



Master's Thesis

TOURISM- MASTER'S DEGREE PROGRAMME

TITLE

In the eye of pandemic:

Measuring the impact of Covid-19 on summer holidays of the Danish nationals and residents

AUTHOR

Katarzyna Marzena Józefowicz

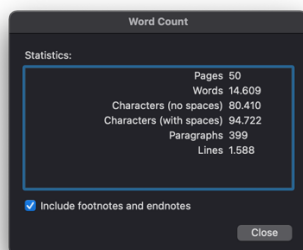
ID: 20180648

SUPERVISOR

Carina Ren

Number of characters with spaces:

94 722



WINTER 2021

04/01/2021

Abstract

The year of 2020 not only closed a decade, but also the time of the great growth within the tourism sector, and most importantly, it marked the year of drastic changes for the whole world.

Early in 2020, the spread of new SARS-like virus, Coronavirus (COVID-19), caused a global situation, to be exact, a pandemic that have impacted the world significantly. Originating from Wuhan province in China, virus spread rapidly across the world. Due to COVID-19, many countries worldwide were led to lockdowns that consequently caused serious financial damage to the local and global economy. Among the affected countries is also Denmark. Here the pandemic resulted in the closed borders giving the start to the nationwide lockdown, positioning on a standby all tourism related activities, including all international movement to and from the country.

In the recent years, Denmark became a well-known country for travelling abroad, educating international newcomers about the philosophy of *hygge*, and for the large number of the Danes, travelling had equalled to a lifestyle, making voyaging abroad several times per year a social norm. However, due to Coronavirus old habits needed to retreat, while new behaviours have been introduced to the daily light.

Holding to the nations positive attitude towards travelling abroad, this project will examine how the global pandemic caused by Covid-19 affected vacation decision choices of both Danes and Danish residents.

Based on the review of academic literature vacation decision-making is a complex and complicated process involving risks and uncertainties affecting directly any individual in pursue of holidaying. Therefore, an in-depth qualitative research has been developed for the purpose of this research project. Results are based on a sample of 10 respondents living in the area of Greater Copenhagen was taken into consideration.

According to the collected data, respondents' habits and vacation patterns have been greatly influenced by the emerged situation. They are concerned about rules and regulations imposed by the pandemic both in Denmark abroad, which will definitely have an impact on their future vacation decision-making. However, they are willing to adapt as the circumstances evolve.

Another important factor is that vacation motivations shifted. Results show the sense of belonging is a strong driver, when it comes to the choice of vacation setting.

According to the analysed literature and in line with collected data, it is seen that respondents show a great desire to travel. Moreover, results suggest that domestic travel as well as VFR travel will become the most certain and safe alternatives for travelling abroad, due to lower uncertainty avoidance generated by the factor of destination familiarity.

Table of content

ABSTRACT.....	1
INTRODUCTION	5
RESEARCH QUESTION AND AIM	6
LITERATURE REVIEW.....	7
TRAVEL RISKS AND TOURISTS' BEHAVIOURS.....	7
HEALTH RISKS AND DISEASES	10
VACATION DECISION-MAKING AND DESTINATION CHOICES	11
VACATION DECISION MAKING	13
PHILOSOPHY OF SCIENCE AND METHODOLOGY	16
RESEARCH PHILOSOPHY.....	17
ONTOLOGICAL CONSIDERATIONS	17
EPISTEMOLOGICAL CONSIDERATIONS.....	18
METHODOLOGICAL CONSIDERATIONS.....	18
QUALITATIVE RESEARCH DESIGN	20
OBSERVATIONS.....	25
NETNOGRAPHY.....	26
ANALYSIS.....	27
BEFORE COVID-19	27
FACING COVID-19	28
UNDER THE COVID-19 INFLUENCE.....	29
BRIEF INSIGHT INTO VACATION TRAVEL CHOICES IN DENMARK DURING COVID-19	31
VACATION DECISION CHOICES OF DANES AND DANISH RESIDENTS DURING PANDEMIC	33
VISITING FRIENDS AND RELATIVES	37
VACATIONING AT HOME	39
STAYCATION	41
STATE-CATION.....	45
DISCUSSION AND CONCLUSION	51
RESEARCH PROCESS	51
SCIENTIFIC THEORY.....	52
CONCLUSION.....	53
LIST OF LITERATURE.....	55
APPENDIX.....	74
APPENDIX 1 – TRANSCRIPTION OF INTERVIEWS	74
APPENDIX 2 – QUESTIONNAIRE SURVEY.....	95

Table 1 Number of overnight stays of domestic and international tourists in Denmark from 2009 to 2019 (Statista, 2020)	28
Table 2 Total number of overnight stays. Source: VisitDenmark (2020)	30
Table 3 Arrivals and departures to/from CPH March-August 2020 & 2019 (DPT, 2020)	30
Table 4 Initiatives included in the summer package. Own adaptation.	47
Figure 1 Situational variables in vacation decision making, Decrop, (2006) Vacation decision making., p. 15	12
Figure 2 Outline of papers on vacation decision-making processes. Authors adaptation	13
Figure 3 Vacation decision-making models. Authors adaptation from Decrop (2006)	15
Figure 4 Reasoning of stay in Denmark for the summer holidays. Own adaptation.	32
Figure 5 Meget mere end bare Danmark, Source: youtube.com	42
Figure 6 Meget mere end bare Danmark, Source: youtube.com	43
Figure 7 (UP) Posters Meget mere end bare Danmark, Source: VisitDenmark	43
Figure 8 (DOWN) Poster Meget mere end bare Danmark. Source: Privat archive	43
Figure 9 (RIGHT) Meget mere end bare Danmark. Source: Private archive	45
Figure 10 (LEFT) Meget mere end bare Danmark, Source: Private archive	45
Figure 11 Train connection map in Denmark. Source: DSB.dk	48

Introduction

Tourism is one of the largest and most rapidly growing sectors within the global economy, having a 10,4% share in the worldwide GDP (Statista, 2020), contributing greatly to the growth of other sectors such as transportation, accommodation or food and beverage.

According to UNWTO, *"over the decades, tourism has experienced continued growth and deepening diversification to become one of the fastest-growing economic sectors in the world."* (UNWTO, n.d.). Following UNWTO summarized data from 2019, this was the tenth year of consecutive growth, rounding 1.5 billion in international tourist arrivals (UNWTO, 2020). In Denmark, the situation was no different. 2019 set another record year for Danish tourism, acquiring a total of 56,1 million overnights, rooming 31% of those in only 3 municipalities (Danmarks Statistik, 2020). 2020 was not supposed to be different.

However, the year of 2020 not only closed a decade, but also the time of the great growth within the tourism sector, and most importantly, it marked the year of drastic changes for the whole world.

Early in 2020, "the novel coronavirus disease 2019 (Covid-19) pandemic" (Qiu, R., Park, J., Li, S., & Song, H., 2020, p.1), formally known as 2019-nCoV, has made its emergence, rapidly spreading to at least 188 countries or territories (Al Jazeera, 2020) across the globe. At the current moment, almost a year into the earlier predicted by academia crisis; the side effect of the globalization of tourism and mobility (Richter, 2003 in Qiu et al., 2020, p.1; Hall, 2015) resulting in the "emergence or re-emergence of infectious diseases" (Qiu et al., 2020, p.1); numerous communities are still "facing lockdowns of varying lengths" (Ioannides & Gyimothy, 2020, p. 2) and styles (Business Insider, 2020).

Depending on the duration of current travel restrictions, WEF (2020) predicts that losses in 2020 may easily double those from 2003, when SARS emerged. Furthermore, the impacts on Global Tourism may surpass the financial damage from year 2003, as the outbreak hit Europe. Spain, France and Italy account for the biggest tourist markets; being in great extent dependent on the international arrivals (NYTimes, 2020).

Denmark's scenario dates back to March 11th, 2020, when Prime Minister Mette Frederiksen, during the live-broadcasted press conference, announced the closure of the public sector, sending a major part of the society home. Not long after, on March 14th, Denmark closed its borders to any unnecessary movement of people, sending the remaining sectors home.

In the recent years, Denmark became a well-known country for travelling abroad, educating international newcomers about the philosophy of *hygge*. Whereas for large numbers of the Danes, travelling equalled to a lifestyle. For some time already there was nothing special in for the Danes in voyaging abroad several times per year (CPHPost, 2015). However, when the Coronavirus finally reached Denmark, old habits needed to retreat, while new behaviours has been introduced to the daily light.

One of such behaviours being affected by pandemic is the process of vacation decision-making. The vacation decision-making is complex and complicated process involving risks and uncertainties (Sirakaya & Woodside, 2005) affecting directly any individual. For the nation of one of the most frequent travellers in Europe, if not in the world, this ongoing situation is not ideal.

Current pandemic crisis is a growing and so does the concern for all. Covid-19 is seen to have long-term effects on tourism, affecting the international economy, experts forecast that growth expectation scenarios are at best predict of a return to the 2019 level in 2023/24. This is therefore seen as a significant demand crisis for Denmark, where serious economic damage is being imposed due to the significantly reduced desire to travel¹. And with the level of uncertainty rising, having an impact on every aspect of social behaviour, no one knows nor predicts the real magnitude of the threat on both business and society.

Research question and aim

The aim of this project is to look at the vacation decision-making patterns in Denmark, which with the tightening restrictions, being the result of the developing pandemic, will be subjected to changes.

¹ www.dansktopersontransport.dk

Therefore, the goal of this research paper is to outline:

“In what way did pandemic affect vacation decision choices of Danes and Danish residents?”

Project will focus on the explanation of the following terms: travel risks, health risks, vacation decision-making and vacation destination choices. The following paper is divided into five sections. The first section is an introduction of the project and connected themes. The second section is a literature review. Further, in the third section methods are being discussed. In the fourth, the analysis of the collected data takes place. Whereas fifth is a conclusion.

Literature review

Travel risks and tourists' behaviours

It has been noted in the previous literature that tourists tend to avoid places with any type of high-risk. Whether it is travel-related health risks (Jonas, Mansfeld, Paz, & Potasman, 2011; Lepp & Gibson, 2003; Reisinger & Mavondo, 2005), tourist vulnerability to health risks (Chien, Sharifpour, Ritchie, & Watson, 2017; Wang, Liu-Lastres, Ritchie, & Mills, 2019), studies on effects of epidemics and pandemics on tourism (Kuo, Chen, Tseng, Ju, & Huang, 2008; Yang, Zhang, & Chen, 2020; Zhang, Hou, & Li, 2020), risks connected to financial situation (Um, Chon & Ro, 2006) or physical nature (Sonmez & Graefe, 1998); there is sufficient amount of data supporting the fact that as the pandemic currently remodels the tourism as we know it, with the eventual fading of the pandemic and lifted travel restrictions, tourists will no longer act the same. As stated in the article by Kock, Nørfelt, Josiassen, Assaf & Tsionas (2020, p. 4): *"Fenichel, Kuminoff, and Chowell (2013) found that tourists performed self-protective behaviors (such as voluntarily missing flights) during the 2009 swine flu epidemic, and Cahyanto, Wiblishauser, Pennington-Gray, and Schroeder (2016) empirically linked antecedents, such as perceived susceptibility to Ebola, to travel avoidance"*; putting COVID-19 pandemic in light of the existence of similar behaviours.

As outlined in Qiu et al. (2020) consciousness of risks and safety issues differs depending on the tourist perception and factors influencing them (Gössling, Scott, Hall, Ceron, & Dubois, 2012; Lepp & Gibson, 2003 in Qiu et al., 2020). Lo, Cheung & Law (2011) state in their study that travellers differ when it comes to applying risk strategies of risk reduction. Researchers

provided that travelling experience is a variable that has a significant impact on the adopted risk reduction strategies in actions of experienced and inexperienced travellers.

That said, "*perceived risks (or anxiety) may lead tourists to avoid a particular region*" (Qiu et al., 2020, p. 3) altered by degree of familiarity or prior experiences (Sharifpour et al., 2014) or cultural differences (Reisinger & Mavondo, 2006). This can be upheld to (Bandura, 1977) the concept of self-efficacy. The concept of self-efficacy stands for the belief that repeated successes and accomplishments can strengthen one's self-confidence and influence strongly his/her behaviour. Through that, it can be assumed that travellers/vacationers that have been experiencing positive encounters in their past travels are willing to take higher amounts of risk.

Yang & Nair (2014) write that risk, and the perception of risk is multidimensional. Furthermore, aspects related are connected to feelings such as worry, anxiety, uncertainty avoidance or fear (Yang & Nair, 2014). However, it can also have unlike effect resulting in the form of sensation seeking (Fuchs, 2013).

Hofstede & Minkow (2010) define uncertainty avoidance as a measure of the distress of an individual towards the unknown, ambiguous or uncertain events; meaning a person with a high uncertainty avoidance level is likely to avoid situations where the outcome is unclear and unpredictable (Karl, 2018). For individuals with such concerns travel and tourism can offer organized excursions, whether it is by hiring a travel agent or a tour guide, providing professional assistance that can compensate for the lack of destination knowledge (Adam, 2015; Lo et al.; 2011).

In line with Chang (2009), risks in tourism originate from two main sources - the lack of knowledge of the destination (particularly in contrast with one's place of residence) and the lack of knowledge of future conditions varying from extreme natural, to societal hazards.

For Reisinger and Mavondo (2005; p. 212) risk constitutes "exposure to the chance of injury or loss, hazard or dangerous chance". Contrasting massively with behavioural economists researchers, for whom risk is a non-deterministic outcome with positive or negative consequences. Thus, risk-taking is "any consciously or non-consciously controlled behaviour with a perceived uncertainty about its outcome" (Pizam et al., 2004; p. 252).

Up to date, the main focus for the researchers in the field of tourism is the perceptions of tourists and travellers towards risks, and how prearranged standards leverage the willingness of the tourists/travellers to acknowledge negatively defined risks (Silva et al., 2010).

Prior tourism research has been keen on discovery and comprehension of the perception of specific types of risks and evaluation of the risk influence on the decision-making of tourists and travellers, mainly as the aftereffect to risk events like tsunamis or terrorist attacks. Schiffman & Kanuk (1991) outlined seven main types of risks – functional & performance, physical, social, financial, psychological, satisfaction and time - which predominantly functioned in the behavioural literature. Still, several academia authors (Roehl & Fesenmaier, 1992) managed to adopt those risk types in tourism and travel contexts.

Over the years, risks classification has been refined and revised. Sönmez and Graefe, (1998a) in their study prepared a summary of the previously suggested risk types and categorized those into four main categories of risks for tourism – psychological, financial, satisfaction and time risks. But as the external setting and the evolution of the research evolved with time, (Sönmez & Graefe, 1998 a,b) identified further risks related to travelling – political instability, health and terrorism.

With time the research progresses. According to most present research, it is safety and security that are of the deepest concern to the tourists and travellers (Floyd, Gibson, Pennington-Gray, & Thapa, 2004; Lepp & Gibson, 2003), emphasizing on four risk factors – health, crime, terrorism and political instability (Poon & Adams, 2000).

Health risks and diseases

Among the main types of risk is the risk connected to the health of tourists or travellers or vacationers, to name them all. As thoroughly analysed in the academic literature, international tourism can be the catalyst of various health risks to tourists and travellers determined by the type of both: the traveller and the travel itself.

International travel is a modern phenomenon allowing the world's population the free movement across and between geographical areas for various purposes. However, it is also a rising potential threat, granting the spreading of diseases across the globe unknowingly and at a much faster pace than known before. Looking at the current events, it is likely to continue to emerge, shaping the emergence, frequency and spread of various diseases across the global world (Baker, 2014).

The rapid growth of the global tourism market, without a doubt, contributes to the spread of infectious diseases. International travels accelerated quicker than any had expected, and it is on the rise, creating a serious risk factor for the emergence of various infectious diseases. Reality shows that any travelling individual can unconsciously carry person-to-person transmitted infections that can lead to disease-causing microbes and resistance genes moving across the globe at a much more rapid pace than ever in the past. This paradox has already had its occurrence with a variety of high-profile outbreaks such as Influenza, Zika, and more recently, the Ebola virus (Baker, 2014) or Severe Acute Respiratory Syndrome (SARS).

Severe Acute Respiratory Syndrome (SARS), the predecessor of COVID-19. In 2002, the prior unrecognized coronavirus had an outbreak of respiratory infections in the Chinese Guangdong. The 2003 outbreak that this virus caused significantly underlined travel dynamics as the spread of this disease reached worldwide (Baker, 2014). Back then, the virus had spread to 29 countries across the world, causing more than 700 fatalities worldwide (WHO, 2002). Many started avoiding travel to countries affected with (SARS), and some of the countries introduced a strict quarantine and border-crossing measures as prevention methods limiting further spreading of this disease, resulting in staggering effects on the world of tourism. The consequences were tragic and shocking. According to The World Tourism Organisation (2004), some of the most affected Asian countries experienced a 50% fall in the usual levels of international arrivals, that

generated a significant economic problem across Asia and a 9% overall loss in the travel industry.

Health risks and diseases significantly affect the decision-making of tourists, travellers and vacationers on a worldwide scale. Drawing from the past examples, not only did every pandemic outbreak cause severe economic damages, but it also caused the shift in the decision-making processes, due to health-based concerns and uncertainty avoidance towards the locations.

Vacation decision-making and destination choices

The vacation decision-making process, in line with available academic sources, is being presented as *"complex and multifaceted"* (Oppewal, Huybers & Crouch, 2015, p. 468), entailing *"several decisions, resulting in a chain of sequential sub-decisions"* (Bronner & Hoog, 2020, p. 1). An important part in the decision chain, as stated in Karl, Reintinger & Schmude (2015), play destination choices. *"Destination choices are core decisions in the travel decision-making process"* (Karl, Reintinger & Schmude, 2015, p. 48), described as *"multistage processes where numerous alternative destinations are reduced successively in a funnel-like manner"* (Karl, Reintinger & Schmude, 2015, p. 48). In the above described and similar processes, *"a destination can be defined as 'a place that attracts visitors for a temporary stay, including continents, counties, states, cities, villages and purpose-built resort areas'"* (Baker & Cameron, 2014, p. 81 in Bronner & Hoog, 2020, p. 2). A destination can also be defined as *"named geographical location or place"* or relate *"to a particular set of activities that constitute a particular tourism experience"* (Pearce, 2014 in Oppewal, Huybers & Crouch, 2015, p. 468), as well as an *"amalgam of tourism products offering an integrated experience to consumers"* (Buhalis, 2000 in Innerhofer, Fontanari & Pechlaner, 2018, p. 7). Furthermore, *"in a regional context, a tourist destination can be described as a geographical region with common cultural and environmental characteristics, designed by a management or governmental organization, where tourists make intensive use of diverse resources, products and services that have been specifically (but not exclusively) intended for tourists"* (Innerhofer et al., 2018, p. 7).

Tourists usually begin the destination choice process by selecting “various combinations of destination types” (Karl et al., 2015, p. 61) that they run through diverse factors, determining whether or not a destination moves forward in the sequence of tourist travel destination selection. Amongst such factors are: level of familiarity, accessibility of a destination, intangible services, personal situation, emotions, motivation, lifestyle, cultural distance, attitude and peer pressure (Decrop, 2006, p. 7-14). Additionally, any vacation decision-making process is dependent on situational variables. As stated by Decrop (2006, p.15), there are five types of variables: physical surrounding, social surrounding, temporal perspective, task definition, antecedent states. However, those are not the only limitations in running a successful vacation decision-making process. The most current challenge appears to be the aspect of choice overload. As presented by Thái & Yuksel (2017) “*choice overload occurs when people select a vacation destination*” (p. 53). It is a phase in which people seemingly are making up their minds, deciding upon a perfect vacation destination among a large choice-set of available destinations. In contrast, in reality, their certainty about their choice decreases, causing confusion and influencing levels of one's satisfaction. It is therefore aptly stated by Thái & Yuksel (2017) that “*it is not easy to find a perfect vacation destination because this complex decision includes independent and interrelated factors*” (p. 54).

Figure 1 Situational variables in vacation decision making,
Decrop, (2006) Vacation decision making., p. 15

Type of variable	Definition	Tourism example
Physical surrounding	Includes the weather, geographical location, decor, sounds, lights, aromas, tangible signs and displays of merchandise and other materials	The weather in the home region, outdoor advertising and the decor of a travel agency's window may influence destination choice
Social surrounding	Includes the other persons, their characteristics, roles and interactions	People living in crowded cities tend to spend their holiday in open spaces where they can rest and be alone for a while
Temporal perspective	Includes the period (from time of the day to season of the year), time constraints, and elapsed or expected time	Many vacationers are limited by the period (depending on the school holiday) and by the available time (paid holiday)
Task definition	Stands for the orientation, intent, role or frame of a person, through which certain aspects of the environment may become relevant	The vacationer is not likely to use the same criteria in selecting a city trip for oneself and as a gift for one's parents
Antecedent states	Momentary moods or conditions, which 'colour' the perception, evaluation and acceptance of the present environment, that are stipulated to be immediately antecedent to the current situation	A couple who is very tired after a house move could choose a club vacation, even though they usually prefer a more culturally active holiday

Vacation Decision Making

The research on decision-making processes is in continuous development with the help from various contributors setting the number of studies across fields for over 300 years (Oliveira, 2007). As a result, decision theories constitute several common concepts and models, having significant application in the biological, cognitive, and social sciences (Oliveira, 2007). As Alain Decrop (2006) writes in his book on vacation decision making “*Human decisions are omnipresent whatever the domain*” (p. ix), and “*decision making is a never-ceasing human activity*” (p. ix). In general, decision-making stands for processes of choice of the optimal and most suited option among available choices; based on past and possible future experiences, as well as aligned psychological consequences (Oliveira, 2007). The structure of decision-making appears to integrate both the beliefs about specific events as well as people’s subjective responses to those events (Oliveira, 2007). Therefore, decision-making can be acknowledged as an argumentative or emotional process; irrationally or reasonably based on implicit or explicit assumptions (Shahsavarani & Abadi, 2015, p. 214).

"The vacationer's DMP has been investigated in a substantial number of papers and monographs in the last three decades." (Decrop, 2006, p. 23), however, a larger part of those scientific studies have been limited to a specific aspect.

Topic of limitation	Author(s)
motivation	Mansfeld, 1992; Fodness, 1994
information search	Fesenmaier and Vogt, 1992; Fodness and Murray, 1997; Mäser and Weiermair, 1998
family decision-making	Jenkins, 1978; van Raaij, 1986; Nichols and Snepenger, 1988

Figure 2 Outline of papers on vacation decision-making processes. Authors adaptation.

Vacation decision-making models can be grouped into three types (Decrop, 2006, p. 23): microeconomic models, cognitive models and interpretive models.

1. Microeconomic models explain tourism behaviour by following traditional demand theories.
2. Cognitive models focus on the mental processes entangled decision-making process, rather than the price-demand relationship. There are three types of cognitive models:
 - a. sequential models - in which tourists follow a set scheme of steps (Decrop, 2006, p. 23) such as *“noticing travel motivation, deciding on taking a vacation, gathering information, eliminating alternatives and finalising the choice”* (Thái & Yuksel, 2017, p. 54)
 - b. consideration-set models - *“sequential in nature but focus more on the evolution of alternatives in decision sets”* (Thái & Yuksel, 2017, p. 54) where travellers eliminate some destinations by applying criteria needed to select the ultimate vacation destination
 - c. process models - where *“focus [is] on psycho-behavioural variables and consumers’ judgements, intentions and commitments prior to a final decision”* (Thái & Yuksel, 2017, p. 54)
3. Interpretive frameworks outline the actual decision-making process, focusing strongly on *how* questions towards vacationers.

Model type	Author	Approach
Microeconomic	Rugg (1973)	tourism demand modelling including time constraint, transportation costs and time costs
	Morley (1992)	changes in incomes and the prices of non-tourism products may affect tourism behaviour
	Papatheodorou (2001)	excludes multi-destination tourism; focuses on attractions and facilities; and the effects related to expenditure and time impediments, prices, consumer preferences, quality, information and advertising, agglomeration and the emergence of new destinations
	Seddighi and Theocharous (2002)	incorporates psychological consumer-oriented variables such as perceptions, feelings and preferences, enhancement in an understanding of tourism behaviour
Cognitive Structural	Crompton (1977)	travel destination choice based on vacationing desire and destination place
	Um & Compton (1990)	attitude as a significant variable for successful destination selection
	Woodside and Lysonski (1989)	focuses on buyer behaviour, including destination awareness and traveller's variables
Cognitive Process	Wahab et al. (1976)	outlining initial stimulus, conceptual framework, fact-gathering, definitions of assumptions, design of alternatives, forecast of consequences, cost-benefit of alternatives, decision and outcome
	Schmoll (1977)	focus on travel desire with emphasis on personal/social motivations and external variables
	Mathieson and Wall (1982)	a complex of intrinsic and extrinsic motivations influence travel behaviour
	van Raaij (1984, 1986) and Francken (1984)	characterization of five stages in tourism behaviour
	Goodall (1988)	setting differentiation between the holiday selection process and the choice of the resort
	Mansfeld (1992)	travel desire is closely connected to destination awareness
	Middleton (1994, 2001) and Clarke (2001)	motivation as a driving force behind decision-making
Interpretive frameworks	Woodside and MacDonald (1994)	the relation between decisions and interactions between members of a travel party and activities or events triggers choices and leads to other activities or events
	Teare (1994)	the decision-making process is built on previous product experience and product involvement

Figure 3 Vacation decision-making models. Authors adaptation from Decrop (2006).

Philosophy of science and methodology

Philosophy of science and methodology are crucial considerations that need to be considered before beginning the research process by every researcher.

The following section presents the framework of the thesis, outlining how the material has been gathered. Bryman (2012) perceives a research method as a system needed for the researcher to collect data that has its usability in the research. This chapter, together with the literature review, sets the grounds for the analysis. Consecutively chosen philosophy, design, and methods are being described, all for the purpose of trustworthiness of the findings in the latter analysis.

Social research, as a part of an academic study, focuses on researching the topic or question relevant to the chosen field of social research studies. The focus of the study then stands on addressing or reflecting certain gaps or questions that arise from selected literature, and the social research serves as a tool to analyse these gaps or answer the construct, or topic (Bryman, 2012). As a result of the emerging social crisis caused by the novel coronavirus (COVID-19), several limitations will have to be addressed due to the authoritarian social distancing regulations.

By applying the social constructivism paradigm and qualitative research methods, qualitative interviews were conducted. Qualitative research design together with the interviews favours the researcher with in-depth data and is appropriate for selected social constructivism paradigm.

The primary challenge of constructing a study with the social focus was conducting interviews. Due to governmental social restrictions being slowly raised in mid-May, the only right and available method to acquire responses from possible respondents were through a digital communication platform, such as Facebook Messenger, FaceTime and What's Up. Based on the seriousness of the situation, several ethical issues will be addressed further in this chapter, such as considering respondents' emotions. However, as the researcher extended the process of thesis writing, the approach of the researcher could allow herself a more casual approach. Respondents had the freedom to drop from the interview at any time in case as questions would not be comfortable for them to answer. The sample is made up of respondents familiar or semi-familiar with the researcher as this was the best way of approaching this research during challenging times.

Research Philosophy

Guba and Lincoln (1994) and McGregor and Murnane (2010) call this paradigm, and Creswell (2014) as a worldview, but in general it is "...a set of assumptions, concepts, values, and practices that constitutes a way of viewing reality..." (McGregor & Murnane, 2010, p. 419). The key to conducting and evaluating research that a researcher must be conscious about as "...they influence the practice of research and (therefore) need to be identified" (McGregor & Murnane, 2010., Creswell, 2014, p. 35).

Ontological considerations

The main point of social ontology is to examine via discussion and consideration whether social entities are objective to the natural setting, in contrast to the external reality of the research process in which social actors are involved. Social ontology is formed on the nature of being and align with questions, such as "*What is the form and nature of reality, and therefore what is there that can be known about it?*" (Guba & Lincoln, 1994; p. 108). Research of this thesis was adopted to the foundations of the social ontology of constructivism. Departing from the social constructivism paradigm, no definite truth that can be discovered, since the author in the role of a researcher will be, to some extent, participating in forming the social entities.

As both involved parties - the author and the respondents - take an active part in the research, their perception of the real world can bias research results, as project findings are formed in line with the research process (Bryman, 2012).

The social constructivism paradigm has been selected due to the complexity of the research topic, as well as the complexity of the social context in which society is currently positioned. Considering the situation, interviewees perceptions may vary, and the best approach to address the complex research challenges that would allow the author to collect valuable in-depth data from diverting from based on dialogue with individuals was the social constructivism paradigm.

Epistemological considerations

For the researcher to be able to analyse the above-mentioned problem formulation, following the social constructivism paradigm, the epistemological stance of this research project will be interpretivism.

This specific epistemological position is based on the standpoint where a central need is to analyse the differences between people (which per usual are the main element of social entities) and objects usually settled in the natural sciences. Thus, while stemming from interpretivism, authors are to comprehend the subjective meaning of social actions (Bryman, 2012).

Fundamental for the research process is research respondents, hence choosing interpretivism as the epistemological stand came forward as more suitable for this project. Imposing a qualitative research process requires interpretation of collected data and turning into knowledge, allowing the researcher to answer the problem formulation. Further notions used for data collection is discussed in the methodological considerations.

Methodological considerations

Methodology forms the framework of the thesis, drawing research outline. As Creswell (2014, p. 31) writes, the approach undertaken in a study is the *“procedure for research that span the steps from broad assumptions to detailed methods of data collection, analysis, and interpretation”*. So *“How can the enquirer (would-be-knower) go about finding out whatever he or she believes can be known? (Guba & Lincoln, 1994; p.108)*

Analysing existing data connected to the topic of the performed research has been possible through the desk research. Through such, the applicable and valuable academic literature, together with previously conducted research performed across diverse fields of study, constructed for literature review; and the one in question gives the foundation for the later analysis.

Driving up from literature review, several types of risks influencing the decision-making of tourists/vacationers have been identified.

Danes, in general, are keen and frequent travellers (Martenson, 2018), as a nation with one of the highest numbers of taken holidays annually. In line with the analysed literature, such characteristics should signal a higher level of acceptance towards the risks. As the subject of this thesis covers both Danes and Danish residents, it is unknown whether residents share similar risk tolerance to the natives, or their cultural background and/or upbringing draws a clear line in their perceptions of the risk. Despite the variety of available literature on health risks and disease risks in tourism and researcher's keenness on studying Coronavirus (COVID-19) related dilemmas simultaneously with its emergence, the Coronavirus related issues in tourism and travel sector remains, unfortunately, as an area in question.

Based on the conducted desk research, it came forward that there exists a knowledge gap in addressing tourist's willingness levels towards accepting risks connected to international travels. In connection to the aforementioned discovery and the author's personal interest into an exploration of vacation decision-making processes of Danes and Danish residents during the lasting pandemic, the thesis project author decided herself contribute to academia with qualitative research upon vacation decision-making patterns in Denmark during the summer vacation of 2020 overtaken by the COVID-19 pandemic.

For the development of the research process, allowing the researcher to analyse the mentioned above problem, qualitative research method will be used. In the qualitative research method, the problem is being discussed by words and writing, instead of measuring methods. In line with Bryman (2012) the qualitative approach appoints to three features: the relationship between theory and research, understanding of the social world through participations and interpretations; and consideration of social properties with the interactions between individuals (Bryman, 2012, p. 380-381). However, Flick (2014) argues for different perspectives, in which the relevance of social relations and reflection on the limitations of the research is fundamental to general definition and application in prospective research.

The most common method to use, while executing qualitative research, is an interview. A highly time-consuming method, however, it implements a deeper approach to the research. In this setting, it is someone's personal perspective that can be leading to data validation in the process of analysis. In this study, the author uses semi-structured interviews with a qualitative way to address the problem. A qualitative interview holds the importance of the researcher/interviewer flexibility towards given answers (Bryman, 2012, p.469-470).

The semi-structured interview holds up to the less strict structure of the interview, allowing both the researcher and the interviewee flexibility in asking/answering questions and possibility of evaluation (Bryman, 2012, p. 471).

As (Bryman, 2012; p. 380) writes, the following research method is usually connected with constructivism, interpretivism or inductivist. By means of this statement, the previously discussed philosophy of science is certainly the right method for conducting this type of research study.

Qualitative Research Design

To acquire an accurate qualitative research design, 8 steps (Bryman, 2012; p. 386) should be followed accordingly. The 8 main steps of the research process for constructing qualitative research are identifying the problem (research question), selecting relevant sites and subjects, designing research, interpretation of data, conceptual and theoretical framework and writing up findings and conclusion (Bryman, 2012; p. 386). In this thesis project, the theoretical framework has been presented upfront in the literature review, and hence eliminated from the methodological considerations.

1. Identifying the problem - constructing a research question

Bryman (2012) argues that for constructing relevant problem formulation, one needs to ask general questions emerging from the problem area that the researcher is aiming to analyse. Already at the beginning of this project, several statements were in question.

At first, the author was to indicate how the movement limitation connected to COVID-19 will affect holidaymaking in Denmark. However, as the restrictions slowly were to be lifted, it has occurred to the author that it would be more interesting to track people's behaviour in the eye of the governmental recommendations. Based on the preliminary desk research, it was clear for the researcher that an ongoing pandemic situation was not close to an end, and the aftereffect was yet to be seen across various aspects connected to the tourism industry. Following, the question considering the target group and whether research should be limited to one nation only, meaning native Danes, or focused on mixed multinational incl. Danes; as well as what demographics would be the most appropriate.

To conduct an in-depth analysis, several factors have been taken into consideration.

2. Selecting relevant sites and subjects

The research was conducted among individuals residing in the Greater Area of Copenhagen that had been reached through the community networking groups formed on the social media platform of Facebook. Selected for the primary demographic group were individuals between 18-45 years, including both Danes and people of other nations, residing in Denmark from before the outbreak of Coronavirus. It is due to financial independence and the low risk of being contagious with Coronavirus (COVID-19).

The technique of acquiring respondents was not quincennial. On the grounds of settled regulations by both Danish authorities and Aalborg University, physical contact with a wider circle of society was limited (Politi.dk, 2020; aau.dk, 2020). In the eye of the social distancing using tools such as questionnaire surveys have been the only available method to reach to the public and establish a sample. For constructing a more in-depth data set available online communicators such as Facebook Messenger, FaceTime and What's Up have been used for interviewing a selected number of respondents, allowing the researcher real-time conversations by using voice and video connections. Building research this way provides the researcher with 'an opportunity to talk to otherwise inaccessible participants' (Deakin and Wakefield, 2013, p. 5) allowing time efficiency and greater flexibility (Deakin and Wakefield, 2013, p. 6) for both sides. Moreover, such structure is more responsive, supporting a shorter timeline, meaning that the study can be "built quicker than in a number of face-to-face interviews" (Iacono, Symonds & Brown, 2016, p. 10).

However, along with the positive advantages of digital interviews, there are also limitations. To name a few, there is rapport and ethics (Iacono et al., 2016). "Rapport is ... about trust – enabling the participant to feel comfortable in opening up to you" (King & Horrocks 2010, p. 48 in Iacono et al., 2016). Due to the distance and lack of social interaction between the interviewee and researcher, trust issues have been noticed. However, Deakin and Wakefield (2013, p. 8) found that "Online rapport is... only an issue when interviewing an individual who is more reserved or less responsive". (Iacono et al., 2016) argue that constructing research with participants familiar to the author "either in person or through previous repeated contacts via online social media" (Iacono et al., 2016, p. 10) creates a special setting in which "even on those rare occasions when the call was interrupted by the loss of connection, there was no problem resuming the conversation" (Iacono et al., 2016, p. 10). Roulston (2009, p. 98 in Iacono et al., 2016) indicates that *"for researchers using personal connections to informants as a means to*

recruit participants, relative intimacy and rapport with participants may enhance the generation of data in interview settings in ways not possible for 'outsider' researchers".

However, for the good of involved parties, the author followed a range of ethical considerations identified by Plummer (2001):

1. Intellectual property
2. Informed consent
3. Right to withdraw
4. Unintended deception
5. Accuracy of portrayal
6. Confidentiality
7. Financial gain

In response to these seven points, the following principles were applied.

To conduct digital interviews, while meeting Plummer's points, the researcher ensured that participants who agreed to volunteer in the research process were aware of the researched topic; they were asked upon their consent for the interview being recorded for further analysis; they acknowledged condition allowing them to stop the interview at any time by their request and withdraw from the research; they were given time flexibility in connection to the choice of day, time and location that suited them best. For the researcher to meet the confidentiality, recorded data has been placed in a password-protected file on a personal computer, that only the researcher had access to.

All participating respondents acknowledged the terms and agreed to them. Performed interviews were recorded, analysed, and later erased from the author's computer.

3. Research design

Research design combines numerous research elements, providing purposeful and logical outcomes explaining the problem formulation presented in the research. In this project, an exploratory research design has been adapted with an inductive approach. In this set-up, the researcher can explore the problem in question by leaving the testing of the preliminary hypothesis out, providing a better understanding of the complex problem.

Furthermore, explorative research design does not bias research results, increasing the advantage towards others available research designs, fitting well into the considerations of the social constructivism paradigm adapted in this thesis project (Mills et al., 2010).

Using in-depth interviews with open-ended questions was purposeful. Open-ended questions stimulate interviewees to talk in detail, providing the researcher with extensive in-depth information set driving from the scope of the questions. It is important that the interviewer behaves proactively, stimulating dialogue with follow-up questions; encouraging interviewees to elaborate on the subject and emerging sub-subjects in question as much as possible (Bryman, 2012).

4. Collection and interpretation of relevant data

For the data collection to be relevant, the researcher must select the right tools. In this section, methodological choices regarding the questionnaire, interview guide and transcription, sampling and technological equipment are being discussed. In this research project, two sampling methods have been used. First, the snowball method has been used to reach a wider audience relevant to the research. The snowball sampling method relies on contacting "a small group of people who are relevant to the research topic and then uses these to establish contacts with others" (Bryman, 2012, p. 716). The second sampling method used in this research is criterion purposive sampling. Bryman (2016) writes that in criterion purposive sampling, all sampling units need to meet a specific criterion; in case of this study that was used to determine the right origin of the respondents.

Using semi-structured interviews as a tool for the data collection, allowed the author to collect valuable qualitative data (Long, 2007). The sample was taken from 10 out of 70 questionnaire respondents from the Zealand region. Those were either familiar with the researcher or ones involved in the limited circle being responsible for the snowball effect.

The reason for the taken actions - narrowing the sample group - was the author's desire to explore society broadly to find individuals with unique, but diverse stories. The whole process is structured in one nor the other way due to social distancing and rigorous recommendations (politi.dk, 2020).

Interview subject and selection of the open-ended questions were structured to control to some extent, the direction of the interview. It is important to mention that initial interview questions evolved in minor extent as new patterns occurred during the interviewing process. What is more, each interview has been screen recorded, forming a backup of data useful for further analysis (Long, 2007).

Audio/visual equipment played a crucial part in the process of data collection needed for the completion of this thesis research. Both sides, the interviewer and the interviewee needed to operate a stable internet connection, device with a built-in digital camera and microphone or headset. Those three were essential to ensure the clear flow of information via the audio and video connection during the interview (Iacono et al., 2016).

5. Interview guide

Every connection with the purpose of an interview began with a small introduction. In the introduction, the researcher introduced herself, checked upon connection quality and then made the interviewee aware of the research area. Following, the interviewer asked for interviewee nationality, age and additionally with applicable period one have been living in Denmark.

- I. How often do you usually travel abroad annually?
- II. What are the main aspects influencing your decision-making?
- III. Has the current pandemic somehow influenced your vacation plans?
- IV. Where did you spend your summer holiday?
 - a. Can you indicate the reason for not going on a holiday?
 - b. Where in Denmark/abroad did you spend your vacation?
 - i. Is there any specific reasoning for your choice?
 - c. Why did you choose to spend your vacation outside of Denmark?
 - i. Did you have any concerns while vacationing abroad?
- V. Do you see Coronavirus as a potential risk influencing your future vacation decision-making?
- VI. Would you consider spending vacations domestically as an alternative to your vacations abroad?

6. Transcription and coding

Bryman (2016) writes that the interviewer not only should be attentive to the context of the conversation but also its natural and emotional setting. For the guarantee of anonymity, each recording has been transcribed into text. To make the transcription process easier, the author prepared herself question sheets on which, while interview duration, she was noting key behaviours, gestures and the body language that could be valuable in the later stage. Following each of the 10 interviews, researcher transcribed recordings manually, and keynotes have been incorporated into transcripts.

In terms of coding, transcribed data was divided into smaller categories or groups characterizing singular themes for thematic analysis. This method helps categorize data needed for research analysis development and constructing further conclusions. Despite the fact that the criticism from academic researchers, seen as a no identifiable approach due to apparent losses in the interview coherence and text fragmentation (Bryman, 2016), it appears to be the most applicable method for analysing qualitative data gathered during interviews.

7. Writing up findings/conclusions

By combining the existing and relevant to the thesis research academic literature and strengthening it with the research process performed specifically for the purpose of this project, the author could drive conclusions to the established problem statement.

Observations

“Participant observation is the most comprehensive qualitative method and is often assimilated with field research.” (Decrop, 2006, p. 55) For this project, only unstructured observations were made, coming with the idea of observing without any prejudiced opinion, and with an open mind. Things can happen unexpectedly, therefore many observations have not been executed thought the period of data collection, but still turned to be relevant for the case. Many observations go further than the research period. As I, the author, have been active participant and observer of the current event connected to COVID-19 pandemic, I believe to have the knowledge of important aspects accounting for experience and reasoning relatable to research participants.

Netnography

Netnography incorporates human online communication, which has been developed in a form of textual communication, or multimedia communication including digital and audio media. Kozinets (2011) states that netnography is *“a specialized form of ethnography adapted to the unique computermediated contingencies of today's social worlds.”* (p. 1)

As a result of improvements and constant development of the internet, an instant flow of information between users has originated. As consumer patterns are a constant subject of change, especially nowadays, where online is influencing their behaviours and social mechanisms in sharing experiences, both online and offline. Netnography has been used in connection to the content of websites and social media channels like Facebook, in which the addressed issue of this project has been expressed.

Netnography has been integral part of authors observations of society behaviours and active analysis of the situation used in forming research journal, where all essential information throughout the research process were accounted.

Analysis

In this section, provided to the reader is collected data that has been grouped and analysed. While the secondary data serves as the base for the thesis research, empirical data accounts for the actual situation, justifying the theory and findings and/or going against it.

In this chapter a brief introduction to the situation of the pandemic in Denmark will be presented in the general overview to begin with. Following, the specifically travel related arguments will be appointed. Successively, the acquired by the author data will be introduced to the reader, touching upon several matters directly connected to the problem of the following thesis, that is the impact of Covid-19 on summer holidays of the Danish nationals and residents.

Before Covid-19

Danes as nation can boast with the highest number of taken holidays annually, what as Martenson (2018) writes, makes them in general keen and frequent travellers. However, they rather spend holiday weekends at home, than an actual summer holiday. In line with available statistics (Danmarks Statistik, 2020)², it is known that in 2019 Danes have spent their longer holiday (four or more overnight stays) abroad, in most cases in destinations with a guarantee of sun and warmth such as Spain, Italy, Greece and France.

Despite the preferences of the Danes, tourism in Denmark is booming, being featured at the top of *to visit* destinations (VisitDenmark, 2019). Tourism industry in Denmark is growing (OECD Tourism Trends and Policies, 2020)³, continuing the annual increase since 2012 (Statista, 2020) and as of 2018 contributing to Danish GDP with an estimated 168,1 billion DKK. According to VisitDenmark (2020) in 2018 tourists consumed a total of 132.5 billion DKK in Denmark, making tourism an important piece in creating growth, revenue and jobs for the whole of Denmark (VisitDenmark, 2020) yet another year. As stated in reports (VisitDenmark, 2020) for 2018, there were 169,000 full-time jobs financed by the tourism and hospitality industry that same year, which corresponds to just over 5 percent of the total number of full-time employees in Denmark (DPT, 2020).

² Danmarks Statistik, (29/06/2020)

³ oecd-ilibrary.org

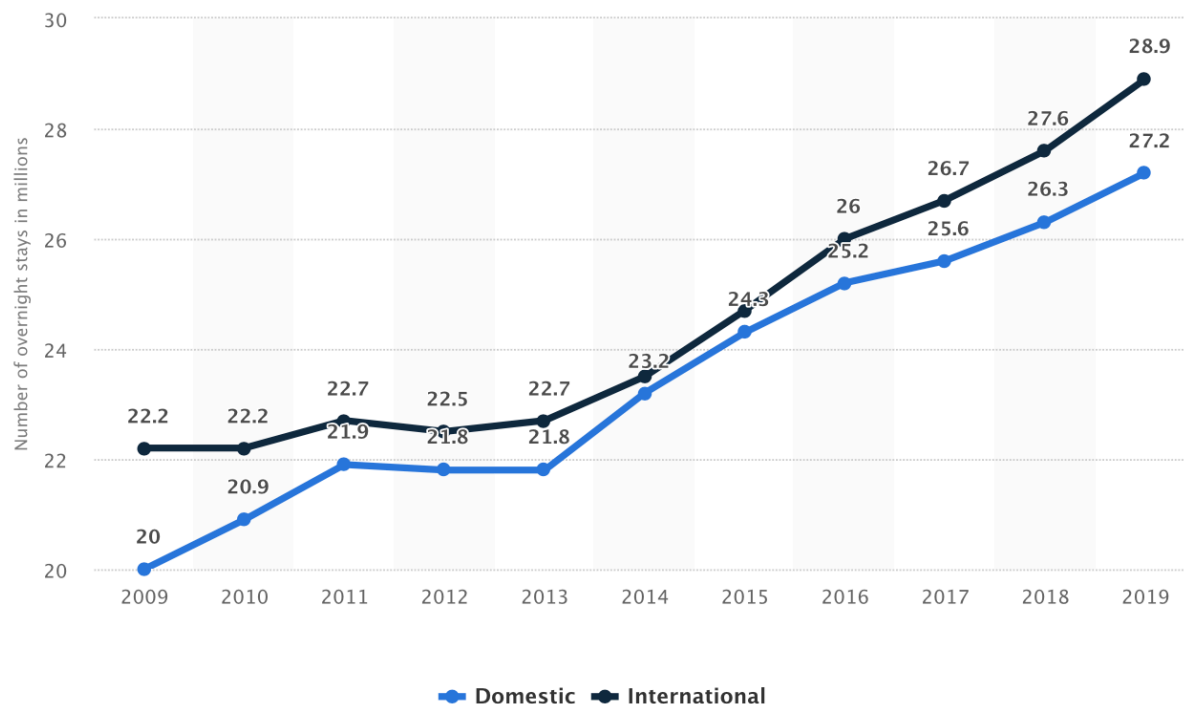


Table 1 Number of overnight stays of domestic and international tourists in Denmark from 2009 to 2019 (Statista, 2020⁴)

Facing Covid-19

Denmark started closing down in mid-March (kraka.dk, 2020). Pandemic scenario dates back to March 11th, when Prime Minister Mette Frederiksen during the live-broadcasted press conference, announced the closure of the public sector, sending a big part of the society home. Not long after, on March 14th, Denmark closed its borders to any unnecessary movement of people and sent the remaining sectors home, putting up with the thought of serious consequences to the country's economy in the near future, and launching economic initiatives.

Since March, society in Denmark has lived the unknown. With restrictions towards the free movement, the general freedom of human choice and social behaviour, which additionally were being differentiated in scaling across the time, people were forced to rearrange their lives and plans, even their habits. In Denmark, the so-called “lockdown” - that is a state described commonly as time in which citizens were recommended to stay home and limit their social engagement - lasted until mid-May, when social life was allowed to resume.

Later on, at the turn of May and June further easing of restrictions followed allowing travel to Germany, Norway and Iceland, to finally open-up for EU travel in the beginning of July.

⁴ Statista, (19/11/2020)

Looking from the time perspective and a global perspective, Denmark's setting has remained moderately open throughout the time. Here limitations of movement have not been imposed as strictly as in other places in the EU and worldwide, and percentage of service businesses could still pursue their work, though on highly regulated terms imposed by the health authorities and the government itself. Though, the use of available capacity was not anywhere near to what the service and hospitality industry in Denmark is used to uphold.

Under the Covid-19 influence

The easing of restrictions prior summer 2020 is believed to be based upon recommendations of business organizations, such as VisitDenmark and SMVdanmark. Those communicated openly that Denmark would lose big time economically, if the borders would remain closed for the non-necessary travels, under which holidaying is being placed (kraka, 2020), throughout the summer months. As the most recent statistics show, the tourism sector in Denmark was hit greatly by the pandemic and following consequences. After a record year of 2019, where 56.1 million overnight stays have been registered (Danmarks Statistik, 2020) setting a record for the 7th year in a row, 2020 accounts for record losses. While international mobility has declined significantly due to travel restrictions and general restraint, the tourism industries have been additionally hit hard by assembly bans, closure by injunctions, distance requirements, etc., affecting also the turnover of Danish tourists. Therefore hotels, restaurants, aviation, travel agencies, etc. are among the industries that have made the greatest use of the government's compensation schemes compared with the average for the other industries.

According to the information appointed by Ministry of Industry, Business and Financial Affairs and Ministry of Foreign Affairs (DPT, 2020) a total of 54,000 employees in the hotel and restaurant industry, corresponding to approx. 43 percent of the industry's employees have been covered by the wage compensation scheme since it was launched in March 2020.

In the period January to July 2020, the number of tourist overnight stays fell by 26 percent. That is 8.9 million fewer overnight stays than in 2019 in the same period. This is mainly due to a decrease in foreign overnight stays by 59 percent (-9.8 million overnight stays) in the first seven months of the year. Based on booking figures, market surveys and other forecasts, it is expected that the number of foreign overnight stays in the summer of 2020 (June-August) is to fall by 43 percent (-6.2 million) compared to 2019, while Danish tourist overnight stays are

expected to increase by 28 per cent. (+3.4 million). The total number of overnight stays in the whole of 2020 is expected to fall by 19 percent compared to 2019.

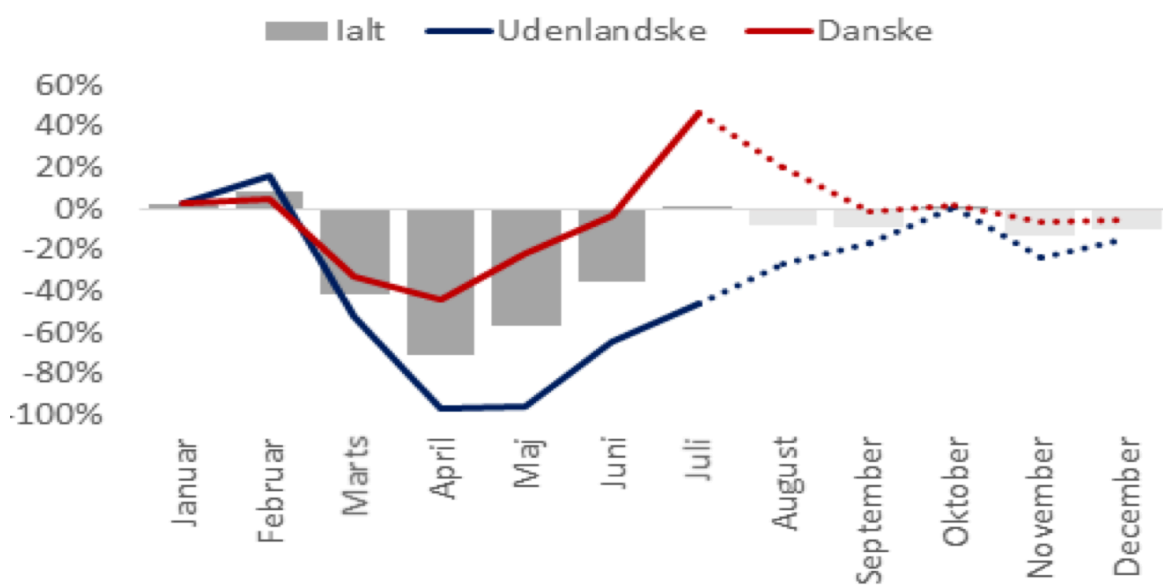


Table 2 Total number of overnight stays. Source: VisitDenmark (2020)

The same picture can be seen in aviation as well as any other transportation means that are closely connected to the tourism sector in Denmark. According to the newest data the number of passengers to and from Copenhagen Airport, where both business and leisure travel account, are significantly below previous years' levels. Copenhagen Airport has had almost DKK 2.3 million passengers from March-July 2020 against 16.5 million in the same period in 2019.

	Passagerfly			Passagerer		
	2019	2020	Ændring	2019	2020	Ændring
Marts	21.541	11.455	-47%	2.373.332	852.984	-64%
April	20.922	906	-96%	2.508.962	25.936	-99%
Maj	22.909	991	-96%	2.651.938	40.118	-99%
Juni	23.309	2.531	-89%	2.924.888	151.085	-95%
Juli	22.703	6.605	-60%	3.109.498	565.910	-82%
August	23.238	7.997	-66%	2.942.021	621.215	-79%
Total	134.622	30.485	-77%	16.510.639	2.257.248	-86%

Kilde: CPH Airport, 10. september 2020

Table 3 Arrivals and departures to/from CPH March-August 2020 & 2019 (DPT, 2020)

In this uneven game, in which uncertainty of events plays the biggest part, the format of tourism as we know it, one that applied to the industry prior Covid-19, has been pushed into oblivion.

And in the light of new guidance, the distance, the hygiene aspects, the guest number allowance, the obvious shifts towards the unknown, requiring many adjustments that have to be pursued, are making travelling not as accessible as in the past.

Brief insight into vacation travel choices in Denmark during Covid-19

Being an observer and participant at ones gives at times a feeling of certainty that what we see is *the reality*. During the months post-lockdown, a certain trend has been noticed. Namely, people seemed to remain in Denmark and pursued their holiday locally.

To briefly outline the grounds for the research, searching for the answer to the question: “*In what way did pandemic affect vacation decision choices of Danes and Danish residents for summer holidays 2020?*” a questionnaire survey has been conducted. By constructing such a tool, it was desired to test the hypothesis, prior pursuing the actual research. Collected had been the data from 70 individuals, who voluntarily upon authors request contributed to the thesis research. Among those 70 individuals there were 20 Danes and 50 others of following nationalities: American, Australian, Brazilian, Brazilian/Italian, Bulgarian, Canadian, Croatian, Czech, Danish/Swiss, Dutch, English, Estonian, Filipino, Finnish, German, Greek, Indonesian, Italian, Latvian, Lithuanian, Nepali, Norwegian, Polish/Italian, Polish, Romanian, Serbian, Slovak, Spanish, Swedish, British/American and American. This data has been then categorised by a vacation variable: did not go on a vacation, vacation abroad and vacation in Denmark.

Based on the available sample, it has been noticed that 23 out of 70 respondents decided to not vacation during the summer of 2020, stating the following as the main reasons for such decision: governmental restrictions, flight availability, social responsibility, unnecessary risk or health risk or risk in general as well as safety reasons, income/financial issues, uncertainty, family reasons and personal reasons. Among the most frequently mentioned reasons for not going on a vacation were governmental restrictions and risk.

“I believe it is stupid to risk anything for yourself and others.”

“it didn't feel safe and the security of funds for vacations was up in the air”

“Hard to get flights and also I don't think it's responsible to go on vacation now. It feels like a luxury and not necessary to take the risk.”

Furthermore, data suggests that 22 out of 70 respondents decided to pursue their vacation in Denmark, naming amongst the most frequent reasons for travelling domestically were family

visit, pandemic uncertainty, personal reasons and location proximity. Here it is worth mentioning that 6 out of 13 Danish respondents that went on a vacation in Denmark pointed out that those were on the grounds of a family visit. Moreover, it has also been indicated that supporting local businesses and local economy has been important factor. Additionally, when looking at reasoning of stay in Denmark between Danes and Danish residents' similarities of choice are to be noticed.

Reasoning of stay in Denmark for summer holidays	
Danes	Danish residents
<ul style="list-style-type: none"> • personal reasons • it was planned • location • desire to spend time with family • to support local businesses and economy • they have accompanied someone • went to owned summer house • went to rented summer house • desire of exploration of their country 	<ul style="list-style-type: none"> • personal reasons • to support local businesses and economy • government restrictions • location • they have accompanied someone • desire of exploration of the country

Figure 4 Reasoning of stay in Denmark for the summer holidays. Own adaptation.

Lastly, data indicates that 24 out of 70 decided to venture abroad for their summer vacation of 2020. Here the most frequent reason for travelling abroad is a family visit, followed by the leisure factor. According to the data, among 7 individuals, who indicated that they pursued vacation abroad for leisure purposes only 2 Danes were identified. Whereas 9 out of 11 respondents who indicated family visit as a reason for travelling abroad, travelled to his/her motherland.

Vacation decision choices of Danes and Danish residents during pandemic

Taking from the results of the questionnaire survey, a further, more detailed research has been carried out. This time ten interviewees have been asked to contribute for the purpose of deeper understanding of vacation decision choices during pandemic in Denmark.

To understand how the vacation decision choices of people in question have changed or not, a general overview of travel frequency and travel habits needs to be outlined. According to the research results, both Danes and Danish residents travel regularly. All the respondents are used to travel on average 2-4 times per annum, accounting for a high score in comparison to other European countries or worldwide (Martenson, 2018, p. 70).

Interview no. 1: "We try to travel 3-4 times per year, or more."

Interview no. 7: "We travel in winter, during Easter break, during the summer and in autumn"

Interview no. 9: "We take vacation 3-5 times a year"

As indicated in Martenson (2018), "*Europeans maximize their utility (happiness) through leisure*" (Okulics-Kozaryn, 2011 in Martenson, 2018 p. 70). This would briefly explain why Danes account for 8 trips annually. According to the data from 2019 (YouGov, Keldsen, 2019), 30% of Danes had planned to take three weeks of vacation spending those abroad, and only every fourth domestically. It can be also noticed that frequency of vacation making is for some directly connected to holiday breaks incorporated into Danish education system.

Interview no. 7: "We try to do that every time kids have their longer break at school."

When asking respondents about previous vacation destinations 6 out of 10 confirmed that they were used to spending summer vacations in warmer climates, indicating Spain, Italy, Greece or France as a *go to* destination, what aligns well with Knudsen (2014) study about Danish long-distance travel behaviour. It was then suggested that Danes have the tendency to frequent travels abroad, where the long-distance travelling is increasing over the years.

While analysing respondents' motivation, which is amongst the important factors influencing any vacation decision-making process (Decrop, 2006, p. 7-14), it can be noticed that each individual focus on highly personalized aspects. Here at least 3 out of 10 had mentioned to be travelling abroad for vacation purposes due to more predictable weather conditions.

Interview no. 4: "I like to recharge in the warm with the backplash of the sea waves."

Interview no. 7: "We try to make summer break the special vacation. By special I mean that it usually is a foreign destination like Mallorca, Provence or other warm destination."

Results show also that vacation decisions choices are very much dependent on one's lifestyle. Facing dynamic everyday life, parents in question and their decision process, is being primarily driven by the good of their children. Others, value the freedom of choice or diversity of experiences.

Interview no. 7: "Kids love to play on the beach, so we do our best to organise that for them."

Interview no. 3: "We have been to Spain and France previously, but you know destination actually does not matter as much, as long as we get to spend a lot of quality time together with no pressure of the day-to-day."

Interview no. 1: "Like I said, I like to travel around, see places, taste food and get to know different cultures."

Interview no. 2: "(...) I value a lot remote destinations (...)"

Furthermore, research results reveal that financials were, and still are, an important factor. When asked about the main aspects influencing their decision making, respondents emphasize on the importance of price. Interviewees mention among others their consciousness towards the price of the accommodation and transportation.

Reaching the understanding of existing patterns for vacation decision choices among Danes and Danish residents, further conclusions can be drawn.

Research results disclose that just under a half of the interviewees had their vacation plans rearranged due to the outbreak of Covid-19. In the act of embracing new circumstances, respondents either decided to stay in Denmark or dropped vacation plans entirely.

But it can be seen that even though the plans had to be cancelled, rebooked or fully rearranged, all participants found a way to align with COVID-19 restrictions and accept the fact of pandemics. Surprisingly, the vacation plans of a similar share of respondents were not affected at all. 3 out of 10 people were not troubled by the situation. Two indicate a pre-planned vacation plans in Denmark, while one remaining had ventured abroad. Then further two responded that despite the challenges that Covid-19 brought to vacation travels, they have found a way to endure it.

Interview no. 3: "Actually, not at all. We have had booked sommerhus in Jutland. Lucky choice as I see it know."

Interview no. 9: "No, not really. We had it planned to cruise around the numerous Danish islands and as we reside here, there were no problems. We very much enjoyed it, as the waters were empty and so the marinas due to entrance limitations to Denmark."

Interview no. 8: "I got to go to Italy and spend almost a month with my family and friends. It was super needed, after I did not see them for 8 months, and nothing was sure if I would actually go now."

Interview no. 6: "We made it to Crete, Greece. It was planned for May, but we ended up rebooking due to Corona and we finally made it there in August. Although that was also not sure due to restrictions and Corona testing in Greece."

Interview no. 4: "I was supposed to go home. But my parents said no, in case the situation would again change rapidly, and I would not be able to come back to Denmark to continue my studies. But... I did go someplace magical. (...) I went to Iceland."

Looking at the turn of events and while analysing research results more thoroughly, it seems then to be inevitable that all the stakeholders involved into tourism and travel, whether it is travellers or travel destinations, operators or airlines, should be already in the process of adjusting their priorities and in line to adapt to the necessities (Hall, Scott & Gössling, 2020). In question on whether or not interviewees see the Coronavirus as a potential risk influencing their future vacation decision-making, majority of the respondents state that the instability of the country entry rules triggered by the pandemics is what challenges them.

Interview no. 1: "I have respect to the guidelines and society."

Interview no. 2: "I definitely want to keep travelling (...) but I will do it first when I will get some clearance about the situation."

Interview no. 3: "We need to know more to draw conclusions."

Interview no. 4: "(...) the unstable situation, too many restrictions to follow across different countries and lack of the good old freedom."

Interview no. 5: "Vacation will become a luxury, available for the few."

Interview no. 6: "That will be difficult for me to accept, as I am not used to planning in advance. (...) due to fast changes and rapid reactions from the government side, I might be left stranded, or face quarantine."

Interview no. 7: "(...) will have to adjust to new reality (...)."

Interview no. 8: "Different countries, different rules."

As indicated, despite the travel experience that respondents had shown when addressing the frequency of travel for vacation purposes, perceived risks or anxiety that according Qiu et al. (2020) should have been minimized "by tourist past experience" (p.1), are very much present. As indicated in the study by Pestana, Parreira & Moutinho (2020) "emotions are the bridge between the subject and the environment: through them the positive or negative meanings and tones, and greater or lesser intensity are attributed to particular situations" (p.3) and therefore behaviours may differ.

Drawing from this finding, it can be assumed that emotions were the factor that influenced significantly vacation decision choices for the summer holidays of 2020. It can be therefore indicated that after several months in social isolation, people's decisions relied strongly on the sense of belonging, explaining why so many decided to spend their holidays surrounded by the closest in the comforting setting.

Interview no. 1: "I would not like to put mine and my wife's life at risk in any way. So we figured, we can instead spend those weeks on exploring Denmark."

Interview no. 2: "(...) during March and April I understood that I should arrange my priorities in life. So far, my carrier was on the pedestal. So I decided to go to Bornholm, spend quality time with my family, and rediscover the island."

Interview no. 3: "I went to Iceland. A classmate of mine is Icelandic and she offered me to come along, and visit her sites. Iceland has been one of the first countries Denmark allowed travels to, so that was just ideal."

Interview no. 7: "(...) we worked on new skills, hobbies and enjoyed ourselves while staying at home."

Interview no. 8: “I got to go to Italy and spend almost a month with my family and friends. It was super needed, after I did not see them for 8 months, and nothing was sure if I would actually go now.”

For some of those respondents, the decision-making driver responds closely to the VFR phenomenon.

Visiting Friends and Relatives

VFR stands for Visiting Friends and Relatives and has been “*a neglected and underestimated issue in both tourism practice and research*” (Shani & Uriely, 2012, p. 422). “VFR travel is a form of travel involving a visit whereby either (or both) the purpose of the trip or type of accommodation involves visiting friends and/or relatives.” (Backer, 2011, p. 75).

Interview no. 1: “We were supposed to fly to Indonesia this year together with my wife.” Here an Indonesian citizen was planning on holidaying in his home country together with his spouse. However, due to global pandemic that plans had been changed to a domestical holiday in Denmark at a summer house of his dear friend. Interview no.1: “I always wanted to spend some more time on the west coast, but never really ended up doing it. (...) “We got lucky with a friend who owns a sommerhus on Fanø, so that is where I’ve spent my summer this year.”

In another case a Danish citizen decides upon a rearrange of priorities in life in the light of circumstances connected to pandemic and travels to home region with the purpose of a family visit and sightseeing.

Interview no. 2: “I decided to go to Bornholm, spend quality time with my family, and rediscover the island.”

Further, a case of Italian student being invited to visit a friend in Iceland presents itself. According to the literature, this is a very common setting as “hosts are an attractive source of information since they have local knowledge to stay away from overcrowded busy tourism attractions” (Shani & Uriely, 2012, p. 425).

Interview no. 4: "I went to Iceland. A classmate of mine is Icelandic, and she offered me to come along, and visit her sites. (...) I got to travel across with a personal tour guide, so I cannot complain."

Retreating shortly to the results of the questionnaire survey, similar tendency has been seen. Though VFR travel is seen there in the retrospect, where non-Danes returned to their homeland for the time of summer vacation. Shani & Uriely (2012, p. 423) write that "VFR tourism has been found to have close association with immigration patterns, which generated two-way movements of "ethnic" tourism: emigrants who return to their homeland out of sense of belonging and identification with its way of life, and their friends and families who travel to visit their current country".

As reported further in Shani & Uriely (2012) "VFRs can compensate for the drop in the arrivals of other tourists at times of crises or disaster" (p. 424), as "VFRs are generally high tourist income multiplier, mainly because of their tendency to purchase local goods and services, thereby contributing significantly to the non-tourism economy" (p. 424).

In Denmark, the VFR data is being collected. However, due to its complexity, it is not directly published to the public sources. Nevertheless, the data that can be accessed is the segment called *non-commercial tourism*, which carries some of the VFR data. The non-commercial overnight forms of stay cover tourists that overnight at private premises and typically do not pay for it. This type of tourism comprises of own/lent summer houses, visits to family/friends or one-day trips. According to VisitDenmark analysis⁵ in 2018 the non-commercial tourism constituted to 40% and 53,6 billion DKK. As Backer (2011, p. 75) writes "many people do not identify themselves as VFR even, if they indeed are them." Therefore, despite the fact of VFR being likely the oldest form of travel (Backer, 2011) and representing "a significant part of the overall travel market" (Backer, 2011, p. 75), VFR is "understated in official figures" (Shani & Uriely, 2012, p. 423), and "DMO's tend to overlook VFR travel" (Shani & Uriely, 2012, p. 423).

Instead, various governmental and non-governmental organizations prefer to focus on promotion of domestic holidays, which is seen to be the most certain form of holidaying for the years to come.

⁵ VisitDenmark, Turismens økonomiske betydning

Vacationing at home

As indicated by IRTS (2008) “domestic tourism comprises the activities of a resident visitor within the country of reference, either as part of a domestic tourism trip or part of an outbound tourism trip.”⁶

As shown in the annual survey of Danes' travel behavior from 2018, commissioned by Danish Coastal and Nature Tourism in collaboration with VisitDenmark, Denmark as a holiday destination is gaining in popularity among Danes lately. The explanation for the development may be the more climate-friendly holiday set-up, that is warm summers happening across the past few years. It can also be a desire for more proximity and that the opportunities for a good holiday experience in Denmark have been strengthened in line with demand. Or the fact that it has become more politically correct to spend holiday locally in recent years (Gössling et al., 2010; Cohen et al., 2016).

Research results indicate that 2 out of 10 interviewees have had the plan to spend the summer vacation of 2020 in Denmark in advance.

Interview no. 3: “We have had booked sommerhus in Jutland.”

Interview no. 9: “We had (...) planned to cruise around the numerous Danish islands (...).”

Further four respondents decided to stay in Denmark after Covid-19 outbreak, due to all imposed restrictions and other, more personal reasons.

Interview no. 1: “I would not like to put mine and my wife's life at risk in any way. So we figured, we can instead spend those weeks on exploring Denmark. (...) We went a bit all around. I always wanted to spend some more time on the west coast, but never really ended up doing it. (...) On our way to Jylland, we made a pit stop in Odense for the weekend. Such charming place, and as I got to know later on, perfect introduction to what was expecting me on the west coast. We got (...) a sommerhus on Fanø, so that is where I've spent my summer this year.”

Interview no. 2: “(...) I understood that I should arrange my priorities in life (...) So I decided to go to Bornholm, spend quality time with my family, and rediscover the island. I actually got to walk it around (...).”

⁶ IRTS (2008, 2.39).

Interview no. 3: "We didn't go anywhere to be honest. It is due to the fact that I am in the high risk group and hence did not want to risk anything. (...) Instead (...) we worked on new skills, hobbies and enjoyed ourselves while staying at home."

Interview no. 10: "I have decided it is time now to explore my own country. As there were less tourists, the most popular sights were not as crowded, and places booked out."

By analysing their responses, we can conclude that there is a rather positive opinion towards the domestic travel amongst the society. All despite the fact that pandemic that came so unexpectedly, made the society anxious and angry, craving all the things we are no longer allowed to do. Partly because "the tourism industry thrives on the notion that holiday travel improves well-being" (de Bloom et al., 2017, p. 573), making the "reason for people to keep engaging in holiday behaviour far from home [as] its apparent appeal in terms of assumed well-being benefits" (Nawijn & Peeters, 2010, in de Bloom et al., 2017, p. 573).

As de Bloom et al. (2017) writes, referring to Miller's (2003) research, "modern consumers would actually be keen to make sustainable choices in tourism" (de Bloom et al., 2017, p. 573).

According to available data, before the Corona crisis, an estimated 22% of society had already booked one or more holidays in Denmark, and a further 30% would probably choose to go on a holiday in Denmark (VisitDenmark, 2020). But, as the data from June 2020 shows, 26% of Danes choose to stay in Denmark, because the reopening of the borders has taken place too late (TV 2/Megafon, 2020), while 41% state that that they would not have gone on a holiday abroad no matter what. The newest data published by VisitDenmark, Danish Coastal and Nature Tourism & Danish Destinations in their study *Analysis of Danish tourists' behavior and preferences in the high season 2020* dated October 2020 reveals that the proportion of Danes who went on holiday in Denmark has more than tripled. In the summer of 2020, 66% of Danes have spent their holiday in Denmark, whereas in 2019 this share was just at 20%.

The reasoning for such results may lay within initiative of joint destination forces that embraces the concept of *staycation*.

Staycation

From ”*vi skal bare være hjemme i år*” (transl. we should just stay home this year) in 2019 to “*Danmark er meget mere end "bare"*” (transl. Denmark is much more than “just”) in 2020.

For some years already, but especially during the summer of 2020, a greater number of people began to go on a *staycation*; that is holidaying locally (Kay & Yawei Wang, 2010), in your own country or at home in your own garden.

“(…) term that has emerged, the “staycation” is an interesting neologism that was coined from “stay” (meaning “stay-at-home”) and “vacation.” (Kay et al., 2010, p. 591)

As Kay et al. (2010, p. 590-591) write “*the concept of the staycation is a recent marketing and consumption phenomenon with different implied meanings for consumers.*” However, a staycation is currently seen as potentially economically important to the local economy, as it can influence the formation of “*local community values and regional identities*” (Kay et al., 2010, p 591).

Bare *Danmark* that translates to English *Just Denmark* is a campaign that was launched in late May 2020 with the goal to remind the Danes about the beauty of their own country as a holiday destination. As Danish tourism industry is on its knees, a large-scale advertising campaign for over 21 million DKK aimed at the 40 percent of Danes, who usually holiday abroad to spend their holiday money in their homeland. Campaign took upon the Danish saying “*vi skal bare være i Danmark i år*”, directly translated to “we just have to be in Denmark this year”, reversing its meaning to a positive experience - *For Danmark er meget mere end "bare"* - showing that is *Denmark is much more than "just"*. Launched campaign reminds the Danes of a way of activating good summer experiences *at home* and in that way making the Danes want to travel around and rediscover their own country. For idea browsing purposes, a website has been created **megetmereendbare.dk** where one can find inspiration for both long-term holiday and a day trip; via preselected by the creators of the campaign destinations that pop-up dynamically at the front page, being also divided by type of an experience.

The campaign created by Hjaltelin Stahl (Hjaltelin Stahl, 2020⁷), behind which are 19 Danish destinations, Brancheforeningen Danske Destinationer (transl. the Industry Association Danish Destinations), Dansk Kyst- og Naturturisme (transl. Danish Coastal and Nature Tourism), Dansk Storbyturisme (transl. Danish Metropolitan Tourism) and a destination management organization – VisitDenmark; consists of a range of marketing attractors: a creative film, digital campaign, via influencers and print and outdoor, but was also spread via PR, podcasts (⁸⁹¹⁰), songs on Spotify, native collaborations, etc.

The campaign was launched on 28 May by engaging 100 influencers from all over the country sharing their holiday experiences in Denmark with the hashtag **#baredanmark**. A week after, on 5 June a TV campaign with Martin Brygmann was launched (VisitNordsjaelland, 2020; VisitDenmark, 2020¹¹), who in his well-known humorous way reminded the Danes that they should not take Denmark for granted.



Figure 5 Meget mere end bare Danmark, Source: youtube.com

⁷ Hjaltelin Stahl Case

⁸ VisitDenmark, Meget mere end bare Danmark podcast

⁹ Heartbeats.dk

¹⁰ Heartbeats.dk

¹¹ VisitDenmark.dk, Vi bliver bare i Danmark i år



Figure 6 Meget mere end bare Danmark, Source: youtube.com



Figure 7 (UP) Posters Meget mere end bare Danmark, Source: VisitDenmark

Figure 8 (DOWN) Poster Meget mere end bare Danmark. Source: Privat archive



Moreover, on 22 June, 1,400 outdoor posters across the country were exposed, showcasing the 19 destinations that took part in the initiative. Among those destinations are “*Destination Nord, Destination Nordvestkysten, Destination Limfjorden, Destination Himmerland, VisitAarhus, Destination Vesterhavet, Turistsamarbejdet Kystlandet, Samsø Kommune, Destination Sydvestjylland, Destination Trekanten, Destination Sønderjylland, Destination Fyn, VisitNordsjælland, Wonderful Copenhagen, Destination Sjælland, VisitFjordlandet, Destination SydkystDenmark, Visit Lolland-Falster og Destination Bornholm*” (VisitDenmark, 2020¹²).

Following, a podcast was launched in July, where the well-known Danes took part in quizzes about their knowledge of the destinations in Denmark. At the same time, VisitDenmark has entered into a collaboration with TV2 (YouTube, 2020¹³). In this collaboration that lasted over five weeks "Go 'Aften Danmark" explored all destinations in Denmark and reported on local characteristics.

However, what generated the most hype around the campaign was activating its community, mainly through their Instagram channel @visitdenmark, entrusting the user generated content (UGC). VisitDenmark with its designated hashtag #baredanmark engaged their community in sharing inspirational pictures of places and destinations to visit across Denmark. Through the use of the hashtag, VisitDenmark was able to accumulate over 57,000 ideas for unforgettable experience in the ordinary Denmark (megetmereendbare.dk, 2020).

In the results published by Hjaltelin Stahl (2020) it is seen that campaign *Meget mere end bare* Denmark has gained more than 28 million digital exposures in the first three months, increasing preference for Denmark as a holiday destination and persuading over 50% of the campaigns target group to desire a holiday in Denmark. Furthermore, it is believed that *Meget mere end bare* Denmark contributed to the increase of overnight stays. The Danes made just

¹² VisitDenmark, Meget mere end bare Danmark posters

¹³ YouTube, Source: <https://youtu.be/RkSzI55ma8Y>

over DKK8.9 million overnight stays in Denmark, corresponding to an increase of 46 percent compared to 2019 (Hjaltelin Stahl, 2020¹⁴)

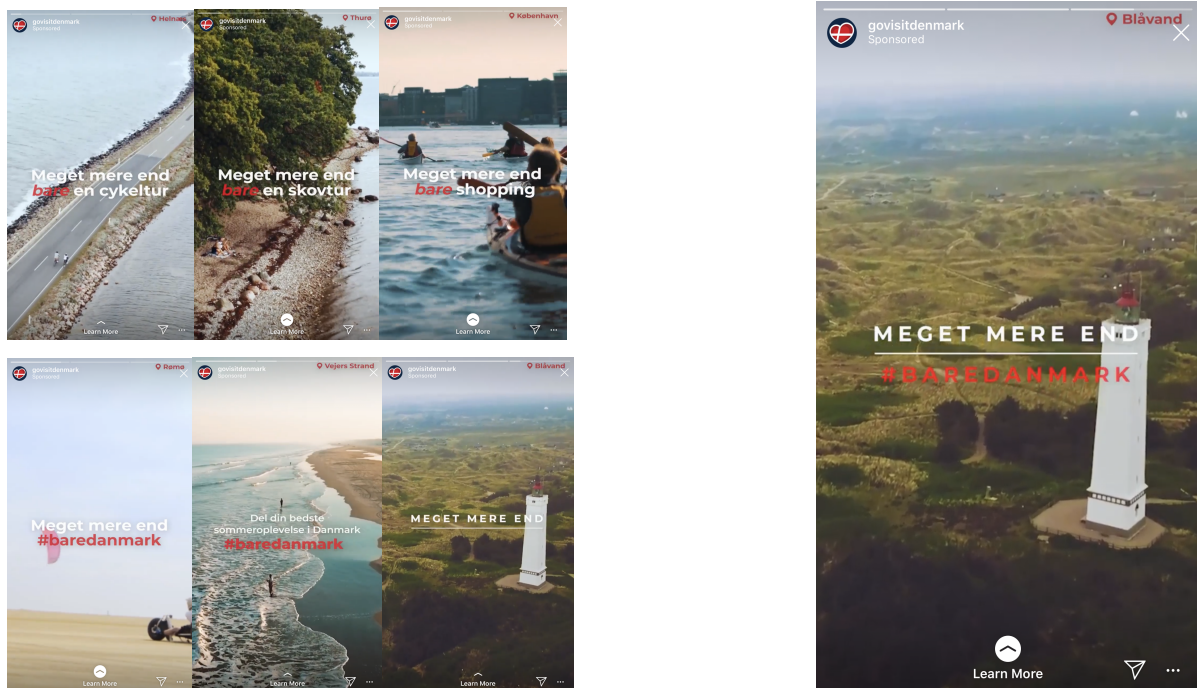


Figure 10 (LEFT) Meget mere end bare Danmark, Source: Private archive

Figure 9 (RIGHT) Meget mere end bare Danmark. Source: Private archive

This campaign and the results provide with an understanding towards the importance of the tourism sector for Denmark and Danish economy. Looking at the timeline, this initiative has been launched ahead of any state initiative, with the purpose for the society to understand that without them contributing to growth of domestic travel, the business existence of the popular summer destinations will shatter.

State-cation

In the light of the corona crisis, the summer holidays of 2020 did not seem to be any near the usual summer. Not for the companies and/or the local communities that depended on tourists, nor for the Danes **who are used to spending their summer holidays abroad**. To ease the situation, Danish government agreed on a number of initiatives that helped both sides in immersing the summer months on a more positive note.

¹⁴ hjaltelinstahl.com

State in cooperation with transport providers, as well as the leading tourism-oriented organizations, introduced several strategies that intended to:

- 1) do the good for the Danes and their holiday plans, **and**
- 2) resolve a difficult situation of Danish tourism.

Apart from the ordinary economical aid such as wage compensation, directed towards the employers and employees of businesses affected by the pandemic, other supplements were put into action created in hope for improvement of the circumstances. That is giving society the holiday they have deserved, but within Denmark's borders, and helping tourism related businesses in Denmark in their despair caused by pandemic.

A summer package¹⁵¹⁶¹⁷¹⁸ or *sommerpakke*, because it is in question, has been the government's economic initiative, giving the Danes a better opportunity to cultivate cultural and nature experiences during the summer 2020. Initiative has been presented to the public on 19 June 2020 and amounted to 700 million DKK providing society with the opportunity to experience Denmark in a few ways.

¹⁵ em.dk, Sommerpakke

¹⁶ kum.dk, Sommerpakke

¹⁷ socialstyrelsen.dk, Sommerpakke

¹⁸ TV2.dk, Sommerpakke

Initiatives in the summer package ¹⁹²⁰ .		
Travel	Culture	Others
Free domestic ferries for pedestrians and cyclists	More association and sports experiences	Free offer of local activities for the elderly over 65 years
Subsidies for price reductions on ferries to small islands as well as Fanø, Ærø, Læsø and Samsø in August-September	Extension of pool to local sports and scout associations	Day trips for nursing home residents
Reduction of ticket prices on the Ystad-Rønne route in August and September	Half price on tickets for cultural experiences in: museums, venues with seated audiences, orchestras, theaters, revues, circuses, Folkeuniversitetet, association activities, knowledge pedagogical activity centers and zoological facilities	Day trips for residents on social psychiatric services and other housing services
50,000 travel passes - eight days free travel ticket for public transport	Summer activities at high schools.	Free handicap transport during the summer holidays
1 million Orange tickets across the Great Belt during the schools' summer holidays		
Temporary increase of the basic deduction when renting holiday homes		
Strengthened efforts to restart tourism in Copenhagen via Wonderful Copenhagen		
Strengthened efforts to restart coastal and nature tourism via Danish Coastal and Nature Tourism		
Cultural food summer events and experiences throughout the country		
Better conditions for cycling tourism		

Table 4 Initiatives included in the summer package. Own adaptation.

¹⁹ TV2, Sommerpakke

²⁰ kum.dk, Sommerpakke

During the summer Danes were offered the *rejsepas*, a travel ticket that provided unlimited travel by public transport for eight days between 27 June and 9 August for just 299 DKK, making itself the most affordable way to travel across Denmark. The *rejsepas* could be used anywhere in the country in DSB's and Arriva trains, in the local buses and local trains, in the metro and the Aarhus Light Rail. Those cheap tickets were to give Danes an extra opportunity to get out into the Danish holiday landscape showing that public transport is a good way to travel on holiday in - both across the country and for the short journeys in the local areas. This limited offer, however, sold out within few days as only 50,000 tickets were made available²¹²². Yet another way to travel around Denmark by train was possible by purchasing DSB Orange tickets, an affordable to cheap, usually non-refundable option of a train ticket. With the summer package 1 million of Orange tickets across the Great Belt Bridge has been made available for the purchase, giving the opportunity to travel inexpensive and carefree within the existing train net in Denmark.

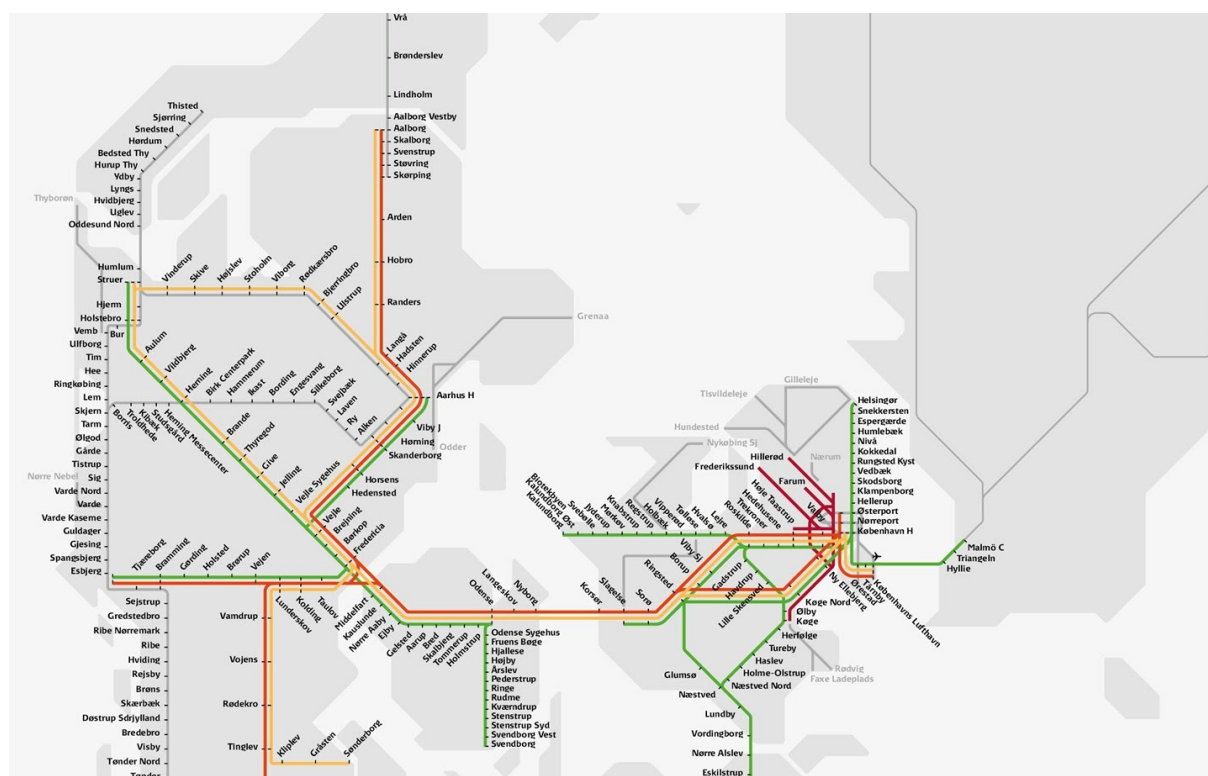


Figure 11 Train connection map in Denmark. Source: DSB.dk

²¹ DSB, Sommerpakke

²² dr.dk, Rejsepas

In connection to the offer presented by DSB and the government, Danish Coastal and Nature Tourism (Dansk Kyst- og Naturturisme) together with VisitDenmark and all the country's destinations provided society with an initiative of *Danmark på Skinner*²³²⁴ (transl. Denmark on rails). *Danmark på Skinner* has been created to inspire experiences throughout Denmark, where one can get off the train and go exploring. By browsing danmarkpaaskinner.dk anyone could (and still can) search for inspiration of experiences that they want to endure during their holiday in Denmark. An interactive map made available on the website allows the user to narrow their search down to a single region and redirects him/her to a page with a guide, allowing a detailed overview of the chosen region.

“Oplev Danmark på skinner. Stå af toget, bussen, metroen, skinnebussen hvor som helst og få nye oplevelser i hele Danmark. Hver station, hver by og område byder på oceaner af oplevelser i Danmark. Når du rejser med tog eller bus, får du mulighed for at se nye sider af Danmark og nyde turen undervejs.” - VisitDenmark, 2020

“Experience Denmark on rails. Get off the train, bus, metro, tramway anywhere you like and get new experiences throughout Denmark. Every station, every city and area offers endless experiences in Denmark. When you travel by train or bus, you get the opportunity to see new sides of Denmark and enjoy the trip along the way.” - VisitDenmark, 2020

To add on, 53 ferry routes offered all pedestrians and cyclists free crossing throughout the month of July, and cheaper ferries fare on selected connections in August and September²⁵²⁶. Additionally, providing cars with a disability card with a permission to drive freely on board of 32 ferry routes to Danish islands in August and September.

²³ VisitDenmark, Danmark på skinner

²⁴ kystognaturnaturisme.dk, Oplev Danmark-paa-skiner

²⁵ trm.dk, Faergeruter

²⁶ sim.dk, Faergeruter

Looking at the number and variety of initiatives and strategies implemented in Denmark prior and during the summer of 2020, it can be noticed that Danish authorities are conscious about the value and importance of the tourism to Danish economy. Moreover, it is evident that organs in power are well aware and mindful of the holiday patterns of its residents and therefore one step ahead when implementing nationwide campaigns. Pursuit of multi-layer campaigns, according to the internal data showcased by organizations and the available general statistics at Danmarks Statistics, can be seen as successful in terms of attracting Danes to holiday at home.

Furthermore, all of the aforementioned initiatives that have been put into life during the summer months of the year 2020 are believed to be contributing to the partial offset of the decrease in foreign overnight stays (-38%) during the summer period (VisitDenmark, 2020).

Discussion and Conclusion

Before moving into any conclusions, there are several challenges that need to be discussed and addressed for the reader to understand thoroughly the research process of this project. In the situation of pandemic caused by the novel Coronavirus, several challenges occurred to be present throughout the process of the project writing that subsequently altered research results.

Research process

Reflecting back on the projects' research process, there has been one particular challenge that significantly affected the research process. The situation of pandemic in Denmark, caused by the novel Coronavirus, was constantly evolving demanding from the author flexibility and cautiousness to the changes of circumstances within and around the society. Furthermore, the process of data collection was influenced by social distancing regulations applied at the time of the research process and therefore have been taken into consideration. Following the guidelines of Danish Authorities and Aalborg University, the qualitative research was conducted via social media platforms (aau.dk, 2020, politi.dk, 2020).

Currently, Denmark is again in the lockdown stage, discouraging inhabitants to travel out of the country, and strongly advising isolation upon returning to Denmark. This applies to all legal residents of Denmark, both Danes and international citizens (um.dk, 2020). However, the research process had been conducted during period where the easing of regulations and re-opening of Danish borders still applied and therefore possible to observe that the perception towards travelling did change. At the moment, the level of uncertainty is definitely higher than it was before and therefore taken into consideration. As situation changes, it is therefore had to predict whether how further restrictions had and will influence the society opposed to the time when interviews had been conducted.

The on-going changes caused by the development of Coronavirus pandemic will therefore present potential development of the matter in question in the future.

Scientific Theory

Another significant challenge was adaptation of the following project to one philosophy. At the beginning of the project writing, it had been assumed by the author to align it with the social constructivism paradigm and qualitative research methods.

By applying the social constructivism paradigm and qualitative research methods, the researcher could operate with in-depth data, that would help with the complexity of the research topic, as well as the complexity of the social context in which society is currently positioned.

However, as the process progressed it was made clear, that additional data will be to authors favor to argument the results. Therefore, it is necessary to outline that following project has been based on the believes of the social constructivism paradigm, however the methods used in the research process are mixed, supporting the understanding of the complex social context in question.

Conclusion

The aim of this research project was to measure the impact of Covid-19 on vacation decision choices for the 2020 summer holidays of the Danes and Danish residents. This research is constructed to outline a number of challenges that society in Denmark faced, while planning their summer break, which happens to be an academically proved, highly complex process of decision-making. Based on the demonstrated research results in combination with the external data sources, we can conclude that the vacation decision choices of the Danes and Danish residents had been greatly influenced by the Coronavirus pandemic.

According to the research results, the priorities of the project respondents in regard to their vacation decision choices shifted, although the desire to travel remained amongst the majority. Results show that despite documented rich travel experiences based on the travel frequency (that indicated 2-4 times per year) 4 out of 10 respondents had their holiday plans rerouted and stayed in Denmark. Moreover, it is being noticed that people became more self-aware of the values that are meaningful to them. Amongst those is family and health. It seems that months of social distancing and restrictions such as assembly bans, closure by injunctions or distance requirements, had intensified the sense of belonging. As results indicate, nine out of ten respondents spent their summer vacation with a close companion or a relative.

What is more, several pointed out that due to changed circumstances and lack of the free movement, their vacation habits are likely to change. Factor that challenges those individuals the most is lack of spontaneity, imposed by the everchanging regulations towards the international movement, the threat of self-isolation and associated financial fines, as well as other travel related limitations like Covid-19 testing. Following vacationers are therefore living in the insecurity of their vacation travel patterns, anxious of what the future holds.

In the research, a reason for no travel vacation in the summer of 2020 was also defined. Data shows that factors like health and social responsibility are the ones to prevent individuals and their relatives from vacationing in the eye of pandemic.

Moreover, external results demonstrate that Covid-19 has led Danes' to change their experience consumption during the summer holidays compared to before. This year, the outdoor

experiences in nature have increased in popularity in relation to attractions, culture and shopping.

Notwithstanding the outlined facts, it should be concluded that because of the unusual circumstances caused by Coronavirus pandemic, it has been indicated that two out of three Danes spent their summer holiday in Denmark this year, what generated a more positive view of Denmark as a holiday destination in 36% of Danes (kystognaturturisme.dk, 2020)²⁷, who agree that Denmark is a destination with attractive nature, good attractions and generally a lot to offer.

Based on the research results provided to the reader in this paper, it is therefore established that in spite of imposed restrictions, the majority of people did enjoy their summer holiday in 2020. Vacationers remain positive about the future, hoping for improvement of circumstances, and are ready to adjust, if that will be necessary.

²⁷ kystognaturturisme.dk, Danskerne har fået et mere positivt syn på Danmark som ferieland

List of Literature

A

Aau.dk. (2020). *Coronavirus*. Retrieved from
<<https://www.aau.dk/coronavirus>> on 2/04/2020

Adam, I., (2015), *Backpackers' Risk Perceptions and Risk Reduction Strategies in Ghana*,
Tourism Management 49:99–108.

Al Jazeera (2020, September 20) (2020), *Coronavirus: Which countries have confirmed cases? Al Jazeera and News Agencies*, Retrieved from
<<https://www.aljazeera.com/news/2020/01/countries-confirmed-cases-coronavirus-200125070959786.html>> on 10/10/2020

Al Jazeera (2020, September 14) (2020). *Israel to impose second lockdown as coronavirus cases surge*. Al Jazeera and News Agencies. Retrieved from
<<https://www.aljazeera.com/news/2020/09/israel-impose-lockdown-coronavirus-cases-surge-200914064155959.html>> on 10/10/2020

B

Backer, E. (2011). *VFR travel: It IS underestimated. Tourism: creating a brilliant blend*
Proceedings of the CAUTHE Conference, 8-11 Feb, 2011, Adelaide, South Australia,
Australia. CD Rom, University of South Australia, Australia.

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.

Benjamin, S., Dillette, A., & Alderman, D. H. (2020). *We can't return to normal': committing to tourism equity in the post-pandemic age*. *Tourism Geographies*, 22:3, 476-483.

Berlinske.dk, (12/11/2020), Københavns Lufthavn varsler flere afskedigelser, Retrieved from <<https://www.berlinske.dk/business/koebenhavns-lufthavn-varsler-flere-afskedigelser>> on 3/1/2021

Boyce, C and Neale, P. (2006) *Conducting In-Depth Interviews: A Guide for Designing and Conducting In-Depth Interviews for Evaluation Input, Monitoring and Evaluation - 2*. Pathfinder International. Retrieved from <http://www2.pathfinder.org/site/DocServer/m_e_tool_series_indepth_interviews.pdf> on 06/07/2020

Bronner, F., & Hoog, R. (2020). *The floating vacationer: Destination choices and the gap between plans and behavior*. *Journal of Destination Marketing and Management*, 16, 100438.

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.

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
C

Cashdan, E., & Steele, M. (2013). Pathogen prevalence, group bias, and collectivism in the standard cross-cultural sample. *Human Nature*, 24(1), 59–75.

Chang, S.Y. (2009) Australians' Holiday Decisions in China: A Study Combining Novelty-Seeking and Risk-Perception Behaviors, *Journal of China Tourism Research*, 5:4, 364-387

Chien, P. M., Sharifpour, M., Ritchie, B. W., & Watson, B. (2017). Travelers' health risk perceptions and protective behavior: A psychological approach. *Journal of Travel Research*, 56(6), 744–759.

Clausen, A. S. (2012). The Individually Focused Interview: Methodological Quality Without Transcription of Audio Recordings. *The Qualitative Report*, 17(19), 1-17. Retrieved from <<https://nsuworks.nova.edu/tqr/vol17/iss19/1>>

Cohen, S.A., Higham, J., Gössling, S., Peeters, P., & Eijgelaar, E. (2016). Finding effective pathways to sustainable mobility: Bridging the science–policy gap. *Journal of Sustainable Tourism*, 24(3), 317–334.

Cph.dk. (2020). Love Of Travel Reaching New Heights In 2015. [online] Retrieved from: <<https://www.cph.dk/en/about-cph/press/news/2015/1/love-of-travel-reaching-new-heights-in-2015>>.

Creswell, J. (2014) *Research design: qualitative, quantitative, and mixed methods approaches*. Edition 4. Library of Congress Cataloging-in-Publication Data.

D

Danmarks Statistik, (09/11/2020), Stort tab i antallet af udenlandske overnatninger, Retrieved from <<https://www.dst.dk/da/Statistik/nyt/NytHtml?cid=31121>> on 3/1/2021

Danmarks Statistik, (09/11/2020), Tyskland sikrer septemberrekord i feriehusene, Retrieved from <<https://www.dst.dk/da/Statistik/nyt/NytHtml?cid=31162>> on 3/1.2021

Danmarks Statistik, (11/08/2020), Antal overnatninger næsten halveret i første halvår, Retrieved from <<https://www.dst.dk/da/Statistik/nyt/NytHtml?cid=31118>> on 3/1/2021

Danmarks Statistik, (09/06/2020), Travl feriehussommer med mange danske gæster, Retrieved from <<https://www.dst.dk/da/Statistik/nyt/NytHtml?cid=29833>> on 3/1/2021

Danmarks Statistik, (09/06/2020), Fald på over 2 mio. turistovernatninger i april, Retrieved from <<https://www.dst.dk/da/Statistik/nyt/NytHtml?cid=29853>> on 3/1/2021

Danmarks Statistik, (08/07/2020), Hotelovernatninger faldt 85 pct. i maj, Retrieved from <<https://www.dst.dk/da/Statistik/nyt/NytHtml?cid=31117>> on 3/1/2021

Danmarks Statistik, (08/07/2020), God sommer på vej for feriehuse trods COVID-19, Retrieved from <<https://www.dst.dk/da/Statistik/nyt/NytHtml?cid=31158>> on 3/1/2021

Danmarks Statistik, (8/04/2020), Turistovernatninger satte rekord i Danmark i 2019, Retrieved from <<https://www.dst.dk/da/Statistik/nyt/NytHtml?cid=29846>> on 3/1/2021

Danmarks Statistik, (29/06/2020), Vi tog på 6,5 mio. lange ferierejser til udlandet, Retrived from <<https://www.dst.dk/da/Statistik/nyt/NytHtml?cid=31342>> on 14/10/2020

Dansk Byggeri, (31/3/2020), Mere end hver tiende dansker tager i sommerhus under coronapandemien, Retrieved from <<https://via.ritzau.dk/pressemeddelelse/mere-end-hver-tiende-dansker-tager-i-sommerhus-under-coronapandemien?publisherId=12604233&releaseId=13590908>> on 3/1/2021

dansktopersontransport.dk, (2020), Fakta om turismen i Danmark, Retrieved from <<https://www.dansktopersontransport.dk/wp-content/uploads/2020/09/bilag-notat-med-fakta-om-turismen-i-danmark-september-2020.pdf>>

de Bloom, J., Nawijn, J., Geurts, S., Kinnunen, U., & Korpela, K. (2017). Holiday travel, staycations, and subjective well-being. *Journal of Sustainable Tourism*, 25(4), 573–588.

Decrop, A. (2006). *Vacation decision making*. [Elektronisk resurs]. CABI.

Deakin, H., & Wakefield, K. (2014). Skype interviewing: reflections of two PhD researchers. *Qualitative Research*, 14(5), 603–616.

DSB, (2020), Retrieved from <<https://dsb.dk/om-dsb/presse/nyheder/billig-ferie-med-den-kollektive-transport-i-danmark/>> on 29/06/2020

Dynnes Holmbo, M., (28/05/2020), Danmark er ikke bare Danmark: Erhvervsministeren synes, du skal holde ferie herhjemme, Retrieved from <<https://faa.dk/artikel/danmark-er-ikke-bare-danmark-erhvervsministeren-synes-du-skal-holde-ferie-herhjemme>> on 3/1/2021

E

em.dk, (19/06/2020), COVID-19: Sommerpakke skal sætte skub i dansk sommerøkonomi, Retrieved from <<https://em.dk/nyhedsarkiv/2020/juni/covid-19-sommerpakke-skal-saette-skub-i-dansk-sommeroeekonomi/>> on 3/1/2021

F

Flick, U. (2014) *An Introduction to Qualitative Research*. 5th Edition, Sage Publications, London.

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.

Frandsen, K. (11/03/2020) Danmark lukker ned: Regeringen sender elever, studerende og offentligt ansatte hjem, Retrieved from <<https://www.altinget.dk/artikel/regeringen-lukker-store-dele-af-den-offentlige-sektor-ned>>

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.

G

Gjensidige Forsikring, (13/06/2020), Nye tal: Så mange danskere vil trodse advarsler om ferie i udlandet, Retrieved from <<https://via.ritzau.dk/pressemeddelelse/nye-tal-sa-mange-danskere-vil-trodse-advarsler-om-ferie-i-udlandet?publisherId=9709319&releaseId=13595149>> on 3/1/2021

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

Gössling, S., Hall, C.M., Peeters, P., & Scott, D. (2010). The future of tourism: Can tourism growth and climate policy be reconciled? A mitigation perspective. *Tourism Recreation Research*, 35(2), 119–130.

Gössling, S., Scott, D., Hall, C. M., Ceron, J. P., & Dubois, G. (2012). Consumer behaviour and demand response of tourists to climate change. *Annals of Tourism Research*, 39(1), 36–58.

Gunther Tress (2002) Development of Second-Home Tourism in Denmark, *Scandinavian Journal of Hospitality and Tourism*, 2:2, 109-122.

H

Hajibaba, H., Gretzel, U., Leisch, F., & Dolnicar, S. (2015). Crisis-resistant tourists. *Annals of Tourism Research*, 53, 46–60.

Hall, C. M. (2015). The coming perfect storm: Medical tourism as a biosecurity issue. In N. Lunt, D. Horsfall, & J. Hanefeld (Eds.), *Handbook on Medical Tourism and Patient Mobility* (pp. 193–204). Edward Elgar Publishing.

Hall C. Michael, Scott, D. & Gössling, S. (2020) Pandemics, transformations and tourism: be careful what you wish for, *Tourism Geographies*, 22:3, 577-598.

Heartbeats, (n.d.), Der er en yndig quiz, Retrieved from <<https://heartbeats.dk/series/der-er-en-yndig-quiz/>> on 3/1/2021

Hjalte Linstahl, (2020), CASE: FERIE I DANMARK ER MEGET MERE END BARE, Retrieved from <<https://hjalteinstahl.com/da/news-and-work/case/case-ferie-i-danmark-er-meget-mere-end-bare/>> on 3/1/2021

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

I

Innerhofer, E. (Ed.), Fontanari, M. (Ed.), Pechlaner, H. (Ed.). (2018). Destination Resilience. London: Routledge.

Ioannides, D., & Gyimothy, S. (2020). The COVID-19 Crisis as an Opportunity for Escaping the Unsustainable Global Tourism Path. *Tourism Geographies*, 22(3), 624-632.

J

Jonas, A., Mansfeld, Y., Paz, S., & Potasman, I. (2011). Determinants of health risk perception among low-risk-taking tourists traveling to developing countries. *Journal of Travel Research*, 50(1), 87–99.

Juel, F.M., Friis, L., Kehlet, K., (04/09/2020), Danskernes rejselyst banket i bund af corona - Oversøiske destinationer er næsten forsvundet, Retrieved from <<https://www.berlingske.dk/dine- penge/danskernes-rejselyst-banket-i-bund-af-corona-oversoeiske-destinationer>> on 3/1/2020

K

Kaplan, J., Frias, L. & McFall-Johnsen, M. (2020, August 25) (2020). Our ongoing list of how countries are reopening, and which ones remain under lockdown. Business Insider. Retrieved from <<https://www.businessinsider.com/countries-on-lockdown-coronavirus-italy-2020-3?r=US&IR=T>>

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

Kay, M. J., & Yawei Wang. (2010). Marketing the Staycation: The Salience of the Local in Destinations Branding. *Proceedings of the Northeast Business & Economics Association*, 590–592.

Keldsen, T., (23/05/2019) Sådan rejser danskerne, Retrieved from <<https://yougov.dk/news/2019/05/23/sadan-rejser-danskerne/>>

Kim, J., & Lee, S. (2017). Comparative analysis of traveler destination choice models by method of sampling alternatives. *Transportation Planning & Technology*, 40(4), 465–478.

Knive Anderson, M., (28/05/2020) 21 millioner skal få danskere til at holde ferie Danmark, Retrieved from <<https://www.tv2nord.dk/nordjylland/21-millioner-skal-faa-danskere-til-holde-ferie-danmark>> on 3/1/2021

Knudsen, M. A. (2014). Danish long distance travel A study of Danish travel behaviour and the role of infrequent travel activities.

Kock, F., Nørfelt, A., Josiassen, A., Assaf, A. G., & Tsionas, M. G. (2020). Understanding the COVID-19 tourist psyche: The Evolutionary Tourism Paradigm. *Annals of tourism research*, 85, 103053.

Kozinets, R. V. (2010). Netnography : doing ethnographic research online. SAGE.

Kraka.dk, (14/07/2020), Fra udenlandsk turist til dansk feriegæst - Flere danskere holder ferie i Danmark, men turistbranchen taber alligevel Retrieved from <http://kraka.dk/analyse_corona/fra_udenlandsk_turist_til_dansk_feriegaest_flere_danskere_holder_ferie_i_danmark_men> on 3/1/2021

kum.dk, (19/06/2020), SOMMERPAKKE GIVER KULTUROPLEVELSER TIL DANSKERNE, Retrieved from <<https://kum.dk/aktuelt/nyheder/sommerpakke-giver-kulturoplevelser-til-danskerne>> on 3/1/2021

Kuo, H.-I., Chen, C.-C., Tseng, W.-C., Ju, L.-F., & Huang, B.-W. (2008). Assessing impacts of SARS and avian flu on international tourism demand to Asia. *Tourism Management*, 29(5), 917–928.

kystognaturturisme.dk, (2020), Tourist Stay Safe, Retrieved from <<https://www.kystognaturturisme.dk/kickstart-dansk-turisme-2020/projektinitiativer/tourist-stay-safe>> on 3/1/2021

kystognaturturisme.dk, (2/11/2020), Danskerne har fået et mere positivt syn på Danmark som ferieland, Retrieved from <<https://www.kystognaturturisme.dk/dansk-kyst-og-naturturisme/nyheder/danskerne-har-faaet-et-mere-positivt-syn-paa-danmark-som-ferieland>> on 3/1/2021

kystognaturturisme.dk (08/07/2020), Oplev Danmark på Skinner, Retrieved from <<https://www.kystognaturturisme.dk/dansk-kyst-og-naturturisme/nyheder/oplevel-danmark-paa-skinners>> on 3/1/2021

L

Lepp, A., & Gibson, H. (2003). Tourist roles, perceived risk and international tourism. *Annals of Tourism Research*, 30(3), 606–624.

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.

lokalavisenfrederikshavn.dk, (29/04/2020), Flere Danskere holder sommerferien i Danmark: men der mangler stadig udenlandske turister, Retrieved from <<https://lokalavisenfrederikshavn.dk/nyheder/flere-danskere-holder-sommerferien-i-danmark-men-der-mangler-stadig-udenlandske-turister/ee204e59-849d-4ad3-a177-90caa936c414>> on 3/1/2021

Long, J. (2009). *Researching Leisure, Sport And Tourism*. Los Angeles: SAGE. March, R. and Woodside, A., 2009. *Tourism Behaviour*. Wallingford: CABI, p.119.

M

Madsen, F.S., (19/06/2020), Måling viser, hvor mange danskere der planlægger ferie i udlandet, Retrieved from <<https://nyheder.tv2.dk/samfund/2020-06-19-maaling-viser-hvor-mange-danskere-der-planlaegger-ferie-i-udlandet>> on 3/1/2021

Martenson, Rita, (2018). Curiosity motivated vacation destination choice in a reward and variety-seeking perspective, *Journal of Retailing and Consumer Services*, Elsevier, vol. 41(C), pages 70-78.

McGregor, S., Murnane, J. (2010). Paradigm, methodology and method: intellectual integrity in consumer scholarship. *International Journal of Consumer Studies*, 34, 419–427.

Miller, G.A. (2003). Consumerism in sustainable tourism: A survey of UK consumers. *Journal of Sustainable Tourism*, 11(1), 17–39.

Helms Mills, J., Thurlow, A., 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.

Murphy, M. C., Dweck, C. S. (2016). Mindsets shape consumer behavior. *Journal of Consumer Psychology*, 26(1), 127–136

N

Nawijn, J., & Peeters, P.M. (2010). Travelling ‘green’: Is tourists’ happiness at stake? *Current Issues in Tourism*, 13(4), 381–392.

Nytimes.com. 2020. Europe’s Coronavirus Outbreak Worsens, With Italy At Forefront. [online] Retrieved from
<<https://www.nytimes.com/2020/03/07/world/coronavirus-news.html>>

O

ocde-library.org, (2020), OECD Tourism Trends and Policies 2020, Retrieved from
<<https://www.oecd-ilibrary.org/sites/8e2e8e9e-en/index.html?itemId=/content/component/8e2e8e9e-en>> on 3/1/2021

Oliveira, A. (2007). A Discussion of Rational and Psychological Decision-Making Theories and Models: The Search for a Cultural-Ethical Decision-Making Model. *Electronic Journal Of*

Business Ethics And Organization Studies, 12(2). Olkkonen, R. (2001). Case Study: The Network Approach to International Sport.

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.

Oppewal, H., Huybers, T., Crouch, G. I., (2015). Tourist destination and experience choice: A choice experimental analysis of decision sequence effects, Tourism Management, Elsevier, vol. 48(C), pages 467-476.

P

Pestana, M. H., Parreira, A., Moutinho, L. (2020). Motivations, emotions and satisfaction: The keys to a tourism destination choice. Journal of Destination Marketing & Management, 16.

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, 251e260.

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). Retrieved from <<https://politi.dk/coronavirus-i-danmark>> on 27/03/2020.

Poon, A., Adams, E. (2000). How the British will travel 2005. Bielefeld: Tourism Intelligence International.

Q

Qiu, R., Park, J., Li, S., Song, H. (2020). Social costs of tourism during the COVID-19 pandemic. *Annals of tourism research*, 84, 102994.

R

Reiffenstein Petersen, S. (8/10/2019). Danskerne vil helst holde ferie i Danmark, Retrieved from <<https://jyllands-posten.dk/livsstil/ECE11644980/danskerne-vil-helst-holde-ferie-i-danmark/>> on 3/1/2021

Reintinger Karl, M., C., Schmude, J. (2015). Reject or select: Mapping destination choice. *Annals of Tourism Research*, 54, 48-64.

Reisinger, Y., Mavondo, F. (2005). Travel anxiety and intentions to travel internationally: Implications of travel risk perception. *Journal of Travel Research*, 43(3), 212–225.

Reisinger, Y., Mavondo, F. (2006). Cultural differences in travel risk perception. *Journal of Travel & Tourism Marketing*, 20(1), 13–31.

Richter, L. K. (2003). International tourism and its global public health consequences. *Journal of Travel Research*, 41(4), 340–347.

Roehl, W. S., Fesenmaier, D. R. (1992). “Risk Perceptions and Pleasure Travel: An Exploratory Analysis.” *Journal of Travel Research* 30 (4): 17–26.

S

Seabra, C., Dolnicar, S., Abrantes, J. L., Kastenholz, E. (2013). Heterogeneity in risk and safety perceptions of international tourists. *Tourism Management*, 36, 502–510.

Schiffman, L., Kanuk, L. (1991). *Consumer behavior*. Englewood Cliffs, NJ: Prentice Hall.

Shahsavarani, A., Abadi, E. (2015). The Bases, Principles, and Methods of Decision-Making: A Review of Literature. *International Journal Of Medical Reviews*, 2(1), 214-225.

Shani, A., Uriely, N. (2012). VFR tourism: The Host Experience. *Annals of Tourism Research*, 39(1), 421–440.

Sharifpour, M., Walters, G., Ritchie, B. W. (2014). Risk perception, prior knowledge, and willingness to travel: Investigating the Australian tourist market's risk perceptions towards the Middle East. *Journal of Vacation Marketing*, 20(2), 111–123.

Silva, O., Reis, H., Correia, A. (2010). The moderator effect of risk on Travel Decision Making. *International Journal of Tourism Policy*, 3(4), p.332.

Sirakaya, E., Woodside, A. (2005). Building and testing theories of decision making by travellers. *Tourism Management*, 26(6), pp.815-832.

sim.dk, (2020), Sommerpakke – initiativer om billigere færges i august og september, Retrieved from <<https://sim.dk/media/38154/faergeruter-omfattede-af-initiativ-om-billigere-faerger-i-august-og-september.pdf>> on 3/1/2021

socialstyrelsen.dk, (03/07/2020), Midler fra Sommerpakken kan bruges frem til 31. oktober, Retrieved from <<https://socialstyrelsen.dk/nyheder/2020/midler-fra-sommerpakken-kan-bruges-frem-til-31-oktober>> on 3/1/2021

Sönmez, S., 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., Graefe, A. (1998). Influence of terrorism risk on foreign tourism decisions. *Annals of Tourism Research*, 25(1), 112–144.

Sönmez, S.F. (1998). Tourism, terrorism, and political instability. *Annals of Tourism Research*, Vol. 25, pp. 416–456.

Statista, (2020) ,Travel And Tourism: Share Of Global Gdp 2000-2019 | Statista. [online]
Retrieved from <<https://www.statista.com/statistics/1099933/travel-and-tourism-share-of-gdp/>> on 25/06/2020.

Statista, (3/12/2020), Tourism in Denmark - statistics & facts, Retrieved from
<<https://www.statista.com/topics/6654/tourism-in-denmark/>> on 3/1/2021

Statista, (03/2018), Contribution of travel and tourism to GDP in Denmark from 2012 to 2018, with a forecast for 2028, Retrieved from
<<https://www.statista.com/statistics/881412/travel-and-tourism-s-contribution-to-gdp-in-denmark/>> on 3/1/2021

Statista, (19/11/2020), Retrieved from <<https://www.statista.com/statistics/1130378/number-of-overnight-stays-of-domestic-and-international-tourists-in-denmark/>>

T

Thái, N.K., Yuksel, U. (2017). Choice overload in holiday destination choices. *International Journal of Culture, Tourism and Hospitality Research*, 11, 53-66.

Transport og Bolig Ministeriet (2020), Rejs landet tyndt med kollektiv transport for 299 kroner, Retrieved from <<https://www.trm.dk/nyheder/2020/rejs-landet-tyndt-med-kollektiv-transport-for-299-kroner/>>

Thelocal.dk. (2020). Retrieved from
<<https://www.thelocal.dk/20200306/denmark-updates-coronavirus-cases-to-23-and-confirms-first-recovery>> on 26/04/2020].

trm.dk, (19/06/2020), Rejs landet tyndt med kollektiv transport for 299 kroner, Retrieved from <<https://www.trm.dk/nyheder/2020/rejs-landet-tyndt-med-kollektiv-transport-for-299-kroner/>> on 3/1/2021

trm.dk, (1/07/2020), 53 færgeruter tilbyder gratis rejser i juli, Retrieved from
<<https://www.trm.dk/nyheder/2020/53-faergeruter-tilbyder-gratis-rejser-i-juli/>> on 3/1/2021

U

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

UNWTO (n.d.) Why tourism? Retrieved from <<https://www.unwto.org/why-tourism>>

UNWTO (2020), “International tourism growth continues to outpace the global economy”, Retrieved from <<https://unwto.org/international-tourism-growth-continues-to-outpace-the-economy>>

Unwto.org. 2020. World Tourism Barometer N°18 January 2020 | UNWTO. Retrieved from <<https://unwto.org/world-tourism-barometer-n18-january-2020>> on 25/03/2020.

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

unstats.un.org, (2008) IRTS, Retrieved from <https://unstats.un.org/unsd/publication/Seriesm/SeriesM_83rev1e.pdf#page=26>

um.dk, Denmark, M., 2020. Coronavirus/Covid-19. Ministry of Foreign Affairs of Denmark. Retrieved from <<https://um.dk/en/travel-and-residence/coronavirus-covid-19/>> on 11/05/2020.

um.dk, Denmark, M., 2020. Coronavirus/Covid-19. [Ministry of Foreign Affairs of Denmark. Retrieved from <<https://um.dk/en/travel-and-residence/coronavirus-covid-19/>> on 1/06/2020.

V

VisitDenmark (2020), Retrieved from <<https://www.visitdenmark.dk>> on 3/1/2021

VisitDenmark, (25/05/2020), Turismens økonomiske betydning, Retrieved from <<https://www.visitdenmark.dk/corporate/videncenter/turismens-oekonomiske-betydning>> on 3/1/2021

VisitDenmark, (30/10/2020), Danske turisters adfærd og præferencer i højsæsonen 2020, Retrieved from <<https://www.visitdenmark.dk/corporate/videncenter/analyser/danske-turisters-adfaerd-og-praeferencer-i-hoejsaesonen-2020>> on 3/1/2021

VisitDenmark, (05/2020), Danskernes Ferieplaner 2020 Barrierer og drivers for ferie i Danmark 2020 set i lyset af Covid-19-krisen, Retrieved from https://www.visitdenmark.dk/sites/visitdenmark.com/files/2020-05/VDK_bariereanalyse___final_0.pdf on 3/1/2021

VisitDenmark, (n.d.), Nøgletal om dansk turisme, Retrieved from <https://www.visitdenmark.dk/corporate/videncenter/noegletal-om-dansk-turisme> on 3/1/2021

VisitDenmark, (25/6/2020), 19 destinationer eksponeret på 1.400 outdoor plakater, Retrieved from <https://www.visitdenmark.dk/corporate/om-os/nyheder/19-destinationer-eksponeret-paa-1400-outdoor-plakater> on 3/1/2021

VisitDenmark, (9/06/2020), Meget mere end bare Danmark, Retrieved from <https://www.youtube.com/watch?v=AanEzcYxy4E> on 3/1/2021

VisitDenmark, (08/07/2020), Tag på podcast-ferie med kendte danskere, Retrieved from <https://www.visitdenmark.dk/corporate/om-os/nyheder/tag-paa-podcast-ferie-med-kendte-danskere> on 3/1/2021

VisitDenmark, (11/12/2020), Stor Danmarkssatsning i 2021, Retrieved from <https://www.visitdenmark.dk/corporate/om-os/nyheder/stor-danmarkssatsning-i-2021> on 3/1/2021

VisitDenmark, (23/11/2020), Rejselysten er fortsat stærk, Retrieved from <https://www.visitdenmark.dk/corporate/om-os/nyheder/rejselysten-er-fortsat-staerk> on 3/1/2021

VisitDenmark, (29/10/2020), Danskerne har fået et mere positivt syn på Danmark som ferieland, Retrieved from <https://www.visitdenmark.dk/corporate/om-os/nyheder/danskerne-har-faaet-et-mere-positivt-syn-paa-danmark-som-ferieland> on 3/1/2021

VisitDenmark, (30/09/2020), Sådan har covid-19 påvirket turisternes rejseadfærd, Retrieved from <https://www.visitdenmark.dk/corporate/om-os/nyheder/saadan-har-covid-19-paavirket-turisternes-rejseadfaerd> on 3/1/2021

VisitDenmark, (07/09/2020), Danmarks kampagne genlanceres: Hold efterårsferie i Danmark, Retrieved from <https://www.visitdenmark.dk/corporate/om-os/nyheder/hold-efteraarsferie-i-danmark> on 3/1/2021

VisitDenmark, (28/05/2020), 'Vi bliver bare i Danmark i år', Retrieved from <https://www.visitdenmark.dk/corporate/om-os/nyheder/vi-bliver-bare-i-danmark-i-aar> on 3/1/2021

VisitDenmark, (2020), Oplev Danmark på Skinner, Retrieved from https://www.visitdenmark.dk/danmark_paa_skinner on 3/1/2021

VisitDenmark, (20/03/2019), Lonely Planet names Copenhagen the world's top city in 2019, Retrieved from <https://www.visitdenmark.com/travel-trade/news-traveltrade/lonely-planet-names-copenhagen-worlds-top-city-2019>

VisitNordSjælland, (n.d.) #baredanmark, Retrieved from <https://www.visitnordsjaelland.dk/sites/visitnorthsealand.com/files/2020-06/Præsentation%20Genart%20Danmark.pdf> on 3/1/2021

W

Wang, J., Liu-Lastres, B., Ritchie, B. W., Mills, D. J. (2019). Travellers' self-protections against health risks: An application of the full Protection Motivation Theory. *Annals of Tourism Research*, 78, Article 102743.

World Economic Forum. 2020. Trapped Tourists: How Is The Coronavirus Affecting Travel?. Retrieved from <https://www.weforum.org/agenda/2020/02/the-coronavirus-will-hit-the-tourism-and-travel-sector-hard/> on 25/05/2020].

Woodside, A. G., Lysonski, S. (1989). A General Model Of Traveler Destination Choice. *Journal of Travel Research*, 27(4), 8–14.

WonderfulCopenhagen, (2020), #BRUGDINBY - den har brug for dig, Retrieved from <https://www.wonderfulcopenhagen.dk/wonderful-copenhagen/partnerskaber/brugdinby-den-har-brug-dig> on 3/1/2021

WonderfulCopenhagen, (2020), Københavnerkampagne - #Brugdinby, Retrieved from <https://www.wonderfulcopenhagen.dk/wonderful-copenhagen/kickstart-toolkit/koebenhavnerkampagne> on 3/1/2021

WonderfulCopenhagen, (26/05/2020), Ny kampagne: Københavnerne skal bruge deres by og holde gang i hovedstadens udbud af oplevelser, Retrieved from <https://www.wonderfulcopenhagen.dk/wonderful-copenhagen/presse/ny-kampagne-koebenhavnerne-skal-bruge-deres-og-holde-gang-i-hovedstadens-udbud-af-oplevelser> on 3/1/2021

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

World Tourism Organization, (2004). Tourism highlights, edition 2004. Retrieved from [http:// www.unwto.org](http://www.unwto.org)

Wttc.org. 2020. About Us | World Travel & Tourism Council (WTTC). Retrieved from <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/> on 05/06/2020.

Wurtz, J., (1/07/2020), Tag gratis med 53 færgeruter fra i dag og resten af måneden, Retrieved from <https://www.dr.dk/nyheder/politik/tag-gratis-med-53-faergeruter-fra-i-dag-og-resten-af-maneden> on 3/1/2021

Y

Yang, Y., Zhang, H., Chen, X. (2020). Coronavirus pandemic and tourism: Dynamic stochastic general equilibrium modeling of infectious disease outbreak. *Annals of Tourism Research*.

Yang, E. C. L., 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.

YouGov Denmark, (30/04/2020), Mere end hver fjerde dansker venter med at planlægge sommerferie, Retrieved from <<https://via.ritzau.dk/pressemeddelelse/mere-end-hver-fjerde-dansker-venter-med-at-planlaegge-sommerferie?publisherId=10528407&releaseId=13592630>> on 3/1/2021

Youtube.com, (10/08/2020), Sponsorat til Go' morgen Danmark på TV 2, Retrieved from <<https://www.youtube.com/watch?v=RkSzI55ma8Y>> on 3/1/2021

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

Z

Zenker, S., Kock, F. (2020). The coronavirus pandemic - A critical discussion of a tourism research agenda. *Tourism management*, 81, 104164.

Zhang, K., Hou, Y., Li, G. (2020). Threat of infectious disease during an outbreak: Influence on tourists' emotional responses to disadvantaged price inequality. *Annals of Tourism Research*, 84, 102993.

Appendix

Appendix 1 – Transcription of Interviews

Interview Transcript nr.1 (30.07.2020)

Interviewee – Male, 37 years old, Indonesian

Researcher: Let's begin. My name is Kasia and I am doing my Master thesis interview, that is going to be about how the Corona Virus has influenced the vacation decision-making of Danes and Danish residents for and during the summer of 2020. This interview is going to be anonymous, meaning that your data will not be public and the only person who ever will have access to this information is myself for the purposes of the thesis research. Interview is also going to be recorded, to allow me later transcribing needed for further analyses, do you agree with that?

Interviewee: Sure, no problem.

Researcher: In case of any follow up questions in the future when I will be analysing this interview, would it be alright to contact you again?

Interviewee: That's fine.

Researcher: Can you maybe introduce yourself a little bit?

Interviewee: I am 37 years old, Indonesian, working in the service sector in Copenhagen. Oh, married to a Dane. (smile) That's me.

Researcher: Great, can you tell me, how often do you usually travel for vacation purposes annually?

Interviewee: Well, that depends on the year. I try to visit relatives in Indonesia every other year, or so. In the year we travel there, we do less travel throughout the year due to travel expenses. But, in other cases, we try to travel 3-4 times per year, or more. Depends on the bank holidays, flight ticket prices... you know the usual. I want to see as much Europe as possible, it is so fascinating.

Researcher: So around 3 times per year usually. And are those short or long trips?

Interviewee: Both.

Researcher: And where do you usually spend your summer vacations and why?

Interviewee: Usually somewhere warm (giggles) like Spain or Italy...oh, I love Italy, but Danish summers aren't that bad recently, so we try to see some places here too. Like I said, I

like to travel around, see places, taste food and get to know different cultures. I am so happy, I got to go places... Now, I do not know when and if that freedom will be there anymore

Researcher: I understand, I have the same concerns. And when you were travelling, what were the main aspects influencing your decision-making?

Interviewee: hmm... to some point price of the accommodation and availability and price of the flights. I also look at possible events happening.

Researcher: Has the coronavirus pandemic somehow influenced your vacation plans for this year?

Interviewee: Yes and no. We were supposed to fly to Indonesia this year together with my wife, so that got cancelled. It was mostly due to flights, but now I also would not dare to go due to the number of cases. I would not like to put mine and my wife's life at risk in any way. So we figured, we can instead spend those weeks on exploring Denmark.

Researcher: Where in Denmark did you spend your vacation?

Interviewee: We went a bit all around. I always wanted to spend some more time on the west coast, but never really ended up doing it. So now, I had good (citation sign made in the air using hands) excuse to finally tick that on my list. On our way to Jylland, we made a pit stop in Odense for the weekend. Such charming place, and as I got to know later on, perfect introduction to what was expecting me on the west coast. We got lucky with a friend who owns a sommerhus on Fanø, so that is where I've spent my summer this year.

Researcher: That had to be a quite dreamy vacation. I love Fanø myself.

Interviewee: Right? This place is just a charm, and with whole corona thing, it just felt right spending money just in there; so we could all feel a bit normal during these times.

Researcher: So thoughtful of you. But you are very much on point. Shall we move to the last question?

Interviewee: Sure.

Researcher: Do you see Coronavirus as a potential risk influencing your future vacation decision-making?

Interviewee: Well... that depends. I see it like this. At the moment, I do not have the need to travel internationally, as I have done it before. I am sad, but I have respect to the guidelines and society. I do not want the lockdown to happen again. I will definitely need to reconsider international travels, but for now neither of us knows what is going to happen in the next months.

Researcher: Sit and wait, you say.

Interviewee: Well, (laughs) not literally, but it is more about patience and adjusting to the

changes.

Researcher: Agreed on that. Great, 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: Sure you can do that...

Researcher: Great, thank you very much again.

Interview Transcript nr.2 (31.08.2020)

Interviewee – Female, 29 years old, Danish

Researcher: Let's begin. My name is Kasia and I am doing my Master thesis interview, that is going to be about how the Corona Virus has influenced the vacation decision-making of Danes and Danish residents for and during the summer of 2020. This interview is going to be anonymous, meaning that your data will not be public and the only person who ever will have access to this information is myself for the purposes of the thesis research. Interview is also going to be recorded, to allow me later transcribing needed for further analyses, do you agree with that?

Interviewee: I agree, no problem.

Researcher: In case of any follow up questions in the future when I will be analysing this interview, would it be alright to contact you again?

Interviewee: That will be just fine.

Researcher: Can you maybe introduce yourself a little bit?

Interviewee: I am 29 years old and I am working as a sales manager in Ballerup. I am originally from Bornholm, but came here for job.

Researcher: Wonderful, tell me, how often do you usually travel for vacation purposes annually?

Interviewee: Due to demanding job it does not happen too often. However, I do one day trips here and there, for spa time or to catch some fresh air. I do summer and winter break. Summers usually are spent somewhere in Europe, and during the winters I like to go tropical. Thailand or Bali, that's where I went last few years.

Researcher: So 2 times per year usually. And where do you usually spend your summer vacations and why?

Interviewee: I like nature a lot. I got to be in Norway, Finland, Slovenia. Trekking, kayaking. I get to see palm trees in the winter, so during summer I try to use the time differently. Plus, I hate crowds, so that is just perfect solution for me.

Researcher: I understand, sound's like you know exactly how to maximize the time. Apart of nature factor and physical activity, what are the main aspects influencing your decision-making?

Interviewee: Like I said, I do not like crowded places, so I value a lot remote destinations, then of course the accommodation and transportation price. Train, plane, bus, I do all.

Researcher: Impressive. And how did it go this year? Has the coronavirus pandemic somehow influenced your vacation plans for this year?

Interviewee: Yes, my trip got cancelled. I was to go to Ireland this time, but as it was organized trip and due to border closures, majority of participants could not join.

Researcher: I am sorry to hear that. So did you get your summer vacation time?

Interviewee: Thank you. Yes, I did. I decided to head home to Bornholm

Researcher: Really? How did it go?

Interviewee: It was actually surprisingly pleasant. You know during March and April I understood that I should arrange my priorities in life. So far, my carrier was on the pedestal. So I decided to go to Bornholm, spend quality time with my family, and rediscover the island. I actually got to walk it around, amazing how you get to appreciate your roots in the times like today.

Researcher: Sounds like you had a great vacation.

Interviewee: Right? And it was in Bornholm! (laughs)

Researcher: So, do you see Coronavirus as a potential risk influencing your future vacation decision-making?

Interviewee: We need to wait and see what's gonna happen the next months ... I definitely want to keep travelling, especially during winter... I hate those long dark, wet times we have here at that time, but I will do it first when I will get some clearance about the situation. I am not in the risk group or anything, but I would not want to get sick afar from home.

Researcher: Wise words. I hope you are going to do just fine during the scandinavian winter

Interviewee: Well, (laughs) I HOPE so too.

Researcher: 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: Of course

Researcher: Great, thank you very much again.

Interview Transcript nr.3 (01.09.2020)

Interviewee – Female, 28 years old, Danish

Researcher: Let's begin. My name is Kasia and I am doing my Master thesis interview, that is going to be about how the Corona Virus has influenced the vacation decision-making of Danes and Danish residents for and during the summer of 2020. This interview is going to be anonymous, meaning that your data will not be public and the only person who ever will have access to this information is myself for the purposes of the thesis research. Interview is also going to be recorded, to allow me later transcribing needed for further analyses, do you agree with that?

Interviewee: I agree.

Researcher: In case of any follow up questions in the future when I will be analysing this interview, would it be alright to contact you again?

Interviewee: Sure.

Researcher: Can you maybe introduce yourself a little bit?

Interviewee: I am 28 years old, mom of 3 boys and I am working as an accountant in Copenhagen.

Researcher: Perfect, tell me, how often do you usually travel for vacation purposes annually?

Interviewee: With 3 boys under 10, we try to do 1-2 long trips/stays as a family. Then we have a system that each of them gets to spend some quality time with me and their father during the year.

Researcher: Wow, that's an excellent solution you have in your family. So around 2 times per year. And where do you usually spend your summer vacations and why?

Interviewee: It differs a lot. We have been to Spain and France previously, but you know destination actually does not matter as much, as long as we get to spend a lot of quality time together with no pressure of the day-to-day. We like to play and be creative with the time.

Researcher: I understand, sound's like you know exactly what you are doing. Are there any other aspects influencing your decision-making?

Interviewee: It is great when we can have a closed area designated only for our family. Then a pool or playground that we can use during the day is always good. We also take a look at accommodation prices, as budgeting is quite a thing in our family (laughs). Researcher: I can only imagine. How did it go this year? Has the coronavirus pandemic somehow influenced your vacation plans?

Interviewee: Actually, not at all. We have had booked sommerhus in Jutland. Lucky choice as I see it know.

Researcher: Really? What a story!

Interviewee: Yes, I know. We had the best time. Doing waffles, playing board games, sightseeing locally. Best choice ever, and we hesitated so much while booking it.

Researcher: I guess more people would like to be in your shoes.

Interviewee: It was pure luck.

Researcher: Last question, do you see Coronavirus as a potential risk influencing your future vacation decision-making?

Interviewee: I do not know. We need to know more to draw conclusions, and so far I see, after allowing borders for the summer, two weeks from when school started again, and people returned from anywhere they were, we see a rising number of cases and restrictions being pursued. I think, on our example, we can have as much fun holidaying in Denmark as abroad. You just need to adjust.

Researcher: I totally agree with you. 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: That will be just fine.

Researcher: Great, thank you very much again.

Researcher: Let's begin. My name is Kasia and I am doing my Master thesis interview, that is going to be about how the Corona Virus has influenced the vacation decision-making of Danes and Danish residents for and during the summer of 2020. This interview is going to be anonymous, meaning that your data will not be public and the only person who ever will have access to this information is myself for the purposes of the thesis research. Interview is also going to be recorded, to allow me later transcribing needed for further analyses, do you agree with that?

Interviewee: Sure I do.

Researcher: In case of any follow up questions in the future when I will be analysing this interview, would it be alright to contact you again?

Interviewee: Sure!

Researcher: Can you maybe introduce yourself a little bit?

Interviewee: I am 26 years old, I am studying master degree, and as of recent jobless due to Corona.

Researcher: Oh, I am sorry to hear that. At first I would like to ask you, how often do you usually travel for vacation purposes annually?

Interviewee: I am Italian Sicilian, we have vacation all the time. I am just kidding. I do 2-3 leisure trips per year.

Researcher: And are those somehow divided during the year?

Interviewee: I do not have any set pattern. I plan them as I need them. But one is always in summer months.

Researcher: And where do you usually spend your summer vacations and why?

Interviewee: Italy. Or Spain, or Greece. I like to recharge in the warm with the backplash of the sea waves.

Researcher: I understand, and are there any other aspects influencing your decision-making?

Interviewee: When I spend vacation in Italy, I usually go home as then I do not have to pay for anything. (laughs) However, when I chose to go elsewhere I like to book sea view hotels in places where it would be possible to see something new. I do not necessarily have to lay on the sunbed all the time. Then is the price, since I am a student.

Researcher: So how did it go this year? Did you get to go to the Mediterenian? Or the coronavirus pandemic somehow influenced your vacation plans?

Interviewee: It did. I was supposed to go home. But my parents said no, in case the situation would again change rapidly, and I would not be able to come back to Denmark to continue my studies. But... I did go someplace magical.

Researcher: Really? Where did you go?

Interviewee: I went to Iceland. A classmate of mine is Icelandic and she offered me to come along, and visit her sites. Iceland has been one of the first countries Denmark allowed travels to, so that was just ideal.

Researcher: It does sound like you enjoyed it, despite the lack of warmth.

Interviewee: It was not as bad as I thought, weatherwise (laughs) the views compensated for everything. I got to travel across with a personal tour guide, so I cannot complain.

Researcher: No, not at all. Last question, do you see Coronavirus as a potential risk influencing your future vacation decision-making?

Interviewee: Yes, but only due to the unstable situation, too many restrictions to follow across different countries and lack of the good old freedom. As of now, I just cannot buy a ticket for tomorrow to fx. Norway, because it would mean going into x-day quarantine straight after arrival. We need to know more to draw conclusions, as each country deals with the problem differently.

Researcher: I agree with you. 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: Shoot me anytime.

Researcher: Great, thank you very much again.

Interview Transcript nr.5 (06.09.2020)

Interviewee – Female, 34 years old, English

Researcher: Let's begin. My name is Kasia and I am doing my Master thesis interview, that is going to be about how the Corona Virus has influenced the vacation decision-making of Danes and Danish residents for and during the summer of 2020. This interview is going to be anonymous, meaning that your data will not be public and the only person who ever will have access to this information is myself for the purposes of the thesis research. Interview is also going to be recorded, to allow me later transcribing needed for further analyses, do you agree with that?

Interviewee: That will be just fine.

Researcher: In case of any follow up questions in the future when I will be analysing this interview, would it be alright to contact you again?

Interviewee: I will gladly help you.

Researcher: Can you maybe introduce yourself a little bit?

Interviewee: I am 34 years old, I am a content manager, single. It is my third year living in Copenhagen.

Researcher: Perfect. Can you tell me, how often do you usually travel for vacation purposes annually?

Interviewee: I am a rather weekend type of traveller, but I enjoy a good summer or winter holiday anywhere in the world.

Researcher: And where do you usually spend your summer vacations, and why?

Interviewee: In the past 3 years, I have tried to embrace Scandinavian summer, travelling to Sweden and Norway. The first year here due to job responsibilities, I spent some time with a colleague in her summer house.

Researcher: Embracing the North, and do you have any aspects that influenced your decision-making?

Interviewee: Well... It was easy to reach, in all Scandinavian countries there is no problem communicating in English. Additionally, I really wanted to experience all cultures and see if they are really that different as Danes say.

Researcher: So where did it go this year? Or did the coronavirus pandemic somehow influence your vacation plans?

Interviewee: It did. I was planning Finland, but it got cancelled. There were problems with flights. And other aspects, but all in all, I decided that it would be irresponsible of me travelling, and it felt like unnecessary luxury. I was happy to be healthy and still employed.

Researcher: Did you go somewhere else, here in Denmark?

Interviewee: No, no actual vacation for me this year. Unless it will be possible for me to go and visit my parents in England. That is my only wish to go and see them.

Researcher: I can relate. I did not go anywhere, because I do not feel like the situation is stable enough for me to enjoy myself, while others face difficulties on many levels.

Interviewee: Exactly, my point.

Researcher: Last question, do you see Coronavirus as a potential risk influencing your future vacation decision-making?

Interviewee: Yes. Vacation will become a luxury, available for the few. We will be facing consequences of the last month's closures for a long time ahead. The situation is unstable, each country reacts differently and no one so far has any idea how to deal with it. I think we should be grateful for what we have and learn to appreciate it. The world as we know it is gone.

Researcher: I agree with you. 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: Anytime.

Researcher: Great, thank you very much again.

Interview Transcript nr.6 (07.09.2020)

Interviewee – Male, 28 years old, Danish

Researcher: Let's begin. My name is Kasia and I am doing my Master thesis interview, that is going to be about how the Corona Virus has influenced the vacation decision-making of Danes and Danish residents for and during the summer of 2020. This interview is going to be anonymous, meaning that your data will not be public and the only person who ever will have access to this information is myself for the purposes of the thesis research. Interview is also going to be recorded, to allow me later transcribing needed for further analyses, do you agree with that?

Interviewee: Sure that is just fine.

Researcher: In case of any follow up questions in the future when I will be analysing this interview, would it be alright to contact you again?

Interviewee: No problem.

Researcher: Can you maybe introduce yourself a little bit?

Interviewee: I am 28 years old, I am a construction worker, I live with my girlfriend in Hvidovre.

Researcher: Great, thank you. Tell me, how often do you usually travel for vacation purposes annually?

Interviewee: I have a week off every three months. I need that to reset and recharge. So 4 times a year?

Researcher: Yes, that is correct. And where do you usually spend your summer vacations, and why?

Interviewee: I used to buy the last minute trips anywhere in southern Europe, I cannot really afford to travel further than this. So, we spend our holidays in hotels in Spain, Egypt, Turkey or Greece.

Researcher: So where did it go this year? Or did the coronavirus pandemic somehow influence your vacation plans?

Interviewee: We made it to Crete, Greece. It was planned for May, but we ended up rebooking due to Corona and we finally made it there in August. Although that was also not sure due to restrictions and Corona testing in Greece.

Researcher: So you only travelled to Greece, because it was booked and still possible to travel to?

Interviewee: Exactly. We were debating on going and not going. But after so many months in emotional suspension, I really needed the rest.

Researcher: I understand. Can I ask you one more question?

Interviewee: Sure.

Researcher: Do you see Coronavirus as a potential risk influencing your future vacation decision-making?

Interviewee: I definitely cannot do lastminute trips anymore, so my answer is yes. The process has changed, now you need to be informed of the current situation in your and foreign country. That will be difficult for me to accept, as I am not used to planning in advance. Moreover, due to fast changes and rapid reactions from the government side, I might be left stranded, or face quarantine. That is too much to handle for me. So, I hope for the best and hopefully in next 3 months I will know more...

Researcher: Fair point. Thank you for your time! In case that I would have any follow-up question I will contact you is that all right?

Interviewee: Yes, sure.

Researcher: Great, thank you very much again.

Researcher: Let's begin. My name is Kasia and I am doing my Master thesis interview, that is going to be about how the Corona Virus has influenced the vacation decision-making of Danes and Danish residents for and during the summer of 2020. This interview is going to be anonymous, meaning that your data will not be public and the only person who ever will have access to this information is myself for the purposes of the thesis research. Interview is also going to be recorded, to allow me later transcribing needed for further analyses, do you agree with that?

Interviewee: I agree.

Researcher: In case of any follow up questions in the future 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 39 years old, mother of 3. We came to Denmark 2 years ago, due to my husband's promotion. We live in Charlottenlund.

Researcher: Perfect, thank you. Can you tell me, how often do you usually travel for vacation purposes annually?

Interviewee: We try to do that every time kids have their longer break at school. We travel in winter, during Easter break, during the summer and in autumn. But not all of those are international travels, we do like to spend time at our friend's summer house.

Researcher: I would love to be your kid. (laughs) So where do you usually spend your summer vacations, and why?

Interviewee: We try to make summer break the special vacation. By special I mean that it usually is a foreign destination like Mallorca, Provence or other warm destination. Kids love to play on the beach, so we do our best to organise that for them.

Researcher: So where did it go this year? Or did the coronavirus pandemic somehow influence your vacation plans?

Interviewee: We didn't go anywhere to be honest. It is due to the fact that I am in the high risk group and hence did not want to risk anything.

Researcher: Oh, I am sorry to hear about your condition. I fully understand your decision and truly respect it. If I may ask, how did the kids take it?

Interviewee: It was a long decision process, that we involved them in, leading to a joint decision. Instead they have had our full attention, where we worked on new skills, hobbies and enjoyed ourselves while staying at home.

Researcher: Wonderful kids you have. Can I ask you one more question?

Interviewee: Sure.

Researcher: Do you see Coronavirus as a potential risk influencing your future vacation decision-making?

Interviewee: Yes, definitely. Until the situation will not be under control, we cannot travel as a family. It breaks my heart, but if I will have to adjust to new reality, I will do so. I do not have any power upon the current situation, and I am surely not the only one with a similar dilemma. We must wait and see.

Researcher: Beautifully spoken. Thank you so 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.

Researcher: Great, thank you very much again.

Interview Transcript nr.8 (09.09.2020)

Interviewee – Female, 26 years old, Polish/Italian

Researcher: Let's begin. My name is Kasia and I am doing my Master thesis interview, that is going to be about how the Corona Virus has influenced the vacation decision-making of Danes and Danish residents for and during the summer of 2020. This interview is going to be anonymous, meaning that your data will not be public and the only person who ever will have access to this information is myself for the purposes of the thesis research. Interview is also going to be recorded, to allow me later transcribing needed for further analyses, do you agree with that?

Interviewee: Yes, I agree.

Researcher: In case of any follow up questions in the future when I will be analysing this interview, would it be alright to contact you again?

Interviewee: No problem.

Researcher: Can you maybe introduce yourself a little bit?

Interviewee: I am 26 years old, master degree student. I have been studying in Denmark for 4 years already. I live together with my classmates in Valby.

Researcher: Great, thank you. Tell me, how often do you usually travel for vacation purposes annually?

Interviewee: Longer vacation in summer and winter for skiing. Apart from that a lot of shorter trips. Let's say 4-8 times?

Researcher: Quite a traveller. So where do you usually spend your summer vacations, and why?

Interviewee: I like to spend them at home in Italy. I have my places there, my friends and it is the only place that calms me fully.

Researcher: Was it the same this year? Or did the coronavirus pandemic somehow influence your vacation plans?

Interviewee: Yes, it was. I got to go to Italy and spend almost a month with my family and friends. It was super needed, after I did not see them for 8 months, and nothing was sure if I would actually go now.

Researcher: So it was special to see them after all this time, especially with the knowledge of the situation in Italy?

Interviewee: Exactly. It was a horrible time to live in such uncertainty, worrying constantly over the dearest.

Researcher: So, do you see Coronavirus as a potential risk influencing your future vacation decision-making?

Interviewee: Yes, definitely. Different countries, different rules. Majority of the entertainment sector has been closed, or access is limited. At all times we must keep social distance, or wear masks, or both. I wish for the old times to come back, but I am not sure how this process is going to look like. For now, I can only dream of places I wanted to go. I hope one day, we will be able to travel freely again.

Researcher: Well said. Thank you so much for your time! In case that I would have any follow-up question I will contact you is that all right?

Interviewee: No, problem.

Researcher: Great, thank you very much again.

Interview Transcript nr.9 (10.09.2020)

Interviewee – Male, 42 years old, Dutch

Researcher: Let's begin. My name is Kasia and I am doing my Master thesis interview, that is going to be about how the Corona Virus has influenced the vacation decision-making of Danes and Danish residents for and during the summer of 2020. This interview is going to be anonymous, meaning that your data will not be public and the only person who ever will have access to this information is myself for the purposes of the thesis research. Interview is also going to be recorded, to allow me later transcribing needed for further analyses, do you agree with that?

Interviewee: I agree.

Researcher: In case of any follow up questions in the future when I will be analysing this interview, would it be alright to contact you again?

Interviewee: Sure, no problem.

Researcher: Can you maybe introduce yourself a little bit?

Interviewee: I am 42 years old, father and husband. We have been living in Denmark for 6 years and we love it.

Researcher: Great, thank you. Could you tell me, how often do you usually travel for vacation purposes annually?

Interviewee: I have kids in prior school age, so we can travel anytime. But if I shall specify, depending on the workload, we take vacation 3-5 times a year.

Researcher: And where do you usually spend your summer vacations, and why?

Interviewee: We are keen sailors, so we travel where winds bring us. (smiles)

Researcher: So there are no aspects influencing your decision-making?

Interviewee: I would not say none. There is weather, which we are very much dependent on. There are marinas and a number of available places - due to small kids onboard we try to plan the voyage, so that we could spend each night anchored in the harbour. We try our best, and so far we succeed.

Researcher: Did the coronavirus pandemic somehow influence your vacation plans this year?

Interviewee: No, not really. We had it planned to cruise around the numerous Danish islands and as we reside here, there were no problems. We very much enjoyed it, as the waters were empty and so the marinas due to entrance limitations to Denmark.

Researcher: I imagine that. So much privilege owning a boat these days. No masks, no seat reservations.

Interviewee: Haha. Great point there.

Researcher: So, do you see Coronavirus as a potential risk influencing your future vacation decision-making?

Interviewee: Internationally, yes. But in my opinion Denmark has so much to offer that it would not hurt anybody to stay and explore. So until the uncertain times last, I will be on my boat, venturing around until weather provides.

Researcher: So true, thank you so much for your time! In case that I would have any follow-up question can I will contact you?

Interviewee: Sure, no problem.

Researcher: Great, thank you very much again.

Researcher: Let's begin. My name is Kasia and I am doing my Master thesis interview, that is going to be about how the Corona Virus has influenced the vacation decision-making of Danes and Danish residents for and during the summer of 2020. This interview is going to be anonymous, meaning that your data will not be public and the only person who ever will have access to this information is myself for the purposes of the thesis research. Interview is also going to be recorded, to allow me later transcribing needed for further analyses, do you agree with that?

Interviewee: I agree.

Researcher: In case of any follow up questions in the future when I will be analysing this interview, would it be alright to contact you again?

Interviewee: That's fine.

Researcher: Can you maybe introduce yourself a little bit?

Interviewee: I am 34 years old, father and boyfriend, living in Søborg. I am employed in finance. I have an 8 years old daughter.

Researcher: Perfect, thank you. Could you tell me, how often do you usually travel for vacation purposes annually?

Interviewee: I would say 2-4 times per year, depending on my ex-wife and our shared custody over our daughter.

Researcher: And where do you usually spend your summer vacations, and why?

Interviewee: We used to spend our holidays in Spain, but after divorce that changed. I am now spending most of the holidays at the summer house.

Researcher: So there are no aspects influencing your decision-making?

Interviewee: Finances mostly. But also time and my daughter, I want to spend as much time as possible with her.

Researcher: Did the coronavirus pandemic somehow influence your vacation plans this year?

Interviewee: Actually, yes. But in a good way. I have decided it is time now to explore my own country. As there were less tourists, the most popular sights were not as crowded and places booked out. Oh... Ok that is apart from Vestkysten, Germans still occupied it. (laugh)

Researcher: Yes, that is the usual sight in those regions during the summer months.

Interviewee: Exactly, so I got to go across and around Denmark throughout the summer and finally without queues, see the favourites.

Researcher: So, do you see Coronavirus as a potential risk influencing your future vacation decision-making?

Interviewee: For me personally not really at the moment. As long as we keep our distance, wash our hands and keep up with all the other points, there are no risks that I could think of right now. Denmark has so much to offer, so now is the perfect occasion to discover it.

Researcher: I agree. Thank you so much for your time! In case that I would have any follow-up question can I will contact you?

Interviewee: No problem.

Researcher: Great, thank you very much again.

Appendix 2 – Questionnaire survey

Denmark	Abroad	Did not go	sailing
22	24	23	1

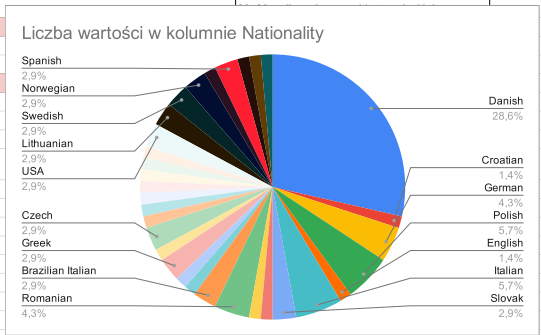
									Number of visitors				Visitors
Esbjerg, Region Syd					Esbjerg			Nordjylland	4		Bornholm		2
Viborg, Fanø, Langeland					Viborg			Midtjylland	6		Nordsjælland	Dronningmølle, Gilleleje	2
Jylland/Jutland, Bork havn					Fanø			Syddanmark	5		Østsjælland		
Hvide Sande, Vestjylland, Denmark					Langeland	island next to Fyn		Sjælland	4		Vest- og Sydsjæl	Vig, Sildestrup(Falster), Marielyst(Falster)	3
Jutland					Hvide Sande	Vestjylland		Hovedstaden	2		Fyn	Odense, Langeland	2
Dan hostel @ Frederiksværk					Jutland			Bornholm	2		Nordjylland	Frederiksværk, Løkken	3
Løkken					Frederiksværk	nordjylland					Østjylland		1
North jutlad and Sjælland					Løkken	nordjylland					Vestjylland	Viborg, Hvide Sande, Søndervig, Bork Havn	4
Løkken					North Jutland	Nordjylland					Sydjylland	Arrild, Esbjerg, Fanø	5
Jutland						Sjælland							
Marielyst, Balti Sea					Løkken	Nordjylland							
Arrild, Sønderjylland					Jutland								
Bornholm					Marielyst	Falster							
Sønderjylland Camping					Arrild	Sønderjylland							
West Coast of Denmark (Søndervig)					Bornholm								
I spent a week in my friend's parent's summerhouse in Østjylland. 2 friends and my dog.						Sønderjylland							
Sildestrup, Falster and Dronningmølle, Nordsjælland					Søndervig	Vestjylland							
Esbjerg, Fanø , and Odense					Østjylland								
Mainly in summer house in Northern Sealand: Gilleleje					Sildestrup	Falster							
Bornholm					Dronningmølle	Nordsjælland							
Vig, Sjælland					Esbjerg								
Midtjylland					Fanø								
					Odense								
					Gilleleje	nordsjælland							
					Bornholm								
					Vig	sjælland	vest/syd sjælland						
						midtjylland							

Have you gone on a summer holiday spending at least 3 consecutive days at the destination?							
	Can you indicate the reason for not going on a holiday?						
Yes							
Yes							
No	Corona virus restrictions						
Yes							
Yes							
Yes				Reasons	Number of people mentioning the reason		
No	Hard to get flights and also I don't think it's responsible to go on vacation now. It feels like a luxury and not necessary to take the risk.			restrictions	4		
No	Corona stopped it in time			flight availability	1		
Yes				social responsibility	2		
No	I believe it is stupid to risk anything for your self and others.			unnecessary risk/ ris	3		
No	I had to relocate due to work and with COVID restrictions, I was concerned that going on vacation could create problems.						
Yes				creates problems	1		
Yes				income/financials	2		
Yes				health risk	1		
Yes				cancellation	1		
No	Because of reduced income due to Corona restrictions			uncertainty	1		
No	We had planned sailing around in Denmark and still did that.... we stayed 1 night max in a harbour.			family reasons	1		
Yes				safety reasons	2		
Yes				personal reasons	2		
No	COVID worries. I'm I. The higher risk so venturing out was not smart.						
No	Everything got cancelled and for me and my husband holiday = traveling, since it was not possible, then we cancelled in hope that we will be able to travel in autumn.						
Yes							
No	Uncertainty to book and schedule vacations						
No	My son got diagnosed with cancer						
No	Safety reasons du to covid 19						
Yes							

No, because of the travelling style. (sailing, campering or similar)						
No	CoVid - it didn't feel safe and the security of funds for vacations was up in the air					
Yes						
Yes						
No	Didn't want to leave Denmark					
Yes						
No	due to coronavirus and workload					
No	Not time for it. And still have not gotten my money back for The planeticket i bought.					
Yes						
Yes						
Yes						
Yes						
No	Afraid of getting Covid-19					
No	Decided to take a longer holiday now at the end of September.					
Yes						
Yes						
Yes						
Yes						
No	Covid!!!!!! There is a pandemic going on, travelling isn't necessary					
Yes						
No	Due to pandemic lockdown					
Yes						
No	there were no flights to the place I wanted to go					
No	Almost impossible to book flights					
Yes						
Yes						
Yes						
Yes						
Yes						
No	Restrictions to destination (was our wedding) and people couldn't get their from Australia and other countries					
Yes						
Yes						
Yes						

[illegible]

Did you stay in Denmark?	Where did you spend your non-Danish summer holiday? Please insert place and country.	Nationality	Is there any specific reasoning for your choice?
Yes		Danish	
No	Zadar, Croatia	Croatian	
		Danish	
No	Croatia	German	
No	Krakow, Poland	Polish	
Yes		Danish	
		English	
		Danish	
No	Crete, Greece	Danish	
		Danish	
No	London, England	Italian	
Yes		German	
Yes		Danish	
Yes		Danish	
		Slovak	
		Estonian	
		Dutch	
		Romanian	
Yes		Brazilian Italian	My boyfriend father always rent a house there. I went there and did not go to Italy where I also would like to go.
		UK/US	
		Latvian	
No	Poland - Gdansk and Slovakia - Mala Fatra, Velka Fatra,	Polish	Visiting family and hiking in more remote destination
		Greek	
		Bulgarian	
		Czech	
No	Ecuador, Switzerland. I was supposed to be away from F	Danish, Swiss	Government called me and told me to leave south america
No	Vestland, Norway	Filipino	The travel agreement/restrictions between norway and denmark were relaxed during that time.
		Canadian	
Yes		Danish	Visit family, good locations
No	Italy	PL/IT	I went to visit family, get fat, drunk and tanned
		American	
Yes		Brazilian Italian	My boyfriend father always rent a house there. I went there and did not go to Italy where I also would like to go.
		Greek	
		Danish	
No	Germany	Italian	It was allowed at that time
Yes		Romanian	I could not travel where I initially wanted
No	Finland	Finland	My family lives there so was visiting them.
Yes		Romanian	close to Copenhagen, beach
		Brazilian	
		USA	
No	Norway	Lithuanian	We planned on doing Baltic Road trip, but due to covid restrictions we couldn't. So we just decided to go do some outdoorsy stuff in mountains.
No	Portugal	German	I have family there that I wanted to see
Yes		Danish	Our plan was to go to a country outside of Denmark. But because of the uncertainty and risk of COVID-19, we decided to stay in Denmark. My parents have stayed in a summerhouse in Arrild previously, why we decided to go there.
No	Sweden	Swedish	Sweden Is Close by and we could go by train
		Norwegian	
No	Differnt places in Iceland	Italian	Government's recommendations
		Nepali	
No	Spain	Spanish	My family is from there, haven't seen them in 8 months
		Spanish	
		Czech	
No	South east Asia	Danish	We didn't know the COVID-19 was gonna spread that fast
Yes		Danish	My family and home Island
No	Italy	Italian	Family.
No	Faroe Islands	USA	Good Corona numbers, activities were socially distanced (hiking)
No	Croatia	Serbian	Easy to go. Seaside. Close
		Australia	
Yes		Danish	I wanted to get to know my own contry better, i suddenly realids how many beautiful placed i haven't seen. Also I wanted to spend our holiday budget in Denmark to support the many people and businesses suffering
Yes		Danish	My family owns a summer house out there
Yes		Danish	I got invited. If we didn't have that oppotunity. I wouldn't have gone anywhere
Yes		Danish	Due to the pandemic. I decided to stay in Denmark.
No	Norway	Norwegian	Visiting family and friends
Yes		Indonesian	Support local tourism and local shops.
		Polish	
No	Cyprus	Lithuanian	There were not many cases, UK, and Russian turists were not allowed to travel. Did not regret- was perfect
No	Blekinge, Sweden	Swedish	Yes, visiting family
Yes		Danish	Corona mainly but I had already planned also to spend time in my family's summer house.
No	Athens Greece and Croatia	Polish	Because I couldn't go outside Europe as planned



and I went to summerhouse in Jutland with our dog

Sygnatura czasu	Let's go back to it	My vacation got:	Have you gone on a holiday?	Can you indicate the reason for not going on a holiday?	Did you stay in Denmark?	Where did you stay?	Where did you stay?	Is there any specific reason?	Are you planning to go?	Nationality	Age
2020-09-25 12:30	booked	canceled	Yes		Yes	Esbjerg, Fanø, and Odense		Support local tourism	No. Because I am not sure	Indonesian	36-45
2020-09-16 15:30	booked	canceled	Yes		Yes	Bornholm		My family and home	No - I will wait and see	Danish	26-35
2020-09-30 17:20	booked	It was in Denmark	Yes		Yes	Midtjylland		We decided before	No, we are moving	Dansk	26-35
2020-09-16 08:20	planned	replanned	Yes		No		Different places in Denmark	Government's restrictions	No. This is due to the situation	Italian	26-35
2020-09-15 10:20	booked	canceled	No	Hard to get flights and also I don't think it's responsible to go on vacation now. It feels like a luxury and not necessary to take the risk.					Yes. Trying to get used to the situation	English	26-35
2020-09-15 10:40	booked	rebooked	Yes		No		Crete, Greece	Sun, beaches and good weather	No, I only got on the list	Danish	26-35
2020-09-15 12:20	planned	replanned	No	COVID worries. I'm in the higher risk so venturing out was not smart.					No. Same reason	UK/US	36-45
2020-09-15 17:40	planned	replanned	Yes		No		Italy	I went to visit family	Yes, was thinking of going	PL/IT	26-35