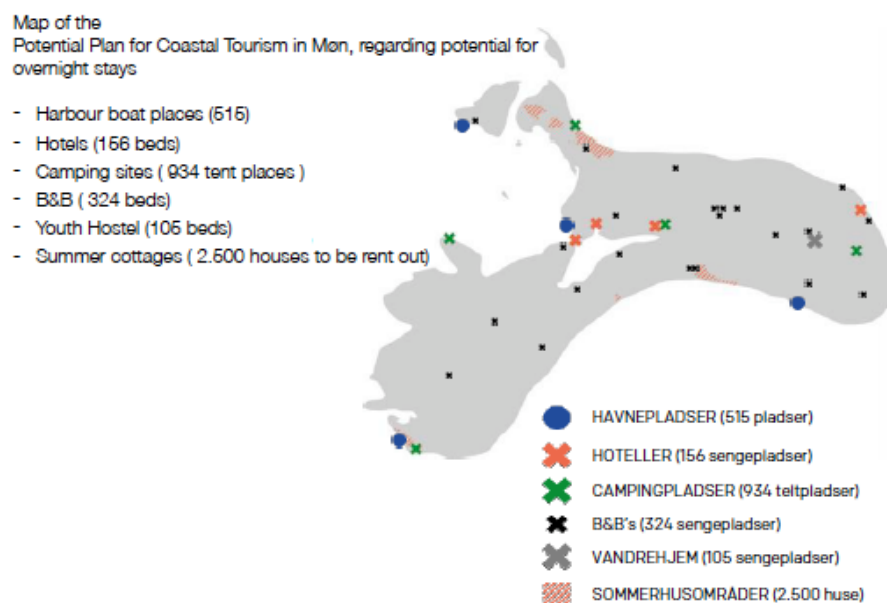


Figure 5 Facilities map of Møn (Moen Biosphere Reserve, 2016)

When looking into infrastructure in the Island of Møn I have to consider facilities and according to the literature a tourism destination needs to have good tourism infrastructure (Hjalarger, et al., 2016). When looking to figure 5 I can see that according to (Moen Biosphere Reserve, 2016) the Island of Møn in the year of 2016 had 4.019 beds available for tourists. When looking into the data provided, I am able to see that 2.500 of the beds come from summer houses. And because this paper does not include summer house rentals, I will not be

⁴ Appendix Tourism Seasonality P12. Interview Transcript Line Rode from Residence Hotel Moen

including it has a facility for tourism because they do not provide extra services. The other 1519 beds belong to local accommodation business.

And according to (Visit Møn, 2020) there are seventeen bed and breakfasts, five camping sites, five hotels, three cafes, ten restaurants and three marinas in the Island of Møn more specifically the geographical area delimited for my research. According to a survey⁵ conducted as primary research for the case of seasonality on the Island of Møn, I was able to see that that most accommodation businesses are opened and from April to December with some exceptions which are open all year round. It is also so worth to refer that most businesses are owned by locals according to Simon Zachodnik.

"I think the real challenges is the number of Hotels that is not enough we could with more hotels not just because of competition but because we can't accommodate big groups⁶."

According to Line Rode a local accommodation stakeholder there is still a big lack of facilities in the tourism industry. She claims in the quote above that there is a need for more "hotels" in order to increase the capacity of the Island of Møn and improves the quality of service with friendly competition.

Accessibility of the Island of Møn.:

According to (Butler, 1980) tourism accessibility, it is important for the destination because it influences and represents the number of tourists going in and out of the destination.

"...in regards to infrastructure in regards to the cars we don't see it has a big problem at the moment. We have some problems we have these Tuesday markets that you have probably heard of where there is about 20.000p people in one day in Stege, and that creates some traffic jam going into Stege, but that is only on this five days during July so is not a general problem⁷."

When looking into the quote by Simon, we can see that accessibility on the Island of Møn can be considered good, only having some light traffic when big events are occurring in Stege the capital of the island. In the case of seasonality on the Island of Møn accessibility is not considered a problem for the island that has a very good infrastructure in terms of roads, cycle road and even an hourly bus that goes every day of the week according to (Visit Møn, 2020).

"...it's a balancing act here between the eco-friendly way of getting around, and so we have some challenges within the bus transportation and things like that so it can be difficult if you are not in a car and if you are not in a bike it can be difficult to get around, and we have some summer buses, and things like that actually expanded a little but this year. But if you are outside season, it's very different to move around if you don't have a car or bicycle⁸."

I have found out the dough the Isle of Møn has a good infrastructure in terms of roads there is a necessity of a vehicle in order to move around the island. This factor is very present on the quote above by Simon, where he states that the balance between an eco-friend way mobility is very needed in order for the development of the Island of Møn. It also describes the

⁵ Appendix -Survey Tourism of Møn questions 1 and 2.

⁶ Appendix Tourism Seasonality P12. Interview Transcript Line Rode from Residence Hotel Møn

⁷ Appendix Tourism Seasonality P18. Interview Transcript Simon Zachodnik From House of Møn Part 1

⁸ Appendix Tourism Seasonality P17. Interview Transcript Simon Zachodnik From House of Møn Part 1

difficulty of accessibility and mobility on the island when visitors are of the season this perspective is supported by Line Rode, responsible for managing the Residence Hotel Moen.

Line Rode claims that in low-season it is very hard to tracked potential guests to the hotel and the distance from there hotel to attractions becomes a challenge for them and tourist. You are able to see it on the quote below what Line, describes a package that they have done in the past year that wasn't as successful as the expected because of the time that takes between there hotel tell and the museum in question.

"...we actually tried once to do a package with a visit to the (noise) Museum but that was too far away it takes 45 minutes to go there and even do people were buying the package they were kind of surprised with the distance⁹."

Considering these factors, I can see that the Island of Møn is well prepared to receive tourism in high season if with the possibility of public or privet transportation. In the case of the low season, Møn is not as well prepared visitors will have to have privet means of transportation and be ready to travel long distances in order to appreciate indoor attractions.

In general the Island of Møn provides good accessibility, its geographical location represents a value for the destination Møn it's only 128 km away from Copenhagen the capital of Denmark opening the possibility of day visits (Google Maps , 2020). Looking into the future, the Island of Møn will become more accessible by 2028. This will happen because of the opening of a Fehmarnbelt Tunnel with new train fast train line connecting Denmark and Germany this will open the region to other tourism markets because Vordingborg will be one of the stopes in Denmark. Vordingborg is situated only 20km away from the Island of Møn. (Femern Sund Bælt, 2020)

"...Møn's Klint and the area there perhaps need some parking spots outside away from the cliffs¹⁰,"

On the interview with Simon Zachodnik I discovered that conversations have started in regards to preparing the island infrastructure for more car capacity away from the cliffs have you are able to see in the quote above. That is the only impact that House of Møn and respective DMO's are considering with transportation advancements of the opening of Fehmarnbelt Tunnel.

2.1.1.3 Image of the Island of Møn.:

"A destination where you can have a great combination of nature and authentic experiences presented by the many local small companies (...) characterized by beautiful nature that attracts many national and international guests.¹¹"

The e-mail interview with Simon Zachodnik shows it the image of the Island of Møn is to be a natural one co-existing with local businesses and communities focused on nature with a view towards the ecosystem and biosphere then hopes to captivate national and international tourists.

According to the literature review image is considered a priority when it comes to marketing a destination according to (Ye, 2014) the image is the way that de destination is

⁹ Appendix Tourism Seasonality P13. Interview Transcript Line Rode from Residence Hotel Moen

¹⁰ Appendix Tourism Seasonality P17. Interview Transcript Simon Zachodnik From House of Møn Part 1

¹¹ Appendix Tourism Seasonality P21. E-mail Interview Simon Zachodnik From House of Møn

presided and marked to the potential tourists visiting it. In the case of Seasonality on the Island of Møn (Visit Møn, 2020) perceives its image in the flowing quote.

“Fantastic Møn’s Klint!

The towering white chalk cliffs fall dramatically against the turquoise green sea, and standing on the beach below, you can experience for a moment just how small and insignificant human beings are! Spend some time at Møns Klint and you might see the peregrine falcon hunt or find exciting fossils and amber at the water’s edge.” (Visit Møn, 2020)

As we can see in the quote above the image of the Island of Møn is perceived as a place where tourists can connect with nature explore the history and learn how to cohabitate with a natural environment. This image is very present on the Island of Møn since it was awarded in 2014 with the UNESCO protection of the natural reserve of Møn’s Klint (Geocenter Møns Klint, 2020). According to Simon, Møn should also be characterized as a destination where tourists can feel the local community and their ties to nature as you can see you on the quote below from our email interview.

“A destination where you can feel the “Localhood” and the great involvement from the many volunteers in the area (...) local people are running the local tourist information, where they with great passion and knowledge guide many of the visitors to their own special favourite places on the island.”¹²

This image is not only reflected in the tourism industry, but it is reflected on all the 10.000 inhabitants that form the local community. They strive to show an image of a green island. According to (Michelsen, 2017) the inhabitants, the business and the government of the Island of Møn have a special connection with the nature of the island and work to preserve it and protect it by doing so they are providing for the future generations and protecting our natural history (Moen Biosphere Reserve, 2016).

2.1.1.4 Price.:

“So it is not only about the number of tourists, but it’s also very much money spent per tourist¹³.”

The price of a tourism destination is defined as all the services and goods provided to tourists. These can consist on the price of accommodation, price of transportation, price of services/food and price of activities/attractions. According to (Andergassen, et al., 2012) price is influenced according to tourist’s consumption. In the case of seasonality on the Island of Møn, according to Simon Zachodnik, there is a need for developing more attractions on the island in order to drive the price up. The strategy is to increase revenue per visitor. This strategy is presented on the quote above and below collected in the phone call interview with the member of the House of Møn.

“Not only the pricing but also we need to develop new products that we don’t have today so we can offer these products where there is a boat excursion or rewinding adventure and more whatever but we can do a lot of things here as well¹⁴.”

To help the analysis of the case of seasonality on the Island of Møn, I will be looking into the price differentiation in the accommodation sector because that is the scope of the project. In order to see it, I will be doing a price differentiation analysis in order to arrive at an

¹² Appendix Tourism Seasonality P21. E-mail Interview Simon Zachodnik From House of Møn

¹³ Appendix Tourism Seasonality P17. Interview Transcript Simon Zachodnik From House of Møn Part 1

¹⁴ Appendix Tourism Seasonality P17. Interview Transcript Simon Zachodnik From House of Møn Part 1

average price cost for a night on the destination of Møn on a weekend night on the middle of the high season of 2020.

When doing the price differentiation analysis on the accommodation businesses in the Island of Møn I was able to find out, that's the price per night for two guests on one night stay from the 27th to the 28th of June of 2020 could cost in between 395 dkk in the lower end to 1.750 dkk on the high-end accommodation. By doing a price differentiation analysis in between 19 accommodation businesses, being hotels and bed & breakfasts, I was able to obtain to the average price of 735 kroner per night in the Island of Møn for the night of 27th to 28th of June 2020. The data to do this analysis was provided by(Booking.com , 2020) on the 13th of May 2020.Considering this price differentiation analysis, that is focused on the beginning of the High season for the island Møn I have to believe that average price per night in the Island of Møn is quite low. This low price per night can affect the local accommodation business that is very dependent on a good season in order to remain open.

"It can be difficult for some businesses to cope financially with the big difference between high and low season – and they are very vulnerable, if they cannot earn enough money during the peak season (because of bad)"¹⁵

When seeing the quote above provided by the interview with the House of Møn, I can see that the price and volume of tourists visiting Møn can influence the livelihood of local and their businesses. Creating a dependency in the high season in order to survive the low season.

"Møn constitutes of approximately 90% of the total tourism revenue in the municipality, which accounts for about DKK 400 million per year. The main foreign markets are the neighbouring countries Germany, Sweden and the Netherlands." (Moen Biosphere Reserve, 2016)

In the quote above from the (Moen Biosphere Reserve, 2016), we're able to see the importance of the destination of the Island of Møn for the municipality they represent the majority of the tourism industry in the area and the need of development for the destination.

2.1.2 Sub Conclusion.:

In this section of the analysis, you're able to read about the destination of the Island of Møn. The tourism industry is one of the biggest industries on the island. With this analysis, it is seen there is a lack of indoor attractions according to accommodation stakeholders. There is also a discussion that popular attractions only remain open between the shoulder seasons and the high season posing a challenge to attract tourists in the low season.

When it comes to facilities, there are about 1519 available beds from accommodation stakeholders present on the destination. These stakeholders argue, and there is a need for new investment in other hotels to create competition. It is, therefore, able to accommodate bigger groups and increase the capacity of the island. According to the House of Møn, the majority of accommodation businesses are family-owned. When looking into accessibility, the Island of Møn is considered to have a good infrastructure at the moment. In terms of mobility, there is a need for a private car or bike in order to move around the island in the low season.

The image that is cast to the tourists in regards to the Island of Møn is that off destination focused on nature preservation and local community values. There are talks about pricing and need to increase it, therefore, improving the revenue of accommodation stakeholders and reduce the impact of the low season on the economy of the island. It needs to be noted that

¹⁵ Answer to question 3 from E-mail interview with Simon Zachodnik

Møn represents 90% of the tourism income of the Vordingborg Municipality, making it a significant destination for the economy of the region.

2.2 Stakeholders

"We are not on a top down island we are more a bottom-up island where people can easily say what they mean and bring the thoughts in consideration for building projects and so on"¹⁶.

According to Simon Zachodnik, the Island of Møn has a very bottom-up approach. This approach is very influential on the power that stakeholders have in the decision-making of the destination, and its development. When looking into stakeholders relevant on the case of Seasonality on the Island of Møn, I must consider the interview you with Simon Zachodnik, from the House of Møn where he describes that every stakeholder is significant for its development. I also must consider the literature review and according (Bryson, 2004) he has identified four main stakeholder groups.

"There is a lot. Obviously, the people living here big stakeholder. The destination the island the people living here the localhouse we talked about is very important for the people here and the authenticity is very important. Obviously, the companies or the business in the tourist industry is some of the most important stakeholders as well"¹⁷.

Considering that all stakeholders are relevant to the development of the Island of Møn as a destination I will create stakeholders map where I can position all the relevant stakeholders for the destination that is the Island of Møn.

2.2.1.1 Stakeholders Mapping

I will be basing my stakeholder's groups based on the literature review, and according to (Bryson, 2004), there are four main stakeholders' groups being tourists, residents, entrepreneurs, local government or management officials.

The stakeholder's groups for this case will be categories according to the destination. I will be dividing the stakeholder's groups into four segments being, governmental stakeholders, community stakeholders, businesses stakeholder and non-governmental stakeholder. All these stakeholders are represented in the destination and are essential for combating seasonality on the Island of Møn.

This stakeholder mapping will serve as a tool to visualize the stakeholders and their influence in the case of the seasonality on the Island of Møn in a more precise way this method will be used to create an overview you of the entire stakeholders and their influences on the destination of the Island of Møn. The goal of this analysis is to help me to identify the beneficial stakeholders that can influence seasonality for the accommodation business at the destination.

In order to position the stakeholders in a map, I first have to identify them and describe them. I will do so by looking into the destination that is the Island of Møn. This data was collected based on a desk research of the destination and supported by the interview from the various stakeholders.

¹⁶ Appendix Tourism Seasonality P20. Interview Transcript Simon Zachodnik From House of Møn Part 2

¹⁷ Appendix Tourism Seasonality P20. Interview Transcript Simon Zachodnik From House of Møn Part 2

2.2.1.2 Governmental Stakeholders

- Vordingborg Municipality

“...the Municipality of Vordingborg is a big stakeholder, both investment-wise but also important that they understand the importance of the tourism industry. And they are very much aware of the importance of the industry¹⁸.”

According to Simon Zachodnik the municipality of Vordingborg is the governmental stakeholder that provides financial support to the DMO no and the House of Møn. They are the ones that fund and invest in the destinations under there municipality. Municipality also has a governmental power of representation on a national level according to Line Rode. This power is being used to help accommodation businesses to reduce tax on the hotel industry in Denmark as you're able to see on the quote below.

“...there is a lot of summer houses on the island and the taxes/VAT in the summer house is a lot lower. (...) right now we are participating in a huge discussion with the government about lowering VAT in hotel accommodation in Denmark¹⁹.”

Municipalities are essential to help to regulate taxes on the hotel industry to help them combat summer houses to provide a better service to tourists.

- SydkstDanmark

When talking with the local accommodation stakeholders, I was able to see that the DMO is considered to be doing a good job.

“They are doing quite well, and I think they are trying to think outside the normal brackets²⁰.”

When looking into the destination that is the Island of Møn, I will be able to see that the managing DMO of the region is SydkstDanmark. Therefore, I consider it one of the governmental stakeholders for the destination of Møn. They are responsible for marketing the destination and come up with strategies to combat their challenges they don't have a direct approach uniquely tailored for the destination of Møn because they are responsible for the entire South of Sjælland in Denmark.

- House of Møn

When talking with the house of Møn, I have found out that at the DMO structure in the region, it's a little bit more complicated in regards to power division and strategy development.

“it's a bit difficult because I am not a formal DMO I am a more an actor DMO if you understand because the hierarchy is that we have the overall Visit Denmark you have the local region that is SydkstDanmark the girl that gave you my contact information²¹.”

¹⁸ Appendix Tourism Seasonality P20. Interview Transcript Simon Zachodnik From House of Møn Part 2

¹⁹ Appendix Tourism Seasonality P12. Interview Transcript Line Rode from Residence Hotel Moen

²⁰ Appendix Tourism Seasonality P15. Interview Transcript Line Rode from Residence Hotel Moen

²¹ Appendix Tourism Seasonality P16. Interview Transcript Simon Zachodnik From House of Møn Part 1

The house of Møn is the representative of tourism on the island. They are responsible for the tourist information and to provide assistance to the local businesses. They do so by helping business to create packages to increase the volume of visitors on the shoulder season. The House of Møn is part of Visit Denmark and is not responsible for any strategies. Their responsibility is on providing information to visitors of the destination and to report to Visit Denmark and to the DMO- SydstDanmark.

2.2.1.3 Community stakeholders

- Locals

I consider the community stakeholders has being locals; they are the ones that live all year round on the island, and they are the ones that need to accommodate tourists who are only visiting because of this reason, locals represent a big stakeholder on the island Møn. And according to Simon, locals represent the “localhood” in Møn, being one most influential stakeholder in the destination.

“...speaking of Møn, in general, we are very much helping each other (...)I think there is a great collaboration between business in general but is also our DNA as well on the island we help each other, and there is I would say trusts for everyone so obviously there is a competition, but people try to do there best, and they make the best product for the tourist and attached in that way and besides that, they collaborate very much in different networks²².”

2.2.1.4 Businesses Stakeholder

- Accommodation- Hotels, Bed & Breakfasts, Camping Sites

Looking at business stakeholders, I have to consider accommodation as the main stakeholder for the destination because of the scope of this analysis. According to the email interview with a house of Møn, they believe that the majority of accommodation businesses are locally owned, and family operated as you're able to see on the quote below.

“...accommodation where the family runs the hotel, B&B etc. I will say that the vast majority is family businesses²³.”

When considering local accommodation businesses are locally owned we need to ask ourselves what's the reasoning behind and such an investment four part of the locals, and according to interview with Henrik Nielsen from Camønogaarden this investment is a form of retirement plan for the future.

“We are in the up in the age I am over 60th, and Dorte is almost 60th. So we are looking for retirement and looking for this place here to get/make people happy²⁴.”

Accommodation businesses are considered a direct stakeholder connected to tourism because they are very dependent on tourists them in order to remain open and they are the most affected by seasonality.

²² Appendix Tourism Seasonality P19. Interview Transcript Simon Zachodnik From House of Møn Part 2

²³ Appendix Tourism Seasonality P21. E-mail Interview Simon Zachodnik From House of Møn

²⁴ Appendix Tourism Seasonality P10. Interview Transcript Henrik Nielsen from Camønogaarden

2.2.1.5 Non-governmental institutions Stakeholder

○ UNESCO

“...with focus on sustainability and green solutions (with Møn UNESCO Biosphere as the leading brand and network that inspires local companies to think and act more on the premise of the nature)²⁵”

The email interview with a house of Møn I have discovered the importance of UNESCO as a non-governmental stakeholder, as you were able to see in the quote above, UNESCO has set up premises the local businesses need to adhere to in order to to be considered part of the biosphere.

UNESCO it's considered a stakeholder because they are the ones that provided Møn Klint in 2014 with the UNESCO preservation a protecting for the Møn's biosphere. This stakeholder is deemed to be important because they are a third-party institution that controls the development and management of the natural environment of Møn with revisions every ten years in order to see if the biosphere plan is being followed and respected.

“...Møn UNESCO Biosphere Reserve that also points out a direction for everything we do here with new projects and things like that, so we always have that into consideration²⁶,”

We are also able to see in the quote above that the UNESCO biosphere reserve serves as a set of guidelines in order to develop the destination of the island of the Møn, making it essential stakeholder for the destination.

2.2.1.6 Stakeholders Mapping

In order to measure and compare the power, interest, influence and involvement of each stakeholder on the case of seasonality on the Island of Møn I have given them 3 potential grades to qualify their position about seasonality being, High, Medium and Low.

Realms

- Power- Does the stakeholder have expertise, information or counsel to help solve seasonality?
- Interest- How important is the subject of seasonality to the stakeholder?
- Influence (Value)- Do you need their perdition/opinion to combat seasonality?
- Involvement (Value)- Can this stakeholder delay the process of combating seasonality?

Grades

- High
- Medium
- Low

²⁵ Appendix Tourism Seasonality P21. E-mail Interview Simon Zachodnik From House of Møn

²⁶ Appendix Tourism Seasonality P17. Interview Transcript Simon Zachodnik From House of Møn Part 1

Stakeholders	Power	Interest	Influence	Involvement
Vordingborg M.	Hight	Low	Hight	Medium
SydkstDanmark	Hight	Medium	Hight	Medium
House of Møn	Medium	Hight	Medium	Hight
Local	Low	Medium	Medium	Medium
Accommodation	Hight	Hight	Medium	Hight
UNESCO	Low	Low	Hight	Low

Figure 6 Stakeholders value into Seasonality

As you are able to see in the table above, I have positioned each stakeholder and I have grade them according to their influence on the seasonality on the Island of Møn. The next step on this analysis is to place the stakeholders in a stakeholder's map so that we can visualize the position with each other.

When looking into the Matrix of the Stakeholders Mapping on figure 7, I am able to observe the positioning of each stakeholder in regard to seasonality on the Island of Møn.

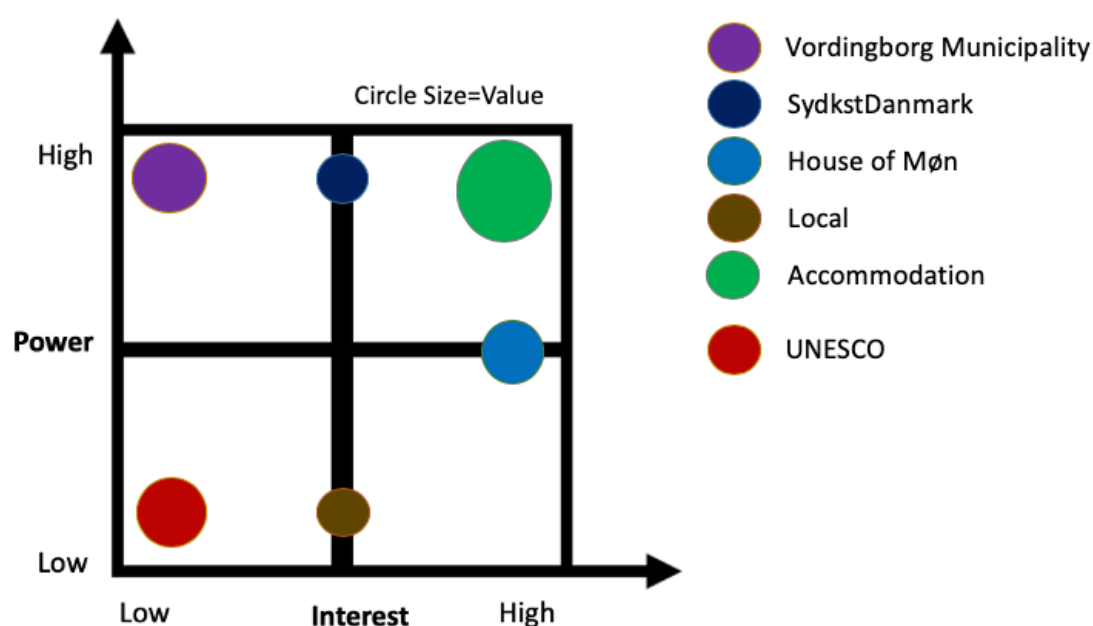


Figure 7 Stakeholders Mapping Matrix by Francisco Fernandes

I would like to start my analysis of the stakeholders by comparing the Vordingborg Municipality and the UNESCO. Though they both score low in the interest in regard to seasonality and them both, have very opposite powers in regard to the seasonality.

The Vordingborg Municipality has massive power and influence on seasonality because they are the ones that provide funding and approve any strategy to go forward. This stakeholder needs to be kept satisfied and informed.

In the case of UNESCO, they require minimum effort because their interest is not on the seasonality of the destination. The interest of UNESCO is to maintain and protect Møn's biosphere has a third party. They are not concerned about seasonality, but they are worried about the impact of tourism on the natural habitat of Møn's biosphere.

Well, looking into the stakeholders they can present the DMO being SydkstDanmark and House of Møn, I can see different power and interest in the region of Møn.

In the case of SydkstDanmark, they have a lot of power regarding create a strategy and acquiring funding from the municipality. Still, they have a medium interest on the Island of Møn. Because they must manage all the South of Sjælland in Denmark, they also don't consider Møn a priority because Møn is attracting more than 300.000 visitors a year. This stakeholder is positioned in between to realms making it one that needs to be kept satisfied and closely managed in order to combat seasonality.

In the case of the House of Møn, they have a high interest in the development of the region, but they have low power regarding any strategies to be implemented. This is so because they are only there to monitor in guide tourists and help local businesses to increase the revenues.

The house of Møn can be considered a stakeholder in between two realms needing to be closely managed and keeping informed when working with seasonality. They can provide helpful insight and can be an entrance to the governmental stakeholders.

When looking at the top right side of the Matrix, we are able to see an important stakeholder. Because the case seasonality on the Island of Møn has a special focused and accommodation stakeholders, they are considered one-off the most important one's. When analysing the data collected, we're able to see that this stakeholder can influence the volume of tourists staying overnight at the Island of Møn. They are also considered one of the main sources of revenue for the tourism industry on the island. This stakeholder needs essential in order to combat seasonality on the destination. They require close management in order to help them but achieve their goals.

At last, we have the locals as a stakeholder they need to be kept informed to any activities that are going to be done in regard to tourism by doing so we are also monetizing them and making sure that they are happy. This will be the only way how to make tourism and locals coexist all year round.

2.2.2 Sub Conclusion.:

In the stakeholder section of the analysis, it was possible to see that all stakeholders in the destination are relevant for the development of tourism.

When focusing on the case of Seasonality on the Island of Møn, there was a division of all stakeholders groups into four segments being governmental stakeholders, community stakeholders, business stakeholders and non-governmental institutions stakeholder.

The governmental stakeholders identified for this analysis were the Vordingborg Municipality, SydkstDanmark and the House of Møn. The community stakeholders are the local, and when looking on businesses stakeholders, there was only focus on the accommodation business because they are the ones relevant for the case study. UNESCO is the Non-governmental institution's stakeholder because they are a tried party institution that creates guidelines in order to protect the natural biosphere of Møn.

With the stakeholder mapping, it was possible to categorise all the stakeholders and see their position towards seasonality. This positioning, according to power and interest, helping the overview in order to proceed with development in tourism.

2.3 Seasonality in Møn

After defining, the destination of the Island of Møn and categorizing the stakeholder's groups according to value, the power and interest on the case of seasonality on the island and Møn. I will be able to start to analyze the effects of seasonality on the accommodation stakeholders from the destination.

In order to do that, I'll start by establishing the three periods of seasonality being high-season, low-season and shoulder season according to (Vargas-Sánchez, et al., 2014) I will do so by analyzing the data from the overnight stays per. month for the past three years of the destination of Møn. In the figure below, you'll be able to see the chart representing the volume of night stays per year and it's fluctuations according to yearly seasonality.

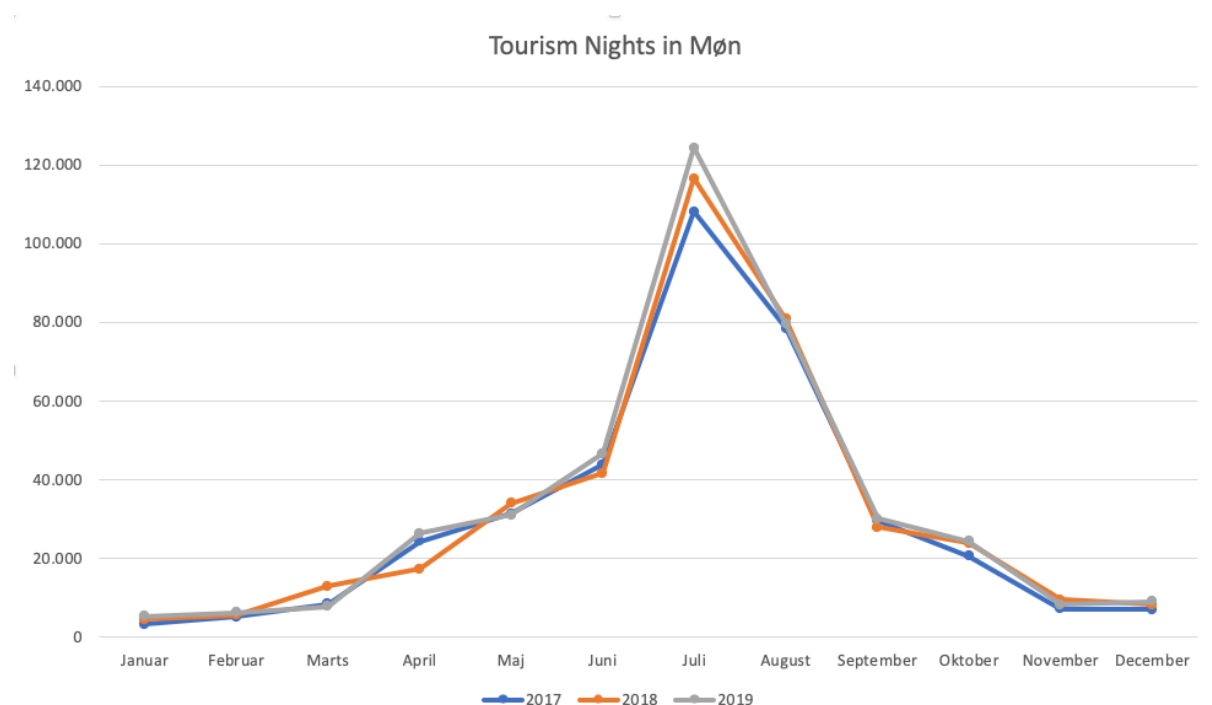


Figure 8 Chart of Tourism Nights in Møn on the part 3 years²⁷

When looking into the chart of the overnight stays in the Island of Møn for the period of 3 years I am able to see seasonal patterns according to the volume of tourists visiting the destination at a certain time. According to Simon Zachodnik, Møn has three periods of seasonality being the following.: "...we have the big season June, July and August. I would say the shoulder periods April, May, September. And I would say October, November, December, January February and March are the off off season."²⁸

Considering the chart of Tourism nights for the past three years, I can see that, low season months would be all the months with less than 20.000 visitors. The shoulder period would be when Møn receives between 20.000 visitors and 40.000 per month and the High season would be characterized on the months when the tourist's volume overpasses 40.000 visitors in a month.

When looking to both the data collections from the interview with Simon Zachodnik from the house of Møn and a desk research collection from the Chart of Tourism Nights in

²⁷ Data in Appendix Tourism Seasonality P23 Hotel Nights Per Month

²⁸ Appendix Tourism Seasonality P19. Interview Transcript Simon Zachodnik From House of Møn Part 2

Møn, I am now able to define the periods of the three seasonality's present on the destination of the island Møn according to their month.:

- High Season.: “June, July and August”
- Low Season.: “November, December, January, February and March”
- Shoulder Season.: “April, May, September and October”

By establishing the three seasons present and the destination of the Island of Møn, I am able to analyse data collected by the accommodation stakeholders and governmental stakeholders according to the time period of the seasons in question.

2.3.1.1 High Season

Having established the period of high season on the Island of Møn, I have to consider the accommodation stakeholders perspective and according to Henry and Line, both representatives of local accommodation stakeholders. I'm able to confirm that the high season is defined between the period of June to the end of August as you're able to see and the quotes below.

“That will be from the 1st of June until the end of August past September²⁹.”

“From 1st July till 8th of August. So when they go back to school the kids (...) that is when we are 100% all the time. ³⁰.”

On the second quote provided by Lena Rode, I'm also able to see that the period of High season in the Island of Møn it's very influenced by the calendar year, and the vacation period of children this factor is in accordance (Duval, 2004) definition of seasonality being influenced in weather and calendar holidays.

In order to help me answer the research question and to develop the analysis, I have asked all the interviews what they considered to be positive and negative according to High season. This strategy was inspired by the two hypotheses presented in the literature review by that describe the opinions of local stakeholders according to (Vargas-Sánchez, et al., 2014) low and high season gaze.

Positive Effects

“Great atmosphere and a lot of activities and events. All the local business are very keen on giving the guests some great experiences. ³¹”

When looking into the positive aspects of high season, I'm able to see that according to the email interview with Simon, the destination of Møn is a very cooperative one we're all businesses work together in order to provide the best service possible to the tourists, as it's presented in the quote above. When looking into high season through the gaze of an accommodation stakeholder, we have to consider the following quote.

²⁹ Appendix Tourism Seasonality P10. Interview Transcript Henrik Nielsen from Camønogården

³⁰ Appendix Tourism Seasonality P13. Interview Transcript Line Rode from Residence Hotel Møn

³¹ Appendix Tourism Seasonality P21. E-mail Interview Simon Zachodnik From House of Møn

“The positive for the high season is that is a lot going on so it's more fun to be at work and it's easy to sell, and it's better profits going up³².” According to the accommodation stakeholder Line Rode, the Island of Møn becomes fuller, and there is more economic relief in the high season. This statement is supported by (Ferrante, et al., 2018) says that high season in tens to bring grate economic advantages to local business owners.

Negatives Effects

When looking to high season in the destination of Møn I'm able to see that the most significant challenge referred by both accommodation stakeholders and governmental stakeholders is the lack of qualified staff for the high season in accordance with the literature this is referred as the cycle of repetition of seasonality described by (Joliffe & Farnsworth, 2003) that demands significant amounts of qualified staff for the high seasons only.

“It can be a struggle to get enough qualified human resources during peak season since everyone needs more staff for their hotel, restaurant etc. (this can be a challenge when you have such a big difference in the number of guests inside and outside season)³³.”

As is referred in the quote above by the government of stakeholder to the House of Møn, I'm able to see the need of qualified staff it is a struggle for virtually everyone involved in tourism in the destination. This challenge is also shared with accommodation stakeholders and according to Line Rode, in the quote below were able to see that qualified staff is not a challenge only present in high season. Still, it is considered an all-year-round problem.

“...for the high season the negative is getting qualified staff (...) actually a negative all year round it's really hard to find qualified staff³⁴.”

According to Line Rode and accommodation stakeholder on the Island of Møn another factor that can be *“...negative in high season. If you would like a peaceful place, it's not nice to be there.(...) we are used to having a lot of space in Møn do. But it can fill a bit overcrowded³⁵.”* I can see in her statement that during the months of summer, Møn can become a bit overcrowded; therefore, not be considered a calm place to be by the tourist gaze.

In accordance with a quote by, Line Rode from above the fact of overcrowding in high season is very common in destinations. It can represent a social-cultural impact in the local communities in accordance to (Ferrante, et al., 2018) this impact can be most felt when the pressure in the fluctuation of the volume of tourists increases in the region very suddenly. Normally being described has a negative aspect of the high season.

³² Appendix Tourism Seasonality P13. Interview Transcript Line Rode from Residence Hotel Moen

³³ Appendix Tourism Seasonality P21. E-mail Interview Simon Zachodnik From House of Møn

³⁴ Appendix Tourism Seasonality P13. Interview Transcript Line Rode from Residence Hotel Moen

³⁵ Appendix Tourism Seasonality P13. Interview Transcript Line Rode from Residence Hotel Moen

2.3.1.2 Low Season

“...Møn is not selling itself on the offseason. We need to put something behind that in order to attract people in the off offseason. As in the peak season and also the midseason Møn seals itself in a lot of ways³⁶.”

On the quote above according to Simon Zachodnik, from the House of Møn, the destination is failing to sell itself on the low season. According to him during high season and the shoulder season, Møn does not need much marketing because the destination attractions are focused on outdoor living in connection with nature. This poses a problem for the destination according to (Ferrante, et al., 2018) the lack of attractions can cause a more significant fluctuation on the volume of tourists entering the destination.

In order to have an overview of the positive and negative effects of low season on the Island of Møn I had conducted interviews with all relevant stakeholders to this case study of Tourism Seasonality on the Island of Møn.

Positive Effects

“There is a great “dynamic” in having some months that have a very busy and lively atmosphere – and then some quite months where the local people and business can enjoy their island “alone” and re-fuel the energy for a new season etc. This dynamic supports that the tourist businesses are very excited and full of energy, when “season starts”...³⁷”

When looking at the statement provided by the House of Møn by the email interview, I'm able to see that at the low season is seen as a favourable time for locals to recharge and get ready for the new season. This statement is in alignment with the theoretical framework by (Vargas-Sánchez, et al., 2014) that creates a hypothesis to help to close the gap between low and high season providing locals with some rest and helping them to prepare for a new season. Low season is also seen as a time to repair and develop new experiences and services on their accommodation business according to Line Rode *“...you have time to do a deep cleaning and that stuff³⁸.”*

The argument that low season is beneficiary for local stakeholder because it provides with time to prepare for a new season by Simon Zachodnik is supported by Henrik Nielsen and local accommodation stakeholder that claims the following: *“I find it very nice to have a low season. Where we can be our selves. Also, high season we have a lot of people here³⁹.”*

The low season is also seen as a time for nature to recover, Henry Nelson argues in the quote below that it is essential to attract the correct tourists for destination and he recognises the need of a low season for the recovery of the biodiversity of Møn's Klint.

“I think that is my personal opinion because I am also a chairman of our community out there. We have to be care of how many tourists are coming because we have the biodiversity, we have the dark sky we have to take care. But we are proud of a lot of things. We also have to take care if we don't destroy anything, maybe too many tourists there⁴⁰.”

This perspective on allowing natural attractions to recover from a big volume of tourists is supported by (Valdemoro & Jiménez, 2007) that defend that the destination needs some slower times in order to regenerate.

³⁶ Appendix Tourism Seasonality P20. Interview Transcript Simon Zachodnik From House of Møn Part 2

³⁷ Appendix Tourism Seasonality P21. E-mail Interview Simon Zachodnik From House of Møn

³⁸ Appendix Tourism Seasonality P13. Interview Transcript Line Rode from Residence Hotel Moen

³⁹ Appendix Tourism Seasonality P10. Interview Transcript Henrik Nielsen from Camønogaarden

⁴⁰ Appendix Tourism Seasonality P11. Interview Transcript Henrik Nielsen from Camønogaarden

Negatives Effects

"It can be difficult for some businesses to cope financially with the big difference between high and low season – and they are very vulnerable, if they can not earn enough money during the peak season (because of bad⁴¹"

Low season can be marked with an economic regression on the destination according to (Hao, et al., 2011) when looking into the destination stakeholders it is possible to see that according to House of Møn the low season possess economic problems for business stakeholders if the high season doesn't produce enough revenue. The economic argument proposed by the House of Møn it is supported by Line Rode an accommodation stakeholder that states the following: *"And then of course that everything is closed, it becomes harder for hotels to survive it's difficult with liquidity and the cash flow...⁴²"*

Line Rode claims that the fact that the main the attractions being close causes other smaller attractions and businesses too close on the destination because there is no source of income due to the lack of attractions focused on the indoors this creates difficulties for accommodation stakeholders to attract tourists in offseason as you're able to see on the quote below.

"I also thing we have less places to visit during the low season because the Møn's Klint and the Geocenter is open only from Easter to 31st October (...) I think that is also because there is nothing else to see in the island all the little galleries and other attractions need to close done because they can't make enough money⁴³"

Another negative factor of low season is the loss of qualified staff according to Line Rode this is one of the biggest problems they face because they spend time training their staff in when they're finally ready the season is over, and they had to start all over again as you're able to see and the quote below.

"Low season is difficult to keep staff all year round, so you lose all the good energy that you put into educating and training your staff if you can't keep them all year round them lose it all by October and them you have to start over in February, March to teach them ou are things working⁴⁴."

Negatives of the low season mostly caused by a lack of ability to sell the destination in the off-season. The factors that we are able to identify according to the relevant stakeholders is that because of the lack of all year round attractions it becomes very hard for a business to achieve financial success all year around.

⁴¹ Appendix Tourism Seasonality P21. E-mail Interview Simon Zachodnik From House of Møn

⁴² Appendix Tourism Seasonality P13. Interview Transcript Line Rode from Residence Hotel Moen

⁴³ Appendix Tourism Seasonality P12. Interview Transcript Line Rode from Residence Hotel Moen

⁴⁴ Appendix Tourism Seasonality P13. Interview Transcript Line Rode from Residence Hotel Moen

2.3.1.3 Shoulder Season

According to (Connell, et al., 2015) the importance of developing a shoulder season or the destination can help to mitigate the low season economical sett back and it can help to prepare for the volume of tourists in high season.

“...we are trying to attract more people in the “shoulder periods” (May and September). The past 10 years people have been talking very much about “full-year-tourism” on Møn, but at the moment this is just an illusion. We need to focus more on the mentioned shoulder periods and expand from there, and then we need to focus more on shorter stays / weekend getaways etc. + bigger events to attract more guests outside the peak season and create a reason to go to Møn.⁴⁵”

When looking into the quote above by Simon, it is possible to see that the shoulder season of Møn can represent a significant influence for the overall of the destination. It's currently being developed in a local level according to Simon the importance of creating events off the high season it's very relevant for the development of the shoulder seasons it is also clear that at this point Møn cannot become an all-year-round destination.

“...when you talk about tourism on Møn it's always a balance. And there are always local people that want fewer tourists, and some people want more tourists.(...) when I speak has a member of the tourist organization here we things that are okay with more tourists what we have today, but of course, we have to do it smart⁴⁶...”

The House of Møn is the first to recognize the need to balance the volume of tourists in order to keep the local and accommodation stakeholders happy. They see the shoulder season has a benefit for the slow development of the destination.

“Business to make events and so on also placing them a bit outside the season in order to attract people in May, or for example September or October⁴⁷.”

According to the quote above there is a needle for planning by stakeholders in order to expand and develop shoulder-season. By doing so it is expected to increase the volume of tourists visiting the destination in this period.

“...we also need to find other things that can attract people in indoor activities and things like that⁴⁸.”

Simon states that in order to develop the shoulder seasons, there is a need for the creation of new attractions and development of new activities in order to promote the destination on the shoulder season.

In the case of the shoulder season, on the Island of Møn, I am able to observe to need for development and sharing information in between local and accommodation stakeholders in order to develop up attractions and make the shoulder seasons more present to potential tourists.

⁴⁵ Appendix Tourism Seasonality P21. E-mail Interview Simon Zachodnik From House of Møn

⁴⁶ Appendix Tourism Seasonality P16-17. Interview Transcript Simon Zachodnik From House of Møn Part 1

⁴⁷ Appendix Tourism Seasonality P18. Interview Transcript Simon Zachodnik From House of Møn Part 2

⁴⁸ Appendix Tourism Seasonality P20. Interview Transcript Simon Zachodnik From House of Møn Part 2

2.3.1.4 Seasonality Strategies

In this section of the analysis of seasonality, I will be exploring what strategies are the governmental stakeholders and accommodation stakeholders doing in order to reduce the impacts of seasonality on the Island of Møn. When looking into the literature, we were able to see that there were three approaches to help to combat seasonality the three methods were changing the product mix, price differentiation and expansion of the target market proposed by (Ashworth & Barry, 1999).

When reading the Møn Biosphere Report, I'm able to see that at the municipality of Vordingborg and respective DMO's are working with the UNESCO guidelines in order to expand and develop to the tourism industry. It identified the challenge that at the short high season should be expanded and the low season should be explored by developing new attractions as you can see on the quote below extracted from the (Moen Biosphere Reserve, 2016)

"The short tourism season during the summer weeks should be expanded with experiences in the periods between peak - low seasons and winter for example through Fishing Zealand and Dark Sky Park experiences." (Moen Biosphere Reserve, 2016)

When doing further the research on The Møn Biosphere Report from (Moen Biosphere Reserve, 2016) I have found a development plan presented in figure 9. On this development plan, we're able to see some attractions being developed for the destination in order to attract tourists to the shoulder seasons and winter.

Action	Indicator	Successes
Fishing Zealand and sustainable fishing	Developing sustainable fishing experiences and events	An increasing number of tourists who like to combine good fishing experiences with care of nature and surroundings and who respect the locals privacy.
Camønoen, hiking route	Coastal hiking paths developed for quality assurance of the Camønoen.	A coastal hiking path that fits with nature care and supports the sustainable transport in the Moen Biosphere reserve.
The sailing cycling routes	The maritime cultural heritage preserved, by developing cycling tourism	3 veteran ships in solid drift; a number of new jobs created and supports the volunteers.
Sustainable commercial fishing	Develop a project regarding sustainable fishing and further processing methods for a number of local fishermen.	A number of local commercial fishermen sell fresh fish in the proposed Biosphere Reserve.
"New use of land"	Projects to foster new agriculture with crops for local produces.	Increase the number of farms and food production with "green" and local profile.
Health and accessibility	"Destination for all": accessible experiences created regarding all themes and focus on health in nature.	The Moen Biosphere Reserve has a number of easy accessible and healthy experiences in nature, service and tourism business.
Dark Sky	The Dark Sky park and community on Moen contributes with spots on location, interpretation and experiences. The darkness preserves.	Eco Tourism experiences and reduction of light pollution. The municipality has renewed the public lightning.

Figure 9 Development Plan According to (Moen Biosphere Reserve, 2016)

In this development plan, you are able to see four projects being developed in order to combat seasonality on the Island of Møn, these would be considered attractions being Fishing Zealand, Camønoen, Sailing cycling routes and Dark Sky.

When talking with the House of Møn, we can see that they are working directly with the UNESCO Biosphere Reserve and in the quote below they believe there's the biggest problem on the destination is the lack of a good presentation of the products that they already offer.

"...focus on sustainability with Møn UNESCO Biosphere Reserve in front (...) outdoor tourism and support of small local business in the outdoor industry (...) we have a lot to offer on Møn, but is not presented very well at the moment..."⁴⁹

We also see that they have a very focus on outdoor activities. Then according to Simon Zachodnik quote below you can see that they are not focusing their projects towards seasonality. Still, they are focusing their projects for all year-round experience believing that by doing so, they are helping the case of Seasonality on the Island of Møn.

"We don't have any specific projects towards seasonality directly, but our philosophy is by developing products and year by year by also outdoor products in general by evolving that even more, we think that will help the seasonality has well"⁵⁰.

This concept of outdoor development for the destination goes against the findings from your accommodation stakeholders their difficulty is the lack of indoor attractions in according to Line Rode, representative of Residences Hotel Moen it is possible to see that she and local stakeholders have been trying to develop a plan on in order to open small indoor attractions in specific days of the week in order to attract tourists in the low season as you're able to see on the quote below.

"...we also tried to come to an agreement to some of the galleries and say okay what if you rotate. So on Monday, this place is open on Tuesday next place and next week we swap because everyone wants to be open on Friday and not Monday. But just to have something to attract them"⁵¹.

Will look into literature by (Ashworth & Barry, 1999) we can see that one of the strategies to combat seasonality is to change your product mix according to Line's quote below that is what accommodation stakeholders are doing. In the case of the Residences Hotel Moen, they has taken steps to package and facilitate services to tourists in the low season in order to attract them for a business meeting or weekend getaway.

"...making and experience to go to Møn where is very easy and organize everything we also pick up people in Copenhagen if they want to go for a meeting for example, so they don't have to think about anything, and they do all the socializing in the bus is 45 minutes to an hour and then when they arrive to the meeting they are all prepared..."⁵²

Simon Zachodnik, from the House of Møn, recognises that these steps are essential for the development of the destination. Still, he also says on his quote below that Møn needs infrastructure and facilities in order to attract tourists on the low season such development requires funding. There is a development plan for a new tourist centre in Stege evaluated at the cost of 1 billion Danish Krone. This development called to Sugar Factory will be the new Tourist Village of Møn.

"One of the things we need to do is try to get nature has part of the package as well also offseason. Because we don't have a SPA facility at the moment, we don't have any Gourmet Hotels in a big scale we don't have that. So until will don't get that, perhaps the holiday centre with all of this we need to find

⁴⁹ Appendix Tourism Seasonality P22. E-mail Interview Simon Zachodnik From House of Møn

⁵⁰ Appendix Tourism Seasonality P18. Interview Transcript Simon Zachodnik From House of Møn Part 2

⁵¹ Appendix Tourism Seasonality P12. Interview Transcript Line Rode from Residence Hotel Moen

⁵² Appendix Tourism Seasonality P14. Interview Transcript Line Rode from Residence Hotel Moen

a different way to attract people in winter and that is not easy to think in that way we need to think in packages of nature also offseason in order to attract people⁵³."

Though these development plans are in place, it is still going to take some time until they are operating. When looking into the seasonality and strategies being implemented by accommodation stakeholders at this moment, we're able to see that Line Rode, is also implementing a pricing strategy. That fluctuates according to the occupancy and activities happening on the island and as you're able to see on the quote below Residences Hotel Moen is uses revenue management tools in order fill up their hotel in low season.

"...we are doing revenue management and different shaving prices and looking to what's happing in the area⁵⁴."

This strategy is recognized by (Ashworth & Barry, 1999) one of the approach to combat seasonality strategies that accommodation businesses can work with in order to combat seasonality is the expansion of the target market. According to Line Rode, they have expanded their target market with the creation of new packages focused on retired people because they have the possibility of travel on the weekdays as you're able to see on the quote below.

"We tried to do lots of different packages (...) is people +50 approximately they have a better time to also travel Monday to Thursday. With is days that is really hard to fill up the hotel, but if we do packages with both breakfast, dinner and some source of experience like for example going to a museum it works really well, and we can sell a lot⁵⁵."

These strategies have proven to work in the case of the Residence Hotel in Moen. It is discussed by Simon Zachodnik on the quote below that there is a need for constant investment from behalf of the accommodation stakeholders to see benefits on the long.

"But the reason there are no people is that business is not doing anything outside season. Has long had we are not doing anything people are not coming so business in general on Møn need to see that they need to make an investment both time-wise and economy-wise and do things outside season that in the long run perhaps in 2 or 3 or 4 or 5 years can make more and more people come outside season⁵⁶."

There is a belief that investment will help the development of the destination the Island of Møn on the low season, but such development and investment needs to be well calculated according to Henrik there is a fear of "...mass tourism is that are losing a lot nature if we do that. So, my opinion we have to work a lot how to take the right tourist⁵⁷." The House of Møn also felts this fear of overexploiting the destination, and on the quote below we can see there is a necessity of balancing the number of tourists entering the destination and the most important is to increase revenue per tourist and not to increase the volume of tourist in the destination. They also believe that there is still space for more tourists; they need to attract the right ones.

"...but right now is a balancing act between getting tourists here but also when we talk about let's say for example doubling the revenue of tourist some people think that we need to have twice as many nights from tourists or from guests that we have today, but that is not the case when we say we need to double the tourism it's on revenue⁵⁸."

⁵³ Appendix Tourism Seasonality P20. Interview Transcript Simon Zachodnik From House of Møn Part 2

⁵⁴ Appendix Tourism Seasonality P14. Interview Transcript Line Rode from Residence Hotel Moen

⁵⁵ Appendix Tourism Seasonality P12. Interview Transcript Line Rode from Residence Hotel Moen

⁵⁶ Appendix Tourism Seasonality P18-19. Interview Transcript Simon Zachodnik From House of Møn Part 2

⁵⁷ Appendix Tourism Seasonality P11. Interview Transcript Henrik Nielsen from Camønogården

⁵⁸ Appendix Tourism Seasonality P17. Interview Transcript Simon Zachodnik From House of Møn Part 1

2.3.2 Sub Conclusion:

In this analysis section, there was an investigation of the effects of seasonality and the Island Møn. During the analysis, it was found that the destination of Møn attracts approximately 300.000 overnight visitors.

With this information, it was possible to analyse the volume of tourists visiting the destination per month by doing, so it was possible to define the different seasons present at the destination. The division was made has followed all the months with more than 40.000 overnight stays are considered high season, the months with less than 20.000 overnight stays are regarded as the low season and the months in between 20.000 and 40.000 overnight stays are considered the shoulder seasons. This seasonal segmentation helped to create an overview of the effects of seasonality on the destination.

High season is short, and it's seen as a busy time in the destination. It is essential for the economic stability of the region because tourism in Møn represents 90% of all tourism in the Municipality of Vordingborg. There is a fear that tourism can over crowd the region high season, and this can lead to the damage of natural habitats protected by the UNESCO Biosphere Reserve.

Low season is considered beneficial for the community in order to rest and recover furniture for the next cycle. This quiet time is also beneficial for nature to restore it's self therefore guaranteeing the stability of the ecosystem. The downside of low season is that accommodation businesses are very dependent on a good high season in order to survive the low season. And it becomes very challenging for a business to have cash low in low season.

The shoulder season is seen as in need of development, and better exploration in order to increase the revenue after destination. It is argued that in order to do so, there is the need to balance both stakeholders and The Møn's Biospheres needs in order to develop the shoulder season. The guidelines of the UNESCO biosphere reserve report need to be considered in order to develop the destination, and that appears to be the case of Seasonality on the Island of Møn.

When looking into seasonal strategies in order to increase revenue on the destination, we're able to see that the Møn's Biosphere Reserve Development Plan is proposing more outdoor activities that could expand towards the winter as an example we have "Fishing Zealand" and the "Dark Sky Park Experience" these attractions are tailored to attract people in winter and shoulder seasons. It is discussed by local stakeholders that there is a need for indoor attractions in order to motivate tourists to visit the destination in the low season.

Local accommodation stakeholders have implemented some strategies in order to combat seasonality from altering the target market and making packages tailored to retired demographic in order to attract them for a week getaway, to revenue management in order to change the pricing according to events and activities happening in the destination.

It is also discussed there is a need of constant investment from part of the local accommodation stakeholders in order to motivate tourists to visit and there is the need of a governmental investment on a Tourism Centre in order to provide services tailored for the low season.

3 Section- Conclusion

3.1 Discussion

In this section of the paper, I will be connecting the literature review with the analysis section of the study case of *"The effects of seasonality on the accommodation stakeholders on the Island of Møn"*

When looking into the case of seasonality and its effects on the accommodation stakeholders, we first have to start by defining the destination. According to the literature of rural tourism development, a destination is categorised by volume of all-year-round residents and compared to the volume of tourists visiting the destination according to (Macleod & Gillespie, 2010).

The island of Møn represents 90% of all the revenue coming from the tourism industry on the Vordingborg Municipality. The destination itself shows constant growth when analyzing the volume of overnight stay from the past three years we can see that the destination has grown 8% in between the years of 2017 and 2019. The destination of the Island of Møn is expected to keep on growing, and with technological advancements, such as the train line connecting Germany and Denmark is going open the destination to a broader market. According to (Roser, 2020) such technological advancements in transportation make destinations more accessible and affordable to the masses.

Møn is inhabited with approximately 10.000 permanent residents and according to this study we learned the destination off Møn attracts around 300.000 overnight visitors per year and most of the visitors appear on the short high season between the months of June, July and August. According to (Hao, et al., 2011) this volume of tourist's migration to a destination in a short period of time is one of the factors that causes seasonality.

When looking into the literature in order to define a tourism destination, we must analyse it according to its attractions, facilities, accessibility, image and price. (Medlik & Middleton, 1973). The accommodation stakeholders see attractions as being only focused on the summer months, and there is a lack of indoor attractions to attract tourists in the shoulder seasons and low season.

According to (Pavlovic & Cavlin, 2014) attractions are one of the biggest drivers of tourists to the destination and when looking into seasonality (Ferrante, et al., 2018) supports that the lack of attractions and accessibility can cause seasonality in the destinations. Knowing that accessibility can be a cause of seasonality when we look into our analysis we can see that according to the House of Møn the accessibility to the Island is good and in terms of infrastructure the Island is ready for tourism. It is to be noted that there is a necessity of a private transportation method in the lower season when going to Møn's Klint because the summer buses stop when the Geocenter closes.

When looking into the facilities of the Island of Møn, we are able to see that most of the accommodation businesses are privately owned and operated by families according to the House of Møn e-mail interview this fact is aligned with (Kastenholz, et al., 2012) theory that rural tourism is seen socially active and economic complex in order to develop rural destinations. We can also see that the infrastructure of the island is tailor to the summer, and there is a lack of competition according to the accommodation stakeholders' interviews.

When looking into the accommodation stakeholders, we can see that the portion of accommodations business that were analyzed in this research only represent a total of 38% of all available beds on the destination of Møn, the other 62% of available beds belong to summer houses according to (Moen Biosphere Reserve, 2016) not being part of the scope of this paper. Having a need for new investment in order to drive tourism in the lower seasons and according to Simon Zachodnik interview we were made aware of the big investment going to be made by the Vordingborg Municipality in order to build a new tourism village and center in order to improve the facilities and expecting to expand the services through the shoulder and lower seasons.

According to (Ye, 2014) image of a destination is how the stakeholders want the destination to be perceived through the tourist gaze. When looking into the destinations image, we were able to see that the stakeholders want the tourists to perceive the image has nature-focused island needing to be preserved and protected. According to the House of Møn, they also identify that one of the images they want to share of the island is the felling of "localhood" where tourists will be able to interact with locals that help them to have unique experiences in the Island of Møn.

When looking at the price in a destination according to (Andergassen, et al., 2012), there needs to be a focus on the long term and the short-term investment. In the long term, we have to consider that the Island of Møn will have a big infrastructure/facility investment when building the new tourism village and center. And we have to believe that all investments being made on the island flow the guidelines from (Moen Biosphere Reserve, 2016) according to the House of Møn.

When looking into short term investment, we need to consider some of the strategies that accommodation stakeholders are implementing in order to mitigate seasonality like in the case of the Residences Hotel Moen where they are working with local galleries in order to have some small attractions open all year round and also working with revenue management in order to fill up their hotel to the maximum possible. According to (Ashworth & Barry, 1999) by doing so, the local accommodation stakeholders are using is price differentiation strategy and are changing the product mix to combat seasonality and attract tourist in the shoulder seasons and low seasons.

By doing a stakeholder mapping, we were able to position all the relevant stakeholders for the case of seasonality on the Island of Møn. According to (Johnson & Scholes, 1993) this tool is beneficial in order to see the power and interest of every stakeholder regarding the case being studied. In our case, we were able to see that most interested stakeholder in mitigating seasonality were the accommodation stakeholders being positioned in realm D making the key players when working with seasonality.

We were able to position the stakeholders and see what actions need to be taken when working on projects to mitigate seasonality. When we look into the governmental stakeholders being the Vordingborg Municipality, SydkstDanmark and the House of Møn, we need to consider that the Vordingborg Municipality would be in the realm B on the figure 3 from the literature review showing us there they need to be kept informed.

When we look at SydkstDenmark has a stakeholder they would be position in between realms B and D needing to be kept informed and they represent a key player in order to mitigate seasonality. This happens because according to the analysis, they are responsible for the strategies for developing the region in terms of power but they a medium interest on the destination of Møn because they are responsible for other destinations. In the case of House of Møn is the opposite; they are positioned between the realms A and C because they

don't have the power of over strategies on the destination. Still, they are very interested in its development.

When we look into non-governmental stakeholder, we have UNESCO that is considered to be minimal effort being positioned in the realm A because they don't have interest in seasonality they are just escabeche guidelines to protect the (Moen Biosphere Reserve, 2016).

When looking to seasonality, we are able to identify three seasons on a year being high season, low season and shoulder season. We were able to see that work is being done in the shoulder seasons in order to explore them better according to the House of Møn.

When comparing the high season and the low season, we are able to see that according to the analysis, the accommodation stakeholders have positive and negative aspects of every season. In high season they consider the economic rewards a positive and in low season they consider the free time and time for nature to restore itself has a positive. When looking into the negatives, they consider that in the high season can be better managed, and there is a fear of over-tourism and destruction of natural habitats.

And when it comes to the negatives of the low season, they have cash flow problems, and they have to reduce staff lousing their investment on training staff. When looking into the literature, we are able to see that according to (Vargas-Sánchez, et al., 2014) the perspectives of seasonality can change according to low and high season.

When it comes to nature versus economy we can see that the stakeholders at the destination are trying to balancing according to (Valdemoro & Jiménez, 2007) perspective there is a need for nature to recover in order restore the seasonal cycle, therefore, guaranteeing the long term economic development of the destination.

When looking into strategies being implemented to mitigate seasonality, we would have to compere what accommodation stakeholders are doing, and governmental stakeholders are doing. When looking into the literature, we are able to see three strategies proposed by (Ashworth & Barry, 1999) being the change of the product mix, pricing differentiation and expansion of the target market.

We were able to see in our analysis that these strategies are mostly being used by accommodation stakeholders that are implementing them in there business being revenue management tools, creation of packages for retired people in order to attract them on weekdays on the shoulder and low season.

When we look into the strategies being implemented by the governmental stakeholders, we are able to see that they are developing attraction focusing on the shoulders season according to (Moen Biosphere Reserve, 2016) being the "Fishing Zealand" and the "Dark Sky Park Experience" that focus on winter this strategy goes with alinement with (Ferrante, et al., 2018) that consider attractions has to be one of the tools that destinations has to combat seasonality.

We will end this discussion by acknowledging that the destination of the Island of Møn is considered to be on the second phase of rural development being "conciliation growth" that according to (Lane & Kastenholtz, 2015) this phase is marked by development and the increasing interest on wanting skilled labor. Showed by both governmental and accommodation stakeholders has the need for a balanced way of development to mitigate seasonality.

In this next section of the discussion, you will be able to explore other future research can be made in the subject of seasonality. This paper can be considered an opening tool for a much bigger discussion into seasonality on the destination of Møn and other UNESCO nature protected areas in the world.

3.2 Future of Research

There is potential for further research on the subject of Seasonality on the Island of Møn. Example below.:

- More in-depth research is need about seasonality on the Island of Møn with a focus in all relevant stakeholders present in the tourism industry. For exam the food and beverage industry and the retail industry. Are essential to have an overview of their position regarding the global seasonality on the destination.
- Further research needs to be made on privately owed accommodation business and the potential evolvment of a secondary business for the low season not evolving the tourism industry.
- More research is a need in order to find what indoor attractions would be beneficial for the Island of Møn in order to attract more tourists on the shoulder and low seasons.
- Future research needs to be made on how the coronavirus affected the destination of Møn in regard to the volume of domestic tourists visiting the region in 2020.

3.3 Conclusion

"Seasonality" is present on the destination of the Island of Møn and it can be categorised from June to August has "Hight Season" and from November to March has a "Low season". All the other months of a year are considered to be on the "Shoulder Seasons".

All the seasons influence the accommodation stakeholders, being both positives and negatives. High Season is the time of economical rewarded being seen as positive. The overcrowding of the destination is seen as a negative effect of high seasonality.

Low Season is categorised has a time of rest and recovery for both nature and locals and it seen as positive effect. The negative side of low season is that there is an economic difficulty and it is becoming very dependent on a good high season to guaranty the survival of accommodation stakeholders through the winter.

In Shoulder-Seasons, positive effect is a clear development from new outdoor attraction to the creation of packages to attract more tourists in that period. It is being discussed that there is a need for more investment on the destination to create both indoor attractions and hospitality facilities to help develop and expand the season. The lack of these elements is seen as a negative on shoulder-seasons.

In conclusion, the accommodation stakeholders believe that there is a need for balance when mitigating any of the effects of seasonality on the destination. When looking into development plans, they need to consider both local stakeholders and nature, and in order to do so, any project being developed in the destination needs to follow the Møn's UNESCO Biosphere Reserve Report in order to balance any positive or negative effects on seasonality present on the destination.

4 Reference

- Andergassen, R., Candela, G. & Figini, P., 2012. An economic model for tourism destinations: Product sophistication and price coordination. *Tourism Management*, Issue 37, pp. 86-98.
- Ashworth, J. & Barry, T., 1999. Patterns of seasonality in employment in tourism in the UK. *Applied Economics Letters*, 6(11), pp. 735-739.
- Aune, B., 1970. *Rationalism, Empiricism, and Pragmatism: An Introduction*. New York: Random House.
- Booking.com , 2020. *Booking.com*. [Online]
Available at: https://www.booking.com/searchresults.html?label=gen173nr-1FCAEoggl46AdlM1gEaD2lAQGYATG4AQflAQ3YAQH4AQKIAgGoAgO4Apng7_UFwAIB&sid=a0860959d3a241eb96207217feedc5a&sb=1&sb_lp=1&src=index&src_elem=sb&error_url=https%3A%2F%2Fwww.booking.com%2Findex.html%3
[Accessed 13 05 2020].
- Bryson, J., 2004. What to do when stakeholders matter: A guide to stakeholder identification and analysis techniques. *Public Management Review*, 6(1).
- Butles, M. C. & Bally, J. M. G., 2018. Ethical, Practical, and Methodological Considerations for Unobtrusive Qualitative Research About Personal Narratives Shared on the Internet. *International Journal of Qualitative Methods*, Volume 17, pp. 1-9.
- Butler, R., 1980. The concept of a tourist area cycle of evolution, implications for management of resources. *Canadian Geographer*, 24(1), pp. 5-12.
- Cambridge Dictionary, 2020. *www.dictionary.cambridge.org*. [Online]
Available at: <https://dictionary.cambridge.org>
[Accessed 13 05 2020].
- Connell, J., Page , S. J. & Meyer, D., 2015. Visitor attractions and events: Responding to seasonality. *Tourism Management*, Volume 46, pp. 283-298.
- Corluka, G., Mikiñac, K. & Miklenkovska, A., 2016. Classification of tourist season in costal tourism. *UTMS Journal of Economics*, 7(1), pp. 71-83.
- Culture Trip, 2018. *www.theculturetrip.com*. [Online]
Available at: <https://theculturetrip.com/europe/denmark/articles/mons-klint-beach-in-denmark-is-a-natural-wonder-you-should-visit/>
[Accessed 05 05 2020].
- Danish Life, 2018. *www.yourdanishlife.dk*. [Online]
Available at: <https://www.yourdanishlife.dk/everyone-has-frost-but-not-all-have-snow/>
[Accessed 05 05 2020].
- Dorina, M. B. & Martini, A., 2017. Analysing affects and emotions in tourist e-mail interviews: a case in post-disaster Tohoku, Japan. *Current Issues in Tourism*, 22(19), pp. 2353-2364.
- Downward , P. M. & Mearman, A., 2004. On tourism and hospitality management research: a critical realist proposal. *Tourism and Hospitality Planning & Development*,, p. 107–22.
- Duval, D. T., 2004. 'When Buying into the Business, We Knew it was Seasonal': Perceptions of Seasonality in Central Otago, New Zealand. *INTERNATIONAL JOURNAL OF TOURISM RESEARCH*, Volume 6, pp. 325-337.
- Femern Sund Bælt, 2020. *www.femern.com*. [Online]
Available at: <https://femern.com/en/Region>
[Accessed 13 05 2020].
- Ferrante, M., Lo Magno, G. & De Cantis, S., 2018. Measuring tourism seasonality across European Countries. *Tourism Management*, pp. 220-235.

Geocenter Møns Klint, 2020. www.moensklint.dk. [Online]
Available at: <https://moensklint.dk/dk/planlaeg-dit-besog/dagens-program/>
[Accessed 05 05 2020]

Google Maps , 2020. www.google.com/maps. [Online]
Available at:
<https://www.google.com/maps/dir/Copenhagen/Møn,+Vordingborg+Municipality/@55.3200262,11.69324,9z/data=!3m1!4b1!4m14!4m13!1m5!1m1!1s0x4652533c5c803d23:0x4dd7edde69467b8!2m2!1d12.5683372!2d55.6760968!1m5!1m1!1s0x46532993dfd4585d:0x5fc94ae82d4a12cc!2m2!1d12.>
[Accessed 13 05 2020].

Gyr, U., 2010. The History of Tourism: Structures on the Path to Modernity. *EGO*, p. 14.
Roser, M., 2020. ourworldindata.org. [Online]
Available at: <https://ourworldindata.org/tourism>
[Accessed 22 April 2020].

Hall, M. C., 2004. Space-Time Accessibility and the Tourist Area Cycle of Evolution: The Role of Geographies of Spatial Interaction and Mobility in Contributing to an Improved Understanding of Tourism. *Department of Tourism- University of Otago*.

Hall, M. C. & Jenkins, J. M., 1995. *Tourism and Public Policy*. London : Thomson.

Hao, H., Long, P. & Kleckley, J., 2011. Factors Predicting Homeowners' Attitudes toward Tourism: A Case of a Coastal Resort Community. *Journal of Travel Research*, 50(6), p. 627 –640.

Hjalager, A.-M., Tervo-Kankare, K. & Tuohino, A., 2016. Tourism value chains revisited and applied to rural well-being tourism. *Tourism Planning & Development*, 06 Feb., p. 18.
Visit Møn, 2020. www.visitmoensklint.com. [Online]
Available at: <https://www.visitmoensklint.com>
[Accessed 13 05 2020].

Iacono, V. L., Symonds, P. & Brown, D. H., 2016. *Skype as a Tool for Qualitative Research Interviews*, s.l.: Cardiff Metropolitan University.

James, W., 2000. What pragmatism means, in: J. J. Stuhr. In: 2, ed. *Pragmatism and Classical American Philosophy: Essential Readings and Interpretive Essays*, 2nd. New York: Oxford University Press, p. 193–202.

Johnson, G. & Scholes, K., 1993. *Exploring corporate strategy*. London: Prentice-Hall.

Joliffe, L. & Farnsworth, R., 2003. Seasonality in tourism employment: human resource challenges.. *International Journal of Contemporary Hospitality Management*, 15(6), pp. 312-316.

Kantanen, H. & Manninen, J., 2016. Hazy Boundaries: Virtual Communities and Research Ethics. *Media and Communication*, Volume 4, pp. 86-96.

Kastenholz, E., Carneiro, M. J. & Marques, C. P., 2012. *Marketing the rural tourism experience*. Wirtschaftswissenschaften: Emerald Publishing Limited.

Lane, B. & Kastenholz, E., 2015. Rural tourism: the evolution of practice and research approaches – towards a new generation concept?. *Journal of Sustainable Tourism*, 23(8-9), pp. 1133-1156.

Lyon, A., Hunter-Jones, P. & Warnaby, G., 2017. Are we any closer to sustainable development? Listening to active stakeholder discourses of tourism development in the Waterberg Biosphere Reserve, South Africa. *Tourism Management*, p. 14.

Macleod, D. V. & Gillespie, S. A., 2010. *Sustainable Tourism in Rural Europe : Approaches to Development*. s.l.:Taylor & Francis Group.

Mascia, S. D., 2016. *Project Psychology Using Psychological Models and Techniques to Create a Successful Project*. 2 ed. London: Routledge.

Medlik, S. & Middleton, V. T., 1973. Product Formulation in Tourism. In *Tourism and Marketing*, Volume 13.

Saraiemi, S. & Kylänen, M., 2011. Problematizing the Concept of Tourism Destination: An Analysis of Different Theoretical Approaches. *Journal of Travel Research*, 50(2), pp. 133-143.

Michelsen, J., 2017. *Moens Biosphere Reserve-DEVELOPMENT AND ACTION PLAN OF THE PROPOSED MOENS BIOSPHERE RESERVE*, Vordingborg: Municipality of Vordingborg.

Moens Biosphere Reserve, 2016. BIOSPHERE)RESERVE)NOMINATION)FORM)). *Vordingborg Kommune*, Volume 2, p. 97.

Møns Guide, 2020. www.moenguide.com. [Online]
Available at: <https://moenguide.com/en/activity-theme/attractions-nature-sights/>
[Accessed 13 05 2020].

OECD, 2014. *Tourism Trends and Policies 2014*, s.l.: OECD .
Pansiri, J., 2006. Doing Tourism Research Using the Pragmatism Paradigm: An Empirical Example. *Tourism and Hospitality Planning&Development*, pp. 223-240.

Open PR, 2017. www.openpr.com. [Online]
Available at: <https://www.openpr.com/wiki/email-interview>
[Accessed 05 2020].
Silva Durga Prasad Nayak, M. & Narayan, K. A., 2019. Strengths and Weakness of Online Surveys. *Journal Of Humanities And Social Science*, 24(5), pp. 31-38.

Pansiri, J., 2006. Doing Tourism Research Using the Pragmatism Paradigm: An Empirical Example, Tourism and Hospitality Planning & Development. *Tourism and Hospitality Planning & Development*, pp. 223-240.

Pavlovic, S. & Cavlin, G., 2014. COMPETITIVENESS OF DESTINATIONS WITHIN THE RURAL TOURISM CLUSTER: ZLATAR, ZLATIBOR. *Economics of Agriculture*, pp. 1-22.

Powell, T. C., 2001. Competitive advantage: logical and philosophical considerations. *Strategic Management*, pp. 875-88.

SydskystDanmark, 2018. [Online]
Available at: <https://www.southcoastofdenmark.com/mons-klint>
[Accessed 05 2020].

SydskystDanmark, 2019. www.southcoastofdenmark.com. [Online]
Available at: <https://www.southcoastofdenmark.com/winter>
[Accessed 05 05 2020].

Spinter Research, 2017. spinter.lt. [Online]
Available at: https://spinter.lt/site/en/vidinis_noslide/vidmenu/telephone-interviews
[Accessed 05 2020].

Sugiura, L., Wiles, R. & Pope, C., 2016. Ethical challenges in online research: Public/private perceptions. 13(3-4), pp. 184-199.

Thomas, D. R., 2006. *A General Inductive Approach for Analyzing Qualitative Evaluation Data*, Auckland: University of Auckland.

TWTT, 2016. [www.theworldoftandt.weebly.com](http://theworldoftandt.weebly.com). [Online]
Available at: <http://theworldoftandt.weebly.com/attractions.html>
[Accessed 15 05 2020].

Thurmond, V. A., 2001. The Point of Triangulation. *JOURNAL OF NURSING SCHOLARSHIP*, 33:3(SIGMA THETA TAU INTERNATIONAL.), pp. 253-258.

UNWTO, 2020. www.unwto.org. [Online]
Available at: <https://www.unwto.org/international-tourism-growth-continues-to-outpace-the-economy>
[Accessed 05 05 2020].

UNWTO, 2014. www.unwto.org. [Online]
Available at: <https://www.unwto.org/archive/europe/event/international-conference-managing-seasonality-tourism>
[Accessed 05 05 2020].

University of Washington, 2018. *Integrated Social Sciences Program: Primary and Secondary Sources*, Washington: University of Washington.

Vargas-Sánchez, A., Porras-Bueno, N. & Plaza-Mejía, M. d. I. Á., 2014. Residents' Attitude to Tourism and Seasonality. *Journal of Travel Research*, 53(5), pp. 581-596.

Valdemoro, H. I. & Jiménez, J. A., 2007. The Influence of Shoreline Dynamics on the Use and Exploitation of Mediterranean Tourist Beaches. *Coastal Management*, 34(3), pp. 405-423.

Walton, J. K., 2014. britannica.com. [Online]
Available at: <https://www.britannica.com/topic/tourism>
[Accessed 22 april 2020].

Ye, X., 2014. *Analysis of the Tourism Image Orientation About the Interaction between the Release of Tourism Destination Information and Tourists Perception*, s.l.: Trans Tech Publications, Switzerland.

