

The influence of coronavirus (COVID-19) on decision-making of young Danish travellers

Abstract

At the beginning of the year 2020 the spread of new SARS-like virus, Coronavirus (COVID-19), caused a global situation – a pandemic that significantly impacted the world. Originating in China and rapidly spreading to the rest of the world, COVID-19 led to lockdowns in many countries and this consequently caused significant financial damage to the global economy. One of the affected countries was also Denmark and at the very beginning of the pandemic Denmark closed the borders resulting in nationwide lockdown whereby international arrivals and departures to and from the country were froze. With the positive attitude of Danish inhabitants regarding travelling abroad, this project will examine how the pandemic situation caused by COVID-19 influenced the decision-making of young Danish travellers.

Based on the review of academic literature and adjusting the Theory of Planned Behaviour, in-depth qualitative research was developed for purposes of this research project. Caused by strict social-distancing regulations, in-depth qualitative interviews have been conducted via online communication platforms on the sample of 10 respondents. These respondents were all young Danish inhabitants aged between 20-28 years old without children.

According to the collected data the pandemic situation caused by the new Coronavirus is influencing the decision-making of the interviewed sample of young Danish travellers, however, this is not caused by the actual health risk connected with getting infected by COVID-19. According to the data collected, respondents are not afraid of getting infected by the virus because they are not part of the risk-group of the population. However, they are concerned about rules and regulations caused by Coronavirus both in Denmark and other potential travel destinations, furthermore these rules and regulations will definitely have an impact on their future travel decision-making. Another important factor that influenced the subjective norms of the respondents was pressure from the society. Even though becoming infected by

COVID-19 does not present a direct threat to them, spreading it further to other members of society may provide a direct threat for their relatives and other society members who are part of high risk-group.

According to analysed literature and collected data, domestic travel might be the most certain and safe alternative for travelling abroad to limit the potential spread of COVID-19. However, the research respondents would prefer travelling abroad in case that the situation will ease, and rules and regulations will allow them to travel to their potential holiday destination without any restrictions if they also have guaranteed safe return journey back to Denmark. Even though Denmark is currently in the state of re-opening, with the situation changing and progressing on a regular basis, it is very difficult to predict how the pandemic situation will progress around the globe and what is going to be the affect on the face of international travel. Respondents of this research project have a great desire to travel and their further decisions will mostly depend on how the situation will progress in the upcoming months.

Table of Contents

ABSTRACT	1
INTRODUCTION:.....	4
LITERATURE REVIEW:.....	7
THEORY OF PLANNED BEHAVIOUR	7
RISKS AND UNCERTAINTY IN TRAVEL & TOURISM.....	10
<i>Types of Risks in Travel & Tourism</i>	10
<i>The Risk of Terrorism</i>	13
<i>Health Risk & Diseases</i>	14
PHILOSOPHY OF SCIENCE AND METHODOLOGY	17
ONTOLOGICAL CONSIDERATIONS.....	18
EPISTEMOLOGICAL CONSIDERATIONS.....	19
METHODOLOGICAL CONSIDERATIONS.....	20
QUALITATIVE RESEARCH DESIGN	21
1. <i>Constructing general research questions</i>	21
2. <i>Selection of relevant sites and subjects</i>	22
3. <i>Research design</i>	24
4. <i>Collection of relevant data</i>	24
5. <i>Interview guide</i>	26
6. <i>Transcription and coding</i>	27
7. <i>Writing up findings/conclusions</i>	27
RESEARCH ANALYSIS	28
ATTITUDES TOWARDS THE BEHAVIOUR.....	28
SUBJECTIVE NORMS.....	35
PERCEIVED BEHAVIOURAL CONTROL	38
DISCUSSION AND CONCLUSION	41
RESEARCH PROCESS	41
ADAPTED THEORY	42
CONCLUSION	43
LIST OF LITERATURE	45
APPENDIX	51

Introduction:

Tourism is one of the largest and most important sectors within the global economy, generating a 10.4% share of worldwide GDP (Statista.com, 2020). The Travel and Tourism industry is also closely connected with the Transportation, Accommodation and Food and Beverage sectors, providing a significant range of employment and business opportunities. Based on data from 2017, one in every five jobs created globally was attributed to the Travel and Tourism industry (WTTC, 2018), proving just how much significance this industry holds worldwide. The Travel and Tourism industry has seen progressive long-term growth, with the number of international overnight visitors increasing 6% in years 2017 and 2018 respectively. A 4% increase was recorded in year 2019, representing 1.5 billion reported overnight stays worldwide and an initial projected 3-4% growth expected for year 2020 (UNWTO, 2020). However, due to the current global circumstances, for year 2020, there will be an extremely high probability that this growth will not be as positive as was previously predicted.

In early 2020 Coronavirus (formally known as 2019-nCoV) started rapidly spreading from China to the rest of the world, causing significant financial damages especially across the Travel industry, as the majority of flights in and out of China were cancelled. China previously experienced a similar situation in year 2003 that resulted in a number of devastating impacts to core industries of accommodation, recreation, food and beverage services, entertainment and also transportation. Depending on how long current travel restrictions will last, losses that are predicted in 2020 may easily double those from 2003 (WEF, 2020). However, the impacts on Global Tourism may be even greater as unlike in year 2003, the outbreak hit Europe. Italy, one of the European countries with a large dependency on International Travel and Tourism industries, sustained a huge outbreak across the Northern regions of the country, with prime tourism destinations such as Venice or Milan being turned into red quarantine zones, preventing the free movement of roughly 16 million people (NYTimes, 2020). As the virus slowly spread across many other European countries, with major International public events being cancelled, not only in Europe, but also across the world, there is an uncertainty in the duration of this global situation.

As the situation in China and Europe is slowly getting under control, the massive outbreak spread heavily into the United States of America. With 1,8 million confirmed COVID-19 cases and over 100 000 related deaths, the USA has been officially the worse affected by COVID-19. Although many states are slowly beginning partial reopening, Illinois, Delaware, New Jersey and many other states are still on strict state-wide lockdowns (livescience.com, 2020). The president of the World Travel and Tourism Council (WTTC), Gloria Guevara believes that this has the potential to create devastating long-term economic impacts on the sector. She has expressed increasing concerns that the closing of borders, flight cancelations and airport closures will prove to have a greater economic impact than the outbreak itself (WEF, 2020).

Denmark is a well-known country for travelling abroad and for many Danes, travelling has become a lifestyle. It is not unusual for Danes to take several trips abroad per year, whether these are beach holidays, city breaks or business travels (CPHPost, 2015). While the Coronavirus has also reached Denmark, it is currently under control and Danish authorities recently confirmed that many patients have recovered from the virus (TheLocal, 2020). However, what level of uncertainty will this threat impact on the decision making of young Danish inhabitants when choosing their future travels and holidays abroad is not clear.

The process of decision-making in travel and tourism is complicated and may be risky and uncertain (Sirakaya & Woodside, 2005). The process of decision-making involves financial risks, physical risks, but also social and health risks. However, despite this fact, far less attention is focused on travel inhibitors, than on travel motivators (TM,2020). There are various perceptions on risk in various fields of academia. For (Reisinger and Mavondo 2005; p. 212), risk involves “*exposure to the chance of injury or loss, hazard or dangerous chance*”. The behavioural economist researchers usually describe risk as non-deterministic outcomes with positive or negative consequences that present “*any consciously or non-consciously controlled behaviour with a perceived uncertainty about its outcome*” (Pizam et. al., 2004; p. 252). However, tourism research has primarily focused over time on perceptions of tourists and travellers toward risk-taking and how these influence the willingness of

tourists and travellers and therefore to what extent they would accept several negatively described risks, and ultimately still making the decision to travel (Silva et. al., 2010). At the beginning, tourism research has mostly focused on describing risk categories that are present for tourists and travellers, and evaluating the extent of these risks and how they influence their decision making, usually after negative events, such as terrorist attacks or tsunamis. Many behavioural focused literature stipulates that the main types of risks listed above were implemented and adapted in tourism and travel research (Schiffman & Kanuk, 1991; Roehl & Fesenmaier, 1992) and the classification of different types of risks has been refined and revised over time.

Despite established risk categories such as financial risks, current travel and tourism researchers also indicate that the most important concerns for travellers and tourists are closely related to security and safety. Those risks that generate concerns for tourists and travellers are mostly health, crime, terrorism and political instability, that were repeatedly implemented, adjusted and tested by various travel and tourism researchers (Sönmez and Graefe, 1998a; Sönmez & Graefe, 1998a,b; Lepp & Gibson, 2003; Floyd, Gibson, Pennington-Gray, & Thapa, 2004; Poon & Adams, 2000)

Facing the current pandemic crisis is without any doubt creating growing concerns and uncertainty for Danish travellers when choosing their travels abroad. There is a gap in academic literature that would in depth test the influence such large pandemic would have on decision-making of young Danish tourists and travellers and therefore based on the research and analysis, following problem formulation will be analysed:

“How is the Corona Virus (COVID-19) influencing the decision-making of young Danish travellers?”

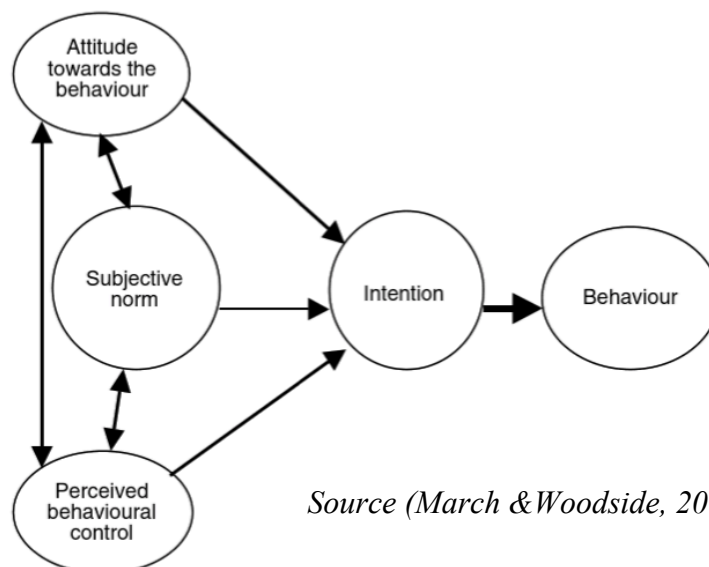
It is also very important to mention that during the research process of this project, Danish travellers were not allowed to travel abroad and the borders of Denmark were closed. The pandemic situation caused by COVID-19 was progressively developing during the research process of this project and although Denmark is currently in the stage of re-opening again, the fact that respondents were not allowed to travel abroad while the research was made need to be taken into consideration.

Literature review:

In this part of the project, already existing academic data and research that has been done by other scholars will be reviewed. This literature review will be divided into two main areas that are most important for this project. First will be Theory of planned behaviour (TPB), which will be adjusted and serve as the main theory for research in this project. To be able to successfully use this theory for purposes of this project, it is necessary to understand how this theory evolved over time, and how other researchers have used it across several disciplines. The second main part will be connected to risk and reward structures where the main focus will be on risk and uncertainty that is influencing the decision-making of travellers.

Theory of Planned Behaviour

According to the Theory of Planned Behaviour, the intentions of travellers towards decision-making are determined by attitudes, subjective norms and perceived behavioural control (Ajzen, 1991). Attitudes refer to *“the degree to which a person has a favourable or unfavourable evaluation or appraisal of the behaviour in question”*; subjective norms refer to *“the perceived social pressure to perform or not to perform the behaviour”* (Ajzen, 1991, p. 188). Perceived behavioural control of travellers influencing their decision-making is described as the perception of individuals of the ease of performing the behaviour (Armitage & Conner, 2001).



Source (March & Woodside, 2005; p.119)

Theory of Planned Behaviour has, over decades of research proven its importance in predicting the intentions and behaviours of travellers and the most recent research advocates that individual mind-set of travellers provides an important framework for understanding their behaviour (Japutra, Loureiro, Molinillo & Ekinici; 2019). According to (Murphy & Dwerck, 2016), there are two main types of human mind-sets – fixed mind-sets and growth mind-sets. Individuals with fixed mind-sets believe that qualities like competence and intelligence are set in concrete. On the other hand, growth individuals with growth mind-sets believe that people are able to change and develop through effort and experience.

In further research (Rai & Lin, 2019) have proven that fixed mind-set individuals prefer risk-averse decisions or investments and growth mind-set individuals prefer riskier decisions and investments. At the lower level, they are associated with consumer's needs, or benefits that can be obtained from attributes of a particular product or experience. At the higher level, these desires are associated with self-enhancement, values of individual or life goals (Kilbourne & LaForge, 2010). A desire is described as a single belief that is guiding the judgements and actions of an individual, and a destination desire may be viewed as a driver of particular traveller to purchase or intention to visit the destination (Boujbel & d'Astous, 2015; Sarkar, 2014).

(Japutra, Loureiro, Molinillo & Ekinici; 2019) Have in their research on travellers from the United Kingdom visiting Portugal tested how are all these mind-sets and desires influencing the actual Theory of Planned Behavior. Data was collected at the Lisbon Humberto Delgado International Airport, where a sample of 350 travellers from the United Kingdom provided results of this particular research and discovered that subjective norms do not have a direct effect on travel desires. However, previous studies (Quintal, Lee, & Soutar, 2010) have discovered the complete opposite, stating that subjective norms are directly affecting attitudes and perceived behavioural control. (Japutra, Loureiro, Molinillo & Ekinici; 2019) therefore according to the data from their research argue, that relationships between travel desires and subjective norms in Theory of Planned behaviour are mediated by attitudes of travellers towards the destination and perceived behavioural control.

(Quintal, Lee & Soutar, 2010) Used the Theory of Planned behaviour in their research about the impacts of risk and uncertainty on travel decision-making intentions towards visiting Australia. Data was collected using online customer panels in China, South Korea and Japan, while samples from South Korean and China were general population samples and data collected from Japan was international travellers samples. Their research has proven that subjective norms and perceived behavioural control impacted intentions of samples from all countries significantly and subjective norms had direct influence on attitudes and perceived behavioural control in samples from all countries.

Moving closer to the final decision, (Quintal, Lee & Soutar, 2010) discovered, that factors influencing the final decision was slightly different according to country the samples were taken from. Perceived risk had a direct impact on attitudes towards visiting Australia in samples from Japan and South Korea, perceived uncertainty influenced the intentions towards visiting Australia in samples from South Korea and China perceived behavioural control in China and Japan.

The main aim of this study was to examine the relationships between perceived risk and uncertainty and the Theory of Planned Behaviour (Ajzen, 1985; 1991) and the results have proven that both of them have negative influence towards attitudes to visiting Australia in travellers from all samples, however it is assumed that uncertainty was affecting samples from Japan much less because of the greater travel experience and also the fact, that Australia is a well known destination for Japanese travellers (Quintal, Lee & Soutar, 2010).

According to this particular research we can therefore assume, that although risk and uncertainty is negatively influencing the intentions for decision-making of travellers, to what extent actually varies according to the origin of these travellers and most likely also the amount of experience they have with travelling. Especially for the purposes of this research project, it is therefore important to consider, that factors like origin or travelling experience may have a direct impact on the intentions of travellers towards travelling to various destinations.

However, the research done by (Quintal, Lee & Soutar, 2010) similarly has several limitations, one of the main ones being that the study was only limited to 3 Asian countries that are all relatively collectivistic cultures. Further research is therefore recommend by the authors on samples from more individualistic countries, as people from individualistic cultures are much more consistent with their own preferences and feelings. According to other authors, there is also a possibility to add further dimensions relevant to travel such as political instability, terrorism and health issues (Howard, 2009; Rittichainuwat & Chakraborty, 2009; Yuksel & Yuksel, 2007). Risks connected with health issues will be especially important and will be further analysed throughout this research project.

Risks and Uncertainty in Travel & Tourism

Traveller decision making while choosing any future travel destination is a complicated process that is both uncertain and risky (Sirakaya & Woodside, 2005). In this part of literature review, the main focus will be on risk and reward structures that travellers are considering when making their decision towards future travel destination.

Types of Risks in Travel & Tourism

There are several types of risks that are present and are all recognised as important inhibitors for travel decision-making. These risks are for example – financial risks (Um, Chon & Ro, 2006), social risks (Carter, 1998), physical risks (Sonmez & Graefe, 1998) and health risks (Larsen, Brun, Torvald & Selstad, 2007). All of these risks can be directly influencing the decision making process of travellers while choosing the destination for their future travel.

According to (Lo, Cheung & Law, 2011), not all travellers apply the same risk strategies of risk reduction and differences between travellers are present. The authors have in their research proven that the amount of experience with travelling presents large difference in the risk reduction strategies adopted between experienced and inexperienced travellers. This may also be supported by the concept of self-efficacy

(Bandura, 1977), which states that repeated success and accomplishment in certain situations is strengthening belief in the skills of the individual and thus a strong influence on their behaviour. Therefore we can assume, that travellers with lots of positive and successful experiences from their past travels will be willing to accept higher amount of risk, as they believe in their own skills gained by their experiences.

(Roehl & Fesenmaier, 1992) discovered that travellers are focusing on different kinds of risks depending on whether or not they are travelling with children. For example, functional risks such as organisational difficulties at the destination are more concerning for travellers that are travelling with young children and not that much for single travellers or groups without children. This may be particularly important for research in this project, as focusing on young travellers without children we can assume, that they should be willing to accept higher risk levels as if the focus would be on travellers with children.

Risk in Tourism states that risk and the perception of risk have multidimensional aspects related to issues such as worry, anxiety, uncertainty avoidance or fear (Yang & Nair, 2014), but it may also have the opposite effect whereby some travellers may perceive aspects of risk as a form of sensation seeking (Fuchs, 2013), or familiarity seeking (Plog, 2001). In both cases, many factors that have been previously mentioned, such as previous travel experience, travellers age or origin may be factors that have a direct impact on how the risk is perceived by each individual traveller.

(Hofstede & Minkow, 2010) defined uncertainty avoidance as the extent to which individuals feel uncomfortable or even threatened by unknown, ambiguous or uncertain situations. This therefore means, that a person with a high refrain of uncertainty avoidance will most likely refrain from situations, where the final outcome is not clearly predictable (Karl, 2018). In the case of travel and tourism, strategy towards reducing uncertainty may be travelling with a tour guide or operator instead of travelling alone. Hiring tour operators may be a risk reduction strategy as through the engagement of professional travel agent or tour guide compensates the lack of destination knowledge (Adam, 2015; Lo, Cheung & Law; 2011).

According to (Chang, 2009), risks in tourism stem from two main sources. First is the lack of knowledge of the destination, especially when comparing to the usual place of residence of particular tourists or travellers and the second is the lack of knowledge of future conditions ranging from extreme natural, to societal hazards. For (Reisinger and Mavondo 2005; p. 212), risk involves “*exposure to the chance of injury or loss, hazard or dangerous chance*”. This however contrasts with behavioural economist researchers on risk, for which risk is described as a non-deterministic outcome with positive or negative consequences. Therefore according to this perspective, risk-taking is “*any consciously or non-consciously controlled behaviour with a perceived uncertainty about its outcome*” (Pizam et. al., 2004; p. 252).

Researchers in the field of tourism have mostly focused on the perceptions of tourists and travellers towards risks, and how predetermined ideals influence the willingness of these tourists or travellers to accept several negatively defined risks (Silva et. al., 2010). Past tourism research has been largely interested in the perception of specific types of risks, and evaluating their influence on decision-making of tourists and travellers, usually after specific events like for example tsunamis or terrorist attacks. (Schiffman & Kanuk, 1991) came with seven main types of risks – functional & performance, physical, social, financial, psychological, satisfaction and time. These were mostly connected to behavioural literature; however, several researchers adopted them also in Tourism and Travel contexts, for example (Roehl & Fesenmaier, 1992).

The classification of different types of risks has been refined and revised over time. (Sönmez and Graefe, 1998a) summarised previously mentioned risk types into four main categories of risks for Tourism – psychological, financial, satisfaction and time risks. However, with several changes to the external environment and the evolution of research agendas, the authors later identified further risks associated with travelling – political instability, health and terrorism (Sönmez & Graefe, 1998a,b). As time and research progress, current research indicates that the most important concerns for tourists and travellers are related to safety and security (Floyd, Gibson, Pennington-Gray, & Thapa, 2004; Lepp & Gibson, 2003), highlighting four main risk factors – health, crime, terrorism and political instability (Poon & Adams, 2000). Especially potential risks connected with political instability and terrorism have proven to be highly influential in deterring tourists from travelling.

The Risk of Terrorism

Terrorism and political instability were risks highlighted by several authors throughout the analysed literature. Terrorism has proven to have largely negative impact on a travellers' decision-making and the threat of terrorism is causing uncertainty for many travellers, trying to avoid this type of risk while choosing the destination for their future travel.

In the current modern era, terrorism is a factor that has become an integrated risk for Tourism (Romagnoli, 2016). Terrorism is defined as the threat or use of brutality through violence by subnational groups, used to obtain religious, political or ideological objectives through intimidation of large audience (Enders and Sandler, 2002). When it comes to describing the relationship between Tourism and Terrorism, they may be defined as complete opposites in the quality of life. While Tourism evokes leisure, fulfilment and enjoyment, conceiving Terrorism involves death, fear, pain, destruction and disruption (Romagnoli, 2016). However, they both present similar basic features such as the crossing of national borders or the use of travel and communication technologies (Sonmez, 1998).

Terrorism has evolved to become an integrated risk for travellers worldwide, largely in consequence of the attack on the Twin Towers of the World Trade Centre in New York in September 2001 (O'Connor, Stafford and Gallagher, 2008), and subsequently from such a dramatic event, the relationship between Terrorism and Tourism has become much more important within tourism data. The tourism sector is permeated by a high sensitivity in terms of both natural and human-caused disasters and terrorism can be viewed as a tourism crisis in terms of economic, political and social disruptions (Sonmez, Backman and Allen, 1994). For example, a consequence of the World Trade Centre terrorist attack in 2001, resulted in many tourists and travellers being scared to board an aircraft, which provoked a huge consequential suffering for the Global Tourism Industry. As a result, more than 100 million travel industry jobs worldwide were lost and the level of travel decreased by a shocking 7.4% (Lennon and O'Leary, 2005). Terrorism is therefore another risk factor that may negatively modify tourism demands and patterns and tourists are prone to avoid travelling, or cancel their reservations in perceived risky destinations (Romagnoli, 2016).

Health Risk & Diseases

Another main type of risk that was analysed in academic literature is risk connected to the health of tourists or travellers. International tourism can pose various health risks to tourists and travellers depending on both the type of traveller and the type of travel itself. International travel is a potential major catalyst for the spreading of diseases across the globe with a large recorded history of this unpleasant phenomena. With international travel already viewed as a key pathway to spreading diseases across many differing populations and geographical areas and it will most likely continue to shape the emergence, frequency and spread of various diseases across the global world (Baker, 2014).

An expansion in the Global Tourism market has significantly contributed to the spread of infectious diseases. International travel is rapid, vast and on the rise, creating a significant risk factor for the emergence of various infectious diseases. Human tourists and travellers can easily carry person-to-person transmitted infections causing disease-causing microbes and resistance genes moving across the globe much more rapidly than it was in the past. This has been identified with variety of high profile diseases such as Influenza, Chikungunya, and more recently, Severe Acute Respiratory Syndrome (SARS) or the Ebola virus (Baker, 2014).

Influenza is both a seasonal and epidemic disease that seen several outbreaks in the history of international travel. It is spread through aerosol or direct contact and over time, the virus has gained the capacity to mutate, recombine or re-assort. The movement of troops in World War 1 largely contributed to the first recorded spread of Influenza between the years 1918 & 1919. The first large scale study made on this pandemic disease within the travel industry was made by (Moser et al., 1979) proving that with a non-functioning ventilation system on a 3 hours flight, the disease transmitted to 72% of the 54 passengers on board the aircraft. Tourists and employees within the tourism industry were also largely affected by the outbreak of this disease in Alaska and Canada during the summer of 1998 (Uyeki et al., 2003). The study was taken from a sample of 13 000 individuals between the years 2002 and 2007 and indicated that most new strains of this virus emerged in East and South-east Asia (Russell et al., 2008). The continuous circulation of the virus being carried by inter-

continental travellers is a primary cause of emerging epidemics in temperate regions (Baker, 2014).

The Chikungunya virus first appeared in 1952 in Africa as a vector transmitted virus through mosquitos, that was for a long time isolated to Africa. However, with the most recent outbreak in Kenya in 2004 and a much higher intensity of travel, the virus was carried by travellers to other geographically disparate regions and different continents (Baker, 2014). Outbreaks followed, first in Indian Ocean countries such as Comoros, Madagascar or Seychelles (Charrel et al., 2007) and further by travellers, it spread to the other regions like Europe (Panning et al., 2007), the United States (Lanciotte et al., 2007), Hong Kong (Lee et al., 2006) and Australia (Bruce et al., 2007). The overall impact of this virus has a similarly very negatively influence within travel and tourism (Baker, 2014).

Ebola is another word, evoking fear in minds of many international travellers. This dangerous virus that wiped out many primate populations in Africa, first appeared in the rainforests of Central and Western Africa and South-east Asia (Monath, 1999; Peterson et al. 2004). An outbreak of this dangerous disease throughout the human population was most significant in West Africa, with the onset beginning in February 2014 and transposing further into Liberia, Guinea, Sierra Leone and Nigeria, causing the deaths of thousands across these countries. A few cases of virus were also reported in North America, carried by travellers and causing 5 deaths in this region (Baker, 2014). The outbreak of Ebola had a hugely negative influence on the African economy, as the tourism industry presents one of largest income generating sectors in African countries. Many tourists and travellers, based on the fear of getting infected reconsidered travelling to Africa, and chose different locations for their travels instead (Paris, 2015). As a result, Ebola had a crippling effect on the African economy, causing an estimated loss of US\$1,6 billion in foregone economic growth in 2015 (Baker, 2014).

Severe Acute Respiratory Syndrome (SARS) is the first predecessor of (COVID-19) that is our society is facing currently. In the year 2002, the previously unrecognised corona virus started to create an outbreak of respiratory infections in Chinese Guangdong. The outbreak that this virus caused in year 2003 is significantly

underlining the dynamic role of travellers causing the spread of this disease worldwide. The outbreak only became visible when a single infected guest from Guangdong staying at the Hotel Metropole – Hong Kong infected multiple other hotel guests who then carried the virus to their home countries (Baker, 2014).

By May 2002, the World Health Organisation reported more than 8000 cases of people infected by the virus and by July, the virus had spread to 29 countries across the World causing more than 700 fatalities worldwide (WHO, 2002). Transmission of the virus between passengers of aircrafts was tested a year later, proving 0-18.3% transmission rate of the virus across the passengers. Infection was found to occur as far as 7 rows from the initial passenger found to carry the virus (Olsen et al., 2003).

As a result of the rapid outbreak of (SARS) in 2002-2003, many countries started avoiding travel to countries affected with (SARS), and even started strict quarantine and border-crossing measures to prevent further spreading of this disease, resulting in devastating effects on world tourism. The World Tourism Organisation, during the aftermath, reported that in some of the most affected Asian countries, a 50% fall in usual levels of international arrivals, causing a significant economic impact across Asia and 9% overall loss in travel industry (WTO, 2004).

Health risks and diseases largely affect the decision-making of tourists and travellers worldwide. As we can see from past examples, every pandemic outbreak has caused not only significant economic damages, but had a large impact on the future decision-making of tourists and travellers, due to those trying to avoid infected locations to protect their health. To what extent will the Coronavirus (COVID-19) affect world tourism in 2020, as yet we don't know, however, we can definitely argue that we are facing the most significant crisis world tourism has ever experienced. With many countries closing their borders, following strict quarantine guidelines and limiting international travel, the consequences on the travel industry will most definitely be significant. Whether all these factors will also impact on young Danish travellers and their decision-making in 2020 will be analysed further in this project.

Philosophy of Science and Methodology

For every researcher, philosophy of science and methodology are very important considerations that need to be considered before beginning the research process. Social research is in itself an academic study that focuses on researching the topic or question relevant to some field of social research studies. Researchers are usually focusing on addressing or reflecting certain gaps or questions that are occurring from studied literature and the social research used as a tool to analyse these gaps or answer the particular research question (Bryman, 2014). Due to the current situation our society is facing with Coronavirus (COVID-19) and the very strict social distancing regulations, several challenges will have to be addressed in this research process.

Using the social constructivism paradigm and qualitative research methods, qualitative interviews were conducted. Qualitative research design and using Interviews allows the researcher to collect more in depth and enriched data and best fits the chosen social constructivism paradigm. However, the main challenge was in conducting the interviews with possible respondents, as the only option for this data collection method currently was through digital communication platforms such as Skype. There were also several ethical issues that will need to be addressed in the methodological part, such as considering the feelings of respondents towards this difficult situation, the approach of the researcher also had to be very careful and sensitive and the respondents had the opportunity to drop from the interview at any time in case they would not be comfortable answering the questions. The sample was conducted from respondents that were familiar with the researcher as this was the best way of approaching this research during what is, a difficult situation.

Beginning with philosophy of science, ontological, epistemological and methodological considerations will be discussed. These considerations are a very important part of every research project as they explore the point of view of from the researchers social reality and how they are going to analyse their research project.

Ontological Considerations

What is the form and nature of reality, and therefore what is there that can be known about it? (Guba & Lincoln, 1994; p. 108) Social ontology consists of questions that are connected to the nature of social entities. The main point of social ontology is to discuss and consider whether these social entities should be considered objective, with reality that is external from the social actors involved in the research process. Or whether are these social entities constructed by perceptions and actions of social actors, resulting in authors not being able to stay completely distant from the research objective, as the social entities are to some extent constructed by them. These opposite ontological positions are called objectivism (researcher is staying completely distant from the research objective) and constructivism (researcher is to some extent involved in constructing the social entities) (Bryman, 2014).

For the purposes of this research project, the social ontology used for conducting research will be constructivism. Driving from the social constructivism paradigm, there is no absolute truth that can be discovered, as the author in the role of researcher will be to some extent, involved in constructing the social entities. The perception of reality of both the author and the respondents will to some extent, influence research results, as the findings of this research project are constructed based on the research process, rather than found, as it would be in case of objectivism ontology (Bryman, 2014).

One of the main reasons for choosing the social constructivism paradigm is also the complexity of the topic that will be analysed, but also the complexity of the situation the society is currently facing, however that is only secondary. Respondents during times of uncertainty may have various perceptions towards this particular research topic and therefore in order to be able to address all these difficult research challenges, driving from the social constructivism paradigm was the best approach. Allowing the researcher to collect rich and in depth data, but also sensibly approach the dialogue with respondents and even react or elaborate on new findings from individual respondents.

Epistemological Considerations

What is the nature of the relationship between the knower or would-be-knower and what can be known? (Guba & Lincoln, 1994; p.108) Epistemological considerations are concerned with the question of what is, or should be, regarded as an acceptable knowledge within particular discipline. The main issue that needs to be addressed here is whether the social world can or should be studied according to the same principles, procedures and ethos as natural sciences, which are invariably connected to an epistemological position called positivism. In this position, the researcher will generate a hypothesis that can be tested and according to research results either proved or disproved. Knowledge can therefore only be confirmed by the mathematical figures and the authors using this epistemological position need to stay completely distant from the research objective. Only staying completely distant will allow them to discover and prove the “truth” that they are aiming to discover in their hypothesis (Bryman, 2014).

Position on the other side of the scale is called interpretivism and it denotes an alternative to the positivist orthodoxy. This particular epistemological position is based on the view that there is a need for certain strategies to analyse the differences between people (which are usually the main element of social entities) and objects that are usually analysed in natural sciences. Interpretivism therefore requires authors within the social research to grasp the subjective meaning of social actions (Bryman, 2012).

To be able to analyse the above-mentioned problem formulation, driving from the social constructivism paradigm, the epistemological position of this research project will be interpretivism. The main element of the research process will be the research respondents (people, not objects), and therefore considering all these elements, choosing interpretivism as the epistemological position is without any doubt, more suitable for the purpose of this project. The qualitative research process will require interpreting collected data into knowledge that will allow the researcher to answer the problem formulation. The tools used for collecting the data will be further discussed in the methodological considerations.

Methodological Considerations

How can the enquirer (would-be-knower) go about finding out whatever he or she believes can be known? (Guba & Lincoln, 1994; p.108) Using desk research, existing data on the researched topic were analysed. Existing academic literature and already conducted research by a variety of researchers across various fields of study was used to create the literature review, which served as the base for the analyses of this research project. Driving from the literature review, several gaps in the literature were addressed and investigated further using relevant theory.

Driving up from literature review, there are many tips of risks that are influencing the decision-making of tourists to travel. Young Danish travellers are frequently travelling and are also the group, which according to analysed literature should be willing to accept higher risks than others, especially older groups of travellers. However, there is a gap in available knowledge that addresses as to what extent they may be willing to accept these risks, and although there have been several studies done on health risks connected with threat of disease, Coronavirus (COVID-19) is relatively new threat that has yet to be analysed in any depth, and therefore this gap will be further analysed in this research project.

For the development of the research process, allowing the researcher to analyse this gap, qualitative research method will be used. This method usually emphasizes words instead of quantification and use of mathematical figures to collect and analyse data. The research strategy that is usually connected with this research method is constructivism, interpretivism or inductivist (Bryman, 2012; p. 380) and driving from previously discussed philosophy of science, it is definitely a good method for conducting research from a social constructivism paradigm.

According to (Bryman, 2012; p. 386), there are 8 main steps when constructing the qualitative research. For the purposes of this research project, some of these steps were adjusted and used throughout the research process of this particular project:

Qualitative Research Design

To be able to construct the research design and reasonably plan the approach, the 8 main steps of the research process for constructing qualitative research were used. These steps are – constructing general research question, selecting relevant sites and subjects, designing research, collecting relevant data, preparing interview guide, interpreting the collected data, conceptual and theoretical framework and writing up findings and conclusion. In the case of this particular project, the theoretical framework was described in detail earlier during the literature review, and is therefore excluded from these methodological considerations.

1. Constructing general research questions

Bryman argues that to be able to construct relevant problem formulation, it is very important to ask general questions evolving from the problem area that the researcher is trying to analyse. At the very beginning of this project, several questions were considered when creating the problem formulation. One of the first questions was how are risk and uncertainty influencing the attitude of tourists and travellers towards their decision-making. Drawing from already existing academic literature, the researcher was certain that the current pandemic connected with COVID-19 would definitely influence the decision making of tourists and travellers to some extent, the first question therefore was to what extent it will be. Another important question was considering which group of society will be analysed, as different demographic groups may be influenced by the current pandemic differently and is therefore very important from the beginning to focus more concretely on a particular demographic group of tourists and travellers, in order to be able to conduct in-depth analyses. After considering various factors, young travellers from Denmark have been selected as the main demographic group for this particular research process for several reasons: They travel very frequently, and according to studied literature, should be willing to accept higher levels of risk than other demographic groups and are also the most approachable group during this difficult pandemic situation due to being the lowest at risk group, healthwise and therefore should be more approachable.

2. Selection of relevant sites and subjects

The second important step in conducting the qualitative research design is who the respondents will be and where the interviews will take place. One of the main factors considered in this particular step are resources available for the researcher. Both time and finances are usually the main resources that need to be considered in any particular research project, however, the current pandemic situation left this research project with only one possible approach towards conducting research – online interviews.

According to the Danish authorities and Aalborg University regulations, any physical contact was forbidden during the time this research was conducted (Politi.dk, 2020; aau.dk, 2020). Therefore the only way of approaching the respondents was via digital media platforms such as Skype. By using voice and video these digital communication platforms allows researcher to interview research participants via synchronous (real-time) connections. There are several very positive advantages of digital interviews, such as contacting participants in a time efficient and financially affordable manner, however, this particular way of approaching the research also creates several limitations and challenges, such as non-verbal cues or ethics (Iacono, Symonds & Brown, 2016).

Ethics were therefore, a really important part of conducting the research online and as any other qualitative research, a range of ethical considerations had to be followed:

1. Intellectual property
 2. Informed consent
 3. Right to withdraw
 4. Unintended deception
 5. Accuracy of portrayal
 6. Confidentiality
 7. Financial gain
- (Plummer, 2001)

For the purposes of conducting Skype interviews to ensure that Plummer's points were met, the researcher followed standard ethical procedures. It was ensured that volunteers who agreed on taking part in the research process were acknowledged about the researched topic; they were asked whether they agree on the interview being recorded for further analysis; they were acknowledged that they could stop the interview at any time by their request and withdraw from the research and they were also given the opportunity to choose any day, time and location that best suited them. To meet the confidentiality, collected data was stored on an external hard-drive and laptop computer, which were in both cases protected by password that only researcher had access to.

There are also several other considerations that need to be addressed when using Skype for digital interviewing. It is very important, from an ethical standpoint to remind participants, that their discussions online may be accessed and stored by government agencies or corporations. This possibility may also increase in case that some words connected to illegal activities like for example "terrorism" are spoken (Iacono, Symonds & Brown, 2016), and from the nature of this research project, words connected to various risks were discussed during the interviews and therefore acknowledging research respondents with this point was very important from the ethical standpoint. Skype also reserves the right to "review the content submitted on or through the software, products and Skype websites" (Skype 2014 in Iacono, Symonds & Brown, 2016; p. 9). This is mostly to make sure that users do not violate third party copyrights, share anything inappropriate or illegal and do not violate the privacy of other people.

All respondents were acknowledged and agreed with everything mentioned above, interviewees had chosen a particular date and time slot when the meeting was booked and conducted. All interviews were recorded and after analysing and transcribing the recorded data, all recordings have been deleted.

3. Research design

Research design is the combination of various research components and it aims to provide meaningful and logical conclusion to the problem formulation. For the purposes of this research project, exploratory research design has been chosen using an inductive approach. This particular research design allows researcher to investigate chosen problems without constant forming and subsequently proving or disproving a preliminary hypothesis. Instead, it allows the researcher to provide a better understanding of a particular problem that is very often hard to describe or specify. In most cases, these types of studies try to lay the foundations for further research, what also will be a case of this research project (Bhat, 2018).

Another important element of the explorative research design is that it is not designed to be biased towards the research results, which is an important component of this research project due to the considerations of the social constructivism paradigm used by the author. (Mills et. al., 2010).

Using in-depth interviews with open-ended questions is used specifically to encourage the research participants to provide the researcher as much in-depth and rich information as they possibly can, within the scope of the questions. Similarly, it is also very important that the interviewer (author of the project in this case) asks follow-up questions to stimulate dialogue and encourage the respondents to elaborate on ideas and topics emerging during the interview process (Bryman, 2012).

4. Collection of relevant data

For successful data collection, it is very important to select the right data collection tools. In this section, methodological choices regarding technological equipment, sampling, transcription and interview guide are discussed. For the purpose of this research project, criterion purposive sampling was used, as the main criterion (age group) is even stated in problem formulation of this research project.

According to (Bryman, 2016), in criterion purposive sampling, all sampling units need to meet a specific criterion. In the case of this research project, these criteria are the nationality of respondents and their age group. As previously discussed, the research respondents have to be young Danish travellers that fulfil the criteria to fit into the sample for this project, in which all respondents had to be both Danish and between 20-28 years old. Purposive sampling also promotes the logical structure when creating interview questions, ensuring that the content of potential answers to the questions asked by the researcher will be relevant to the stated problem formulation (Bryman, 2016).

Semi-structured interviews were used as tools for data collection, allowing the researcher to collect rich, qualitative data (Long, 2007). The sample was taken from 10 respondents from the Jutland region and all were personally familiar with the researcher. Once again, this is closely connected with the current pandemic state of the society, as searching for respondents and getting in touch with other people is not only very difficult currently, but was also not recommended or even forbidden during the time the interviews were held (politi.dk, 2020). Topics and open-ended questions were structured to control the direction of the interview, and in the case of spotting a sign or pattern that was not previously identified as part of initial interview questions but had proven relevant for the purpose of analysis, this pattern was then implemented into future interviews. The interviews were recorded, which is very important and useful for further analysis (Long, 2007).

Technological equipment was also a very important component for the successful process of data collection. Not only the researcher, but also the research respondents needed to secure a stable internet connection, a working digital camera and microphone equipment to ensure that the both the video and audio during the interview were clear. When conducting interviews online, good technological equipment is essential to ensure that no data is unclear or lost, or negatively influencing the research results in any way (Iacono, Symonds & Brown, 2016).

5. Interview guide

At the beginning of every interview, the researcher introduced himself and then ensured that the respondent is familiar with the studied topic area. The researcher then advised the interviewee with all the ethical considerations mentioned above, and emphasized the fact that the interview is anonymous and that the data would only be used for the purposes of this research project. Finally, the researcher enquired about their place of residence and age to ensure that the respondent fits the requirements of the sample and proceeded to start with the interview process.

- How many times per year do you usually travel abroad?
- What are the most important criteria when you are selecting your future travel destination?
- What are the main risks influencing your decision-making?
- To what extent are you willing to accept these risks?
- Do you have any particular ways of preventing your accepted risks while at the destination?
- Would you be willing to accept more risks if the price would be significantly decreased?

- What is your opinion about current pandemic situation caused by new Coronavirus (COVID-19)?
- Has the current pandemic somehow influenced you?
- Do you see (COVID-19) as a potential risk influencing your future travel decision-making?
- Are there any countries you are not willing to visit because of (COVID-19) and if yes, which are these and why?
- Would a significantly reduced price, maybe motivate you into accepting the health risks of (COVID-19) and still travel to these countries?
- Would you be considering more domestic tourism as an alternative for your travels abroad?

6. Transcription and coding

According to (Bryman, 2016), not only is what the respondents saying interesting, but also the way they say it. This is very important to consider while analysing collected data and as was previously mentioned, all interviews were captured onto an audio-file for further analysis. To ensure the complete anonymity of each research respondent, all audio-files were transcribed into transcripts so the reader has the opportunity to go back into transcripts and check not only what was said, but also the context it was said in, although things like changes in the voice gestures etc, were only available for researcher during video interview and after the interview analysing the audio-file.

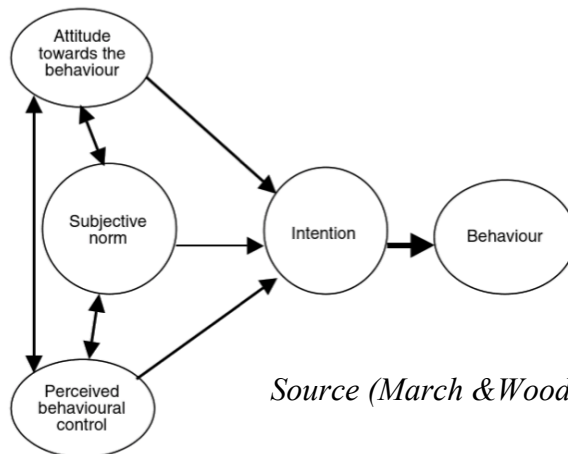
In terms of coding, collected data was divided into smaller categories or groups representing themes that were later used in thematic analysis. This method is very useful when categorising data and developing research analysis and a conclusion. Although thematic analysis has received a fair amount of criticism, as it is often not considered an identifiable approach and according to some authors the interview loses its coherence and context as whole because it is being broken down into small fragments (Bryman, 2016), it still is the most appropriate way to analyse the collected data from qualitative interviews and it is a best fit for the chosen research paradigm.

7. Writing up findings/conclusions

Studying relevant academic literature and research that has been made by previous research, supplemented by the research process of this particular project allowed the author of this project to drive conclusions about the studied topic **“How is the Corona Virus (COVID-19) influencing the decision-making of young Danish travellers?”** Findings of this particular research project are limited on a very concrete demographical part of population and therefore can be supplemented and developed by further research in the future.

Research Analysis

To analyse the data collected during the interview process, the Theory of Planned Behaviour will be used:



Source (March & Woodside, 2005; p.119)

Attitudes towards the behaviour

Beginning with the attitudes towards the behaviour, the degree to what extent the respondents of this research has favourable or unfavourable evaluation or appraisal of the behaviour in question (Ajzen, 1991), which in case of this project is travelling abroad will be analysed. According to the research results, young Danes tend to travel frequently. With almost all the respondents travelling at least 2-3 times per year and 50% of respondents travelling abroad at least 5 times per year. This suggests that attitude towards travelling is in this demographic group is very high.

Interview nr. 1: *“Usually I travel 2 times per year, sometimes even 3, depending on the particular year and financial situation...”*

Interview nr. 3: *“I am trying to travel as much as I possibly can. Usually it is at least 5 times per year...”*

Interview nr. 4: *“I travel abroad maybe around 5-6 times per year. Usually I go for 2-4 longer holidays and several weekend stays...”*

Interview nr. 6: *“I travel maybe 5-6 times per year”*

According to the study done by (Knudsen, 2014) about Danish long distance travel behaviour, the study suggests that Danish people in general tend to travel abroad frequently and the trend in long distance travelling is increasing from year to year. Below we can see how the traffic of passengers travelling from the biggest Airport in Denmark, Copenhagen Airport was increasing over time. We can also see how various crises have influenced this trend, however, we can also see how the amount of passengers quickly recovered after the crisis was over:

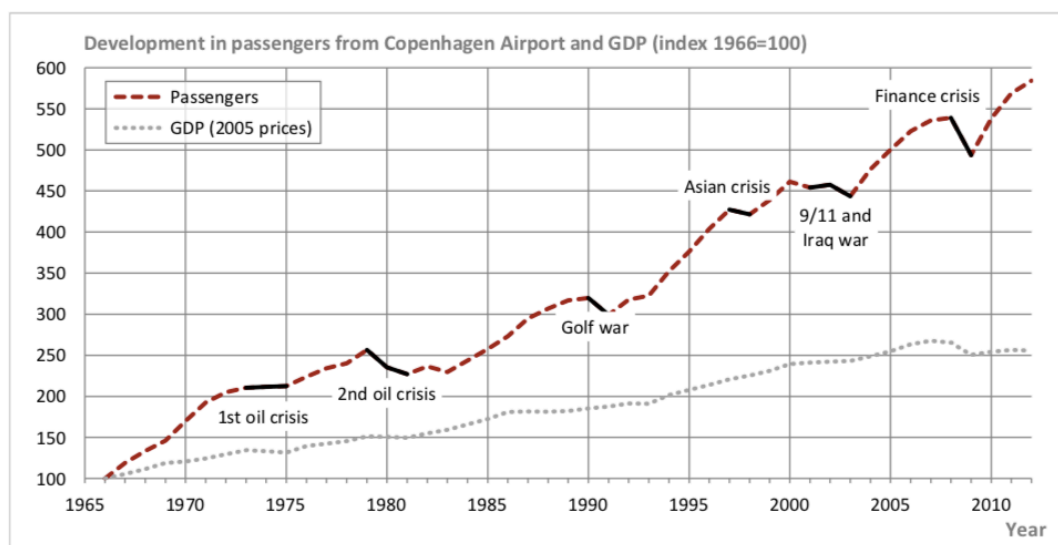


FIGURE 1: DEVELOPMENT IN PASSENGERS FROM COPENHAGEN AIRPORT AND GDP FROM 1966 TO 2010 HAVING 1966 AS INDEX YEAR

(Knudsen, 2014; p. 4)

As travelling abroad was banned during the lockdown of Denmark for at least 3 months, we can assume to expect a very similar situation as in these previous years. We can see how the financial crisis in 2009 had a very negative influence on the amount of passengers travelling from Copenhagen Airport, however, in the following year, 2010 the numbers increased rapidly. Research results indicate a very similar situation now with the Coronavirus crisis, as according to collected data, despite the pandemic situation, young Danes that have been interviewed still have a great desire to travel. The only thing stopping them from travelling are current strict regulations both by the Danish government and also other countries:

Interview nr. 2: *“Virus itself will not stop me from travelling. I am more concerned about rules and regulations that countries are accepting. For example some countries have 14 days quarantine after entering the country, and I would really not like to be trapped in some country for 14 days...”*

Interview nr. 3: *“Virus will definitely not influence my decision-making... The only thing I will consider is if I am allowed to actually enter the particular country I am thinking about with all these quarantines and regulations going on...”* In both of these responses we can clearly see that the respondent is more aware of regulations that would be present while travelling abroad. Many countries currently have 14 days quarantine after entering the country, which would definitely stop any potential foreign travellers from travelling there.

Interview nr. 4: *“Before making any kind of decision I need to know whether I am actually allowed to travel or not. If yea, and the risk will not be too high than it would be fine by me and I would be willing to accept it to some extent...”*

Interview nr. 6: *“I am quite young and because of my work (Working in Hospital) I have high possibility of getting infected even here in Denmark, so I am not afraid of that, but obviously if I will not be allowed to go somewhere, I will not go there...”*

The majority of research respondents stated that because of their young age they are not afraid of getting infected by COVID-19, the main thing that may influence their decision-making is therefore not the risk of getting infected by this disease, but actual restrictions and regulations cause by the current pandemic situation. As during the first several interviews, basically all data was suggesting the same trend, Interviews nr. 6-10 were implemented by the questions whether the respondents are saving money for travel after this current pandemic situation, and whether they would like to travel more in the second half of year 2020 (if it will be allowed) and in year 2021.

Interview nr. 7: *“I cannot spend any money on travelling now, so of course I am saving as much as I can, so I can travel more when I will be allowed to do so again...”*

Interview nr. 8: *“I saved a lot of money these past 3 months. I love travelling and I will most likely be definitely travelling more while this madness is over. I really need to travel again...”*

Interview nr. 10: *“100%. All the money my girlfriend and me have saved will go to more travelling when we will be able to travel again. Either we will be travelling more, or we will get more expensive holidays we could not afford before...”*

Even though the current situation has seen drastic impacts on the tourism industry all around the world, the trend from (Knudsen, 2014) research may be happening again. However, how tourism post COVID-19 will look is questionable. According to Jessica Mei Pung, tourists should reconsider their travel patterns and should be aware of how beneficial could their potential vacation be for the destination they are intending to travel, especially when considering long-distance air travel. It also seems that local and regional tourism should be more encouraged during and after (COVID-19) crisis, as it benefits all stakeholders (Brouder et al., 2020).

According to (Hall, Scott & Gössling, 2020), not only travellers should be adjusting their priorities, but also travel operators should adjust and adapt to the necessities of travellers. If air travel wants to survive, it should be made safer by changing the logic of profit maximization favouring overcrowded airport queues and focus on prioritising the hygiene and safety of air travel procedures (Brouder et al., 2020). We can see that because of the current situation, research respondents have saved more money than usual and with a high desire to travel again, these savings will be most likely spent on travelling as soon as the regulations will allow it. Therefore for the majority of tourism companies and airlines it is very important to hold on and try to survive this difficult pandemic situation, as when people will be allowed to travel again, we can expect significant interest for international travel. However, this project is only focusing on specific demographic group and the situation with other demographic groups may be significantly different.

The current pandemic situation can also be seen as an opportunity for the growth of domestic tourism. The majority of respondents agreed that domestic travel would definitely be an alternative for them in case that rules and regulations would cease their ability to travel abroad, with some of the respondents even stating that they are already planning their holidays in Denmark. Even though in most cases they would prefer travelling abroad, this still may be an opportunity for domestic tourism growth.

Interview nr. 1: *“I would definitely love to travel Denmark these recent years so it is definitely a destination alternative for me, however, I would not prefer it over travelling abroad...”* Here it would possibly be great to point out the comment made by Jessica Mei Pung about how travellers post COVID-19 should also consider how

beneficial their vacation could be for the destination they are intending to visit. Domestic tourism can be of great benefit for all stakeholders and therefore possibly making it the better option currently, even though the respondent would rather prefer travelling abroad.

Interview nr. 3: *“We have some lovely places in Denmark and I can imagine renting a summerhouse near the beach with a group of friends for some time...”*

Interview nr. 4: *“I have just been talking with some of my friends couple of days ago that we should probably book plan some trips around Denmark, as we are sure that we won't have to cancel those. Currently it is the only thing allowed so it would be a great idea travelling around Denmark”* With this particular response we can clearly see again that young Danish travellers are not really trying to reduce the possible health-risks connected with COVID-19, but rather the potential financial risk of cancelling their future vacations. For this particular respondent, the decision-making driver is not to visit places in Denmark, or limit potential health-risk, but rather the certainty that domestic holidays will be the most certain way to spend their vacation.

Interview nr. 5: *“For sure, I love travelling inlands... there are so many beautiful places you can visit in Denmark and I really think that we should visit those before we travel anywhere else...”*

Interview nr. 6: *“Definitely yea! Travelling around Denmark would definitely be interesting. I don't really think we spend so much time travelling around Denmark having all these global opportunities to travel, so it would definitely be an alternative for me for sure...”* One of the main reasons the research respondents mentioned as a factor in why they prefer travelling abroad is the weather. Many times during the interviews it was mentioned that the respondents would rather travel to a different much more sunnier destination. Denmark is well known for its rainy weather and Danish summers are nothing like many tropical summer destinations. So even though there may be beautiful places to visit in Denmark, this could also potentially be a factor explaining why these respondents prefer travelling abroad.

Interview nr. 7: *“Absolutely! I have already starting searching for summerhouses to rent around Denmark. It may be the most reasonable way to spend summer holidays this year.”*

All 10 respondents asked had positive opinion towards domestic travel and all of them stated that it would definitely be an alternative for travelling abroad. When we look into (Knudsen, 2014) again, even though domestic tourism was significantly influenced by Denmark being in lockdown, already the second half of 2020 may be very positive for domestic tourism in Denmark, especially considering that this may be the case for older age groups and travellers with families, that are limited from this research.

Another reason why respondents of this research prefer travelling abroad is exploring new destinations. The majority of respondents stated that they love exploring and gaining new experiences while they are on holiday, rather than staying at one resort and spending their vacation passively.

Interview nr. 1: *“It really needs to be place that is exciting and different and there need to be few things that are in my interests... I like exploring when I’m on vacation...”*

Interview nr. 3: *“I really love exploring new places, so I am usually looking for destination where I have not been yet, or destination that I have already visited, but with some different kind of activity...”* It is clearly visible that exploring is usually the main purpose of travelling for young Danes and they prefer destinations with an opportunities for various activities rather that package holidays and spending vacation in one holiday resort.

Interview nr. 5: *“If I travel somewhere, it needs to be beautiful and unforgettable experience. I don’t want to just lie on the beach whole time...”*

Interview nr. 6: *“In case I do something on one holidays, I really need a change in the upcoming one... I want to try something new”* This is also very interesting point where we can also see that according to our respondents they prefer much more changing destinations rather than travelling repeatedly to the destination they know and is familiar to them. This once again is most likely connected to a lower uncertainty avoidance, as exploring new places definitely presents a higher level of risk than returning to the same destination that is familiar for the tourist.

The desire to explore and travel to various countries and places also brings up the question of price. For the majority of research respondents, price is not the most important factor when choosing their travel destination. The differences although appeared between respondents who were still studying, as for these respondents, price was one of the main factors influencing their decision-making, as their budget is significantly lower than those young Danes who already work.

Interview nr. 3: *“First of all it is of course price. I am still studying and working only part-time few times per week so I do not usually have that big budget for travelling...”*

Interview nr. 7: *“I think about the price because I usually live from SU. My parents sometimes give me some money for travelling, but I cannot rely on that...”* Even though price was not one of the most significant norms influencing the decision-making of research respondents, the majority of them take price into consideration. This is mostly because in the cases where they are studying, their main source of income is the governmental grant called SU that the Danish government pays to students over 18 years of age (minsu.dk, 2020).

Interview nr. 10: *“Money and price definitely influence my decision-making. Even though I am not trying to decide based on price. I have to think about it as my budget is limited.”* On the other hand, a majority of respondents who stated that are already working pointed out that price is definitely not a factor that would influence their decision-making in any way. Reduced price may be a motivator for these respondents, but is definitely not the most important factor influencing their decision-making.

Interview nr. 4: *“Price is not that important for me. Usually I am trying to find the cheapest possibilities, but it is not something that would rapidly influence my decision... when I have destination in my mind, price is not the most important”*

Interview nr. 6: *“The price is not that important when we choose where to go. I mean of course if I don't have money, I won't go to an expensive place, but if you want to go and visit the country, it's not the price that matters...”* The desire to visit a particular destination has been mentioned several times during the interview process. It is clearly visible that there are destinations the research respondents want to visit and if they do not have money saved to travel there, they would be saving money to visit the destination at a later date.

Interview nr. 8: *“The price is the last thing I am thinking about. Destination and possible things to do are the most important to me...”* Some respondents also stated that price is not an important factor at all, mostly due to the fact that these respondents have a significant financial income from their work positions giving them the opportunity to spend more money on travelling. We can conclude that the price is a factor that is more important to those respondents still studying rather than those who are in full-time work.

Subjective Norms

In the subjective norms, the main focus is on the perceived social pressure to perform or not to perform the behaviour (Ajzen, 1991). A very important subjective norm influencing the decision-making of all respondents in this research is whom they travel with. The interview questions were designed mostly to ask about the decisions travellers are making themselves, however, as the research proved, who they travel with really influences their perception towards accepting risks and in many cases it was pointed out, that males travelling alone or in group are willing to accept much higher levels of risk than if they travel with women or family members:

Interview nr. 1: *“Well, as a man I am not that afraid, but when you are women, you need to think differently... you can see many cases in media of women being beaten or raped when travelling to dangerous destinations... you definitely need to consider your destination wisely if you want to take your girlfriend with you...”* This was a very interesting point considering the subjective norms, as it is also socially perceived that female travellers are in more danger than male travellers. Women face unique risks while travelling, demanding greater awareness of both the industry and the traveller (traveweekly.com, 2020). We can also clearly see here that presence of a partner while travelling definitely changes the behaviour and risk perception of travellers who would probably be willing to accept much higher risk-levels if travelling solo.

Interview nr. 3: *“I think you also need to experience a little bit of danger sometimes. Of course, I would not go to places like that with my family...”* Once again, it is clear to see that this respondent would definitely be willing to take higher levels of risk

present during solo travelling leading to unique experience, however, the presence of family significantly changes this perceived behaviour and security becomes much more important.

Interview nr. 8: *“Even though these risks are not so significant for me, I would never accept them if I would for example travel with my girlfriend or family. This applies on me travelling solo or with my friends...”*

Interview nr. 9: *“Only in case I travel alone. I would not put my girlfriend into the risk. When I am planning to travel with her, I think differently...”* The presence of family members, wives or girlfriends therefore is definitely a norm that influences the decision-making of respondents in this research project. According to (Roehl & Fesenmaier, 1992), travellers are focusing on different kinds of risk depending on whether they travel with or without children. For example, functional risks such as organisational difficulties at the destination are more concerning for travellers that are travelling with young children and not that much for single travellers or groups without children. We can clearly see that this applies very similarly for a man travelling with a girlfriend or those travelling with family members. As whom travellers travel with is a norm that greatly influences their decision-making. For purposes of this research, only respondents without children were selected.

With the current Coronavirus crisis, another significant norm mentioned by the majority of respondents was also that concerning the moral issue of spreading the virus to older people or other family members. With the majority of respondents stating that with their young age and good health they are not afraid of being affected by COVID-19, however many of them mentioned that they are trying to stay distant from elderly people and people who are in the in the high-risk age group.

Interview nr. 1: *“I am trying to keep my distance from old people and kids so I am not like if I have it I would spread it around...”*

Interview nr. 4: *“I cannot really visit my grandma as she is very old and quite sick already... I am trying to keep my distance from elderly people...”* It is clearly visible that even though respondents of this research are not in the high-risk group for COVID-19 virus, they are aware of their responsibility to minimise the possibility of transmission to those more in danger of the virus. These are usually older family members or old, sick or vulnerable people in general.

Interview nr. 6: *“We definitely need to protect people who are in the risk group... I cannot really visit my grandparents, I visit them sometimes, not as often as I would normally and we only sit outside like 2-3 meters from each other...”*

Interview nr. 7: *“I am not afraid of getting infected, what I am afraid is spreading disease to my relatives or people who are in the risk groups. That is the most scary thing for me...”* The main concerns connected with getting infected by COVID-19 is based on the research not the health risk for Danish young travellers, but the moral issue of spreading the virus to those around them. We can therefore expect that this moral issue will be present when people will start to travel again, and social distancing from their older relatives or people in higher risk groups will be very important after returning from travelling abroad.

Remaining with subjective norms, we return to the question of domestic tourism, as not only it is the safest way to spend the summer vacation currently, as mentioned via attitudes toward travelling, it may also be mitigating the risk of getting infected by COVID-19 in a different country. Getting infected while travelling abroad and bringing the virus back to Denmark is potentially placing those in the in the higher risk groups in further danger.

Interview nr. 9: *“Yes I can definitely say that I place myself under pressure thinking about getting infected abroad, and potentially bringing disease back to Denmark. It is definitely something I think about...”*

Interview nr. 10: *“Domestic travel may also limit the spread of the disease again after lockdowns are over. With travelling again, the opportunity for further outbreaks is definitely present...”* This is a very good point mentioned by this respondent. With international travel comes another question on social responsibility in bringing the virus from countries that are heavily infected by COVID-19 back to countries that already have the situation under control, potentially causing further outbreaks. Domestic travel therefore is not only beneficial for local stakeholders in these difficult times (Brouder et al., 2020) but there may also be social pressure, especially from older generations encouraging travellers to limit their travel inlands to prevent spreading COVID-19 in countries that currently have the situation under control.

Perceived behavioural control

According to previous tourism research studies on how travellers apply their risk reduction strategies, (Lo, Cheung & Law, 2011) it was found that previous travel experiences are largely influencing the perception towards risks. Experienced travellers tend to accept higher levels of risks than those travellers who do not have such rich travel experiences. This may be also supported by the concept of self-efficacy (Bandura, 1977), which assumes that success and accomplishment (in this case, previous successful travel experiences) are strengthening the belief in one's own skills, leading to being more willing to accept higher levels of risk, as travellers with rich travel experiences believe that they can handle these risks and limit their impacts.

Behavioural control represents the perception of individuals of the ease of performing the behaviour (Ajzen, 1991). As was mentioned earlier, according to data collected during this research, respondents travel abroad approximately 2-5 times per year. We can therefore definitely say that these travellers have significant amounts of experiences in travelling abroad. These experiences may therefore be one of the reasons why they are willing to accept higher levels of risk, as they strongly believe in their own skills meaning that in the case of any potential trouble or problematic situation, they would be confident about solving it.

Interview nr. 1: *“Well, I don't want to die when I am on vacation, but to be honest I do not really think that much about any risks...”*

Interview nr. 2: *“If we are talking about some kind of health issues, I don't think I would care that much about because I would figure out what I need to do to avoid these before travelling... It is not like I travel every week, so I am trying to enjoy it rather than thinking negatively...”* According to these responses it seems that health risks connected with threats of getting infected by various diseases while travelling is not influencing the decision-making of these research respondents. They usually pointed out the fact that in the case of travelling to countries with higher levels of health risks, they would make sure to get vaccinated against any possible diseases or prepare themselves for restrictions they would follow to limit the chance of being infected.

Interview nr. 3: *“To be honest, I am not really scared of anything particular and therefore risks are not something I would think about when I am deciding where I want to travel...”*

Interview nr. 4: *“Normally I don’t think about risks when I am choosing the destination. It may be in the back of my mind, but it does not really influence me...”*

The majority of respondents also pointed out that while searching for potential travel destinations or during their vacations; they are primarily focusing on positive things connected with travel, rather than focusing on potential risks and thinking negatively. Tourism evokes leisure, fulfilment and enjoyment (Romagnoli, 2016) and it seems that seeking these positive factors that improve the quality of life for the research respondents of this project much more important, than any potential risks connected with it.

Interview nr. 5: *“If there is war somewhere I won’t travel there, but you can get mugged in your hometown so I don’t really think about small risks.”*

Interview nr. 6: *“I don’t think that risk of getting robbed or stuff like that would influence my choice, as if you take the precautions you need to take, you will be fine... sometimes places that are dangerous or not safe as Denmark are interesting because you can see and explore things you cannot see in Denmark.”* While Tourism evokes leisure, fulfilment and enjoyment as was already mentioned before, the potential of war or terrorism involves death, fear, pain, destruction and disruption (Romagnoli, 2016). It was mentioned several times that major risks such as being in country that is in a state of war or the risk of terrorism would definitely negatively influence the decision-making of respondents and they would definitely not travel to countries influenced by these major risks. Incidentally, the minor risk of getting robbed that are present in many destinations does not seem to be influencing the decision-making of the respondents, as for some of them these minor risks are connected with unique and interesting destinations. Some of the respondents also mentioned, that these minor risk are usually present in destinations that are not entirely safe, however, will allow them to experience unique and adventurous experiences, that they would not be able to experience in completely safe destinations. This means that these respondents are aware of these minor risks and are willing to accept them, as they believe that they have developed effective risk-reducing strategies and if they will follow them, they will be safe.

All of the respondents in their interviews stated that as long as the risks are not significantly high, like for example countries being in a state of war, the potential risks are not influencing their decision-making. This was a very interesting finding, as when the respondents were asked about the health risk of getting infected by COVID-19, their responses have been very similar, being more concerned about actual rules and regulations, rather than the health risk itself.

Interview nr. 1: *“I am not afraid as I don’t think I am in the risk group. So I would not be afraid to visit these countries (South-European Countries), but I respect restrictions of these countries...”*

Interview nr. 3: *“Not at all... the only thing I will consider is if I am actually allowed to enter the particular country I will be thinking about with all these quarantines and regulations going on...”*

Interview nr. 4: *“If the government say I can go there I probably will, but if it will not be allowed I won’t. So it will influence my decision-making to some extent, even if I am not in the risk group...”* These responses clearly prove that even if the Coronavirus somehow influences the travel decision-making of young Danish travellers, it usually influences more by way of being aware of particular rules and regulations rather than any fears from being infected by COVID-19. Basically all the interviewees responded in a very similar way, pointing out their young age and good health and therefore the fact that they are not part of the high risk group.

Interview nr. 6: *“I am quite young and have high possibility of getting infected even here in Denmark, so I am not really afraid of that, but obviously if I will not be allowed to go somewhere, I won’t go there...”*

According to the analysed data, health risks connected with COVID-19 are not significantly influencing the decision making of research respondents of this project. However, they are aware and respect the regulations made by authorities and these will definitely influence their decision-making. Subjective norms and pressure from the society may also influence their decision-making as even though research respondents are not in the high-risk group, their behaviour may potentially place other members of the society in danger.

Discussion and Conclusion

Before moving into any conclusions, there are several challenges that were present during the research process of this project that need to be discussed and addressed. The pandemic situation caused by the Coronavirus presented several significant challenges that were present throughout the duration of the writing of this project and subsequently influenced the results of the research.

Research Process

Reflecting back to the research process of this project, there has been one particular challenge that has significantly influenced the research process. The pandemic situation connected with Coronavirus in Denmark was constantly evolving during the process of writing this project and the author had to react on all changes that were happening within the society.

The data collection was significantly influenced by social distancing regulations that were applied at the times of conducting the research process and therefore have been taken into consideration. Following the guidelines of Danish Authorities and also Aalborg University, the qualitative research had to be conducted via social media platforms (aau.dk, 2020), (politi.dk, 2020). Another very important factor that needs to be taken into consideration is that at the time of all interviews, the Danish borders were still closed and it was forbidden for Danish inhabitants to travel abroad.

Currently Denmark is in the re-opening stage and it is allowed for Danish inhabitants to travel out of the country, however they are strongly advised by the authorities to stay in home isolation for 14 days after returning to Denmark. This applies for both Danish citizens and foreign travellers entering Denmark from private travels abroad. Authorities encourage business travellers that do not have permanent residence in Denmark to organise the business travel and meetings in the way that minimise the risk of being infected by COVID-19 or further spreading the infection, however, it is not mandatory for this group of travellers to stay in 14 days quarantine (um.dk, 2020).

With the easing of regulations and re-opening of Danish borders the perception towards travelling may change especially in the demographic group that was analysed in this research project. The level of uncertainty is currently definitely lower than it was while conducting the interviews and therefore it needs to be taken into consideration that regulations were at the time of conducting interviews much more strict and if the research process would be conducted presently, the results could potentially be slightly different. The on-going changes connected with the Coronavirus pandemic and easing of regulations will therefore definitely present potential development of this research project for the future.

Adapted Theory

Another significant challenge was adapting the Theory of Planned Behaviour (Ajzen, 1991) for the purposes of this project. Although this theory was developed in 1991 and used by many scholars across various disciplines, it was definitely challenging to adapt this theory for the purposes of this research project. This theory is widely used in tourism studies, however, typically to analyse the intentions towards decision-making of travellers to travel to particular destination. Usually, authors are choosing a particular demographic group and by using Theory of Planned Behaviour, analyse their intentions to visit particular destination.

For the purposes of this research project, the Theory of Planned Behaviour was used and adapted to very different position than by any other scholars in the past. Analysing a particular demographic group (young Danish customers), first their general attitudes towards the behaviour has been analysed. Usually this behaviour is travelling to chosen destination, however, the pandemic situation connected with the new Coronavirus (COVID-19) presented a completely new travelling perspective – being allowed or willing to travel abroad in general. The subjective norms were also significantly more important, as social pressure to either perform or not perform the behaviour (in this case, travelling abroad), is much higher than any time before. Although research respondents are having a greater desire to travel, there is significant pressure from the society, as travelling in the times of a pandemic such as with the Coronavirus may provide significant danger to other members of society. A

factor that authors using the Theory of Planned Behaviour have not encountered before, and although perceptions towards particular risks in behavioural control has discovered that research respondents are willing to accept health risk of being infected by COVID-19, potential spreading of this virus further and by this way endangering relatives and other members of the society in general provides significant social pressures on these travellers that has not been to such a large extent, encountered before.

Several examples of how other scholars used the Theory of Planned Behaviour in the literature review of this project (Japutra, Loureiro, Molinillo & Ekinci; 2019), (Quintal, Lee & Soutar, 2010), (Howard, 2009; Rittichainu-wat & Chakraborty, 2009; Yuksel & Yuksel, 2007) therefore mostly served as an inspiration, however for the purposes of this research project, the theory had to be adapted and used very unusually to be able to address these very unusual circumstances.

Conclusion

According to results of the research, despite the coronavirus pandemic, respondents of this project still have a great desire to travel. The health risk of getting infected by COVID-19 seems to be only a minor risk for the majority of respondents and is not significantly influencing their decision-making. Research also proved that minor physical risks, for example, getting robbed are not really influencing the decision-making of demographic group analysed in this research project and in most cases respondents take these minor risks for granted in many exotic destinations. The lower levels of uncertainty avoidance in the sample of young Danish travellers interviewed in this research project seems to be also connected with their rich travel experiences, as on average they travel abroad approximately 2-5 times per year.

The financial risks connected with the Coronavirus (COVID-19) are by the research respondents taken much more seriously. According to collected data, many respondents have already encountered cancelations of their planned trips and holidays, cancelled flights and other external complications connected with Coronavirus regulations, that are not under their direct control. Rules and regulations

both domestic and of destinations the respondents are willing to visit are therefore for them much more important than the health risk of getting infected by COVID-19. Many countries have strict quarantine regulations and by the time the research was conducted there have also been strict quarantine regulations in place after returning to Denmark, where travellers had to spend 14 days in self-isolation after returning (politi.dk, 2020).

Domestic tourism was perceived by a majority of respondents as an alternative for their travels this summer as far as the strict regulations would still be in place both in Denmark and other holiday destinations. This is mostly caused by uncertainty of how the situation will be evolving and whether the regulations will ease to the extent that it will be possible to travel abroad again, without any significant restrictions complicating travelling abroad. However, the majority of respondents stated that they would prefer travelling abroad over domestic travel in case that the rules and regulations will allow it.

Although the health risk of getting infected by COVID-19 directly was not influencing the travel decision-making of respondents, as they are not part of the risk group, studying their subjective norms uncovered the social pressure to perform the behaviour of travelling abroad as it may potentially put their relatives or other members of society who are in a higher risk group in danger. Not only is domestic travel perceived as a much better travel alternative by the academia to help local stakeholders (Brouder et al., 2020), it seems that there certainly will be significant pressure on post-corona travellers to consider their travels abroad if it is not necessary, in order to limit the potential spread of COVID-19 and protect the high risk groups within the society.

Based on the research results, it can therefore be concluded that the health risk of getting infected by COVID-19 is not directly influencing the decision-making of the research respondents, however, the impact of this virus on the society, rules and regulations definitely is. Therefore whether they will be travelling abroad will be based on how the situation will progress in the upcoming months and whether rules and regulations connected with international travel will be easing in the near future.

List of Literature

- Aau.dk. 2020. Coronavirus. [online] Available at: <<https://www.aau.dk/coronavirus>> [Accessed 2 April 2020].
- Adam, I. 2015. "Backpackers' Risk Perceptions and Risk Reduction Strategies in Ghana." *Tourism Management* 49:99–108.
- Ajzen, I. (1985). From intentions to actions: a theory of planned behavior. In J. Kuhl, & J. Beckman (Eds.), *Action-control: From cognition to behavior* (pp. 11–39). Heidelberg: Springer.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
- Armitage, C. J., & Conner, M. (2001). Efficacy of the theory of planned behaviour: A meta-analytic review. *British Journal of Social Psychology*, 40(4), 471–499
- Baker, D., 2014. *Tourism And The Health Effects Of Infectious Diseases: Are There Potential Risks For Tourists*.
- Bandura, A. (1977). Self-efficacy: Toward a unifying theory of behavioral change. *Psychological Review*, 84(2), 191–215.
- Boujbel, L., & d'Astous, A. (2015). Exploring the feelings and thoughts that accompany the experience of consumption desires. *Psychology & Marketing*, 32(2), 219–231.
- Brouder, P., Teoh, S., Salazar, N., Mostafanezhad, M., Pung, J., Lapointe, D., Higgins Desbiolles, F., Haywood, M., Hall, C. and Clausen, H., 2020. Reflections and discussions: tourism matters in the new normal post COVID-19. *Tourism Geographies*, pp.1-12.
- Bruce, J.D., Johnson, D.F., & Tran, T. (2007). Chikungunya virus infection in traveler to Australia. *Emerging Infectious Disease*, 13(3):509–10.
- Bryman, A. (2012). *Social Research Methods*. (4th ed.) New York: Oxford University Press.
- Bryman A. (2016) *Social Research Methods* (5th ed.) New York: Oxford University Press.
- Carter, S. (1998). Tourists' and travelers' social construction of Africa and Asia as risky locations. *Tourism Management*, 19(4), 349–358.
- Charrel, R.N., de Lamballerie, X., & Raoult, D. (2007). Chikungunya outbreaks—the globalization of vectorborne diseases. *New England Journal of Medicine*, 356:769–71.

Cph.dk. 2020. Love Of Travel Reaching New Heights In 2015. [online] Available at: <<https://www.cph.dk/en/about-cph/press/news/2015/1/love-of-travel-reaching-new-heights-in-2015>> [Accessed 26 March 2020].

Denmark, M., 2020. Coronavirus/Covid-19. [online] Ministry of Foreign Affairs of Denmark. Available at: <<https://um.dk/en/travel-and-residence/coronavirus-covid-19/>> [Accessed 11 May 2020].

Denmark, M., 2020. Coronavirus/Covid-19. [online] Ministry of Foreign Affairs of Denmark. Available at: <<https://um.dk/en/travel-and-residence/coronavirus-covid-19/>> [Accessed 1 June 2020].

Enders, W., and Sandler, T. (2002). Patterns of transnational terrorism, 1970-99: alternative time series estimates. *International Studies Quarterly*, 46, 145-165.

Floyd, M. F., Gibson, H., Pennington-Gray, L., & Thapa, B. (2004). The effect of risk perceptions on intentions to travel in the aftermath of September 11, 2001. *Journal of Travel & Tourism Marketing*, 15(2/3), 19e38.

Fuchs, G. 2013. "Low versus High Sensation-Seeking Tourists: A Study of Backpackers' Experience Risk Perception." *International Journal of Tourism Research* 15 (1): 81–92.

Guba, E. and Lincoln, Y., 1994. *Competing Paradigms In Qualitative Research*. Thousand Oaks, CA: Sage.

Hall, C., Scott, D. and Gössling, S., 2020. Pandemics, transformations and tourism: be careful what you wish for. *Tourism Geographies*, pp.1-22.

Helms Mills, J., Thurlow, A. and Mills, A., 2010. Making sense of sensemaking: the critical sensemaking approach. *Qualitative Research in Organizations and Management: An International Journal*, 5(2), pp.182-195.

Hofstede, G., G. Hofstede, and M. Minkov. 2010. *Cultures and Organizations: Software of the Mind*. New York: McGraw- Hill.

Howard, R. (2009). Risky business? Asking tourists what hazards they actually encountered in Thailand. *Tourism Management*, 30(3), 359–365.

Japutra, A., Loureiro, S., Molinillo, S. and Ekinici, Y., 2019. Travellers' mindsets and theory of planned behaviour. *Tourism Management Perspectives*, 30, pp.193-196.

Karl, M., 2016. Risk and Uncertainty in Travel Decision-Making: Tourist and Destination Perspective. *Journal of Travel Research*, 57(1), pp.129-146.

Kilbourne, W. E., & LaForge, M. C. (2010). Materialism and its relationship to individual values. *Psychology & Marketing*, 27(8), 780–798.

- Knudsen, M. A. (2014). Danish long distance travel A study of Danish travel behaviour and the role of infrequent travel activities.
- Lanciotti, R.S., Kosoy, O.L., &Laven, J.J. (2007).Chikungunya virus in US travelers returning from India, 2006. *Emerging Infectious Disease*, 13(5):764–7.
- Larsen, S., Brun, W., Torvald, O., & Selstad, L. (2007). Subjective food-risk judgments in tourists. *Tourism Management*, 28(6), 1555–1559.
- Lee, N., Wong, C.K., Lam, W.Y. (2006). Chikungunya fever, Hong Kong.*Emerging Infectious Diseases*, 12(11):1790–2.
- Lepp, A., & Gibson, H. (2003). Tourist roles, perceived risk and international tourism. *Annals of Tourism Research*, 30(3), 606e624.
- Lo, A., R. Law, and C. Cheung. 2011. "Segmenting Leisure Travelers by Risk Reduction Strategies." *Journal of Travel & Tourism Marketing* 28 (8): 828–39.
- Lo Iacono, V., Symonds, P. and Brown, D., 2016. Skype as a Tool for Qualitative Research Interviews. *Sociological Research Online*, 21(2), pp.103-117.
- Long, J., 2009. *Researching Leisure, Sport And Tourism*. Los Angeles: SAGE.
- March, R. and Woodside, A., 2009. *Tourism Behaviour*. Wallingford: CABI, p.119.
- Monath, T. P. (1999). Ecology ofMarburg and Ebola viruses: Speculations and directions for future research. *Journal of Infectious Diseases*, 179, S127–S138.
- Moser, M.R., Bender, T.R., &Margolis, H.S. (1979). An outbreak of influenza aboard a commercial airliner. *American Journal of Epidemiology*,110:1–6.
- Murphy, M. C., & Dweck, C. S. (2016). Mindsets shape consumer behavior. *Journal of Consumer Psychology*, 26(1), 127–136
- Nytimes.com. 2020. Europe'S Coronavirus Outbreak Worsens, With Italy At Forefront. [online] Available at: <<https://www.nytimes.com/2020/03/07/world/coronavirus-news.html>> [Accessed 26 March 2020].
- Olsen, S.J., Chang, H.L., &Cheung, T.Y. (2003). Transmission of the severe acute respiratory syndrome on aircraft. *New England Journal of Medicine*, 349:2416–22.
- O'Connor, N., Stafford, M., and Gallagher, G. (2008). The Impact of Global Terrorism on Ireland's Tourism Industry: An Industry Perspective. *Tourism & Hospitality*.
- Quintal, V., Lee, J. and Soutar, G., 2010. Risk, uncertainty and the theory of planned behavior: A tourism example. *Tourism Management*, 31(6), pp.797-805.

- Panning, M., Grywna, K., & Van Esbroeck, M. (2007). Chikungunya fever in travelers returning to Europe from the Indian Ocean region, 2006. *Emerging Infectious Diseases* 14(3):416–22.
- Paris, N. (2015). Ebola fears Hurting African Tourism. *Telegraph: Travel* 17 February
- Peterson, A. T., Carroll, D. S., Mills, J. N., & Johnson, K. M. (2004). Potential mammalian filovirus reservoirs. *Emerging Infectious Diseases*, 10, 2073–2081.
- Pizam, A., Jeong, G. H., Reichel, A., Boemmel, H., Lusson, J. M., Steynberg, L., et al. (2004). The relationship between risk-taking, sensation-seeking, and the tourist behavior of young adults: a cross-cultural study. *Journal of Travel Research*, 42, 251–260.
- Plog, S. C. 2001. "Why Destination Areas Rise and Fall in Popularity: An Update of a Cornell Quarterly Classic." *Cornell Hotel and Restaurant Administration Quarterly* 42 (3): 13–24.
- Plummer, K., 2001. The moral and human face of life stories: Reflexivity, power and ethics.
- Politi.dk 2020. [online] Available at: <<https://politi.dk/coronavirus-i-danmark>> [Accessed 27 March 2020].
- Poon, A., & Adams, E. (2000). *How the British will travel 2005*. Bielefeld: Tourism Intelligence International.
- Rai, D., & Lin, C. W. W. (2019). The influence of implicit self-theories on consumer financial decision making. *Journal of Business Research*, 95, 316–325.
- Reisinger, Y. and Mavondo, F., 2005. Travel Anxiety and Intentions to Travel Internationally: Implications of Travel Risk Perception. *Journal of Travel Research*, 43(3), pp.212–225.
- Rittichainuwat, B., & Chakraborty, G. (2009). Perceived travel risks regarding terrorism and disease: the case of Thailand. *Tourism Management*, 30(3), 410–418.
- Roehl, W. S., and D. R. Fesenmaier. 1992. "Risk Perceptions and Pleasure Travel: An Exploratory Analysis." *Journal of Travel Research* 30 (4): 17–26.
- Romagnoli, M., 2016. *The Effects of Terrorism on Tourism: (Inter)relations, Motives & Risks*.
- Sarkar, A. (2014). Brand love in emerging market: A qualitative investigation. *Qualitative Market Research: An International Journal*, 17(4), 481–494.

- Schiffman, L., & Kanuk, L. (1991). *Consumer behavior*. Englewood Cliffs, NJ: Prentice Hall.
- Silva, O., Reis, H. and Correia, A., 2010. The moderator effect of risk on Travel Decision Making. *International Journal of Tourism Policy*, 3(4), p.332.
- Sirakaya, E. and Woodside, A., 2005. Building and testing theories of decision making by travellers. *Tourism Management*, 26(6), pp.815-832.
- Sohn, H. and Yoon, Y., 2016. Verification of Destination Attachment and Moderating Effects in the Relationship Between the Perception of and Satisfaction with Tourism Destinations: A Focus on Japanese Tourists. *Journal of Travel & Tourism Marketing*, 33(5), pp.757-769.
- Sonmez, S., & Graefe, A. (1998). Influence of terrorism risk on foreign tourism decisions. *Annals of Tourism Research*, 25(1), 112–144.
- Sonmez, S.F. (1998). Tourism, terrorism, and political instability. *Annals of Tourism Research*, Vol. 25, pp. 416–456.
- Sonmez, S., & Graefe, A. (1998). Determining future travel behavior from past travel experience and perceptions of risk and safety. *Journal of Travel Research*, 37(2), 171e177.
- Staff, L., 2020. Coronavirus In The US: Latest COVID-19 News And Case Counts. [online] *livescience.com*. Available at: <<https://www.livescience.com/coronavirus-updates-united-states.html>> [Accessed 27 May 2020].
- Statista. 2020. Travel And Tourism: Share Of Global Gdp 2000-2019 | Statista. [online] Available at: <<https://www.statista.com/statistics/1099933/travel-and-tourism-share-of-gdp/>> [Accessed 25 March 2020].
- Su.dk. 2020. SU-Betingelser - Su.Dk. [online] Available at: <<https://www.su.dk/su/su-betingelser/>> [Accessed 21 May 2020].
- Sönmez, S. and Graefe, A., 1998. Determining Future Travel Behavior from Past Travel Experience and Perceptions of Risk and Safety. *Journal of Travel Research*, 37(2), pp.171-177.
- Sönmez, S. and Graefe, A., 1998. Influence of terrorism risk on foreign tourism decisions. *Annals of Tourism Research*, 25(1), pp.112-144.
- Thelocal.dk. 2020. [online] Available at: <<https://www.thelocal.dk/20200306/denmark-updates-coronavirus-cases-to-23-and-confirms-first-recovery>> [Accessed 26 March 2020].

Travelweekly.com. 2020. Focus On Security: Traveling While Female: Travel Weekly. [online] Available at: <<https://www.travelweekly.com/Travel-News/Travel-Agent-Issues/Focus-on-Security-Traveling-while-female>> [Accessed 25 May 2020].

Um, S., Chon, K., & Ro, Y. (2006). Antecedents of revisit intention. *Annals of Tourism Research*, 33(4), 1141–1158.

Unwto.org. 2020. World Tourism Barometer N°18 January 2020 | UNWTO. [online] Available at: <<https://unwto.org/world-tourism-barometer-n18-january-2020>> [Accessed 25 March 2020].

UNWTO, United Nations World Tourism Organization (2016). Tourism - an economic and social phenomenon. <http://www2.unwto.org/content/why-tourism>

Uyeki, T.M., Zane, S.B., & Bodnar, U.R. (2003). Large summertime influenza A outbreak among tourists in Alaska and the Yukon territory. *Clinical Infectious Diseases*, 36(9): 1095–102.

Wttc.org. 2020. About Us | World Travel & Tourism Council (WTTC). [online] Available at: <<https://www.wttc.org/about/media-centre/press-releases/press-releases/2018/one-in-five-of-all-new-jobs-created-globally-in-2017-are-attributable-to-travel-and-tourism/>> [Accessed 25 March 2020].

World Economic Forum. 2020. Trapped Tourists: How Is The Coronavirus Affecting Travel?. [online] Available at: <<https://www.weforum.org/agenda/2020/02/the-coronavirus-will-hit-the-tourism-and-travel-sector-hard/>> [Accessed 25 March 2020].

World Health Organization, (2003). Summary of probable SARS cases with onset of illness from 1 November 2002 to 31 July 2003. Available at: http://www.who.int/csr/sars/country/table2004_04_21/en/. Accessed March 1, 2006.

World Tourism Organization, (2004). Tourism highlights, edition 2004. Available at: <http://www.unwto.org>.

Yang, E. C. L., and V. Nair. 2014. "Tourism at Risk: A Review of Risk and Perceived Risk in Tourism." *Asia-Pacific Journal of Innovation in Hospitality and Tourism* 3 (2): 239–59.

Yuksel, A., & Yuksel, F. (2007). Shopping risk perceptions: effects on tourists' emotions, satisfaction and expressed loyalty intentions. *Tourism Management*, 28, 703–713.

Appendix

Interview Transcript nr.1 (27.04.2020)

Duration – 16:33min

Interviewee – Male, 23 years old

Researcher: My name is Patrik and today we will do an interview for my Master thesis, that is going to be about how the new Corona Virus influences the decision-making of young Danish travellers to travel abroad. This interview is going to be anonymous, meaning that your data will not be public and only person who ever will have access to your information is myself for the purposes of the research. Interview is also going to be recorded for transcribing and further analyses, do you agree with that?

Interviewee: *Yes I agree.*

Researcher: Perfect, in case that I would have any follow up questions which would emerge from analysing this interview, would it be alright to contact you again?

Interviewee: *Yea sure...*

Researcher: Can you maybe introduce yourself a little bit?

Interviewee: *I am 23 years old studying to become a Carpenter and also work part-time as a carpenter; I am Danish and live in Randers with my girlfriend.*

Researcher: How many times per year do you usually travel abroad?

Interviewee: *Usually it is one or two times per year, sometimes even three, depending on the particular year and my financial situation, but usually it is two times per year.*

Researcher: Is it usually during the summer holidays or also throughout the year?

Interviewee: *Hmm... yea usually it is during the summer time, but occasionally it may also be some other time during the year, but mostly it is the summer.*

Researcher: What are the most important criteria when you are searching for your travel destination? What are you looking for when you're selecting it?

Interviewee: *It really needs to be a place that is exciting and different and there need to be few things that are in my interest to make me go there it can be nature, beaches, simply all sort of things. I like exploring when I'm on vacation an my other half is more like chilling and drinking next to the swimming pool.*

Researcher: Ok, so you prefer destinations offering wide range of activities meaning that it needs to be an interesting destination rather than resort where would be closed during majority of your stay.

Interviewee: *Yes, exactly that is what I usually look for.*

Researcher: Are there any particular risks influencing your decision-making like for example danger of being robbed, natural disasters, terrorism, diseases like for example when you plant to travel to Africa etc.

Interviewee: *Hmm... well, I don't wanna die when I am on vacation, but to be honest I do not really think that much about it. There are of course some areas where I would not want to go because of high rate of criminals and people living there are poor and may want to rob or kill you just for a pair of shoes, so of course you need to be careful. I don't think those places are so interesting to visit anyway because they are so crazy...*

Researcher: Can you maybe be a bit more concrete on which are these places?

Interviewee: *Well, it may be some parts of Africa, Venezuela and some others...*

Researcher: So if the risk would be way to high, you would not travel to these destinations, but if it would be to some acceptable level like for example that you

would be warned that there have been few people robbed at that place before, you would not consider that to be risk that would make you not travel there?

Interviewee: *No, I would not really be afraid to be robbed.*

Researcher: What about Natural disasters? Have you ever been thinking about that kind of risk? Like for example tornados in America etc, or you are not thinking about risks that much when selecting destination?

Interviewee: *To be honest with you, I do not really think about risks at all. When you are selecting destination you are thinking about going there and having a good time, you're not thinking that much about danger. Risks are the last thing you are thinking off when you're selecting destination. You want to go there and have some fun after several difficult months in school or work so this is how I look at it.*

Researcher: So the next question was to what extent are you willing to accept these risks, but I think we have covered that already. We can say that you're level of accepting the risk is quite high and you're not really thinking about risks when you're choosing your future destination.

Interviewee: *Yea definitely, I am not really afraid of these things and especially not as a man. I am not sure if I can say it that way?*

Researcher: Sure, go ahead and we can elaborate on that...

Interviewee: *Well, me as a man I am not that afraid but when you are Women you need to think differently. When you look in the media you can see many cases of women being killed, raped or beaten when travelling to dangerous destinations because I am sorry to say it this way but they are the weaker gender and they just need to be more careful. Us man, we are not in such a danger as women while travelling alone.*

Researcher: Ok, this is very interesting point, I was not really thinking about that... You said earlier that you would not be willing to "crazy" countries like some parts of Africa or Venezuela. What if the price would be significantly lower for these destinations you think it is dangerous to travel? Would that motivate you to travel there, and to what extent would the price have to be lowered? Or you would not even consider it anyway; even the deal would be much cheaper?

Interviewee: *It really depends on how dangerous it is in the area, for example I really want to go to Africa at some point. If go there solo as a man and will get some guides and stuff like that, it probably won't be as dangerous as if I'm just going there alone or with my girlfriend, in that case the changes of me getting into some kind of trouble would be much bigger and I would really think twice if it is a good idea.*

Researcher: So who is travelling with you is also strongly influencing your decision-making?

Interviewee: *Sorry, what was it again?*

Researcher: So people who travel with you, like you've mentioned your girlfriend before, it is also a factor that influence to what extent you are willing to accept potential risks.

Interviewee: *Well, if it would be something like exploring Africa or something like that you definitely need to choose your destination wisely if you wanna take your girlfriend with you. In my mind at least... I would not wanna risk her...*

Researcher: Yea definitely that makes perfect sense... So we're going to move into more depth with current situation around Corona virus crisis and let me begin with what is your opinion about this whole pandemic situation caused by COVID-19?

Interviewee: *Well, we all need to take it really seriously to some extent, but as a guy in my best health ever in my twenties I am not really part of a risk group, but I am trying to keep my distance from old people and kids so I am not like if I have it I*

would spread it around, I am trying to clean my hands more and stuff like that before going to shops and stuff, so I am not giving it to other people. I am taking it serious, but than again as long as I am just staying away from old people and so on, I don't think it would.... Hmm... we all gonna get it at some point so...

Researcher: Ok, so you think that the restrictions that are present are all right, or they are way too strict and would you change anything about them?

Interviewee: *I think they are all right, we just need people to take it seriously to some extent...*

Researcher: Ok so we can conclude that you accept the restrictions and think that we need to take this situation seriously.

Interviewee: *Yes definitely.*

Researcher: Has this current situation somehow influenced you directly?

Interviewee: *Well, a little bit... I could not go to work because my employer was afraid that I have Corona. I was having headaches for weeks and finally when the doctor was willing to check-up on me, I did not have Corona, so I had to stay home from work for 3 weeks with horrible headaches, which could have been over in couple of days if I would be allowed to visit the doctor...*

Researcher: Ok, so you definitely were influenced directly by this situation...

Interviewee: *It was very annoying for those 3 weeks yea...*

Researcher: Do you consider Corona virus as risk influencing your future travel decision-making? So for example when you're going to be looking for holidays this summer, or later this year, are you going to be thinking about Corona virus while choosing the destination?

Interviewee: *Well, maybe yes and maybe no, it really depends on how far the Corona situation is in the world at the time we're gonna be thinking about travelling again or going on vacation because if it is going to be better in the world I'm not gonna think much about it. But if it will be on some crazy high level in some of the South-European countries, than maybe its not where you are supposed to go before a bit later or next year, so they can get the situation under control.*

Researcher: So would you say it still is quite early to be thinking about your future travel destination for this summer, and you first would wait a little bit more to see how this situation is going to evolve before doing any kind of decision, so you cannot really tell right now.

Interviewee: *Yea we can say it that way, I am not afraid of it, but I respect the current regulations.*

Researcher: So are there any particular countries you are not willing to visit because of Corona virus and if yes, which are these countries?

Interviewee: *Well, I don't think I am in the risk group as I have said already so I would not be afraid to visit these countries, but I respect the restrictions of these countries that if I would get it, I could spread it around and put other people into risk. Like you can see from news that Italy and Spain are hit pretty badly right now, but I don't think I would be afraid to go there...*

Researcher: What about China?

Interviewee: *I have not really been thinking about China, I have not even seen numbers for China to be honest, but once again, I am not afraid if I would get it, so it won't influence my destination choice, the only thing I am aware are particular regulations in these countries, so if I am not supposed to travel there I won't but if I can, I will not be thinking about it. Is it crazy in China?*

Researcher: I think its better now; I think they have it under control now...

Interviewee: *I think it will get really crazy in USA right now...*

Researcher: Yes, USA is definitely one of the countries that are currently having real troubles with pandemic situation. But once again, would that stop you from traveling over there?

Interviewee: *If I was 60-70 years old maybe I would not do it but right now no, not at all. As I have mentioned, I am not afraid of it at all. I am not in the age when my health should be a problem if I would get it.*

Researcher: Yea, ok. So you are not afraid of getting infected and there are no countries you would consider dangerous to travel because of Corona virus. For many people it may be different tough and it may lead to reducing prices for travel to these countries. Would that influence your decision-making and significantly reduced price would even motivate you to travel to these countries that other people may currently consider dangerous because of Corona crisis?

Interviewee: *Well, I would not mind cheaper flights at all to put it that way... If I would get the opportunity to travel for like half price I would definitely do it ("Laughing")...*

Researcher: Ok, so would cheaper price even make you prefer these destinations?

Interviewee: *Well, I don't know if I would prefer them, but I would definitely consider them as my future travel destination...*

Researcher: What about domestic tourism? Would you consider that as an alternative in case those regulations would not allow you to travel abroad? Like we have been talking about that you will wait to see how the situation will progress before making any concrete decisions. In case you would not be allowed to travel abroad, would you considering domestic travel as an alternative?

Interviewee: *Sorry I don't know what word domesticated mean to be honest...*

Researcher: Domestic travel, that means travelling within Denmark, as Denmark is domestic destination for you, for example you would be travelling for holidays to Ebeltoft...

Interviewee: *Aaah you mean inside Denmark?*

Researcher: Yes inside Denmark, I don't know what destination in Denmark would you prefer, but would that be an alternative?

Interviewee: *Ou yea, I would definitely love to travel Denmark anyway these recent years so it is definitely a destination alternative for me, however, I would not prefer it over traveling abroad. But I will definitely travel Denmark as well as even though I was living here my whole life I have not seen all of Denmark yet, so there are many things to see here as well.*

Researcher: So we can say that domestic travel would definitely be an alternative for you in case that the Corona crisis regulations would be too strict to travel abroad?

Interviewee: *Yea, plus I have just bought a new car so need to make use of that ("Laughing")...*

Researcher: But if you would have the opportunity to travel abroad you would rather choose that right?

Interviewee: *Well, it is like 50/50 for me I enjoy my country as much as seeing other countries and cultures so we will see how this situation will evolve, and I will make a decision based on that.*

Researcher: So thank you very much for your time, in case that I would have any follow-up question I will contact you is that all right?

Interviewee: *No worries, you know my contact details...*

Researcher: Yes I do, thank you very much again.

Interview Transcript nr.2 (28.04.2020)

Duration – 15:11min

Interviewee – Female, 24 years old

Researcher: So my name is Patrik Schneidgen and I am doing my Master thesis interview, that is going to be about how the new Corona Virus is influencing the decision-making of young Danish travellers to travel abroad. This interview is going to be anonymous, meaning that your data will not be public and only person who ever will have access to your information is myself for the purposes of the research. Interview is also going to be recorded for transcribing and further analyses, do you agree with that?

Interviewee: *Yea no problem.*

Researcher: And in case that I would have any follow up questions later when I will be analysing this interview, would it be alright to contact you again?

Interviewee: *Yes you can...*

Researcher: Can you maybe introduce yourself a little bit?

Interviewee: *I am 24 years old, I have graduated from School 2 years ago, now I work as a Warehouse assistant and I live in Aarhus in small apartment. Short summary...*

Researcher: Perfect, how many times per year do you usually travel abroad?

Interviewee: *Well, I have relatives in Germany so I am trying to travel to Germany at least 2 times per year and I always travel at least to one other destination at least once per year. So in total I tend to travel minimum 3 times per year.*

Researcher: So 3 times per year usually. Is it somehow seasonal, that you usually travel during the winter and summer, or is it during the whole year?

Interviewee: *Hmm... to Germany it can be all year around it just depends when I have time and when I can afford it but other countries I tend to travel mostly during the summer time.*

Researcher: Ok, what are the most important criteria when you are searching for your travel destination? What are you looking for when you're selecting the places where you're going to travel?

Interviewee: *Well, one thing is price of course and another thing is that it is important to me that the place that I am going to visit has a good weather so I can actually do something and enjoy the place, not just sit inside my hotel room.*

Researcher: Ok, so you are considering the location of the place, it needs to be sunny place, activities that you can do there and price...

Interviewee: *Yes, I really want to enjoy my trip as it is not like every week I am going for vacation. I am also trying to find destination where are a lot of opportunities for things to do. I hate being close in one resort during my travels, I love exploring, meeting new people and discovering new places, so these possibilities are also very important for me.*

Researcher: Perfect, are there any particular risks influencing your decision-making like for example danger of being robbed, natural disasters, terrorism, diseases etc.?

Interviewee: *Well, I have never been outside Europe so I haven't thought that much about these things but probably I would have a chance to go to, I don't know, Asia for example or Africa, than I would definitely consider these risks and figure out where it is better to stay, and where is better to not stay.*

Researcher: So you are usually travelling inside Europe?

Interviewee: *Yea usually, but I would definitely like to explore other continents in the future as well...*

Researcher: To what extent are you actually willing to accept these risks while you are already at the destination? Like when you've said if you would be travelling to Africa or Asia?

Interviewee: *Well, if we are talking about some kind of health issues, in that case I do not think that I would care that much because I would figure out what I need to do to avoid these before travelling, like you can get several vaccinations before you travel to prevent for example Malaria etc. I am also in my best age and to be honest I am not sick that often, so I do not really think about these things when I am choosing my travel destination. It is not like I travel every week, so I am trying to enjoy it rather than thinking negatively. But if we would be talking about some kind of terrorism, than I would definitely not go there, just to keep myself safe.*

Researcher: So in case of risk of terrorism or some kind of natural disasters, you would not be willing to travel to this destination?

Interviewee: *No, not at all!*

Researcher: So, would you be willing to travel to these destinations with a potential risk of terrorism or natural disasters in case that the price would be significantly decreased? Would that motivate you to travel there? And to what extent it would have to be reduced?

Interviewee: *Well, it would definitely be more attractive for me if the price would be lower, but I would definitely consider all the pluses and minuses and I would really consider it as I do not wanna risk my life. I think it would also be giving me some kind of stress thinking about it while there, and in that case I would not be fully enjoying my stay as these things would still be in my mind. Like you're all the time thinking what if something is gonna happen here and now etc, and that is not something I would like to do while enjoying my vacation.*

Researcher: So you would rather pay a little bit more and travel to safe and secured destination?

Interviewee: *Yea we can put it that way...*

Researcher: Ok, now we will talk into a bit more depth the current situation with Corona Virus pandemic crisis. What is your general opinion about this situation?

Interviewee: *Well, of course I am being careful and I wash my hands more often than I did before, I am trying not to meet with old members of my family that are 70 years old or older. I also have hand sanitizer with me all the time and use it every time I touch something that is not mine or was touched by other people like shopping basket or something like that, but it is kind of hard to have some kind of bad opinion because I don't know anyone who would be infected with this virus, so I don't know how people are feeling when they have it and I do not really believe everything what media say as there are so many different opinions so I don't really know...*

Researcher: So have the current situation somehow influenced you directly?

Interviewee: *Yes, unfortunately I had to cancel two of my planned travels, one was to Cyprus that was supposed to be nice vacation with my friends and another one was visiting my relatives in Germany, so yea, it was crazy hard to get in touch with Airline companies and it was all a bit of struggle, but to be honest that is the only thing. In general my life has not been changed anyhow by this situation. I still have work and I still do all the things I need to.*

Researcher: But it has already influenced your travelling plans this year, as you had to cancel 2 trips already...

Interviewee: *Correct...*

Researcher: Did you get any refunds for all these cancelations?

Interviewee: *Well, I was booking Airbnb so I got some refunds from them and it was not that difficult and it was quite straight forward process, however, it was a real struggle getting any kind of refunds from airline companies. All of them are really busy and struggling with all cancelled flights and refunds for customers so usually you only get back some Cashpoints or vouchers so they basically just give you back some kind of credit that you can spend only with them for your future travelling. Another thing is that you have to use this credit within one year so yea... its not ideal.*

Researcher: So instead of getting your money back you only get back some kind of credit...

Interviewee: *Yes exactly. It is not like I am really happy with that, as I cannot assure that within next 12 months I will be willing to travel with exactly the same company to exactly the same place, or if I will have a time to travel and so on... but that's how it goes...*

Researcher: Do you see Corona virus as risk influencing your future travel decision-making? You've said you have some credit to spend on travelling now this year. Will you be thinking about potential threat of COVID-19 when you will be choosing your travel destination?

Interviewee: *Well, I guess it will to some extent, but I am currently not planning to travel soon, so I am not really thinking about it so much, for example all the borders may be open in 3 months and I will have some time on my hands and will be ready to travel, in that case I'd check what the situation currently is in other countries that I want to visit and how are all the quarantine regulations and all these little things, but currently I am not bothered by it...*

Researcher: So you will wait a little bit longer to make any decisions this year as you are not decided yet and you also want to wait to see how is this whole situation gonna evolve yea?

Interviewee: *Yea we can say it that way, none of us can know how this is going to end or develop or whatever so it is really difficult to make any kind of plans right now...*

Researcher: Yea so you would say there is way to much uncertainty to do any kind of decision to travel right now...

Interviewee: *Yea definitely...*

Researcher: Are there any countries you are not willing to visit because of COVID-19 and if yes, which are these Countries and why?

Interviewee: *Well at the moment we can say that I would probably not go to countries like Italy or USA or countries that are heavily influenced by Corona virus but again it is at this moment and it can easily evolve during the time. It is also only based on information from media but how it is going to be in couple of months is not certain and we cannot predict that.*

Researcher: So once again, you will prefer waiting to see how is this entire situation going to evolve...

Interviewee: *To put it into different perspective, I am not afraid of being infected myself. I don't think I am part of the risk group, however, I am not afraid of the virus myself. Virus itself would not stop me from travelling; I am more concerned about rules and regulations that countries are accepting. For example some countries have 14 days quarantine after entering the counties and I would not like to be trapped in some country for 14 days just because I missed some small information somewhere. So the uncertainty and what is stopping me from doing any kind of decision is all the rules and regulations rather than health risk of being infected...*

Researcher: Ok, that is a very interesting point. Would in that case significantly lower price motivate you to actually travel to countries largely influenced by Corona virus crisis, and if yea, to what extent would the price need to be reduced?

Interviewee: *Once again, first of all it depends on how all these rules and regulations are going to evolve, first of all I need to be certain that I am allowed to travel to this country and also that I am allowed to return back home without any quarantine or something like that. As I said I have not been outside Europe, so in case that would be crazily cheap tickets to for example America, it would definitely motivate me to consider travelling there. If I would be certain I would be able to get there and back I would most likely use this possibility despite Corona risk.*

Researcher: So if the USA would still have high risk of getting infected by Corona virus but as you have said the price to travel there would be “crazily cheap” it would motivate you to travel there? And what do you mean by crazily cheap? Would it for example be 25% discount or half price?

Interviewee: *Well, I would of course be careful about my health, I would be using hand sanitizer and all these kind of stuff, but lets say if the risk would be present, but the price would be decreased by around 50% I would not really mind and definitely travel over there... It also depends on the destination, if it would be America, than yes for sure!*

Researcher: Ok, so 50% price reduction would make you travel to country even if there would be a significant risk of getting infected by Corona virus.

Interviewee: *Well, I would be much more careful, but yes, in case of deal like that it would not stop me from travelling.*

Researcher: What about domestic tourism in case that the regulations would not be allowing travelling abroad? Would that be an alternative for you?

Interviewee: *Yea I enjoy travelling within Denmark and I think as we have all these opportunities to travel all around the world for super cheap, we are not really enjoying what we have right here in Denmark. There are many places I would like to visit, but with the crazy weather we have here, I usually always prefer some sunny destination. But if we would not be allowed to travel, I would definitely consider it for sure as an alternative.*

Researcher: Great, but in case that you would be allowed to travel abroad, you would rather take that opportunity.

Interviewee: *Well, yea, mostly because of the weather, and I don't go for vacation every week so I really want to be sure that I'll enjoy it.*

Researcher: Amazing, so thank you very much for your time, in case that I would have any follow-up question I will contact you is that all right?

Interviewee: *Yes of course you can do that...*

Researcher: Great, thank you very much again.

Interview Transcript nr.3 (30.04.2020)

Duration – 15:55min

Interviewee – Male, 25 years old

Researcher: So let me begin with introducing myself. My name is Patrik and today we will do an interview for my Master thesis, that is going to be about how the new Corona Virus influences the decision-making of young Danish travellers to travel abroad. Of course this interview is going to be anonymous, meaning that your data will not be public and the only person who will ever have access to the collected data during this interview is myself for the purposes of the research. Interview is also going to be recorded for transcribing and further analyses, do you agree with that?

Interviewee: *Yes that's ok...*

Researcher: Perfect, in case that I would have any follow up questions which would emerge from analysing this interview, would it be alright to contact you again?

Interviewee: *Yes you can do that!*

Researcher: Can you maybe introduce yourself a little bit?

Interviewee: *I am 25 years old student studying Bachelor degree in Marketing; I am single, work part time in the grocery shop next to my studies and still live in apartment in Randers with my parents.*

Researcher: Ok, thank you. So how many times per year do you usually travel abroad?

Interviewee: *I am trying to travel as much as I possibly can. Usually it is at least 5 times per year. Fly tickets are nowadays really cheap, and when I have some time in between my exams, I am trying to spend it travelling.*

Researcher: Is it usually during the summer holidays or also throughout the year?

Interviewee: *Well I would say throughout the entire year. It really depends on how many days I have off from School, usually I travel a lot for a weekends. I find some good travel deal, pack my backpack and go visit the destination for couple of days. Of course usually I also go for a bit longer holidays with my friends during the summer and sometimes skiing with my parents during the winter.*

Researcher: What are the most important criteria when you are searching for your travel destination? What are you looking for when you're selecting it?

Interviewee: *First of all it of course is price. I am still studying and working only part-time few times per week so I do not really have that big budget for travelling. I really love exploring new places, so usually I am looking for a destination where I have not been yet, or destination that I have already visited, but with some different kind of activity.*

Researcher: Ok, being close in all-inclusive resort for your entire stay would not really work for you?

Interviewee: *Exactly. I would hate that kind of holidays. Discovering new places is my passion and when I go somewhere I really want to explore everything, meet new people and have fun. Since I was 20 years old travelling became big part of my life and I only want to expand on it.*

Researcher: Are there any particular risks influencing your decision-making like for example danger of being robbed, natural disasters, terrorism, diseases like for example when you plant to travel to Africa etc.

Interviewee: *To be honest, I am not really scared of anything particular, and therefore this is usually not something I would think about when I am deciding where I want to travel. As I have mentioned already, price and the place itself are usually*

my most important criteria that I am looking at. I have been in some pretty dangerous places in my life and I think you need to also experience a little bit of danger sometimes. Of course, I would not go to places like that with my family...

Researcher: Interesting, can you maybe be a little bit more concrete on which were these places, and how dangerous it was?

Interviewee: *The most crazy, to put it that way was definitely South Africa. I have been travelling there with a group of friends and we have been mostly backpacking it around. Sometimes we accidentally ended up getting into ghettos or no-go zones and several times it got pretty scary with locals trying to stop our car and rob us, luckily we always somehow ended up escaping safely. It definitely was not pleasant experience at the moment, but now when I am looking back to it, I have nice memories and stories to tell.*

Researcher: So based on what you have just said you are not really considering any particular risks when you are choosing your destination.

Interviewee: *No, I am not really thinking about that at all... Also I usually travel alone or with my friends. I think if I would be a girl I might be a bit more careful, but being a strong man I don't think smugglers or anything is targeting me like that. We are also usually group of friends that are all boys so once again, if we would have families or girlfriends, I would maybe think a bit differently.*

Researcher: What about Natural disasters? Have you ever been thinking about that kind of risk?

Interviewee: *As I've said, not really. Usually I am trying to choose nice and sunny destinations so I don't really think about that either...*

Researcher: Ok, you have said that price is quite important factor for you. In case that there would be some kind of risk present in the destination at the moment leading to decreased prices, would this decreased price be a motivation for you to take that trip and travel to the destination?

Interviewee: *Well that would depend on which concrete destination it is. If it would be destination I have not visited before and it is on my bucket list, I would definitely consider taking the deal and going for it. It would also depend on how low would the price be, and whether I would have time to do that...*

Researcher: Ok, so how much would the price have to be reduced so it would motivate you to go?

Interviewee: *Well, if it would be around 50% discount I would most likely ended up taking the deal and travel. Around 30% I would consider it, and anything above 50% I think I would use the situation and ended up taking the deal for sure.*

Researcher: Ok, great, so we're going to move into more depth with current situation around Corona virus crisis and let me begin with what is your opinion about this whole pandemic situation caused by COVID-19?

Interviewee: *Well, I am a young healthy man. To be honest I am not in the target group that would be in danger, so this entire situation is pretty annoying for me. My school is closed, I have to study at home and I cannot travel anywhere, so that is really annoying. I think all these restrictions are way too strict, as I believe that when everything is going to be opened again, the virus will spread again. I think Sweden has chosen the best approach limiting restrictions to minimum and I would only wish Denmark doing the same.*

Researcher: Ok, so you think that all these restrictions are way too strict?

Interviewee: *Yea definitely. Its way too much man... I mean maybe if I would be older I would think differently, but currently I am living the best years of my life and I would really like to enjoy them rather than being locked in my apartment.*

Researcher: Ok thank you, has this current pandemic situation somehow influenced you directly?

Interviewee: *Yes of course. My University is closed so I have to do everything from home and I cannot really concentrate as my whole family is on home-office and it is simply not the best studying environment. Also all the materials I have to be searching online now and there is a lot of improvising. I also had to cancel some travel plans that I have made last year and earlier this year, and as I am usually searching for really cheap flights and accommodation, I never have them insured so although they were all cancelled; I did not really get any refunds for them what really sucks.*

Researcher: Ok, so I can see you have definitely been influenced...

Interviewee: *Yea it is really annoying. I mean there are definitely people having much bigger struggles than mine, but once again, this is not anything I can change or influence and that is what is annoying me the most. It is not my fault...*

Researcher: Ok, let me move to another question... Do you consider Corona virus as risk influencing your future travel decision-making? So when you will be searching for your future travels and holidays later this year, will Corona virus be something you will be thinking about while choosing?

Interviewee: *No, not at all. As I have mentioned I am not afraid of being infected, as I am not part of the risk group. I really think that sooner or later majority of us will get it anyway as when everything will return to normal, it will be very difficult to stop it from spreading and sooner we will develop immunity against it, the better...*

Researcher: So Corona virus will definitely not influence anyhow your travel decision-making?

Interviewee: *No, not at all... the only think I will consider is if I am actually allowed to enter the particular country I will be thinking about with all these quarantines and regulations going on. That will be the only thing I would possibly think about.*

Researcher: So that means you are also not thinking about any particular countries you are not willing to visit because there may be spread of Corona virus going on?

Interviewee: *I mean I am aware of some countries like Italy or China, but I would more consider whether I am actually allowed to travel there. Corona threat would definitely stop me from visiting a destination that is on my bucket list, so I am aware of few countries having serious problems with Corona, but no, I don't think I would not visit any particular country because of that.*

Researcher: Yea, ok. So Corona virus is not a threat influencing your decision-making but it could possibly be for another people. This usually leads to decrease in price. Would you say that possibly decreased price would even motivate you to travel to countries having problems with Corona virus.

Interviewee: *I don't see why not. As I have mentioned earlier, give me 50% discount and I'll pack my backpack and go. The only thing I am afraid of is that travelling this summer will be almost impossible because of all the restrictions and regulations. I really hope that it will all get a bit less strict in May and June.*

Researcher: What about domestic tourism in that case? Would you consider that as an alternative in case those regulations would not allow you to travel abroad? Maybe visiting places you have not been yet within Denmark?

Interviewee: *Possibly yea. I mean I would not like to be closed in my apartment the whole summer. We have some lovely places in Denmark as well and I can imagine renting out some summerhouse near the beach with a group of friends for some time. The only problem is weather here, as you know you can't really predict whether it will be good, and if it won't be good, it would be the same as sitting closed in the apartment back home.*

Researcher: Ok, so it means that domestic travel would be an alternative for you.

Interviewee: *Yea it would, but once again it would only be in case that I would not be able to travel abroad. I am really hoping that this whole situation will be over very soon and I will be able to find some good travel deals for cheap. To be honest I am actually really looking forward for those cheap flights again.*

Researcher: So you really hope that all the prices will drop because of all this Corona pandemic situation so you can get hold on some really cheap travel offers this summer and later this year?

Interviewee: *Yea, to be honest I really think it is what is going to happen. Airline companies are struggling, hotels, restaurants and the entire Tourism Industry as well. I think it will definitely lead to decreased prices and once that is gonna happen, I will be one of the people taking the advantage of it. Couple of years ago I even remember something happening in Egypt, I don't really remember what it was I think some kind of protests or something like that. Prices dropped crazily that time and I really took an advantage of it. I was really able to get crazy cheap price to travel there that time..*

Researcher: Ok, I remember it was quite dangerous back then. Were you not afraid at all?

Interviewee: *Not at all, the entire whole situation was not that bad as media were describing it and I think it is many times like that. Countries like Egypt need Tourists, people there live from tourism and therefore I am sure Tourists will be always safe there you don't want to get rid of your main source of income, at least that is the way I see things...*

Researcher: Ok, thank you very much for this input, it was a very interesting interview. So thank you very much for your time, in case that I would have any follow-up question I will contact you is that all right?

Interviewee: *Yes sure, feel free to contact me again...*

Researcher: Great, thank you very much again...

Interview Transcript nr.4 (01.05.2020)

Duration – 17:42min

Interviewee – Male, 26 years old

Researcher: My name is Patrik Schneidgen and today we will do an Interview about how the current pandemic situation with Corona virus influences the travel decision making of young Danish Travellers, the interview is going to be anonymous and the collected data will only be used for purposes of this research project. The interview will be recorded, do you agree with that?

Interviewee: *Yes!*

Researcher: In case of any follow-up questions can I contact you again?

Interviewee: *Yes you can!*

Researcher: So can you introduce yourself a little bit?

Interviewee: *I am 26 years old Danish man, I live in the rental apartment with my girlfriend and I work in Aalborg for Danish road services.*

Researcher: Thank you, so how many times per year do you usually travel?

Interviewee: *In case that you mean travel abroad, it is usually 2-4 times per year.*

Researcher: Well, we can take into consideration any travel abroad away from Denmark...

Interviewee: *Ok all travels abroad may be 5-6 times per year. Usually I go for 2-4 longer holidays and several stays during the weekend or for couple of days in case that I have some free time from work.*

Researcher: Is it usually seasonal travel, or you travel throughout the entire year?

Interviewee: *That does not really matter. I usually travel throughout the year. It depends mostly on when I can get some days off from work, and also when I find some interesting event or deal for holidays, those are the times when I usually pack my case and go...*

Researcher: Ok, what are the most important criteria when you are searching and selecting for your future travel destination?

Interviewee: *Hmm... usually it is the warm weather mostly...*

Researcher: That is the most important criteria?

Interviewee: *Yea, some nice warm weather so I am able to go swim and enjoy the beach and sea...*

Researcher: What about criteria like price and maybe some interesting activities? Or do you mostly prefer to stay at one place in one resort and just enjoy the vacation?

Interviewee: *Price is not that important for me. Usually I am trying to find the cheapest possibilities, but it is not something what would rapidly influence my decision. Cheap flights and cheap hotels are always nice, but when I have a destination in my mind, price is not the most important.*

Researcher: What about activities?

Interviewee: *It is of course important that there is something to do out there, but usually I am searching for those once I am at the destination, not in advance...*

Researcher: Are there any potential risks you are thinking about that would influence your decision-making like for example Danger of being robbed, natural disasters, terrorism, diseases or something like that? Are you thinking about those when you're selecting your destination?

Interviewee: *I am definitely thinking about stuff like if there is some terrorism going on in the country I want to visit, but normally I don't think about risks when I'm choosing the destination. It may be in the back of my mind, but it does not really influence me.*

Researcher: Ok, interesting...

Interviewee: *Yea most of the time if I want to go somewhere I just go there and see how bad it is...*

Researcher: Ok, that is very interesting approach. So if I would ask you to what extent does risks influence your decision making, we can say that even though you are aware of some kind of potential risk, it does not really stop you for visiting particular destination? If you want to go there you go there...

Interviewee: *Yes you formulated it perfectly. Maybe only if there is some kind of serious war going on, in that case I would not consider destination like that, but with small risks, I don't really mind those... If there is a war or terrorism somewhere near, I would not really go there, but if it would be danger of being robbed or some kind of disease, it is not a problem and I would go anyway.*

Researcher: Great, even though you've mentioned that the price is not the most significant for you, would you be willing to actually except higher risk in case that the price would be significantly lower, and to what extent? Like imagining that there would be some country you really want to visit, but there is crazy high danger of getting infected by some kind of disease. Would reduced price be a motivation for you to visit this country, or not at all?

Interviewee: *Well, that really depends. As I have mentioned, it is always nice to get something for cheaper, but if it like super crazy with some virus like Corona, I probably would not go there, but otherwise I would maybe consider it. It is difficult to say...*

Researcher: Ok, so you have started with Corona virus, so lets move right into that. What is your general opinion about the current pandemic caused by COVID-19? It is interesting to thing that it is something you cannot really see; yet causing such a significant problems around the globe... So once again, what do you in general think about this new Virus?

Interviewee: *Corona? I mean it is a terrible disease, but as I am quite young, I am not really afraid of it. Of course I am washing my hands much more than usual and trying to follow what I should do to not get infected, but it really is not very good that we have to stay home right now, many countries are on the Lockdown so I think its horrible disease.*

Researcher: What do you think about regulations? Are they ok, or way too strict? Would you change something about them?

Interviewee: *I think they are definitely on the strict side, but most of them are appropriate. Maybe we should have gone to lockdown much earlier and maybe it would be already all good right now, but I think in general Danish government is doing very good job in having the situation under control.*

Researcher: Has the current pandemic situation somehow influenced you directly?

Interviewee: *Ou yea, yea of course... I already had to cancel 3 of my planned holiday trips so far, so that sucks pretty much, I cannot really visit my grandma because she is old and quite sick already, so I cannot visit her, of course all the dining places I used to visit with my girlfriend are now closed... And yea I have to work from home what really is driving me crazy.*

Researcher: Ok, so you are also staying away from the relatives that are in the risk group yea?

Interviewee: *Yes definitely, we need to protect those!*

Researcher: You've also mentioned you had to cancel 3 of your trips, did you get some kind of refund for these cancelations? Can you maybe talk a bit more about this entire experience with cancelling your trips?

Interviewee: *Haha, I am working on it to put it that way... I have just received a message yesterday about one of the trips I had planned for March that my case is now open and they are looking into it, so...*

Researcher: So it is a very long process and really complicated as I guess many airlines and other companies have real troubles with dealing with all these cancelations all around the world.

Interviewee: *Ou yea, travelling in 2020 will definitely be different than what we have been used to. I also hate talking with all these customer services, so once again; all of this is really annoying.*

Researcher: So you've mentioned it was 3 destinations, can you identify which destinations you were planning to visit?

Interviewee: *Sure, first it was Maldives to get some sunshine, than it was Austria for particular concert of one of my favourite bands and later in the summer I was supposed to go for wedding in Finland, but that is also cancelled. So that is all my travel plans for first part of 2020 flushed down the toilet. It really is super annoying but I guess we cannot do anything about it...*

Researcher: So do you see Corona virus as a potential risk influencing your travel decision making later this year or in the future?

Interviewee: *Yea definitely, if the country will still have way too many cases, I will probably not visit that particular country, but it also depends on what the Danish government will say, what will be allowed, and what will not be allowed. So if the government will say that I can go there I probably will, but if it will not be allowed that I won't. So it definitely will influence my decision making to some extent, even I am not in the risk group.*

Researcher: So if the risk would be present you will be mostly concerned about the regulations from your country, and maybe also the regulations of the country you want to visit yea?

Interviewee: *Yes exactly. Before making any kind of decision I need to know whether I am actually allowed to travel or not. If yea, and the risk will not be too high than it would be fine by me and I would be willing to accept it to some extent.*

Researcher: Are there any countries you are not willing to visit for sure because of the Corona virus, and if yea, which are those?

Interviewee: *Probably not the United States, I think right now America does not really have the situation under control, I don't really know about China, I do not really think they are telling truth right now, but other than that I think other countries will obviously get it under control and it will be alright.*

Researcher: Ok so it would be USA and probably China. And you said China is not saying true right now, what did you mean by that?

Interviewee: *Ou China? I think they are hiding some secrets over there about how bad the actual Corona situation was and is right now, I think with so many people living at such a small places it is weird that we are not hearing about any new cases. China is so big country and no new cases of Corona? That sounds really weird to me. I have also been there and experienced that people really believe what local media will tell them t believe, and they do not really have access to Western social media and information from other countries, so yea, I think China is definitely not saying the entire true...*

Researcher: Once again, would maybe significantly reduced price motivate you to visit one of these two countries?

Interviewee: *I don't think so...*

Researcher: So these two definitely not...

Interviewee: *Definitely not China as I have been there last year before all this madness started, I do not need to go there again, and States could make me think about it in case I would find some crazy cheap deal, but it would depend on what State it would be and how bad the situation currently is in that state, if they have the situation under control and the curve is going down, and if the curve would go down I would probably think about it.*

Researcher: Ok, we have been talking about that you will be considering the local and also international regulations. In case that you would not be allowed to travel, would you consider domestic tourism as an alternative for your travels abroad?

Interviewee: *You mean traveling around Denmark?*

Researcher: Yea you have said that you will watch what Danish government will say and recommend, so would maybe travelling around Denmark be an alternative for you?

Interviewee: *Well I have just been talking with some of my friends, couple of days ago that we should probably plan some trips around Denmark, as we are sure that we won't have to cancel those. Currently it is the only thing allowed, so probably that would be a good idea travelling around Denmark and maybe to Sweden if we would be allowed to cross the border, so staying close to home is definitely an alternative.*

Researcher: So you would definitely say it is an alternative for you in case you would not be allowed to travel abroad. But what if you would be allowed to travel abroad? Would you prefer that?

Interviewee: *Yea probably. Weather in Denmark is not the most stable, so I would definitely prefer some warmer destinations with nice weather, but it is always nice discovering places in my own country, as I have not been all around the Denmark yet, so that is an alternative as well and we will have to wait and see how this whole situation will progress...*

Researcher: Amazing, thank you very much, and in case that I would have any follow up questions I will contact you with them.

Interviewee: *Cool, thank you!*

Researcher: Cool, thank you very much and have a nice day!

Interview Transcript nr.5 (02.05.2020)

Duration – 11:01min

Interviewee – Male, 26 years old

Researcher: My name is Patrik Schneidgen, I am Master Degree student at Aalborg University and today we will do an Interview about how the current pandemic situation caused by new Corona Virus influences the decision-making of young Danish travellers. This interview is going to be anonymous and all data that will be collected today will only be used for purposes of this research project. This interview is also going to be recorded. Is that ok?

Interviewee: *Yes, ok...*

Researcher: In case that there would be some follow up questions later, can I contact you again?

Interviewee: *Of course...*

Researcher: Great, can you please introduce yourself a little bit?

Interviewee: *Yea, I am 26 years old, I am still studying and living in apartment in Aarhus.*

Researcher: Great, how many times per year do you usually travel abroad?

Interviewee: *Abroad? Well maybe one time...*

Researcher: Ok, so you usually not travel that much?

Interviewee: *No, not at all. I have been studying last several years and only live from SU so I did not have that much money to spare, my parents are divorced and I am not talking to my father, so I am living on the budget and travelling is luxury I usually cannot afford. If you count travelling to Germany as travel, than yea maybe Germany...*

Researcher: Well, that would depend on what you were doing in Germany?

Interviewee: *I went to Germany few times with my mom for couple of days, but I usually don't travel too far from Denmark.*

Researcher: Would you like to travel a little bit more when you finish your studies?

Interviewee: *Yea definitely, I already have plans. I will be done with my studies this summer.*

Researcher: Great, would that be a seasonal travel especially during the summer, or throughout the year?

Interviewee: *Seasonal, mostly during the summer when the weather is nice...*

Researcher: Ok, what are the most important criteria for you when you are choosing the destination where you will travel?

Interviewee: *For me personally it would be a nature. It is important to me that if I travel somewhere, it will be beautiful and unforgettable experience for me. I don't want to just lie on the beach whole time...*

Researcher: Ok, so you need something interesting to do rather than just being closed in one resort the entire stay yea?

Interviewee: *Exactly, I would hate being all the time in one resort...*

Researcher: Are there any potential risks influencing your decision-making like for example danger of being robbed, terrorism, natural disasters and things like that? Are you thinking about these risks when you are selecting your destination?

Interviewee: *I am definitely thinking about that but I am not really taking it personally. I mean if somewhere is a war I will not travel there because I don't want to die, but you can get mugged in your hometown so I don't really think about small risks.*

Researcher: To what extent are you willing to accept risk while you're at the destination? Like you've just said you can get mugged in your hometown. Does that mean that you're not afraid of it?

Interviewee: *Yea, if the risk is low, I would not really think about it. If it would be very high, I would probably not travel to destination like that...*

Researcher: Would significantly decreased price make you accept a bit higher level of risk? Like you've said if there is a war somewhere near your destination, you would not travel there. What if the price would be significantly lower?

Interviewee: *No I don't think so. I am only going to travel when I will be able to afford it. If I can't afford it I won't travel. Cheap price won't make me travel to places I don't want to go...*

Researcher: Ok, let's move to the current situation. What is your general opinion about current Corona Virus crisis?

Interviewee: *I think it's just a cold. I think all that is happening is crazy...*

Researcher: Ok, so you don't think it's that serious, and what do you think about the regulations?

Interviewee: *It's crazy... way, way overboard. I think they are much more strict than they should be.*

Researcher: Ok, so according to you, regulations are way too strict and you would rather have them a bit more loose?

Interviewee: *Yes, that is what I think.*

Researcher: Ok, has the current pandemic situation somehow influence you directly?

Interviewee: *Yea sure, but not so significantly. I am a student so I did not lose my job or income because of it, I still have the SU, all I do now is just study from home what is not fun, but I guess there are people who are influenced much more than me.*

Researcher: Do you see Corona virus as a risk that could potentially influence your decision-making in the future, maybe when you will be selecting future holiday destination after finishing your studies?

Interviewee: *Maybe a little bit, but I really hope that the situation will calm down soon. It may influence my decisions a little bit, I would really like to visit Italy so I need to wait and see if I can...*

Researcher: So you would like to visit Italy this year?

Interviewee: *Not this year, but next year...*

Researcher: Are there any particular countries that come up into your mind that you would not be willing to visit?

Interviewee: *No, not really...*

Researcher: Ok, so in that case another question is not appropriate so we'll skip that one. In case you would not be allowed to travel, would traveling within Denmark be an alternative for you?

Interviewee: *Yea for sure, I love travelling inlands, because usually many people don't know their country at all... there are so many beautiful places you can visit in Denmark and I really think that we should visit those before we travel anywhere else... there is so much to uncover and discover so it is unbelievable. I think us Danes we travel too much...*

Researcher: Ok, but what if you would be allowed to travel abroad? Would you rather choose that?

Interviewee: *I think I would rather choose travel abroad, but I want to travel around Denmark anyway so it will be definitely an alternative for me, as sooner or later I will also do that...*

Researcher: Ok, I think we have covered everything I wanted to ask you, thank you very much for your time and patience!

Interviewee: *You are welcome...*

Researcher: Thank you and have a nice day!

Interview Transcript nr.6 (02.05.2020)

Duration – 18:09min

Interviewee – Female, 26 years old

Researcher: So my name is Patrik Schneidgen and today we will do an Interview for my Master thesis that is about how current pandemic caused by Corona virus influences the travel decision-making of young Danish travellers. So this interview will be anonymous and the data will only be used for purposes of this research project and the interview will be recorded. Is that ok?

Interviewee: *Yes.*

Researcher: In case that I would have any follow-up questions, can I contact you again?

Interviewee: *Of course...*

Researcher: And can you please introduce yourself?

Interviewee: *So I am 26 years old woman that lives in Denmark in Randers, I have relatives in Sweden, as my mom is Swedish. I am studying Medicine to become a doctor and currently I am doing my practice. I think that is it...*

Researcher: Thank you that will be enough. How many times per year do you usually travel abroad?

Interviewee: *Well, I think maybe 10 times...*

Researcher: Ok, that is quite a lot!

Interviewee: *Well, Sweden is included in that right?*

Researcher: Well if you are only going to visit your relatives there than maybe we can count those trips out...

Interviewee: *Ok, in that case maybe 5-6 times per year.*

Researcher: Perfect, is that seasonal travel or do you usually travel throughout the entire year?

Interviewee: *Usually it is spread throughout the year, but as I am studying at the university, I have several times taken a "gap-half-year" and just travelled for 3 months or something like that.*

Researcher: Ok, that is really interesting!

Interviewee: *As right now my education is much more practical and I am spending a lot of time in Hospital, it is more spread throughout the entire year.*

Researcher: Ok, so we will move on to what are you looking for when you travel. So what are the most important criteria for you when you are selecting your future travel destination?

Interviewee: *Ok, that is a tough one because it differs from time to time... I mean last time I was on holidays it was to Czech Republic for skiing. So if the last one was skiing holidays, the next one would probably be sunny holidays... and after holidays at beach I would prefer maybe hiking holidays or something like that. I would like to do something different every time.*

Researcher: Ok, so we can say that possibility of doing some interesting activities is very important for you, however they should not repeat very often.

Interviewee: *Exactly...*

Researcher: Yea so you're definitely not searching for some kind of resort where you will spend your entire holidays, but rather some type of interesting exploring activities...

Interviewee: *Yes exactly and in case I do something on one holiday, I really need a change in the upcoming one... I mean I don't necessarily NEED to, its more like I would rather change it because I want to try something new...*

Researcher: Ok,

Interviewee: *I would always rather go to new place, than the place that I have been before...*

Researcher: Are there any potential risks influencing your decision-making like danger of being robbed, natural disasters, terrorism, diseases etc. Do you think about these risks when you are choosing your future travel destination?

Interviewee: *Yea, I mean I would not go to places like Syria, Sudan and maybe countries like that when there is a war going on, and when you know like for example when some years ago there has been an Ebola outbreak in West Africa I did not want to travel to West Africa, so in that way I do consider risks. I don't think that risk of getting robbed or stuff like that would influence my choice, as if you take the precautions you need to take you will be fine and sometimes, I don't really want to say the most dangerous places, but these places are not as safe as Denmark, but they are really interesting to travel to because you can see and explore things you cannot see at home.*

Researcher: Ok, that was a very interesting input. You have said there are couple of countries you would not consider as potential destinations to travel. In case that the price would be significantly reduced would that maybe change your decision? Or the price is not that important for you?

Interviewee: *I don't think it would change my decision, as the risks that are stopping me from travel have to be really high risks. Like "I don't want to travel to Africa because there is a risk of Malaria" I know there is a risk of Malaria and I am willing to take that risk, but as I have said with war in Syria, the price would not change my decision because the risk don't disappear even if it is more cheap.*

Researcher: Yea definitely. So you've said that in case that risk would be lower, like risk of getting infected by Malaria in Africa, or risk that you can possibly be robbed in some countries and you know that in advance that would not be a problem for you.

Interviewee: *Well yes because I really want to go there does not matter the price. In case that makes sense...*

Researcher: It definitely makes sense! Ok, we will move into the current situation now. So what is your general opinion about the current pandemic situation?

Interviewee: *General opinion... well this is really difficult because it is a disease that is causing a lot of troubles around the World, people are dying because of it and getting really sick, but we cannot forget about the economical impact. I mean lot of countries are economically really suffering. I think we are quite lucky in Denmark as there are not so many people sick or dead in here and Denmark is, ah I don't know if I can put it that way, rich country? Compared to many other countries it really is a rich country so even if a lot of Tourists cannot come here, or the shops are closed is not like whole country is going to bankrupt.*

Researcher: Yes, that makes perfect sense...

Interviewee: *But a lot of other countries really depend on Tourism just to survive and this situation is going to be areal struggle for them. So I think it is much bigger trouble for some countries than it is for other countries. This is a really broad question...*

Researcher: Yea, but we are not hurrying you can just say everything that comes into your mind...

Interviewee: *I am sorry if I am talking too much.*

Researcher: Not at all don't worry. So what do you think about regulations in Denmark? Are they ok or maybe they are way too strict, maybe way too lose, what is your opinion?

Interviewee: *I think they are ok. I mean I am not sure if we want to have them as strict as they are because it is a disease as any other. There are many similar diseases that we do not do this for... But still, it is a new disease that we do not really know that much about and no one is immune to it because no one had it yet. But we need to definitely protect people that are in the risk groups, but to put it that way we also need to protect the health care.*

Researcher: What do you mean by that?

Interviewee: *Well lets say that nowadays somebody would get sick of different difficult disease, or injury, the room for treatment is significantly reduced because we are focused way too much on COVID-19. I think it was a good idea to close down Denmark so early and getting situation under control and than slowly opening up. Now we will see what is going to happen. I don't think opening up is a problem, I think the problem is that people are getting tired of being alone or not meeting with friends and doing stuff so people will not take the precautions anymore.*

Researcher: Ok, has the current situation somehow influenced you directly?

Interviewee: *Hmm... yes in couple of ways. First one is definitely what I am doing during my practice right now. Especially what I did before I was transferred to another department because I was beginning at the Infection disease department so we were the ones working with Corona so we had a lot of extra hours and things to do and a lot of phone calls and simply plenty of extra time work in general. Next one is definitely my travels that I had to cancel but not really more than that actually.*

Researcher: Did you have to cancel any of your travels?

Interviewee: *Ou and I also have a really far relative who died because of Corona but not anyone significantly close to me. So it does affect me also because I cannot really visit my grand parents, I cannot visit my relatives in Sweden so it does affect me a bit.*

Researcher: I am really sorry to hear that. So you are also trying to avoid contact with older people, like your older family members etc.?

Interviewee: *Well we visit them sometimes, not as often as we would normally and when we do we only sit outside and like 2-3 meters from each other.*

Researcher: Yea to protect them, that makes perfect sense.

Interviewee: *Yes especially because of me you know, I spend time every day in the Hospital and I meet a lot of people and I don't know if they are sick or not. So I don't know if I am not bringing something home.*

Researcher: Yes of course, and you've said you had to cancel some of your holidays, how many was that and where were you planning to travel?

Interviewee: *The first one actually was the Skiing trip to Czech republic. We did not have to cancel it but we had to leave like 3 days earlier than we planned because both the Czech and Germany borders were closing and Denmark was entering the lockdown so we just had to pack our things and drive from Czech Republic to Denmark without any break. Now I had to cancel the trip to Spain in March, I had reserved ticket to Switzerland for next week to visit one of my friends and I cannot do that either. Than I also had reserved trip to Sweden in June where I was supposed to go to Bachelor Party and Concert and that cannot happen as well.*

Researcher: Ok, quite a bit of trips cancelled than. Do you see Corona Virus as potential risk influencing your future travel decision-making?

Interviewee: *Yes, I mean we don't know when the borders are gonna open again. I don't know if we are going to be able to go for summer vacation, I don't know if I'll be able to go and visit my relatives, so in that way yes. And also if they do open, than there might be some countries we will not be allowed to go to because there might be*

regulations both from Denmark that you are not allowed to go there, but also from other countries that probably will not be willing to let us in. So in that way yes.

Researcher: So you will definitely be considering first of all the regulations from both Denmark and other countries before you will make any kind of decision?

Interviewee: *Yes!*

Researcher: So would you say the regulations will be more important than the actual risk of getting infected for you?

Interviewee: *Yes, I am quite young and have high possibility of getting infected even here in Denmark, so I am not really afraid of that, but obviously if I will not be allowed to go somewhere, I won't go there.*

Researcher: Are there any countries that come into your mind that you are not willing to visit this year because of the virus?

Interviewee: *Well, I do not know what will happen in November or December but right now I would not go to United States, I would probably not go to China either, at least not around the Vaughan region and I also would not go to Russia because I don't trust if they are really telling the truth about how many cases they have. Right now you also cannot go to Italy, Spain or United Kingdom but I currently would not visit those countries either. So that would probably be it.*

Researcher: Ok, once again, reduced price would not really change your decision.

Interviewee: *No, I don't think so. I mean the price is not that important when we choose where to go. I mean of course if I don't have the money, I won't go to an expensive place, but if you want to go and visit the country, it is not the price that matters because if I would now I don't have money for that country, I would not even consider it in the first place.*

Researcher: Ok, and would you maybe consider, of course it will depend on regulations as well, would you consider domestic tourism as an alternative for your travel this year?

Interviewee: *Definitely yea! Travelling around Denmark would definitely be interesting. I don't really think we spend so much time travelling around Denmark having all these global opportunities to travel, so it would definitely be an alternative for me for sure.*

Researcher: But in case you would be allowed to travel, you would rather choose travelling abroad?

Interviewee: *Well, that would depend on whole Corona situation, I mean it is not completely true that I would not care about the price, because if the price of travelling would increase rapidly, I would maybe not go outside Denmark. But in case that we will be able to travel for "normal" prices than I would definitely prefer travelling abroad. It is very hard to say right now. Many things will have to lose up a little bit before we can go travelling again, but if it is safe to travel, I think I would travel outside Denmark.*

Researcher: Ok, great. That was everything from me, thank you very much for your time and patience!

Interviewee: *You are welcome. Feel free to contact me if there would be more questions.*

Researcher: I definitely will, thank you very much and have a nice day!

Interview Transcript nr.7 (04.05.2020)

Duration – 14:08min

Interviewee – Female, 20 years old

Researcher: Hello, My name is Patrik and today we will be doing an interview for my Master thesis, that is going to be about how the new Corona Virus influences the decision-making of young Danish travellers to travel abroad. This interview is going to be anonymous, meaning that your data will not be public and only person who ever will have access to your information is myself as a researcher for the purposes of this project. Interview is also going to be recorded for transcribing and further analyses, do you agree with that?

Interviewee: *Yes I agree, no problem...*

Researcher: Perfect, in case that I would have any follow up questions which would emerge from analysing this interview, would it be alright to contact you again?

Interviewee: *You can, no problem...*

Researcher: Can you please introduce yourself a little bit?

Interviewee: *So as you can see I am a female, I am 20 years old currently living alone at the dormitory. I am still studying International Marketing Management and I have just recently started, so still have some years to do...*

Researcher: Great I think that will be enough. So how many times per year do you usually travel abroad?

Interviewee: *Maybe 3-4 times, it really depends on the year and the time I have. Now when I have moved out of my parents and became much more independent, I was planning to travel more, but than this situation happened.*

Researcher: Is it usually during the summer holidays or also throughout the year?

Interviewee: *I always used to go with my parents to one summer vacation and than one skiing vacation during the winter. Additional times it was usually during school holidays with my friends. Last trip was to Barcelona with my very good friend that was my classmate and best friend.*

Researcher: Was it a female friend or male?

Interviewee: *It was a female friend. She is still my bestie. We do a lot of things together and we really enjoyed the trip.*

Researcher: Was it somehow different for you than travelling with male friends or parents? Did you guys have to be more careful when you've been only 2 girls?

Interviewee: *Well, my parents have always been scared to let me go alone with only my friend; however, I don't think it is so dangerous. We were always careful about who we talked to, where we went to hang-out and were of course careful so nothing bad would happen to us.*

Researcher: What are the usually the most important criteria when you are searching for your travel destination and what are you looking for when you're selecting it?

Interviewee: *It should definitely be some exciting place. As I have mentioned the last trip was to Barcelona, and I have never been there before so I really wanted to go. Also both me and my bestie learned Spanish in school so it was fun to practice it over there...*

Researcher: Ok, so what you have been looking for when you've been planning your stay in Barcelona?

Interviewee: *We wanted to be in Centrum of the town in a bit more Touristy area to be able to meet new people. It was also the best choice for the best access to the sightseeing and other interesting activities we wanted to do.*

Researcher: Are there any particular risks that would be influencing your decision-making like for example danger of being robbed, natural disasters, terrorism, diseases etc.?

Interviewee: *Well, usually I want to think more positively and I do not really think about risks. I think risks of being robbed we can experience everywhere we go, and I don't really think there were any bad diseases we would need to be scared of in Barcelona.*

Researcher: What about for example more exotic destinations? Are you planning some and would you be considering these kinds of risks?

Interviewee: *I really wanted to visit Chile and Brazil, but now because of the Corona virus I don't really plan these trips just yet. I need to know what is going to happen before I plan anything new.*

Researcher: So the next question was to what extent are you willing to accept these risks and we can also say that your level of accepting the risk is quite high and you're not really thinking about risks that much when you're choosing your future destination.

Interviewee: *We can put it that way yea. I am usually willing to take small risks like potentially being robbed. As I said I that may happen everywhere you go. Other than that I don't really think that much about risks when I choose my destination.*

Researcher: Do you have any way of preventing these minor possible risks?

Interviewee: *I would not say that I do anything special. I am trying to be careful of course especially when we are only travelling two girls together. But I would not say I have any special ways of preventing it. When you go somewhere, just be careful...*

Researcher: Would you be willing to go to more risky destinations in case you would find some super cheap deal on them?

Interviewee: *Probably yea. I am not really afraid. I think about the price because I usually live from SU. My parents sometimes give me some money for travelling, but I cannot rely on that so sometimes I search for cheap deals.*

Researcher: So, we're going to move into more depth with current situation around Corona virus crisis and let me begin with what is your opinion about this whole pandemic situation?

Interviewee: *I am really trying to follow all the restrictions that are in place. I think we all should be responsible and stay home. It is the best we can do to prevent the virus to spread further. I use hand sanitizer and also hold my distance from other people. I think this whole situation is crazy, but we need to deal with it...*

Researcher: Ok, so you think that the restrictions that are present are ok, or they are way too strict and would you change anything about them?

Interviewee: *I think they are correct and I would not change them. I think that people in charge are doing a good job and it is up to us to follow what they are telling us because only that way we can get rid of this virus.*

Researcher: Ok so can we conclude that you accept the restrictions and think that we need to take this situation seriously?

Interviewee: *Yes we can conclude it that way. That is what I think. I don't know what other people told you about this, but this is my opinion.*

Researcher: Well, it is important what you think, not what others think or say.

Interviewee: *I know...*

Researcher: Has this current situation somehow influenced you?

Interviewee: *I think it definitely influenced all of us a lot. You are also student so you probably can relate it to yourself. My school is closed and therefore I need to do everything online. I also cannot visit my grandparents and can't really enjoy small*

things like going to club or pub with friends as I used to. But as I have said, it is important that we follow the regulations so we can soon enjoy everything again.

Researcher: Yes I can definitely relate. That is also why we are doing this interview online and not in person...

Interviewee: *Yes, I also usually prefer these kind of things in person, but it is what it is...*

Researcher: Do you consider Corona virus as risk influencing your future travel decision-making when you're going to be looking for holidays this summer, or maybe later this year?

Interviewee: *So I am not afraid of the infection. I am still young and healthy so I do not think I would die from it. But there are many restrictions I am aware of and I for example don't want to be stuck somewhere for 2 weeks in quarantine, so I will definitely be thinking about these when I will be choosing where I want to go...*

Researcher: So would you say that currently you are not making any kind of decisions towards travelling and you are waiting how the situation will evolve?

Interviewee: *Yes exactly. It is not recommended to travel abroad now, so I will definitely wait to see how it will go...*

Researcher: Are there any particular countries you are not willing to visit because of Corona virus and if yes, which are these countries?

Interviewee: *I don't think I would like to visit China. I don't believe they have it totally under control over there yet. We can also currently see that UK and USA are having problems so these potentially are destinations I am not thinking about visiting any time soon.*

Researcher: What about Italy or Spain?

Interviewee: *To be honest I don't know what the situation is over there. I am not following it into such details, but I have been in Spain last time so now I want something different.*

Researcher: Well, Italy is also significantly influenced, but there are many countries under lockdown with massive outbreaks.

Interviewee: *As I said, I will wait and see what happens. I am not afraid of being sick, I am afraid of getting stuck somewhere.*

Researcher: Yea, majority of respondents actually mentioned that they are not afraid of getting infected what I think is really interesting. Would that in that case mean that in significantly reduced price would motivate you to travel to these countries that other people may have high-risk of getting infected by Corona Virus?

Interviewee: *Possibly... as I have mentioned I live from SU so that would be sweet. I am not afraid of getting infected, what I am afraid is spreading disease to my relatives or people who are in the risk groups. That is the most scary thing for me...*

Researcher: Would cheaper price even make you prefer these destinations?

Interviewee: *It would depend which particular destination it would be. Like for example if it would be Brazil or Chile, maybe yea...*

Researcher: What do you think about domestic tourism? Would travelling around Denmark be an alternative for spending your holidays this year?

Interviewee: *Travelling around Denmark? Absolutely! I have already starting searching for summerhouses to rent around Denmark. It may be the most reasonable way to spend summer holidays this year.*

Researcher: So you will most likely be spending these summer holidays in Denmark. What about if you will be allowed to travel abroad? Would you prefer that?

Interviewee: *Most likely yes. I am thinking about that summer-house holidays in Denmark with some of my friends, but if we will have the opportunity to go somewhere else, we will maybe find some last-minute deal and go...*

Researcher: So do you have enough money to afford 2 holidays this summer?

Interviewee: *I cannot spend any money on travelling now, so of course I am saving as much as I can, so I can travel more when I will be allowed to do so again. It is also not like I can spend money in pubs or clubs now, so I saved some...*

Researcher: Well that would be everything from me than, thank you very much for your time! In case I would have some follow-up questions can I contact you again?

Interviewee: *Yes, no problem...*

Researcher: Thank you and have a nice day!

Interview Transcript nr.8 (05.05.2020)

Duration – 14:39min

Interviewee – Male, 24 years old

Researcher: So let's begin. My name is Patrik Schneidgen and today we will do an Interview about how the current pandemic situation with Corona virus influences the travel decision making of young Danish Travellers, the interview is going to be anonymous and the collected data will only be used for purposes of this research project and the interview will be recorded, do you agree with that?

Interviewee: *Yes I agree...!*

Researcher: In case of any follow-up questions that would emerge later, can I contact you again?

Interviewee: *Yes sure...!*

Researcher: So can you please begin with introducing yourself a little bit?

Interviewee: *I am 24 years old, I live together with my girlfriend, I am currently working in restaurant as a cook, I love what I am doing and that is more less it. Ou and I live in Randers.*

Researcher: Thank you. How many times per year do you usually travel?

Researcher: Is it usually seasonal travel, like travelling during the summer and winter or you travel throughout the entire year?

Interviewee: *Well, 2 of those travels are definitely seasonal with my girlfriend. We both take some days off during the summer and winter and go for holidays somewhere. We sometimes go for some weekend somewhere as well. One trip I always save with my boys and we go crazy somewhere just to enjoy some time away and have fun.*

Researcher: That sounds really interesting. What are the most important criteria for you when you are searching and selecting your future travel destination?

Interviewee: *Well that depends on who I travel with. If it is girlfriend it usually is sunny weather, if it is with boys it would be cheap beer and places to have fun. It would have to also be place where I wasn't before. That is important for me.*

Researcher: So it needs to be an interesting place, and price also matters yea?

Interviewee: *The price is the last thing I am thinking about. Destination and possible things to do are the most important to me. When I go with girlfriend we many times go for expensive holidays. We both work and can afford those. When I go with boys, many of them still study and live from SU, so we need to look for something cheaper. It is not my criteria, but I don't mind it...*

Researcher: Are there maybe any risks you are thinking about that could potentially influence your decision-making like for example Danger of being robbed, natural disasters, terrorism, diseases or something like that? Are you thinking about these when you're selecting your destination?

Interviewee: *I am really not. I am not really scared. I think it is also because I travel quite a bit and went through many things in my life. I think some risk is always present when you are away from home.*

Researcher: Ok, that is really interesting...

Interviewee: *But, even though these risks are not so significant for me, I would never accept them if I would for example travel with my girlfriend or family. This applies on me travelling solo or with my friends...*

Researcher: Ok, so who is travelling with has a significant impact on your decision-making and you would probably consider some risks travelling with girlfriend?

Interviewee: *Sure thing man, of course. You don't go as wild when you have your girlfriend around. You need to protect her and think about her safety. With girls it is more complicated than with us men, they attract more attention.*

Researcher: Yes I can definitely agree with you on that. I know you've mentioned that the price is not the most significant for you but would you be willing maybe accept higher risk in case that the price would be significantly lowered?

Interviewee: *If I would be travelling with my girlfriend than no. If I will travel with boys than maybe it would. But as I have mentioned, it would be more attractive for them than for me. I do not really care...*

Researcher: Ok so lets move into current pandemic situation. What is your general opinion about the current pandemic caused by COVID-19?

Interviewee: *Corona Virus is definitely no joke, but I think it is mostly dangerous for old people. I don't really think young people need to be afraid as sooner we will get it, sooner we will build immunity. I am trying to follow all the rules, but more for other people, not for me...*

Researcher: What do you think about current rules and regulations? Are in all right or maybe way too strict?

Interviewee: *Maybe a bit strict. I would be happy if they would be a bit easier, but on the other hand I accept what government say. It is not my responsibility to judge whether they are good or bad, only time will show that. Maybe we have done good thing that we closed everything, maybe it will hurt us economically. Luckily I did not lose my job so I am ok.*

Researcher: That is really good that you did not lose a job although I guess restaurant you work in is closed. Does the Corona virus somehow influenced you directly?

Interviewee: *Well, I cannot go to job and one of my colleagues was infected. Me and also other members of our team therefore had to be tested to prevent from putting it to our girlfriends or family. So yea I was influenced a little bit. Luckily I was not infected although I would not mind that. As I have said at least I would build immunity.*

Researcher: Did it somehow influence your travel plans? Did you have to cancel some trips?

Interviewee: *Yea I forgot to mention that. We had nice holiday to Italy planned with my girlfriend but we had to cancel it. We also don't know if we will get any money back as it is all crazy now with airlines and hotel as you probably know...*

Researcher: Yea, there are a lot of cancellations world-wide so getting some refunds in these times will probably be really difficult.

Interviewee: *Yes exactly. I don't think we will get anything back...*

Researcher: So do you see Corona virus as a potential risk influencing your travel decision making later this year or in the future?

Interviewee: *I don't know. I think it is very soon to say. I am not afraid of getting infected by it, but it is definitely not nice to get it somewhere far from Denmark. There are also many countries that still have their borders closed, or you need to go to quarantine, and I don't even know if it is possible to return to Denmark so easily, so it will probably be the best to wait.*

Researcher: So you would say that you're most concerned about the actual regulations than the health risk itself?

Interviewee: *Yes exactly. You said that correctly...*

Researcher: Are there any countries you are potentially not willing to visit because of the Corona virus?

Interviewee: *I don't really care. As far as I will be allowed to go there I probably will go. I saved a lot of money these past 3 months. I love travelling and I will most likely be definitely travelling more while this madness is over. I really need to travel again...*

Researcher: Would significantly reduced price motivate you to maybe visit countries where it would be high-risk of getting infected by COVID-19?

Interviewee: *Well for my boys probably yea. I don't care and if I would be travelling with girlfriend I would most likely discuss it with her in advance.*

Researcher: Ok, what in case that it would still not be allowed to travel abroad? Would domestic travel be an alternative for you?

Interviewee: *Domestic travel is traveling around Denmark?*

Researcher: Yes travelling around Denmark...

Interviewee: *We have been talking about this a lot with my girlfriend and we are considering it. Her parents are planning some kind of holidays in Denmark and she recommended that it would be nice to join them. For now it is a plan, but I would rather travel somewhere else. There is not that nice weather in Denmark all the time and summer for me means sun and beer. Beer I can get here, but not really that much sun...*

Researcher: So Denmark is for now an alternative, but in case that the borders will be open, you would prefer travelling abroad instead?

Interviewee: *Yes sure... It will all depends on how this situation will go. If there will be still regulations in place, what the situation will be... Only time will show what is going to happen this summer. I cannot wait for this crazy times to be over so we can live normally and travel normally again...*

Researcher: Yes I can only agree with that. Thank you very much and in case that I would have any follow-up questions can I contact you?

Interviewee: *Yes you can...*

Researcher: Great, thank you very much and have a nice day!

Interview Transcript nr.9 (05.05.2020)

Duration – 15:59min

Interviewee – Male, 27 years old

Researcher: So let's begin. My name is Patrik Schneidgen and I am doing my Master thesis interview, that is going to be about how the new Corona Virus is influencing the decision-making of young Danish travellers to travel abroad. This interview is going to be anonymous and the interview is also going to be recorded for transcribing and further analyses, do you agree with that?

Interviewee: *Yes...*

Researcher: In case that I would have any follow-up question emerging from analysis later on can I contact you again?

Interviewee: *Yes you can...*

Researcher: Can you please begin with introducing yourself?

Interviewee: *I am 27 years old man that graduated my University some time ago. I currently live with hopefully soon to be my wife and I work as an Accountant for large international company.*

Researcher: Great, I think that will be enough. How many times per year do you usually travel abroad?

Interviewee: *Usually I would say it is around 3-4 times. Sometimes even 5. I of course do not count my business trips, these are only my vacation travels.*

Researcher: Are these travels usually seasonal and do you take your girlfriend, or soon to be wife with you, or do you sometimes travel alone?

Interviewee: *Sometimes I do travel alone. I do like exploring and I am used to travelling alone. I also travel a lot alone for my business trips so I sometimes do it, but I definitely prefer travelling with my girlfriend or friends.*

Researcher: What are the most important criteria when you are searching for your travel destination? Is there anything particular you are looking for when you are choosing where you will travel next?

Interviewee: *There are many factors I am considering, but as I said I like exploring new places, so I like to change it up a little bit. I don't like travelling to destinations where I have been already. I love fishing, so I am also searching for destinations where I can do this activity and I also do a lot of hiking so mountains are definitely a plus.*

Researcher: Great, so usually it needs to be unique place where you have not been before, there need to be some kind of water to fish in and possibly places to hike?

Interviewee: *It depends. This was only example. Sometimes we travel to seaside destination rather than to mountains, but whether I travel solo or with my girlfriend it needs to be an exciting destination. I cannot be closed in one hotel during my stay, that is not my cup of coffee...*

Researcher: Are there any particular risks influencing your decision-making like for example danger of being robbed, natural disasters, diseases, terrorism etc.?

Interviewee: *Safety is of course important but I am not that much bothered. Of course I will not travel to country like Syria where is war, but I am not really judging the destination based on how safe or unsafe it is...*

Researcher: So you don't mind if the destination is not entirely safe if there is anything you really want to visit?

Interviewee: *Usually it is that way. Many exotic destinations are dangerous and I do not really mind that.*

Researcher: Even when you travel with your girlfriend?

Interviewee: *Only in case I travel alone. I would not put my girlfriend into the risk. When I am planning to travel with her, I think differently...*

Researcher: So who is travelling with you is also influencing your decision-making?

Interviewee: *Yes it does. When I travel with other people like family members or girlfriend for example I need to be a little bit more careful when choosing the destination. I have for example been fishing in Amazon on a small boat with locals and that is definitely not a place where I would take my girlfriend...*

Researcher: So when travelling with other people you're not willing to accept such a high levels of risk as when travelling alone yea?

Interviewee: *Yes exactly...*

Researcher: Would you be maybe considering more risky destination in case that the price would be cheaper? Would it possibly even motivate you to choose this destination?

Interviewee: *Once again that would depend whether I travel alone or with my girlfriend. From my business travels I sometimes earn a lot of cashpoints that I can use for my future travels for myself. I like to spend those on exciting travels, but when I travel with my girlfriend the price is not that important to me. We can pay a bit more to have nice vacation where we want to go, not where the price is low...*

Researcher: So you would rather pay a little bit more and travel to safer destination and basically also have a little bit more flexibility in decision-making?

Interviewee: *Yes I think it is important. We don't really have that much off-work and when we do, we need to enjoy it.*

Researcher: Ok, we will slowly move further to talk little bit more about the current situation with Corona Virus pandemic. What is your general opinion about this pandemic situation?

Interviewee: *I think Denmark reacted really quickly and I am happy about it. Comparing it with other countries I really think we took good steps towards limiting the spread of the virus. I of course follow all the hygiene guidelines and hold my distance from people, especially older people and people who look sick. I think situation in the world is in some countries critical especially because people do not take these rules seriously and ignorance can only cause problems.*

Researcher: So you would say that the rules and regulations are all right. Not too strict?

Interviewee: *Well so far it seems to be all good decisions and working, so fingers crossed.*

Researcher: Have the current situation somehow influenced you directly?

Interviewee: *Yes, I have already for several weeks now home-office what is not the worst thing in the world, but I am definitely missing a little bit of social interaction. I am trying to stay away from older members of my family, and whenever we are visiting them, we always stay always from each other at least 2 meters with no physical contact. No hugs, no kisses, so it is a little bit sad...*

Researcher: Did you have any planned trips you had to cancel?

Interviewee: *Yes unfortunately. I had several business trips that were cancelled, but my company pays for those so I am not bothered. Worse was unfortunately wedding in Sweden we were supposed to go with my girlfriend that was cancelled just recently. I don't really mind the lost flight-tickets, but would be nice to be there. This situation is tough for many people...*

Researcher: Did you get any refunds for your cancelations?

Interviewee: *Not really and as I have said I am not really bothered. It was not really a lot of money...*

Researcher: Do you see Corona virus potentially influencing your future decision-making? Will you be thinking about this threat when you will be choosing your next travel destination?

Interviewee: *Yes definitely. It would not be nice to get infected by it, and I would also worry about the health of my relatives.*

Researcher: So you would not worry about your health that much, but rather about potentially infecting your relatives?

Interviewee: *Yes I can definitely say that I place myself under pressure thinking about getting infected abroad, and potentially bringing disease back to Denmark. It is definitely something I think about. Denmark is slowly starting to get situation under control so I would not be very happy to bring the COVID-19 from some other country back.*

Researcher: So I guess your future destination will have to have the situation with corona virus under control?

Interviewee: *Yes definitely. We are kind of following the situation happening in the world and I think we will decide accordingly. We love travelling, but sometimes we need to hold our needs for benefit of others...*

Researcher: Would you say there is too much uncertainty to make a decision right now?

Interviewee: *Definitely. I will definitely wait a little bit more to see how all the regulations will progress.*

Researcher: Are there potentially any countries you are not willing to visit because of COVID-19 and if yes, which are these Countries and why?

Interviewee: *Sure, I think these would be USA, UK, Italy, Spain and France. I think these countries are currently not having the situation under control. Maybe later in case that they will get the situation under control I would consider travelling there again, but not just yet...*

Researcher: So you would like to wait a bit longer with the decision?

Interviewee: *Yes for sure. I mean I am still young so probably I should not be super worried about it, but as I have mentioned above, it is more about responsibility of not spreading the disease around...*

Researcher: Ok, that is a very interesting point. Would maybe significantly reduced price motivate you to above-mentioned countries that do not have the situation under control yet?

Interviewee: *Most likely no. I would actually say definitely no. Price is not very important factor to me and although I am willing to accept particular risks when travelling, I will rather wait a little bit longer to see how the situation will evolve before making any kind of decision...*

Researcher: What do you think about Domestic Tourism? Would that be an alternative for your vacation?

Interviewee: *Haha well, it is what we are currently left with. Anyway, I enjoy travelling around Denmark so it definitely is an alternative for me and also for my girlfriend. We are in touch with some of our friends and are thinking about renting something somewhere here in Denmark for the summer. We also should probably hurry as I guess many people will decide to spend their vacation this year here in Denmark.*

Researcher: Would you rather prefer travelling abroad if it will be allowed?

Interviewee: *It will really depend on situation. I think it is very early to make any decisions right now. Lets wait and see how this will end, or at least progress and than lets make a decision.*

Researcher: Sure, that actually sounds very reasonable. In case that I would have any follow-up questions, can I contact you again?

Interviewee: *Yes you can, I believe you have my contact information and in case that not, I can give you my business card...*

Researcher: Thank you I have them, and thank you for your time!

Interviewee: No problem...

Interview Transcript nr.9 (07.05.2020)

Duration – 12:17min

Interviewee – Male, 25 years old

Researcher: So, My name is Patrik Schneidgen and I am doing my Master thesis that is going to be about how the new Corona Virus is influencing the decision-making of young Danish travellers to travel abroad. This interview is going to be anonymous and the interview is also going to be recorded for transcribing and further analyses, do you agree with that?

Interviewee: Yes, that is fine...

Researcher: In case that I would have any follow-up question can I contact you again?

Interviewee: Yes...

Researcher: So can you please start with introducing yourself?

Interviewee: *I am 25 years old, I live in Aarhus and study to become an engineer. I am currently finishing my Bachelor degree and live in the apartment with my girlfriend little bit outside of Aarhus.*

Researcher: Perfect, thank you very much. How many times do you usually travel abroad per year?

Interviewee: *Usually it is approximately 4-5 times per year, sometimes even 6. Both my girlfriend and me are still studying so it is no luxury travel, but we are definitely trying to travel as much as possible...*

Researcher: What are for you the most important criteria when you are selecting the future travel destination?

Interviewee: *Money and price definitely influence my decision-making. Even though I am not trying to decide based on price. I have to think about it as my budget is limited.*

Researcher: So would you say that price is the most important factor influencing your travel decision-making?

Interviewee: *It is significant factor for sure, but I would not say most important...*

Researcher: Ok, what are another factors than?

Interviewee: *Definitely destination. It needs to be something cool. Both my girlfriend and me love meeting new people, discovering new places so it should be something new.*

Researcher: So package holiday somewhere in one resort would not really be the right holiday for you correct?

Interviewee: *Exactly. I enjoyed those when I was younger travelling with my parents. Eating as much ice cream as I wanted and eating everything, but now I definitely have different priorities.*

Researcher: Are there any potential risks that would influence your decision-making like for example danger of being robbed, natural disasters, terrorism, diseases etc.?

Interviewee: *Well I for sure think about risks, but I don't want to think about them too much. I want to enjoy the destination and not really have in the back on my mind what potentially could happen.*

Researcher: But would you say any particular risks influence your decision-making?

Interviewee: *Well only if they are dangerous. Like in case of some political conflict or war I would definitely not travel to country. But other than that, I don't really mind it that much.*

Researcher: What if these countries with for example as you have mentioned political instability would have significantly reduced price. Would that influence you to choose that destination, or even motivate you towards choosing it?

Interviewee: *No I don't think so. If the risk would be too high, the price would not matter. I rely largely on price and am trying to search for cheap deals, but would definitely not risk my health or health of my girlfriend for reduced price.*

Researcher: Ok. Let's move to current pandemic situation. What is your general opinion about Corona virus and current pandemic situation?

Interviewee: *It is very difficult to answer this question. I guess we were as humanity not prepared for something like that. I mean I was thinking in the back of my mind that something like this could happen, but did not expect that it would have such a significant impact on all people.*

Researcher: What do you think about the regulations in Denmark? Are they acceptable or way too strict?

Interviewee: *I would say they are on the strict side, but I would say they are acceptable. Many countries like for example Sweden or USA did not follow any regulations at the early stages of pandemic and we can see where they are now, so I am quite happy about the regulations in Denmark. At the end of the day, it is for our own good.*

Researcher: Has the current pandemic somehow influenced you directly?

Interviewee: *Well, I cannot really go to the University or library what is a little bit annoying as I am currently writing my Bachelor thesis. All the exams and lectures are online and I have also lost my part-time job because the restaurant where I was working had to close because of the Corona...*

Researcher: Do you see COVID-19 as potential risk influencing your future travel decision-making?

Interviewee: *Definitely yes. There are many rules we need to follow when we want to travel now. One of my friends was telling me that he was supposed to go for a conference in Warsaw, but Poland has crazy strict quarantine regulations. I guess this will be now normal thing. We will always need whether we are allowed to enter any country abroad.*

Researcher: Would you be afraid that COVID-19 could potentially infect you while travelling?

Interviewee: *Not really. It is more about the regulations. I am still young so I don't think I need to be afraid. I think more old people should be concerned. As far as I know, 99% of young people infected get through it.*

Researcher: So you have said that it is more about rules and regulations whether you will decide to travel or not. Are there any countries you are absolutely not willing to visit in the near future?

Interviewee: *Definitely not USA. I have many American friends and they simply totally underestimated the situation. I think USA will be suffering from very strict lockdowns and large outbreaks for many more months to come...*

Researcher: So definitely not USA.

Interviewee: *Definitely not...*

Researcher: Even if the price would be significantly lowered?

Interviewee: *Even if the price would lower, as I have mentioned, even though the price matter to me, it is not the most important thing.*

Researcher: In case that it would not be allowed to travel abroad, would potentially be domestic travel an alternative for you?

Interviewee: *Definitely yes. Domestic travel may also limit the spread of the disease again after lockdowns are over. With travelling again, the opportunity for further outbreaks is definitely present. I think we will definitely be experiencing the second wave of outbreaks all over the world.*

Researcher: But in case that the borders would actually be open, would you rather prefer travelling abroad?

Interviewee: *That is difficult to say. Maybe yea, maybe no. I think will have to wait and see what is going to happen.*

Researcher: Have you potentially saved up some money for future travelling when you have not been able to travel now?

Interviewee: *We actually did. All the money my girlfriend and me have saved will go to more travelling when we will be able to travel again. Either we will be travelling more, or we will get more expensive holidays we could not afford before. But first of all we need to see how the situation will evolve.*

Researcher: Great, thank you very much! In case that I would need to add any other piece of information, I would contact you again ok?

Interviewee: *Yes, feel free to do that.*

Researcher: Thank you very much and have an amazing day!