



THE EFFECT OF TOURISM

Island tourism and seasonality

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Abstract

The following research will give the recipients an understanding of how tourism can affect an island community. The case study is based on the Danish Island Bornholm. The study is based on the philosophical standpoint of social constructivism, as the researcher wants to reach an understanding of how the inhabitants experience the tourism industry in Bornholm. The DMO and stakeholders wish to extend the season, which also will make it more attractive to live on the island all year around.

In Bornholm, the municipality want to utilize tourism as a marketing tool to attract newcomers, so that the island can experience a growth in inhabitants. Within this strategy they also have some subvisions which should increase the quality of life on Bornholm, where urban regeneration is one of the approaches, which also is in demand among the stakeholders. The urban regeneration is creating new opportunities within the community, and it gives the stakeholders and communities around the island a desire to develop even further and take ownership within the development.

Bornholm is a community in development, which is creating a new identity. Back in the 80's, the labor market was embossed by the fishing industry, due to quotas a lot that industry is gone and so are the job positions. The employees have been retrained and found other livelihoods. Today the greatest workplace is the municipality with around 4.500 positions. Next is the tourism industry with almost 3.000 positions.

Bornholm is the sunshine island. It is the brand of Bornholm, and it is the story of Bornholm. But with tourism as such an important economy within the communities of Bornholm, the stakeholders have a great interest of extending the seasons. One of the main reasons for seasonality is the climate conditions. Destination Bornholm do have a strategy for attracting tourists within the off seasons, where they want to show the authenticity of the island. More stakeholders do believe that the island need a redefinition of the brand, because it has so much more to offer than just the sunshine island, which is a staged authenticity.

At Bornholm they are interested in experiencing development instead of settlement, which often is experienced within the outlying areas.

Introduction

The following information and statements for this section has been provided from a report called 35 voices from Bornholm developed by Schmidt, S.H., Hauxner, K. (2015) and is supported by findings during the research process. It has been included to give the recipient a better understanding of the community of Bornholm.

The root of many of the problems that Bornholm is experiencing is the great emigration. The younger generations move to Copenhagen or other cities to get an education, some returns to Bornholm when they start a family, because they want to give their own children a similar upbringing as their own, close to the nature, sense of security and close to family members. But many of their friends under their upbringing do not move back to Bornholm and often they experience a lack of peers, which make them move from the island again. Just as the rest of Denmark, Bornholm also experience problem with the population development (Harbo, L.G., Klintefelt, A., 2021). It is an economically challenge that there are more elder and less able-bodied on the island. This development creates a lack of tax base which gives the locals an insufficient public service.

Families who decide to move to Bornholm often incorporates infrastructure into their considerations of where to settle. For many families it is important to have a school that consist through a development or change of infrastructure, which is why the outlying areas are often deselected. The outlying areas often experience a settlement rather than a development of their local communities. The infrastructure and transportation to and from the island, is also an important factor for many. Especially the airport is highly valued. The airport makes the newcomers feel close to Copenhagen and the rest of the world, both mentally but also physically.

“...also, the fact that one has found out that Bornholm is not that far away. I believe that people had the idea that Bornholm is far away”, (Appendix 6).

Also, Høstet agree in that statement:

“The transportation with ferry and possibilities for transportation with flight, makes Copenhagen closer to Bornholm” (Appendix 5).

According to the 35 interviewed locals, there are many things that Bornholm can be proud of, but there are also a gloomier side, which is often forgotten among the pride. The primary school often do better than the rest of the country, but those young locals who decide to stay on the island, do not get a secondary education, which often leave them with social and economic problems and with a lack

of resources. This is often forgotten due to the focus on sustainability, gastronomy, and tourism. Locals calls for better opportunities for education on the island, so that locals do not have to leave the island to create a better life for themselves. One of the sub-visions that the municipality has for the island is to provide the best prerequisites for children and adults to strengthen their resources (Bornholms Regionskommune). The municipality is aware of the lack of education possibilities on the island, but also points out that it is not possible to offer a wide range of educations, due to relatively small number of inhabitants on the island. But the municipality director does point out that there exist some educations, which the island is experiencing increasing demand within after end educations, this is especially within the industry of care (Appendix 1).

The power of action and gait is often what creates development in a community and Bornholm is no different. Even though leeway is one of the values that is describing the island, there is still a need for even greater leeway. Many locals search for more openness, less skepticism, and more readiness for change.

There are different opinions on Bornholm about what should be done and what can be done among newcomers and those who have lived their whole life or the most of it on Bornholm. On Bornholm, one has a goal of creating a community development together through consensus. Consensus is seen in several cases of community development, including the strategy of Big Green Island, which have been developed in consultation with the inhabitants (Bright Green Island, 2019). One of the interesting take-out points from this research report is, that the locals want to create a constructive balance between an island where you can live all year and as a holiday island. Before I visited the island, I joked with one of my friends, who emigrated from Bornholm 4 years ago, that Bornholm probably does not experience the big difference between lockdown and off season, because the majority of business would probably be closed anyways. She agreed. Throughout the research, I gained knowledge that the local stakeholders do have a strategy for creating activities all year around (Appendix 3).

One thing is for sure; whether people grew up on Bornholm or moved there later, they feel an affiliation to the island and describe themselves as Bornholmere who just live other places. Bornholmere is proud of Bornholmn (Schmidt, S.H., Hauxner, K., 2015).

Research question

How does tourism contribute to the development that Bornholm are experiencing at the moment?

- How can tourism be an influencing factor that makes Bornholm an attractive place to live?

Limitations

In the literature review in the section of place-based, I will investigate strategies to implement in peripheral areas. In the case of Bornholm and the issues they are experiencing with among others population growth, I will use Bornholm as an example of a peripheral area compared to example Copenhagen. Of course, there are some places on Bornholm that are more rural than others, but I investigate Bornholm's problems in a holistic approach, instead of investigating each cities' problems.

There are many different forms of trademarks on Bornholm, the round churches, and the smokehouses for instance, which I assume many combines with Bornholm. This is part of their history and at the same time a great tourist attraction. It was my intention to interview these historical sites, but due to the fact that I am doing my research out of season, these attractions and many more stakeholders, were not open for business and therefore not available for interviews.

During one's trip to Bornholm one intended to stay for a couple of days, but due to the fact that the COVID-19 and its restriction, one decided to go for only one day, due that many of the tourist attractions were closed. If the tourist attraction had been open and tourists and locals had been more active in the cityscape, one would have considered to stay for a couple of days for further field research, especially within the ethnography and tourist's motivation for visiting Bornholm.

The pandemic of COVID-19 has affected the research process. As mentioned above, my field study changed form due to the restrictions and a nearly closed community at Bornholm. Beside that it was also difficult for me arranging interviews with stakeholders and that in fact made me postpone the field trip to Bornholm, so that one could invite more stakeholders to participate in the interviews. It is in my perception that many stakeholders do not check their emails, due to lack of answers. Once one did call the stakeholders, it succeeded to get stakeholders to join the interview. Also, some of the replies from the stakeholders mention the pandemic, which is understandable, because it affects the industry.

The pandemic has created limitations for the research process, and as it is a current event, it will also be mentioned within the research, but one I have decided that is should not be the focus for this research. It will be taking into consideration, but as my focus is elsewhere it will not be attributed with great attention.

Questionnaire-based surveys are a very deficient research approach, due to the fact that they are often based on samples and self-reported data. The questionnaire survey for this research has collected 79 respondents, but only 59 have completed the survey. The lack of answer or decrease in respondents makes the results less reliable. Also, this research is a personalized research, which was posted on the researchers own Facebook account and it was one's friends and family, who were the respondents. If any of the respondents was aware of the study, then their answers might have been biased.

Methodology

In order to be able to carry out and later describe the project, the researcher feel that it is important to first frame the basic approach, as well as how the common thread is continued through methodology and methods. Within the following sections, one will get a further understanding of the philosophical standpoint throughout the research and the methodological considerations.

Philosophy of science

This project is positioned from a social constructivist scientific paradigm, inspired by the French philosopher and sociologists, Pierre Bourdieu. The term social constructivism covers what is perceived as normal in a society. The most classic example of social constructivism is the concept of money. Money is valuable, because we (humans) have agreed that money is valuable, thereby the term of money is socially constructed (Holm, A.B, 2014). Within social constructivism, knowledge is co-constructed with the participants of the research, but also the researcher takes an active role in constructing knowledge. Reality is an ocean full of knowledge. It does not try to generalize, but to generate in-depth understanding within a specific case. Within social constructivism, knowledge is an ocean full of minds, experiences, and ideas. Reality is subjective, which should be understood that another researcher might have gained another result than this researcher does, based on different minds and subjectivity. (Kriukow, 2020).

Bourdieu discusses how the sciences (politics, art, and the business world) constitute a particular field in society, one that has its own rules, social conventions, and worldview. Bourdieu states that there are different sources of symbolic capital in each field. He distinguishes between economic, social, and cultural capital (Bourdieu 2004:32-35). Each country is socially constructed differently, what underlies this, may depend on different aspects, but the political framework must have a huge impact on this. As well as countries are socially constructed, so are communities. In Denmark we have the same political systems, but what differentiate communities is especially the social and cultural capital. Bornholm's most powerful resource is nature. Whether it is Destination Bornholm, an attraction, restaurants, or a local producer, they all focus on the rich nature and the quality products they produce on the island. The nature on Bornholm, connects the inhabitants. At Bornholm it is socially constructed that they can be proud of their cultural and natural heritage (Schmidt, S.H., Hauxner, K., 2015).

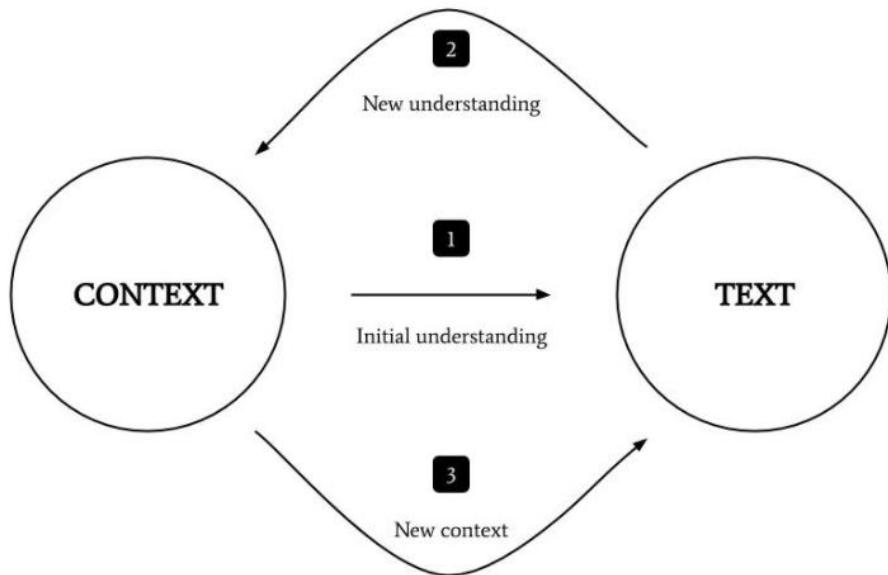
All human beings are physically present in the social world, but the social world is also present in our bodies and in our way of acting; this is how we find our bearings in the world in general. Habitus is

a term that explains the unreflective, bodily knowledge of the norms, values, social conventions, and practices of a field that enable us to be a part of a field (Bourdieu 2004:36-40). A field has different meanings and can be divided into different concepts. When discussing social science, a field can be political, business, art, economic, social, or cultural related. When belonging to a certain field, your behavior and values get influenced by the norms, values, social conventions, and practices that belong to that field. On Bornholm there exist different kinds of fields, which we will be introduced to later in the research with the focus on social and cultural fields. Even though the inhabitants of Bornholm have something they can be proud of together, the society is also divided. During the data collection, one realized that the newcomers want more tourism to the island and those who have been living on the island their whole life, are less excited about more tourists. The inhabitants of Bornholm are divided into different social groups presenting different opinions (Schmidt, S.H., Hauxner, K., 2015). During another part of the data collection, the researcher gained the knowledge that the vision of the municipality is to experience a growth in newcomers to the island and one of their tools for that development to happen, is to utilize tourism as a marketing tool. The municipality hopes that tourists will fall in love with the island and decide to move there. The core of social constructivism is the idea that “reality” is something we create collectively through our interactions and ways of speaking about the world (Kriukow, 2020). Later in the analysis, the researcher will introduce the readers to the social constructed reality of Bornholm.

Hermeneutic circle

This project is predominantly based on social constructivism, but one can also argue that some features of the hermeneutic circle are present. According to hermeneutic, we unconsciously interpret the world around us subjectively, whenever we think, or experience, especially when we seek to learn something new. Within the concept of hermeneutic circle, we use the knowledge we already have (prethinking) to interpret the new information we gain (interpretation) (Ebdrup 2012; Gadamer 2008). From the researcher’s subjective view, one believes that it can be argued that the hermeneutic circle is present, whenever we experience a development (Holm, A., 2014: 121-142). When a researcher is investigating a research field, new knowledge will be added to the research field whenever a data collection is being made, which means that the researched field will gain a new understanding and new context after each interpretation of the collected data. The model below will demonstrate the interpretation of new knowledge and understanding in a visual context.

Model 1.1 explaining the hermeneutic circle.



Research paradigm

When a researcher is utilizing interpretivists' paradigm and qualitative methods for their research, they often seek experiences, understandings, and perceptions of individuals in their data collection to uncover reality (Thanh, N.C., Thanh, T.T.L., 2015). Cohen & Manion (1994), Creswell (2003), and Yanow & Schwartz-Shea claim that interpretivists researchers discover reality through participant's views, their own background, and experiences. Interpretivist paradigm can accommodate multiple perspectives and versions of truth and according to Willis (2007), it is the core belief of interpretivists paradigm, that reality is socially constructed (Thanh, N.C., Thanh, T.T.L., 2015).

Epistemology is the research process that we utilize to gain knowledge. Within social constructivism, the often-utilized methodological approach to collect data is through qualitative interviews. The researcher is involved in the construction of reality through a co-constructed reality (Kriukow, 2020). The reality of the researcher depends on the researcher's position, but to a large extent also, what the researcher chose to focus on during the research. For this research, one will, through the social constructed reality, be an outsider to the community of Bornholm. The researcher grew up in a small community, which based on the number of inhabitants, is the same size as Rønne, but it was not a tourist destination. The researcher has only one time before visited the island when one was around

10 years old, so the basic knowledge about the island is limited and biased by the view of tourism. The only time throughout this research, that the researcher has not taken the position as an outsider, is in the introduction where Denmark is described, and the researcher takes position as a Dane. For this research, one definitely believes that it is a strength with the position as an outside, due to the fact that the researcher is studying the social constructed reality from the stakeholders' view, and without any further knowledge or interference, the answers from the stakeholders and the written part will be more objectively, than if the researcher had any personally connection to Bornholm. For this research to be objectively viewed, one believes that it is an advantage that the researcher knows little about Bornholm in advance.

Ontology is the study of being, what knowledge is, what reality is. Ontology within social constructivism claims that everyone has their own perception and beliefs (Kriukow, 2020). Utilizing an interpretivists paradigm for this research, the researcher uncovers the reality of the participants worldview through the process of the data collection.

Research design

The research design is the strategy that will form the result of one's research. The reliability and validity of the research depends on how the researcher chooses to collect, measure, analyze and interpret the data collected. The research design is depending on what the researcher would like to achieve. When discussing research design, there are three different approaches to utilize: deduction, abduction, and induction. For this research, the researcher has chosen to work with a mix of abduction and induction. When utilizing the inductive approach, one will generalize its findings for the field one wants to research. One will be utilizing theories to support the findings in the primary and secondary data collection. Inductive approach aims to generate meaning from the collected data in order to identify patterns and relationships to build a theory. Inductive approach or reasoning is based on learning from experience. The data collected; patterns, regularities and resemblances are observed in order to reach a conclusion or generate a theory (Dudovskiy, J., 2018).

The abduction approach is a process that could be described as circular movements. The approach starts with prior understanding or knowledge of the subject to be researched, then some observations. The observations leave the researcher surprised or in wonder, which leads to the utilization of theoretical knowledge to reach a better understanding of the case being studied (Laursen, M.H., 2017). Based on an earlier research about Bornholm, the researcher already had some prior knowledge about the destination, but was interested in learning more, which is the reason for this

research. Much of the data collection through the field research was surprising for the researcher and first after transcribing and coding the collected data, the researcher decided on which theoretical framework to utilize. Even though it can be argued that the researcher has been utilizing elements from the abductive approach, the researcher will utilize the collected data to generalize patterns or regularities to decide which theories should be included in the literature review as well as within the analysis.

Case study

The research takes the starting point as a case study. John Gerring (2007:19-20) defines a case as ‘a spatially delimited phenomenon (a unit) observed at a single point in time or over some period of time’ and a case study as ‘the intensive study of a single case’ (Holm, A.B., 2014). A case study is an analysis of systems (events, people, policies, institutions, groups etc.) that are studied holistically by one or more methods (PressAcademia, 2018). During the recruitment of stakeholders, some of the considerations have been to provide a broad perspective of the social constructed reality of Bornholm. Due to this fact, one has decided to include different kinds of stakeholders: local business entrepreneurs, the municipality, and a young emigrant. The approach is useful when the researcher wants to obtain an in-depth appreciation of an issue, event, or phenomenon of interest, in its natural real-life settings (Crowe, S., Cresswell, K., Robertson, A., Huby, G., Avery, A., Sheikh, A., 2011).

Within case studies, one must differentiate between which different types of case studies are utilized through the research. Stake (1994) distinguish between two different types of case studies – the intrinsic case study and the instrumental case study. The intrinsic case study is a study that is being research due to the researcher’s genuine interest. The study is not meant to represent a problem, a phenomenon, or a concept, but rather to tell a story of the case (Stark 1994, p. 237). In contrast to intrinsic, we have instrumental case study, where the case is of secondary interest and has a supportive role of creating better understanding of something else, like a problem or a theory (Stake 1994, p. 237). For this research, the researcher has chosen to utilize the intrinsic case study. According to Schaller and Tobin, telling stories is the purpose of a case study and the narrative method, which is created from events and experiences of the researcher, which attempt to create understanding of the research question through description. For an intrinsic case study there exists different kinds of approaches to use theory and for this study the researcher has chosen to work with an approach where the theory utilized depends on the context of the study. The realistic perspective argues that the theories included should be based on the reality of the research situation (Dobson, P., 1999).

Qualitative content analysis

Content analysis is a collection of research techniques for making systematic, credible, or valid and replicable inference from texts and other forms of communication. Researchers who seek to make valid, replicable, and useful inferences about content may adopt very narrow, or very wide-ranging, concepts of what constitutes content in communication, based on their study goals or purpose (Drisko, J.W., Maschi, T., 2006). The research is a bit broad, due to the fact that one wants to investigate Bornholm as a society and how tourism affects the community, which also means that one has different stakeholders to be representative for Bornholm and different stakeholders requires different questions within the interviews, which gives different answer, and this gives a broad understanding of the effects that the tourism industry has on Bornholm. Not only did the researcher investigate the stakeholders on Bornholm, but also the consumer behavior of tourists on especially the social media, which gives an even broader understanding, not only of Bornholm, but also possible tourists behavior before visiting a destination. In the coding process, one has investigated which subjects are recurring and therefore affects several stakeholders at Bornholm. Based on the interpretation of texts, focused by the researchers chosen questions, qualitative content analysis seeks to develop carefully specified categories that are revised and refined in an interactive, feedback-loop process to ensure credibility and usefulness (Mayring, 2000, Section 2). Content analysis is a research tool to define certain words, themes or concepts within the qualitative data collected. Content analysis gives the researcher the opportunity to quantify and analyze the meanings and relationship between words, themes, or concepts. Content analysis can be defined as:

Any technique for making inferences by systematically and objectively identifying special characteristics of messages (Holsti, 1968).

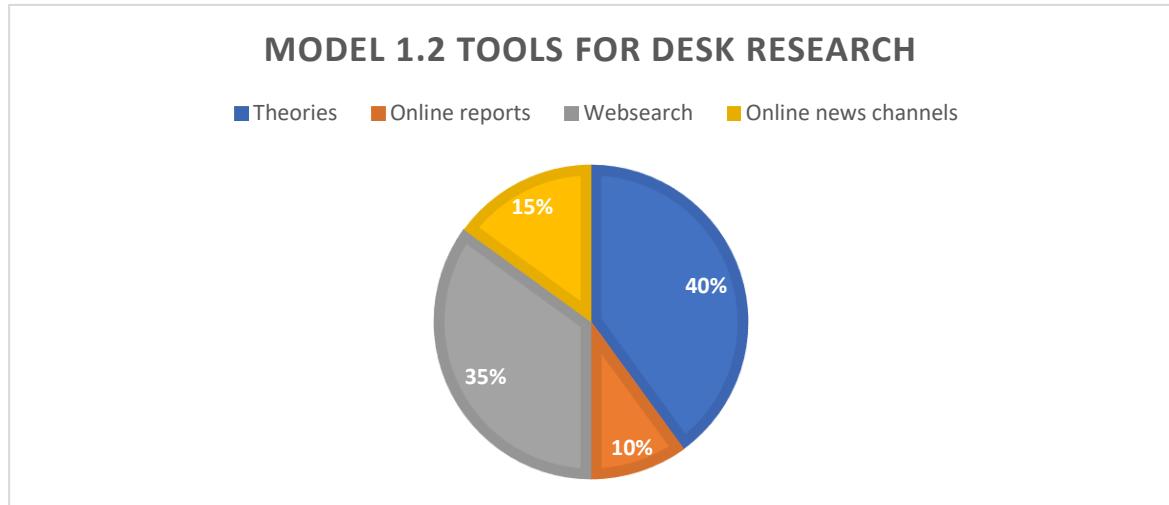
Data collection

The data collection for this research contains different methods, which is well thought out in their execution. The data collection contains both primary research approaches made for this specific research and secondary research approaches, which is data collected for another purpose, but it still relevant for this research. Firstly, one will introduce the readers to the secondary research, which is also called desk research.

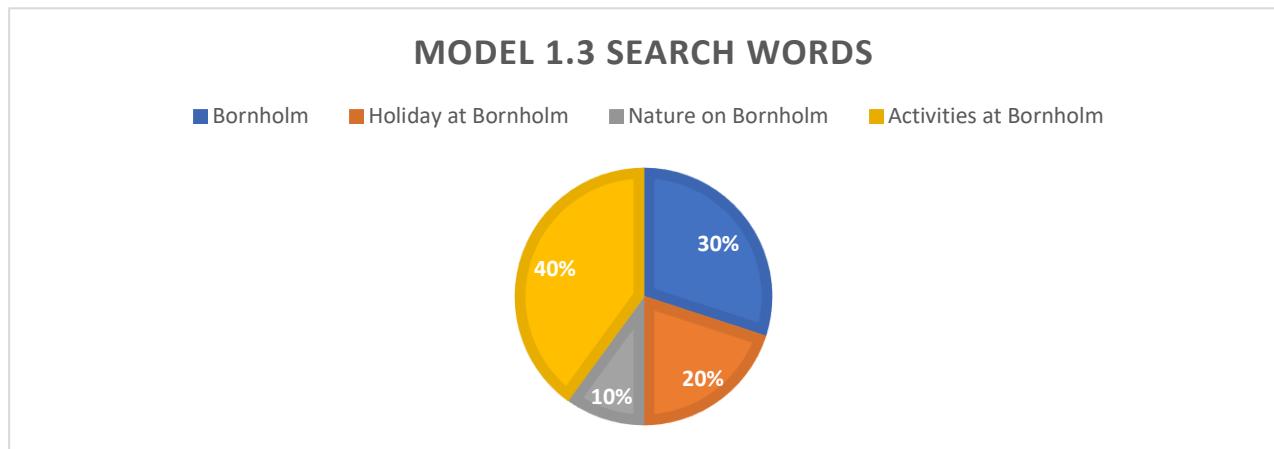
Secondary data

One has been utilizing different forms of secondary data for the research. Firstly, one has been utilizing theories that are relevant for the research question. Secondly, as the subject that the research is focusing on, is an ongoing development, one has been utilizing articles from newspapers, as it

represents the news. Thirdly, one has been utilizing reports describing different social and economic problems at Bornholm, which creates the basis for the research.



For the web research the researcher utilized some different keywords, that one figured could give a true picture of the tourism at Bornholm and how it is to be a tourist at Bornholm. What kind of attractions, activities and other factors are Bornholm branding themselves.



Desk research forms the basis of inspiration for this research. Through prior studies, the researcher had gained information about Bornholm as a destination, which raised a genuine interest for Bornholm. The prior research about Bornholm was not in depth, so the researcher had little knowledge about the destination, but had a genuine interest in Bornholm as a destination and their constructed reality of tourism at the island. During the desk research one found out that Destination

Bornholm are trying to extend the season of tourism and therefore one decided that grading research would be a relevant research approach to utilize. One formed a survey, with the purpose of gaining knowledge about consumer behavior.

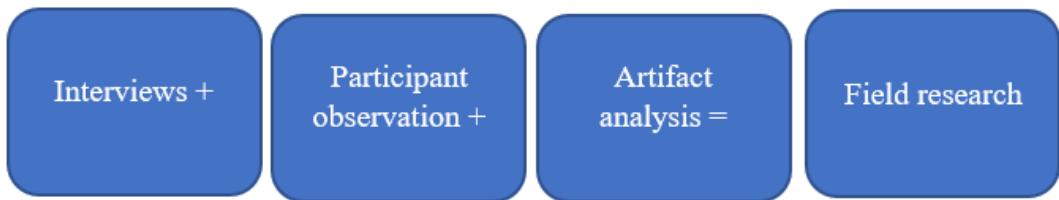
The method of desk research is about utilizing data and information that already exists for other intents and purposes. Desk research will often contain web searches, online platforms, industry reports or books (Gell, T., 2020). Secondary data is originally generated for other purposes than answering this research's problem formulation and might therefore only be partially relevant for the research. This form of desk research will bring information that can support the findings from the field research to answer the problem formulation. One has also been utilizing desk research to support the qualitative recruiting of participants to participate in the field research study. One wanted to include different stakeholders within tourism on Bornholm, but also some industries that are indirectly involved within tourism. One utilized web search as well as online platforms to gain information about which different companies that would be relevant to interview. Desk research is not about collecting data, but about the researcher to review prior research findings to gain a broad understanding of a field. For example, when preparing for an interview, it is commonly known that you as an interviewer meet prepared and have done some research about the subject related to the interview (Travis, D.). If the information from the desk research is reliable, then one can use it to support one's conclusion for the research formulation (Gell, T., 2020). Some of the online platforms, one will be utilizing in the desk research belongs to the concept of social media. One will especially have focus on Facebook and Instagram, but to some extent also blogs. The research is positioned from a social constructivist scientific paradigm, from which one will investigate the participants behavior, which often are shown on social media.

Throughout the desk research one has been utilizing different kinds of social media because these platforms are a two-way communication platform, which gives the researcher the opportunity to contact agents that will be relevant for the research. For instance, the researcher follows an influencer on Instagram, and he has been invited by Bornholmtours to go visit the destination with his family. He posts on Instagram that he is going and if anybody has any suggestions for experiencing the island. Reading through the suggestions, the researcher quickly found people who either are living on the island, moved there later, or emigrated from the island. From this research approach, one also gets confirmed that both inhabitants and tourists appreciate nature at Bornholm, which is one of the values that they brand themselves on.

Primary data

The primary data consist of the field research, which one have collected directly for the use of this specific project. Due to the philosophy standpoint of social constructivism, one has chosen to collect further knowledge by doing field research utilizing qualitative method, focusing on interviews with stakeholders within the community of Bornholm, but one also chose to include another research approach that one found relevant for this project, grading research in form of an online survey. The researcher utilizing the qualitative approach are trying to present a working picture of the broader social structure from which the observations are drawn (Henderson, K., 1991:132). Field research is a qualitative method of data collection, which aims to understand, interact, and observe stakeholders in their natural settings. When a researcher goes to the field one immerses oneself in the settings that are being studied.

Model 1.4 Field research



Ethnography

Ethnography is the study of people in naturally occurring settings or “fields” by means of methods which capture their social meanings and ordinary activities, involving the researchers participating directly in the setting, if not also the activities, in order to collect data in a systematic matter but without meaning being imposed on them externally (Brewer, J.D., 2000). Ethnography is a social research form, where the researcher can gain information about the social perspective and cultural values of the social settings. The researcher must have an objective view during the field research. The ethnography for this research is shown in the interviews, and the participatory observation during the field trip to Bornholm.

Interviews

There are many approaches to perform an interview, but due to the fact that this research is positioned from a philosophical social constructivist approach, one will utilize the habituation approach by Bourdieu, where one prepares for the interview, but adapts to the situation, which is known as the semi-structured approach. The intention of the interview is to generate knowledge of a phenomenon and how that phenomenon is understood by the person who is being interviewed. A Bourdieu-study

states that interview is data material which forms the basis for a theoretical construction in order to explanation and understanding (Glasdam, S., 2004).

Prior to the selection process of the stakeholders to the interviews, one went through a lot of desk research to gain knowledge of what kind of stakeholders to be representative for the island. The reasoning for why one wanted to include these stakeholders is that one wants to provide a social constructed reality of Bornholm, perceived from the researchers own review, what one connects to trademarks for Bornholm. The industries and experiences one will include are those who have a relation to tourism, but also those whose products are identified with Bornholm. One has chosen to interview Mads and Camilla from Høstet within the gastronomy industry, which is a business that owns a plantation of sea buckthorn, where they create 10 different products based on that main ingredient. The DMO, Destination Bornholm, focusses a lot on nature in their marketing and therefore it would be relevant to interview business owners within the outdoor segment. For the outdoor segment, one will be interviewing Laust from climbing Bornholm, which is an experience where the tourist can enjoy and experience nature in an exciting and safe environment. One also arranged an interview with Kristina from Destination Bornholm, so that the researcher can learn more about the tourism on Bornholm, but also get a more in-depth understanding of some of the decisions and policies that the DMO are handling. To reach a better understanding within the tourism industry, the overnight stays, the marketing approaches and tourism behavior, the researcher will be interviewing Kristin from Bornholmtours. Gaardbutikken is a retailer that gives entrepreneurs in Bornholm the opportunity for selling their products at the same place and one think that it will be interesting to interview the person behind this initiative. These five stakeholders are all directly involved within the tourism industry. Beside these stakeholders within the tourism industry, one also chose to have an interview with Ocean Prawn, which is a fishing company that are involved within investments in companies at Bornholm, but also provide sponsorships for sport athletes from Bornholm. Ocean Prawn is a company that through its investments creates approximately 250 workplaces on Bornholm (Ocean Prawn), so it must be considered as one of the greatest companies on the island. To get a broad perception of the island, one also wants to interview an emigrant from Bornholm, who moved to Copenhagen. The reason for this is to reach a holistic understanding of the social constructed reality. During the desk research one gains knowledge about the municipality of Bornholm and the vision for the island, where they want to utilize tourism as a marketing tool and therefore, one found it relevant to interview the municipality director Johannes Nilsson, to gain an even greater knowledge about this strategy.

During an interview, a power relation will arise. According to Bourdieu, when the interviews occur, the interviewer will be positioning the dominant role, but before and after the interview the roles can be swapped around depending on the social status (Glasdam, S., 2004). During the interviews one has held, one was dominating, due to the fact that one was prepared. The researcher knew what was coming, due to the fact that one prepared the questions for the interview. Before and after the interviews the role was swapped around when one was interviewing the businesses. The research is based on the stakeholders' social constructed perceptions and therefore it places the researcher in a humble position, due to the fact that the research relies on the participation of the stakeholders in the interviews and other forms of research. Bourdieu continues that one must try to submit the view of the interviewee. According to Kvale and hermeneutic philosophy everything is subjective, and therefore the researcher will have the interpretation monopoly of the collected data during the interviews. It can be hard to keep an objective mind. The data will be represented from the researcher's worldview, yet other researchers might reach another conclusion than one will (Glasdam, S., 2004).

Interview guide

When utilizing the qualitative method of semi-structured interviews, an interview guide is developed. The interview guide is a document, which should contain the questions and subject that the researcher wants to investigate, and the finding should support answering the research question. Before one was able to shape the interview guide, a lot of desk research was necessary as well as finding the different stakeholders first of all. The stakeholders represent different industries, and therefore the interview guides are differently for each stakeholder (Appendix 1-8). Some of the questions are the same, some similar and yet others totally different. Dunn (2005:79) explains that interviews are verbal interchange, where the interviewer attempts to elicit information from the interviewees by asking the prepared questions. Dunn continues [...the form of semi-structured interviewing has some degree of predetermined order but still ensures flexibility in the way the issues are addressed by the informant (2005: 80). The questions are often a guideline of which questions or subjects to talk about. Semi-structured interviews are similar to a conversation, where there is room for further questions for a more in-depth understanding. The focus in the interviews is about the tourism industry and how the stakeholder's perception of tourism at the island is and if it boosts their business. But the questions also contain subjects such as how the stakeholders experience to be entrepreneurs at Bornholm. The researcher wants to get a broader understanding of the labour market at Bornholm and with the private service representing 50% (Bornholms Erhvervsservice) on the labour market on Bornholm, these

industries is very important for the economy at Bornholm and therefore it will be relevant for the researcher to investigate further.

Whereas the interviews is developed for stakeholders within the business area on Bornholm, the online survey is meant for the consumer and to reach a better understanding of the consumer behavior on social media and the motivation the consumer has for travelling. The inspiration for this survey was developed after the interview with the municipality director. The outcome of that interview made it clear for the researcher that tourism is utilized as a marketing strategy by the municipality to gain more newcomers to the island. Also, during the desk research, one found out that Destination Bornholm are trying to expand the season and therefore it is interesting and relevant to learn more about the consumers behavior and motivation to get a further understanding of what is important for tourists when visiting a destination.

Participant observation

Participant observation, or observation in general, has been utilized in a variety of disciplines as a tool for collecting data about people, processes, and culture in qualitative research (Kawulich, B.B., 2005). MARSHALL and ROSSMAN (1989) define observation as “the systematic description of events, behaviors, and artifacts in the social settings for the study (p.79). Regarding the different stakeholders and the environment, the interviews were physically collected, the position as a researcher changed for each interview, which is something one first noticed when transcribing. When the interview was performed in an office building as they were with Ocean Prawn and Destination Bornholm, the setting was more formal compared to when one was interviewing Høstet, Klatring Bornholm, Gårdbutikken and an emigrant from Bornholm in their homes, the setting was more informal and room for a conversation both before and after the interview. During the interviews with Ocean Prawn and Destination Bornholm, one tried to stay submissive, because one does not have a lot of experience working within these industries. Whereas with the other stakeholders, they are more in direct contact with consumers, which the researcher has experience from through earlier job positions and therefore one felt like both the researcher and participants were more equal and could contribute to a discussion even further.

All of the stakeholders showed interest within the research. Even though Bornholm is a small island, it still has many small cities and communities, so one thing that surprised the researcher, was that everybody seems to know everybody. One also learned that the entrepreneur society at the island is closely cohesive and that there is a lot of support to find for those who wish to be entrepreneurs.

During the education of the researcher, one has collected many different interviews with stakeholders for different purposes, but one was really surprised how all of the stakeholders at Bornholm, showed a lot of hospitality. They made one feel like, one was helping them as much as they were helping the researcher.

Beside participatory observations one also made smaller field observations, while one was driving around the island. The distances between each city are very small. Also, when one entered the city called Nexø and walked in the streets, there were not many people on the streets, even though the shops at that time were open for business. One went to Bornholm on a Wednesday in April and it was beautiful sunny weather. Had that experience been in Copenhagen, people would have been out walking around the city with a coffee in their hand and it surprised, that one rarely saw any people walking the streets. Rather it is caused by cultural differences or what the reason must be, this view surprised one.

Survey research

Even though the researcher chose to base most of the research from a qualitative method with semi-structured interviews, the researcher also finds it relevant to include a quantitative method, called survey research. As already mentioned, one of the points of view will be on tourism behavior, and the survey will have focus on travelling in the off seasons, which Destination Bornholm has a lot of focus on. Another point of view within the survey will be how tourists find inspiration and information about a future travel destination. The researcher has chosen to focus on the aspect of marketing, due to the strategy of utilizing tourism as a marketing tool. The purpose of the survey is to create statistics about the above-mentioned subjects. The answer collected in the survey, will constitute the data to be analyzed on a later point in the research (Floyd, J., Fowler, Jr., 2014).

Questionnaire surveys involve the gathering of information from individuals utilizing a formally designed questionnaire or interview schedule. It is important to distinguish between questionnaires and surveys. Questionnaires is a schedule of questions and survey is a process of designing and conducting a study which involves the gathering of information from respondents (Elgaard, C.B., Szweda, B.L., Nielsen, R.S., Wintersø, J.P., D'Ambrosio, L., 2015). The data collected in questionnaire surveys contains quantification and this approach can create implications for the way that the data is analyzed and interpreted. Quantification has the advantage that it can provide relative complex information in an easily understandable form including graphics (Elgaard, C.B., Szweda, B.L., Nielsen, R.S., Wintersø, J.P., D'Ambrosio, L., 2015). Qualitative methods are given the

researcher and the recipients insights of the individuals perceptions, while the questionnaire methods are providing simple information of attitudes, meanings, and perceptions among the population as a whole. Within surveys response bias is an important factor to be aware of. According to Alita Joyce there exist different forms of bias, but for this survey social desirability bias and recency bias are most relevant. Social Desirability bias is a form of bias where the respondent provides the answer that project our best selves, which is perceived as our ideal image. Also, one can be biased by recency bias, which is when a respondent's answer depends on their most recently experiences. A large sample sizes helps cancel random variation and make sure that the findings will be perceived as the entire population (Joyce, A., Nielsen Norman Group). In the section of theory, one will be discussing the concept of spatial self, which social desirability will be a part of. Few of the respondents might have been biased because they were introduced to the research within some of the early stages, and therefore their answers can have been biased due to what one has been told them. The researcher did not have a hypothesis about the results, and this could make the bias of minor importance.

On the webpage of Destination Bornholm, they are informing visitors that Bornholm is also a destination to visit during the off-seasons and offers a lot of outdoor experiences, which is activities that can be performed all year around. As well as some stakeholders at Bornholm are trying to settle with the brand as the sunshine island, so that they can expand the season. In the survey, there will also be focus on different forms of travelling during the off seasons. Such as, what travelers' motivation is to travel during the off seasons. This is interesting, because depending on the answers, then Bornholm might be able to accommodate this motivation and attract more tourists to the island in the off season in the future.

Coding

Transcribing is commonly utilized in qualitative research projects for the purpose of analysis. Transcribing is the process where a researcher is creating a textual version from an audio or video recording of an interaction with participants, media report, or research event (Cope, M., 2009). After one had collected the interviews among the chosen participants, one transcribed the interviews and during the process, one was also coding the audio, to give the researcher and the recipient a better overview of the data collected, but also as an inspiration for subjects to form the literature review.

Coding needs to be viewed simply as reducing data to some general, common denominators. Rather, it can be used to expand, transform, and conceptualize data, opening up more diverse analytical possibilities ... The general analytic approach here

is not to simplify the data but to open them up in order to interrogate them further, to try to identify and speculate about further features ... It is intended to expand the conceptual frameworks and dimensions for analysis. Coding here is actually about going beyond the data, thinking creatively with the data, asking the data questions, and generating theories and frameworks (Coffey & Atkinson (1996, 29-30).

Coding is a tool for the researcher to gain a better overview and understanding of the collected data. There are different approaches for coding. Transcription is very time consuming and there exist different technical programs to insert the audio files and then a program will transcribe the audio file. Due to personal reasons for the researcher, this method does not work out well for one. It is much more time consuming, but the researcher prefers to perform the transcription by oneself. Firstly, when transcribing the interviews with the participants one will notice the answer better and pay more attention, than if one just would read something that a program had transcribed. Secondly, one gets a chance to reach a deeper understanding, because the process requires more concentration from one, due to the fact that the position as the researcher is to provide knowledge and relevant data to the recipient. Coding allows us to make clear connections between our empirical and theoretical theories discoveries. [...] researchers gets closer to their results than is possible just reading someone else's transcription and – indeed – they will likely even get a start on the process of sorting, organizing, and analyzing data by noticing patterns and themes just through the transcribing process] (Cope, M., 2009).

"An iterative analytic practice, coding allows the ethnographer to break part, relate, and combine the materials generated in the research process" (Watson and Till 2010, 128).

Due to the fact that the research is positioned from a social constructivist scientific paradigm and the ontology within this type of social science, claims that everyone has their own perception and beliefs (Kriukow, 2020), The best way for transcribing must be to do it manually, so that the transcription and coding, will be based on the researcher's perception and beliefs.

Ethical considerations

Ethical considerations are important when conducting a research. The researcher desire is to gather information and interpretations of the stakeholders, which will lead to further research and create the qualitative content which form the basis of the research. Within this research, the stakeholders who participated in the interviews became subjects of knowledge. The study is shaped by the researcher

and thereby also whom to be included were also decided by the researcher (DeVries 2009; Turner 2009). The stakeholders were selected based on desk research and the researchers own perception of Bornholm as a holiday island. Social interactions with the stakeholders affect how the research will be performed (De Vries 2009). The social interactions will affect the process of the research and the actual study (Gordon, J. B., Levine, R. J., Mazure, C. M., Rubin, P. E., Schaller, B. R., Young, J. L., 2011). Within any social interaction one must have respect for the other part, and it is no difference with a stakeholder and a researcher. The researcher can, by the chosen approach, affect the outcome of the research, which was why the researcher try to stay objective though all the interviews. After inquiry and a short mail correspondence explaining the study, the stakeholders all agreed, and some were very excited to participate. From the start, one was very clear about that the collected data would be utilized in the study. Some of the larger stakeholders (Ocean Prawn and Destination Bornholm) asked for the questions ahead, which of course was accommodated.

Evaluation of choice of methods

While conducting this research, the researcher always kept in mind if the included methods, theories, primary and secondary data were answering the research question. Qualitative research utilizes the natural settings to reach an understanding of context. The researcher does not attempt to manipulate the phenomena of interest (Patton, 2001, p. 39). Throughout the research, one has been careful and trying to be as objective as possible, due to the fact that one wants to give the recipients the social constructed reality of Bornholm without any interference from the researcher subjectivity. Interviews and observations are dominant in interpretivist paradigm (Golafshani, 2003). One wants the interviews with the stakeholders to be the most important empirical data because the qualitative content analysis is based on the transcription of the interviews.

Within a qualitative research, the researcher wants to create trustworthiness, which according to Lincoln and Guba (1985) can be developed through four criteria: credibility, dependability, confirmability, and transferability. In 1994, Lincoln and Guba added a fifth criteria, authenticity. From the researcher's perspective, credibility is the most important factor, due it refers to the truth of the data and the representation of it and the stakeholders as well (Polit & Beck, 2012). There exist different criteria that should be fulfilled before a qualitative study can be perceived as credible. One of those is that the researcher should be able to demonstrate engagement, methods of observation and audit trails. The researcher can accommodate all three criteria. As mentioned earlier, the research is based on a n intrinsic case study. The researcher has a genuine interest in Bornholm and wants to tell the story of the island (Stark 1994, p. 237). Observations during the research occurred when the

research was performing the interviews, both online and on Bornholm. As a part of the method of interviewing, the researcher recorded all the interviews except from one (Appendix 1), so that one was able to transcribe and create the qualitative content analysis as well as coding. Another approach, which can be utilized to consider whether a qualitative research is credible is in the description of human experiences. If the experiences are recognized by other individuals that share the same experiences, they can be perceived as credible (Sandelowski, 1986). The different stakeholder's shares many of the same experiences within tourism, opportunities, the cultural experiences and within the communities.

As the researcher has been focusing on taking an objective role as possible, the stakeholders could outer their experiences, without any or little interference. Due to the fact that the case study is intrinsic, just brings extra confirmation that it is paramount that the case study is based on the stakeholders social constructed reality without any interference from the researcher. The case study is perceived and interpreted through the researcher subjective mind and therefore it is not possible to stay 100% objective. This does not mean that the qualitative research is not credible, but the recipients need to be aware of these conditions when going through the project.

Literature review

In the literature review, one will introduce you to the literature that the researcher finds relevant for this research. The topics have been selected based on the qualitative content analysis and the coding within the methodology.

Policy making

The tourism sector's contribution to economic development depends upon complex and dynamic socioeconomic, environmental, and institutional factors. Policymakers require objective evidence to base decisions on which public policies or investments to pursue (Banerjee, O., Cicowiez, M., Morris, E.J., Moreda, A., 2018). Before policymakers want to invest in a destination, they want to ensure that there is potential for development. Policy making is a tool that can help a destination and its locals out of economic, environmental, and socioeconomic problems. Investments within other sectors can also help develop the tourism industry. A framework that considers all economic sectors and their inter-linkage is essential for a destination development such as infrastructure, water & sanitation, capacity building within the service sector etc. (Dixon & Rimmer, 2002; Dwyer, Forsyth, Madden, & Spurr, 2000; Dwyer, 2015). Policy making is a fluffy size. We see it in our everyday life, but we might not think about it. Basically, policy making is creating the conditions for our life. Through the interview with the municipality director, Johannes Nilsson, one discovered that the municipality has a plan for urban regeneration, which is a policy that through development is proving the quality of life, not only for the inhabitants, but also for those who are visiting the island. Bornholm is facing a development within tourism, but as the vision is to attract more newcomers, the municipality wants to introduce policies that can improve the quality of life, and thereby make the island more attractive to live on.

Urban regeneration

Urban regeneration is a concept that deals with sustainability in architecture and urban development and within this discipline, sustainable rehabilitation is considered as one of the most important subjects, due to the fact that there are much more existing buildings than newly built ones. Almost 75% of the housing stock worldwide is between 15-60 years old. Due to the urbanization, more and more people are living in the cities nowadays and by 2050 it is expected that 68% of the world population will be living in cities (Pogacar, K, Leskovar, V. Z., Premrov, M, Senk, P. 2021; 257-270). According to Oliveira and Braganca:

"To rehabilitate the urban environment - public and built space – implies inhabiting existing buildings, so that they can acquire life and thus assigning movement to the

public spaces. To inhabit these buildings, it is necessary to recover them, providing good living conditions, space functionality and environmental effectiveness, that is, rehabilitate existing buildings, improving their efficiency”.

Urban regeneration is a discipline that contains many different fields of research here among public policy and practice including city planning, housing, transport/infrastructure, political economy, urban tourism, community development, sustainability, and cultural industries studies. Therefore, actions that are improving quality of life, can be described as urban regeneration. The concept addresses the economic, social, spatial, and environmental transformation of urban areas through integration of new urban development with existing ones (Pogacar, K, Leskovar, V. Z., Premrov, M, Senk, P. 2021; 257-270). On Bornholm 1302 houses are empty (Hansen, B., 2019). In 2013 BRK introduced a policy to avoid all these empty houses to maturity, by selling them to people without the need for residency requirement. In this case the buildings get new owners, who take care of the place and bring new life to the community. One of the problems with this strategy is that many of those who have bought these houses are people in their mid-50s, who want to settle on the island when they reach the retirement age (BRK, 2015). The increase of elderly in the population group is another of the island’s issues. So, in this context, this policy is solving one issue, but is contributing to another.

Cities around the world have unutilized land or distressed or decaying urban areas, which can weaken a city’s image, livability, and productivity. This lack of development is often a result of changes in the urban growth and productivity patterns. To solve the problem of urban decay, urban regeneration is often the answer, but this process is not cheap to perform and therefore there is a need from the public sector, that the community and private sector supports this development. Only if the community and the private sector support urban regeneration, projects can become sustainable (The World Bank).

Multiple dimensions of neighborhoods

Urban regeneration is part of a natural and continuing evolution of cities connected with the growth of consumption and local public sector, local economy, and local community (Kesar, O., Dezeljin, R., Bienenfeld, M., 2015). Caldarovic &Sarinic (2008: 372) describes urban regeneration as a process of deep structural and functional transformation of an urban area empowered by individual (corporate) or government initiatives, or a combination of both. According to Svircic Gotovac (2010: 198) urban regeneration is a broader concept than gentrification, which often is a process of improving inner city areas in a way that would make them look more beautiful and attractive.

Gentrification is concerned about the process of neighborhood change and plays a part in the economic reconstruction of neighborhoods.

In this section we will investigate different dimensions of neighborhood: material, and affective. Epistemic is also a dimension of neighborhood but will not be investigated further, as one does not find it as relevant as the other two dimensions. Materially neighborhoods are places where people live and have the potential to build wealth. It is often combined with access to school, work and needed services. Epistemically neighborhoods can be sites where people come together to share and build knowledge and participate in civic action. Affectively neighborhoods are places where many people enact caring relations with others and the environment. These neighborhoods are co-constituting and are all representing dimensions in a neighborhood. Each neighborhood is different and therefore gentrification will also be experienced differently. When a neighborhood is gentrified, the most common form of material injustice is displacement. When property values are increased, residents may be forced out by rising rents and/or property taxes (Kennedy and Leonard 2001; Zuk et al. 2015). This gentrification can also mean that business may be displaced. If for example a business target group are in the lower income group and they are forced to move due to increasing rents and taxes, then they will lose their business foundation in that area and might be forced to relocate (Kennedy and Leonard, 2001). It might not be that bad that residents lose their homes, but they might lose access to other *material* resources in their community. In the interview with the emigrant from Bornholm, one learned that there is a lot of focus on the elderly, due to the fact that they are overrepresented on Bornholm and this development has consequences for the schools on Bornholm. Smaller cities on Bornholm are experiencing that the school must close, and experience an aggregation of smaller schools, which means that some students have a long distance to their school. This is not only affecting the children but can also affect the parents and a whole community. When a city loses their activities, such as a school or a grocery shop, it becomes less attractive to live there and this development will also affect the housing prices. The cities that are experiencing the aggregation, will often create more activities in the city, which can make it more attractive to live there or have a business, and this process can increase the rents and property taxes.

Affective social bonds and sense of belonging are important for the individual and collective well-being (Perkins et al. 2002; Manzo and Perkins 2006). Feelings of isolation have been recognized as intimately connected to physical health (Hawley and Cacioppo 2007; Heinrich and Gullone 2016). Neighborhood relations can provide emotional support and other forms of mutual aid (Perkins et al. 2002). Studies have also proven that low-income communities often have strong social ties among

the residents (Darcy 2013; Hodkinson and Essen 2015). Neighborhoods are not just the place that we are physically located most of the time, but it is also a place to belong to. It gives people a sense of community, which further can give people a desire to engage and take ownership in a community to make it better and create better livelihood not at least for themselves, but this development can also affect the development of a tourism destination. For tourists, a destination is a place to visit and then leave again, but at the same destination people live and they have different needs and requirements for the place they live than tourists have for visiting. Murphy (1985) emphasizes the necessity for communities to relate tourism development to local needs (Richards & Hall, 2000). For a community like Bornholm, tourism is a very important economically factor, due to the fact that it is the second greatest industry on Bornholm (Destination Bornholm), but something that also are important for the municipality on Bornholm is the increase of newcomers to the island and therefore it is important to find balance in relationships between tourism and community development.

Urban renewal

Urban areas are never static, and they are constantly in change whether it is expanding, contracting, or undergoing internal restructuring in response to economic and social pressure. Change of demand by the population will affect the public utilities, transportation infrastructure, and social facilities to be provided, expanded, contracted, or replaced (Couch, C., 1990). Bornholm has a vision that by 2028, there should be 42.000 inhabitants on the island up against the current 40.000. One of the strategies for reaching this goal is to utilize tourism as a marketing tool for future possible newcomers. With the hope of more newcomers, the vision also contains strategies about 1.000 new job positions, develop new residential areas, well-being and job satisfaction among elderly, attractive option for tourists, newcomers, and companies, promote opportunities to become resource strong and to utilize available and local resources in the best possible way (Bornholms Regionskommune).

Neighborhoods are constructed by socio-economic and political processes in time and space (Martin 2003, p. 732). Each neighborhood or place is differently structured. Places are socially constructed by stakeholders through various political and institutionalized mechanisms, including discourses and cultural practices (Creswell 2014; Gottdiener 1985; Merrifield 1993; Pred 1984). Even though Bornholm most of all reminds of a small community spread over the whole island, the different cities and the inhabitants experience the development differently. Most of the inhabitants live within the urban areas, which often are placed around the coastline which I experienced during my field research. More than 50% lives less than one kilometer from coast and 75% lives less than three kilometers from the coast (Fællesskabet Bornholm, 2015). Some of the stakeholders that one

interviewed during the field research, lived less than three kilometers away from the coast and they were not bothered by the tourism. When one turned the car down the driveway to Høstet, one felt like it was in the middle of nowhere. The next stop was Nexø, which is one of the cities near the coast and just after driving five minutes, one was entering the city. From the researcher's own observation, the distances seem very small, but on the other hand it is also a necessity to have a car on the island, due to the fact that it will give a person more mobility, because the transportation infrastructure is badly constructed. But even though the cities near the coast are those which most people live in and many tourists visit, they are differently socially constructed. One of the stakeholders lives in a small city called Tejn with less than 1.000 inhabitants (InfoBornholm, 2020). The city used to be a city that you just drove through, but after the locals have started to exploit the harbor area, the number of local entrepreneurs has experienced an increase. Allinge, which is another city by the coast, has high rental rates, due to the fact that it is a very popular city for tourists to visit (Appendix 4). Allinge is just four kilometers away from Tejn, but due to the fact that Tejn, firstly now starts to develop and increase the interest of tourists, it makes it possible for new entrepreneurs to open a business with little economical capital within the company. Bornholm might be a small island, but the cities have experienced development or settlement at different periods of times, and this makes it even more visible that each city is socially constructed by the stakeholders involved.

When discussing the theory of urban renewal, the concept of place-framing appears. Erving Goffman explains that the concept of frames is how people make sense of their experiences through a certain mental representation of reality (Goffman, 1974). Framing an individual will affect their sense of identity, their image and sense of the meaning of a place, and their everyday spatial practices. Place-framing can be understood as a contest of competing discourses put forward by different stakeholders, including the state, the market, and the civil society (Pierce et al, 2011).

Place-based

Peripheral areas are often linked to concepts like economic, marginality, depopulation and general unattractiveness for potential investors and prospect inhabitants (Barca et al. 2014). Regional development policies aim to solve these issues. One of the approaches is called place-based. In the strategy of place-based, it is the assumption that place's specificities matter, and these specificities could be used as triggers for development policies focused on local communities (Barca et al., 2012). "Remote area" is a term that is associated with areas located at the fringes of urbanized areas and are experiencing social, cultural, and economic stress due to their progressive depopulation, loss in social and economic capital, and general unattractiveness to potential investors, economic activities, and

prospect inhabitants (Rodrígues-Pose, 2018). A place-based policy assumes that geographical context really matters, whereby context here is understood in terms of its social, cultural, and institutional characteristics (Barca et al., 2012). Furthermore, this approach focuses on the potentialities provided by relying on the embedded local knowledge and/or culture, paired with a “sense of community” (Sen 2009). Huggins and Piers (2015) see community culture as the “overarching or dominant mindset that underlies the way in which places function in a broader societal sense, i.e., the ways that means by which individuals and groups within communities interact and shape their environment”.

The approach of place-based is very much connected to the concept of neighborhoods. Both approaches or concepts are related to policymaking and they both focus on communities. As mentioned before, investments will only be relevant for a community if there is potential for growth within the community. It is important for the development of a community, that it takes ownership and shows commitment, because it is after all those who are living in the neighborhoods, who are contributing to the development of a destination. On Bornholm the entrepreneurs feel included and have easy access to support from other entrepreneurs and Business Center Bornholm, whose purpose is to help entrepreneurs with whatever they have struggles. Destination Bornholm does a lot to draw attention to the creative tourism on Bornholm and from the researcher’s own observation there has been a lot of focus on local gastronomy on Bornholm the last couple of years (Vinterøen Bornholm). Both gastronomy and creative tourism are images of Bornholm. Place-based marketing is a strategy, where differentiation of products is of high importance (van Ittersum et al., 2003). Denmark is often combined with high quality of time and endless design within architecture, but Bornholm is differentiating themselves from that image. With the sustainable development goals (hereafter mentioned as SDG), there is a lot of focus on utilizing local products, which also is the goal with the strategy Bright Green Island, a strategy inspired by the SDG (Bright Green Island Bornholm). Tourists do not only want to see and taste, but they also want to experience as well and maybe even learn something new. Edutainment is a concept that combines entertainment and education through experiences. Hedonism is linked to high involvement products (Chaudhuri, 2000). Hedone means lust or pleasure and hedonism is the doctrine that pleasure is the most desirable for human beings. The doctrine depends on what one’s perception is of lust and pleasure. Food and beverage are an experiential product (Kolyesnikova et al., 2008) and therefore fits the description of hedonism motivation. For those where food and beverage are a lust or pleasure Bornholm must almost be like paradise. There exist many different local produced products on the island. For example, Lakrids By Johan Bülow, beers from Svaneke Brewhouse and Høstet with products made out of their own sea

buckthorn plantation. All three stakeholders offer the tourist a high involvement in their products. It is possible to visit the places and taste the products, but the tourists also have the possibility to have a guided tour on for example the guided tour at the field of Høstet. From the interview with Høstet (Appendix 5) we were taught that they originally only would distribute to business-to-business customers, but due to the fact that many tourists visit the island and showed interest for the products, they started to expand their customer foundation, which might not be relevant if they chose another place for their plantation.

Sub-conclusion

Policymaking is an essential part when a community wants to develop. Policies are present wherever we go. They are creating the livelihoods in our everyday life. Development of cities can be necessary, but it can also have consequences for the residents if they experience an increase in prices and taxes, which forces people to leave their homes to live in cheaper places. Physical health and well-being are connected to the neighborhood that one belongs to. If one is satisfied and feels social relations from the community, one might also engage more in the development. Cities are never static. They are always in development and the demand for this development may originate from several different stakeholders: the government, locals, tourists, investors etc. When a development happens in a community, that also happens to be a tourist destination, it is important that there is a relationship between needs from the tourists and the residents.

Creative tourism

Mass tourism is a problem for many destinations, but creative tourism is an approach that destinations can utilize to contribute to a sustainable development and increased community well-being (Baxinho, A., Santos, C., Couto, G. Albergaria, I. S., Silva, L. S., Medeiros, P. D., Simas, R. M. N., 2020). Bornholm is branded as the sunshine island during the summer and during this season the destination has a lot of visitors, which can amplify that in high season Bornholm is experiencing mass tourism. According to the municipality director (Appendix 1), the island does not need any more tourists during the summer, because the island does not have the capacity for more visitors. The operators on Bornholm have a lot of focus on the community well-being as well as the strategy, Bright Green Island, which shall support Bornholm in a sustainable development. Richard is arguing that creative tourism is [...] engaging not only consumers but also producers, policy makers and knowledge institutions] (Baxinho, A., Santos, C., Couto, G. Albergaria, I. S., Silva, L. S., Medeiros, P. D., Simas, R. M. N., 2020). From the interview with the municipality director, it is in the researcher's perception that Bornholm is working towards a holistic approach including all stakeholders and that the municipality are in close cooperation with the business center on the island to make the most favorable conditions for new start-ups, so that the island is an attractive place to work and live. One of the agendas of creative tourism is:

[.... “to link creative tourism to the major challenges facing our society and the planet” by redirecting creative tourism towards a more intercultural and holistic and sustainable development perspective] (Baxinho, A., Santos, C., Couto, G. Albergaria, I. S., Silva, L. S., Medeiros, P. D., Simas, R. M. N., 2020).

On Bornholm, the holistic approach is a very penetrating strategy. The municipality is not only trying to make conditions favorable for new start-ups, but for all of the population and visitors on the island. Tourism might be a part of the solution to some of the problems that the island is experiencing, but it is not the answer. It is a part of a holistic approach. When the industry experiences a growth, then more shops appear and when the season is spread, then the industry stays open for longer and this also affects a further growth within tourism. This development also supports the economic growth on the island and makes it more attractive to settle down on the island, because the job opportunities are better as well and with more residence, the tax income increase, which can help the municipality to resolve some of their socio-economic problems.

The director for destination Bornholm is expressing that they are branding Bornholm in a holistic approach including every stakeholder in their branding of the island and brands that are associate with Bornholm (Enstrøm, L., 2019). A supply-side approach involves local suppliers of tourism products and experiences and local tourism authorities. Creative tourism can be an approach to speed up the development and strengthen the competitiveness by differentiating and increasing the quality of offers within tourism activities through innovation and reducing the seasonality (Baxinho, A., Santos, C., Couto, G. Albergaria, I. S., Silva, L. S., Medeiros, P. D., Simas, R. M. N.,2020).

In general, most Bornholmere are proud of the island and its many trademarks (Schmidt, S.H., Hauxner, K., 2015). Events and festivals can be a factor that makes the Bornholmere even more proud of living on Bornholm. According to Richard (Baxinho, A., Santos, C., Couto, G. Albergaria, I. S., Silva, L. S., Medeiros, P. D., Simas, R. M. N.,2020), events and festivals can increase the pride in local culture among residents and raise social cohesion. One of the events Bornholm hosts is Folkemødet. Folkemødet is an event where more than 1.200 organizations, parties, associations, and companies cooperate and contribute to the program with debates, speeches, presentations etc. Folkemødet is a democratic ambition through conversations, participation, and community (Folkemødet). Folkemødet is a returning event that has a positive effect on the island. The participants often attend the event with their company and after the visit on the island, many have made the decision to go visit and explore the island with their families at a later point. In connection to the event, the island experience different positive effects; 66% of the suppliers have experienced an increase, the housing market is booming, a large amount of positive publicity associated with the event and a marked increase in business trips since 2014: winter and spring 49% and fall 60% (Andersen, F.L., Marcussen, H. C., 2017).

Richards and Raymond (2000) defined creative tourism as “tourism which offers visitors the opportunity to develop their creative potential through active participation in courses and learning experiences which are characteristic of the holiday destination where they are undertaken”. The study of creative tourism contains four types of consciousness that plays a significant role for creative experiences: self-, social-, cultural- and environmental-related consciousness (Baxinho, A., Santos, C., Couto, G. Albergaria, I. S., Silva, L. S., Medeiros, P. D., Simas, R. M. N.,2020). As a destination Bornholm offers all four consciousness. Self-consciousness is related to mental health and some options here can be mentioned yoga retreats and hiking. Cultural consciousness is a process, where a person develops awareness in the self. This development will often result in expanding understanding of culture and developing a deeper cultural knowledge about other individuals and contexts. In

relation to the above, culture can be understood as a set of shared attitudes, values, beliefs, behavioral standards, goals, and practices that characterize an institution, organization, or group (Páez, M., Albert, L.R., 2012). Often tourists are searching for authentic experiences when they are travelling. On a destination they will often visit places that somehow are symbolic for the destination or something that you associate the destination with. For the researcher, Bornholm is associated with the smokehouses, the Svaneke brewhouse, licorice from Johan Bülow, Høstet and beautiful nature and sights. When one goes and visit Bornholm, these places will be things that one will explore, to get an understanding of Bornholm. One has this perception of Bornholm from the marketing that Destination Bornholm is making, recommendations from friends and family and from products which originate from the island. One think that it is worth to mentioning that this is not the authentic experience of Bornholm, but within the researcher's view, it will be an authentic experience. In the report 35 voices from Bornholm, we experienced that Bornholm is not just a tourist destination, but the community also experience some social and economic problems, and this is also a part of the authentic Bornholm, but it is not the experience that tourists experience (Schmidt, S.H., Hauxner, K., 2015). The environmental-related consciousness is another word for saying that you are aware of the impact or consequences a business has on its surrounding environment. It is the carbon footprint that we leave on the earth with our consumption. The strategy of BGI is inspired by the UN's sustainable goals and one of the goals is that everyone who is on Bornholm, no matter if they are tourists or residents, should feel that they are a part of the vision, which is to be a sustainable climate-friendly island by 2035. Everyone, who visit, live, have a business or any association to physical being on Bornholm, has a responsibility that this vision is completed. As a tourist on Bornholm, you are expected to be environmental-related conscious. Social consciousness is on the other hand a more unmanageable size. It is a concept that is influencing a person based on the upbringing, the social norms, but also greatly the social media plays a huge role in your social consciousness. Earlier the focus was on the outside world, now there has been a shift to what the outside world perceives as one-self (Kolby, N.P., 2012). Social media such as blogs, Facebook, Instagram etc. can have an impact on which decisions and purchases we choose which I will describe further in the section of social media.

Sub-conclusion

Creative tourism is not just a different form of tourism, but it is also a strategy that can help break the pattern of seasonality. This strategy can help communities with social and economic problems because the season is extended, which means that job positions based on seasonality lasts longer and

thereby people have their job for a longer period of time. Creative tourism is not only helping the existing industries but is also an opportunity for new ideas and industries, such as events, arts, and festivals, which all can bring new values and opportunities to a destination.

Marketing

From the desk research and interview with the municipality director of Bornholm, one has learned that tourism is being used as a marketing tool for the island to attract possible newcomers. Tourism is being utilized as a way to experience the island and to create a wish of staying there permanently and therefore one would like to introduce recipients to the subject of marketing and some sub-subjects that one finds interesting and relevant within tourism marketing.

DMO

Within tourism and travel, DMO stands for Destination Marketing Organization or Destination Management Organization. DMO's have multiple functions, but as the description suggests they consist of marketing and management. You can not quite separate those two concepts, but in the following, one will investigate the small difference between those two functions and how they are relevant to marketing. Compared to the marketing aspects, it is important for the visitors that the DMO has an online presence, due to the fact that many leisure travelers are making online research in the planning of their travel activities, especially for themed visits (Figueroa, A., 2019). The Destination Management Organization is seeking to promote the destination to better connect the supply and demand aspects of tourism to maximize the use of destination resources (Pike, 2008a). One of the most important functions is to help develop a long-term destination through travel and tourism strategies (Figuera, A., 2019).

DMO's are representing the services that all travelers are interacting with such as the hotels, restaurants, attractions etc. And these same stakeholders are obviously interested in such, due to the fact that it heightens the profile of a destination, and this development will provide more job positions and thereby create more tax income for improvements, such as the infrastructure on a destination (Figueroa, A. 2019). On Bornholm the marketing budget precedes 5,5 million DKK to brand the island as a year-round destination nationally and internationally. This capital is spent to promote the island within a holistic approach, where all stakeholders are creating the destination (Enstrøm, L., 2019). And when it comes to the improvements of the infrastructure, it makes it easier for visitors to reach the destination and thereby the improvements can increase the sale of products and services. In fact, on Bornholm in 2019 from January to May, they experienced an increase on visitors at 19,1%, compared to the same period of time the year before (Horesta, 2019). The director for the DMO,

Destination Bornholm, Pernille Kofod Lydolph, attributes Bornholmerlinjen, which is a ferry line, that started sailing in 2018 with cheaper ferry tickets, part of the credit for the increased numbers of visitors, as well as the airport in Rønne (Enstrøm, L., 2019). The improvement of the infrastructure is not only good for leisure travelers, but also for business and meeting tourism. As we already know from the earlier section of creative tourism, Bornholm holds an annual returning event called Folkemødet. The event is boosting the economy on the island, because many of the participants return to visit the island with their families (Andersen, F.L., Marcussen, H. C., 2017). The improvements of the infrastructure have made it possible for an annual returning event and opened the opportunities for more business and meeting events on the island through awareness of what the destination can offer, but it has also led to more visitors visiting the island more than once.

DMO's most distinguished tasks are to market the destination, national and international, to reach a higher customer base and support the development of a destination. This also applies to facilitate cooperation between and with local stakeholders and stay in close cooperation with stakeholders within the tourism industry, as well as attract finance and funding for projects.

Consumer behavior

According to Hawkins and Mothersbaugh (2010), marketers attempt to influence the way consumers behave through marketing. All humans are consumers, and most humans spend more time consuming than working or sleeping. Every purchase you make is a consuming behavior. Marketers try to influence our consuming behavior through different kinds of environments and societies that we belong to or associate ourselves within. The market is changing rapidly and with the internet and technology, this change is only going faster. Especially the emergence of Web 2.0 and social media are contributing to the rapid change of behavior (Hawkins, D. I., Mothersbaugh, D. L., 2010).

Motivation is being perceived as an essential influence on tourist's behavior. When explaining the concept of motivation, the concept of need is unavoidable. In the explanation of different kinds and levels of needs, the model Maslow's Hierarchy of Needs (1943) is often utilized. The hierarchy contains five stages of needs: physical, security, social, esteem and self-actualization. Another theorist, Dann (1977), supports Maslow's list of needs and argues that two motivation factors create the basis in travel decisions, the push and pull factors. Basically, the push factors are those that makes you want to travel, and the pull factors are those that affect where you are going (Pizam, A., Mansfeld, Y., (2009). In the next section I will explain a lot more about the push and pull factors, so for now the subject will overall be consumer behavior. To describe consumer behavior within tourism,

theorists will often classify different groups of tourists into typologies to predict their choices of travelling. Cohen (1972) defines the typologies as institutionalized or noninstitutionalized. The institutionalized groups are those who visit places that are dominated by mass tourism and package holidays. The noninstitutionalized groups are those who like to visit new places and avoid places with tourism establishments. Perreault, Darden, and Darden (1977) have characterized tourists as: budget-travelers, adventurers, homebodies, vacationers, and moderates. As many travelers there exist, as many different motivations are there for traveling. The categorization of the travelers makes the marketing more accessible for the marketers. For example, if we use the example with Cohen's typologies; institutionalized and noninstitutionalized. Within the high season, mass tourism is dominating Bornholm and with a quick online research, you will find out that the destination is offering a lot of package holidays, which is associated with the institutionalized travelers. But outside the high season the destination is actually more suited for noninstitutionalized tourism, due to the fact that many of the industries are only open for tourism in the high season. So, if Bornholm or any other destination can attract travelers through push and pull outside the high season, there is an opportunity for the destination to become a year-round destination. Another relevant theorist to announce would be Shih with the concept of VALS, Values and Lifestyles (1986). Demographics are often used in marketing to a certain segment, but the concept of VALS goes beyond demographics and gives a better understanding of the values and lifestyle for different segments. The concept provides information about market segmentation, advertising copy appeals, and media selection. For destination choice, Shih focused on perception and destination image as essential factors (Pizam, A., Mansfeld, Y., (2009). Prior research has proven that perception of tourist's regions strongly influences the choice of destination (La Page and Comier, 1977).

In the next couple of sections, you will be further introduced to different concepts and factors that influence consumer behavior and thereby the choice of destination. Some are already mentioned and will be explained further, and others will be similar to already mentioned concepts. One will try to provide the recipients with an understanding of consumer behavior and what kind of different factors that affect their behavior.

Push and pull

According to Madden, Rashid, and Zainol (2016, p. 247), "the destination image can be explained by either the internal motivation of tourists or the external motivation originating from the destination".

Push and pull are an approach that gives the readers an insight in the motivation behind choices made from consumers. Many different researchers, among others Yousefi & Marzuki (2015), have reported that push motivation consists of many different motivations such as fulfilling prestige, seeking relaxation, enhancing social circle, ego-enhancement, creativity, cultural experience, exploration, and evaluation of self and many more reasons. Next, pull motivation consists of sports and leisure activities, cultural and history, tourism infrastructure, environment and safety, easy access, and affordability etc. When a destination understands their visitors' push-pull motivation, it will help them to address their segments (Suhud, U., Allan, M., Willson, G., 2021). With the knowledge we just gained, the push factor can also be described as the internal factor. It is our own interests and wishes that creates this motivation. The pull factor is the external factor and is something that affects us. It could for example be the image of a destination. If a destination offers what we find interesting and attractive, then we will be more motivated to visit the destination. Push and pull are two different kinds of motivations, but they cannot be separated, because they are affecting each other. A prior study from 2007 has proved that push motivation has a significant effect on pull motivation, and push and pull motivation have a significant impact on perception. Push and pull are the factors that create the motivation for visiting a destination. For example, I like to ski on winter holidays, that is my push motivation. In Bornholm there are no opportunity for skiing, so therefore there is no pull motivation for me to visit to Bornholm during the winter. During the summer I like to go visit a destination, which can provide me with a high quality of food and beverage, which is my push motivation and with the perception of the destination image I have of Bornholm, they can provide me that, so it will be the pull motivation.

Crompton (1979) defines destination image as: "a sum of total impressions, ideas and beliefs associated with the destination".

In general, the destination image is an image of a destination perceived, felt, and/or believed by a person based on his/hers experience or other people's experience related to tangible or intangible aspects – attractions, accessibilities, activities, amenities, accommodations, people, nature, and marketing programs of a destination (Beerli & Martin, 2004; Crompton, 1979; Echtner & Ritchie, 1993). The push motivation is based on one's own perception and the pull motivation is determined from the destinations image supported through marketing.

To provide a better understanding of the push and pull motivation, one would like to shortly introduce you to Maslow's Hierarchy of Needs (1943). As we were taught earlier, the hierarchy contains five

stages of needs. Within tourism the need represented here will most often be esteem and self-actualization, but again it depends on the motivation for travelling. To explain the model with push and pull motivation in your mind, I will divide the two motivations. So, the esteem need is a need for getting admired. It is a need for appearing better than others and it is dominated by the pull motivation, especially within social media. The self-actualization need is dominated by the push motivation and is a need for challenging yourself, creating new memories and something extraordinary (Buskbjerg, M., 2019). Social media has a huge impact on both motivation factors, but especially on the pull motivation. In the next sections, one will explain further about social media's effect within marketing of a destination using push and pull motivation.

Web 2.0

Web 2.0, wisdom Web, people-centric Web, Participative Web, and read/write Web. The names are many and so are the functions. Web 2.0 is an umbrella term containing new technologies, which we will investigate some of the functions more in the next sections. Web 2.0 is interactive and collaborative, emphasizing peers' social interaction and collective intelligence, and presents new opportunities for leveraging the Web and engaging its users more effectively. The Web 2.0 gives the users an opportunity to access content from a website, but also contribute to it. It is a collection of technologies, business strategies, and social trends (Murugesan, S., 2007). For this project, blogging, including endorsement, and recommendations is the strategies that are most interesting and therefore I will explain more about these marketing strategies in the next sections together with social media and the spatial self.

Social medias

The internet has led to greater accessibility to all kinds of information online and this development has changed how travelers access information, planning, and booking trips and the way they share their travel experiences (Buhalis & Law, 2008; Senecal & Nantel, 2004; Xiang & Gretzel, 2010). One significant development within the social media (hereafter mentioned as SoMe) platforms is that it enables the internet users to collaborate, communicate and publish original content such as blogs, videos (vlogs), reviews or photos (Boyd & Ellison, 2008). SoMe networks facilitate consumer-generated content (Gretzel, 2006; White & White, 2007).

With the development of the SoMe platforms and thereby the way that consumers are collecting information about a purchase or a destination, makes it more difficult for the marketers to "control" the behavior of the consumers, because they get information and get influenced by more channels. This lack of control means that the marketers and DMO's are no longer the only ones creating content

about a destination and therefore the image of a destination or product might get threatened by other influencers. With SoMe platforms, the line of communication is no longer limited to producer-consumer but is now open for consumer-consumer (Buhalis, 2003). SoMe platforms are changing the way society consumes and contributes to the creation of information. In a time where the DMO's funding for marketing are experiencing cuts, SoMe consists of a prominence element for marketing strategies (Buhalis, D., Page, S.J., Hays, S., 2012). The SoMe platforms are not only for the consumers but may advantageously be advocated by the DMO's and marketers as well by encouraging interaction. This strategy can develop loyalty, generate interesting content, and increase awareness (Parise, Guinan & Weinberg, 2008). Due to the fact that it is possible on SoMe to actively make a choice about who you want to receive updates from and who you do not, the platforms are pull based. As a consumer we take an active choice about who we want to receive information by and thereby affect our decisions.

There exist many different kinds of strategies that DMO's can utilize to affect consumer behavior and some of them we will investigate further in the next sections, but one will just shortly introduce you to the concept of endorsement. Endorsement is similar to blogging and is a strategy, where you through word of mouth are trying to boost destination return on investment (ROI) (Kotler et al., 1993). Pritchard and Morgan (2001) suggested that creating a linkage between a well-known celebrity and a destination, could benefit the promotion of a destination (Gil, L.D.A., Dryl, W., Roy, S., 2021). In the section about blogs, we are investigating the influence of an influencer, which is similar to the context of a celebrity, so hence one will refer to that section, to learn more about endorsement and influencing.

Spatial self

Identity, place, and SoMe is the foundation for the spatial self. The spatial self refers to a variety of instances where individuals document, achieve and display their experiences and/or mobilities within space and place in order to perform aspects of their identity to others. SoMe participants present a highly curated version of themselves (Mendelson & Papacharissi, 2010). Humphreys (2012) suggests that practices of archiving personal mobility or presence within place encourage intimate bonding with friends, are used in the service of bragging or showing-off and self-promotion for particular actions (Schwartz, R., Halegoua, G. R., 2014). With comparison to the Maslow's Hierarchy of Needs, it is clear that the esteem need is represented in this explanation of the SoMe influence on identity creation. Barkhuus et. al. (2008) observed that sharing your location does not only inform others where you are, but it also sends a signal about your mood, lifestyle, or life events. These actions can

be understood as idealized performance. Through SoMe an individual gains access to a variety of multimedia tools that enable the possibilities for more controlled and imaginative performances of identity online (Papacharissi, 2011;307). The users choose which places they would like to be associated with (Schwartz, R., Halegoua, G. R., 2014). Through SoMe, one will either reach acceptance and admiration through likes or in the opposite case of no likes, lack of acknowledgement. When social acceptance is so important for the esteem need, the person will only post what others like as well and thereby the need is fulfilled. The pull motivation during this process is other people's admiration. One person might not post what they really want, but what they know will get them likes and admiration from peers.

Blog

A blog is a social networking tool that provides a combination of a person's personal life and the specific subject they would like to provide information about. One of blogs function is to be a channel for information (Thevenot, G., 2007). A blog is a two-way web-based communication tool, where people can express their thoughts, ideas, suggestions, or comments. A unique character trait for blogs is that one blog post can be linked to other blog posts, so that interesting blog posts can reach more followers. Through linked blogs, people with similar interests can build relationships and form communities within that specific interest (Murugesan, S., 2007).

Whatever your interests are, you can find blogs about that subject. There are mommy blogs, lifestyle blogs, blogs about different products, travel blogs etc. Blogs are a powerful marketing tool, because the consumers or possible future consumer, gets personal recommendations from bloggers, who have tried the products and can give information and guidance about the products or services.

Word-of-mouth communication, also known as WOM, is non-commercial face-to-face conversation between people who have experienced and those who are considering a product or a service (Arndt, 1967). Within the digital age, WOM became eWOM, where e stands for electronic. It is the same concept, just on SoMe (Erkan & Evans, 2016). With the increasing use of SoMe, eWOM is a powerful marketing tool, because it has a strong influence on consumers' decision-making process. Especially those generations, such as Generation Y and Generation Z, that grew up with digital technology and social networks, do not hesitate to engage with their peers on SoMe (Tapanainen, T., Thanh, H. N. T., Dao, T. K., 2021). Studies by Di Pietro et al., 2012; Jailvand & Heidari, 2016; Jailvand & Samiei, 2012, showed that eWOM has an influence on travel destination image within the terms of SoMe and tourism. Bloggers are also called influencers, and some influencers can make a living of this

profession. eWOM is another description of the work of an influencer. An influencer is in a position where they can influence their followers with recommendations. Often when a company is looking for blogs to recommend their products or services, they will look for a blog that can be associated with their brand, product, or service. An example could be that Bornholmtours (vacation rental agency) is searching for an influencer to recommend the destination, then they will probably be looking for a travel blog. The influencer, the agency ends up choosing, will have to market and recommend the destination either through text, pictures, videos (vlogs) and links. Back in 2007, 40 to 60% were searching for travel information on blogs (Trevenot, G., 2007), which is why this marketing tool is so important for destinations to attract more consumers. The consumer behavior is influenced by the influencers posts and this can in the end be essential if a consumer is choosing one destination over another. Depending on the brand, destination or the popularity of the influencer, the purchase can be seen as essential, depending on one's spatial self.

Sub conclusion

There is no doubt that SoMe is a powerful marketing tool and especially through interactive content. As a consumer our social consciousness is constantly working, finding out what our one-self wants to be associated with in creating our spatial self. The development of the web 2.0 has made it easier for a consumer to choose what kind of content ones wish to see and what not to see or follow. With a huge information flow of content about a destination, product, or service, it is impossible for the DMO and marketers to control the consumer behavior and the perception and image of a destination. An approach that the DMO can exploit the development of the information flow, is to cooperate with those blogs or sites that can be associated with their product and create recommendation or endorsement through that channel. The consumer actively chooses who to follow based on personal interest (push motivation) and the DMO or influencer posts what they want to sell to the consumers (pull factor).

Analysis

Based on the literature review and the findings from the interviews with the different stakeholders during the collection of the primary data, I will perform an analysis of the development that Bornholm are experiencing at the moment, both within tourism, but also other strategies and policies, which should make Bornholm an attractive place to live and attractive for business, but also to visit as a tourist year around. Due to the fact that I have chosen to work from a qualitative content analysis approach, the analysis will to a predominant degree contain subjects that have been collected among the stakeholders and to a lesser extent contain content inspired from the desk research.

Tourism as a strategy for population growth

After the interview with the municipality director (Appendix 1), it was quite clear to me that tourism is a strategy which is utilized as a marketing tool for the island to experience an increase in the population growth. By 2028 the vision is greater relocation and the inhabitants to reach 42.000 up against the present number from January 2021 of 39.606 inhabitants. With the vision of an increase within the population, the municipality also have developed six sub visions: 1) to create 1.000 new job positions by 2028, 2) to develop new, attractive housing and residential areas across the island, 3) to create satisfaction and well-being among the elder, 4) that the island is an attractive choice for tourists, newcomers and companies, 5) to provide the best prerequisites for children and adults to strengthen their resources and 6) to utilize the available and local resources the best possible way (Bornholms Regionskommune).

Through good tourist experiences, different institutions want to cooperate and exchange the tourist experiences with relocation to the island (Appendix 1). The cooperation across institutions includes the tourism industry to attract tourists, Business Center Bornholm assists the tourists to make the decision to relocate to the island and the municipality is creating good conditions for them. To make sure the newcomers stay in Bornholm for a longer time, the municipality invites them for an introduction meeting to expand their network, job opportunities and to create a basis for social gatherings in the future (Bornholms Regionskommune, 2021).

Unique nature, proximity, leeway, and identity are the four words that the locals use to describe Bornholm as a community. A life in balance, a fresh start or another life is the motivation for newcomers to move to Bornholm. The motivation for leaving the island is lack of job opportunities, inadequate schooling, and lack of social network (Schmidt, S.H., Hauxner, K., 2015). The cooperation between different institutions is an initiative with the purpose to make it easier to relocate

to the island and with this strategy they are also trying to avoid inhabitants emigrating from the island. During the interview with Høstet, I realized that these initiatives work, at least for Mads and Camilla. Camilla points out:

“Business Center Bornholm offers many different types of network meetings, both in relation to association life and business meetings. If one is outreaching, there are plenty of offers to meet one’s needs”, (Appendix 5).

Mads and Camilla used to live in Gentofte and decided that they wanted to move to a place where they could live out their dream of owning and operating a sea buckthorn plantation. They had different locations in sight, but decided on Bornholm, because they were on holiday 11 years ago on Bornholm and already at that moment there was a budding entrepreneurial environment within the gastronomy, and they liked the island and the location of the island made it more attractive than the other locations they had in mind.

“...there was a gastronomy cluster cooperation at that time, which has exploded in growth since. That the choice fell on Bornholm, is a mixture of the burgeoning entrepreneurial environment and the closeness to Copenhagen. The transportation with ferry and possibilities for transportation with flight, makes Copenhagen closer to Bornholm” (Appendix 5).

The location of Bornholm has also changed their business basis. Their original plan was B2B customers, but due to the location and the demand from tourists to visit the plantation and buy the products they produce, Høstet has decided to expand their business and sell directly to the consumers and those visiting the plantation.

“45% of the revenue is directly related to the consumer, either through the sale of products at the plantation, the web shop, or those visiting the plantation and paying for tour and tastings” (Appendix 5).

Mads and Camilla from Høstet is an example of how tourism can be used as a marketing tool for a greater immigration on the island, but it also proves that tourism can boost the economy and create new opportunities, which also is the case of Tejn, where old buildings at the harbor are creating new life and starting an entrepreneur community in the city for the benefit of tourists and locals (Appendix 4), which we will get further into in the later section about community development. To return to the initiatives the municipality and other institutions are performing on the island, as mentioned earlier,

Camilla also states that there exist a lot of offers for locals, whether it is about business or network or whatever, but that one must by oneself seek out these events and network meetings. So, the municipality and other institutions are making sure that there are events and different opportunities to make the newcomers feel like they are a part of a community, but it is up to oneself to reach out for these initiatives (Appendix 5).

Labor market

Another interesting subgoal is that the municipality wants to create 1.000 new job positions within 2028. From the interview with Høstet, I experienced that when a couple moves to the island, it is often because one of them has a job offer and then the partner moves along and then they will apply for a job or become an entrepreneur.

"There exist a limited number of companies where one can be employed, so if a lot of families decides to move to the island based on one got a job on the island and the other partner apply for job positions, but does not get it, then if they have a dream of becoming an entrepreneur", (Appendix 5).

But this is not the municipality that is creating these kinds of job positions, that is the inhabitants themselves. So, the question is, how the municipality will create 1.000 new job positions. There are probably many different approaches to do so, but one within the public sector is to relocate job positions. According to Kristina from Destination Bornholm this approach has been utilized on Bornholm before:

"On a personal level, I know that one (the government) has taken some positions within the government, among others the information center's state administration... [...] .. where one has collected the whole information center at Bornholm. [...] ...collected a department in Bornholm, just to create some more governmental jobs over here", (Appendix 3).

Governmental visions for development within cities, investments in business districts and organizational interest are creating opportunities for relocating workplaces (Kawai et al., 2019; Lim, 2019; Zarabi and Lord, 2018). This is not an unknown strategy. Actually, this strategy took place in Copenhagen in 2019 under the name of Better Balance II. Nearly 8.000 public positions were being relocated to other areas, 60 cities in total. According to a statement from 2019, 28% of the employees decided to move to the new location of workplace or became commuters (Finansministeriet, 2019). A strategy like relocation, can support the vision in more than one way. Let us say that a workplace

from Copenhagen is going to be relocated to Bornholm and 30% of the former employees decides to relocate to the island or become commuters. Those who decides to move to the island to keep their job position, will contribute to the increase of inhabitants. More commuters will demand better infrastructure on the island and transportation to and from the island. It is not inconceivable that there will be a demand on the housing market for commuting housing. With 30% of the former employees still at the workplace, there will be 70% of the positions available for those living on Bornholm or newcomers. The purpose of a relocation is to create more activity in the chosen area, such as investments, the possibility for getting new business orders and creating job positions. The activities are created by the private sector but are supported by the public sector (Christensen, T.Q., 2020).

With the strategy of relocation, one must also be critical on how it can affect the workforce in a community. At Bornholm, the greatest workplace is within the public sector which accounts for as much as 38,1% of the total employment and accounts for 4.500 positions (Høst, J., Scheuer, P., 2019). New job openings can make it harder for the already existing companies to recruit new employees. Statements from Bedre Balance II indicate that 13% find it difficult to find employment and only 2% find it easier after a relocation (Christensen, T.Q., 2020). It is important to remember that this is an example of a strategy that the public sector can utilize to create more job opportunities. It is not necessarily the strategy that the municipality is going to utilize. If the municipality does not succeed in increasing the inhabitants and implement a strategy like relocation, then there will be vacancies. On the other side, if the municipality succeeds with the increase of more inhabitants and implements a relocation, then the spouse to those relocating to Bornholm for their job positions, will be without a job, unless they decide to commute to their old position. Those without a job, will now be a part of the bornholmske work force and could ease the problem with finding employment among the existing companies.

But it is not only the municipality who wants to see a development instead of a settlement on the island. As aforementioned, it is the private sector, which is creating the activities in a community. All the stakeholders are interested in a development on the island. All of them agree that there is room for more newcomers, as well as tourists if it succeeds in spreading the tourism (Appendix 1-7). One of the stakeholders that are very involved in this development is the junior director from Ocean Prawn, Daniel (respondent 1). During the interview with Daniel, I was reminded of a famous quote by John D. Rockefeller (Inspiration feed):

"I believe that it is my duty to make money and use it for the benefit of my neighbors. That is what my conscience tells me".

Daniel grew up in Bornholm and moved away for some years and is now back, where he is junior director within the family company, which is within the fishing industry, but abroad, so his main business is not affected by fishing quotas. As an inhabitant, Daniel himself has an interest in development instead of settlement, which is why he invests in different start-ups and thereby creates more job positions at the island.

"With the money we earn out in the world, we want to be part of the development of Bornholm and that is why we have invested in different start-ups and companies [...] This we do on the basis of development of the bornholmske community instead of settlement", (Appendix 6).

Development of labor market on Bornholm

Bornholm's business community is characterized by agriculture, fishing industry and tourism, but these are not the only industries which are presented, also gastronomy and creative business makes their mark on Bornholm. The strategy of Bright Green Island is constantly creating sustainable green growth for businesses (Bornholms Erhvervsservice).

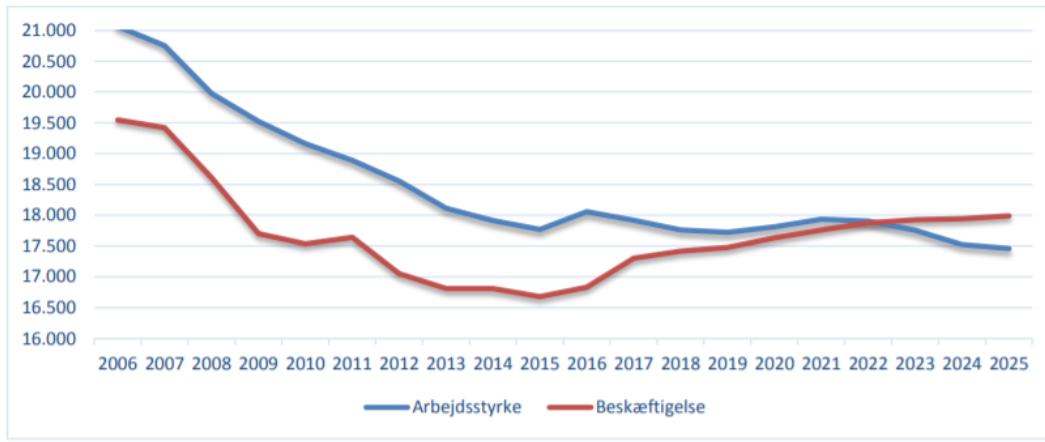
According to Christensen, T.Q. (2018), at the end of 2016, there were 15.638 able-bodied inhabitants distributed over 2.150 workplaces on the island. Only around 20 private businesses, have more than 50 employees. These numbers testify that there exist many small businesses in Bornholm. The primary occupations, which consist of agriculture, fishing industry and forestry, constitute 4,2% of the total profession, which is double compared to the rest of Denmark. Traditionally, back in the 1980's, the fishing industry was a dominating profession, but due to the quotas and higher pricing abroad, the profession has decreased. 11% of the workforce is to be found in the industry business which comprises of the machinery and food industry. This number is the same nationally. Transport, supply, and construction consist of 12,8% of the workforce and the industry mostly consists of small and medium sized businesses, which serves the locals and companies, such as the ferry service to Ystad and Køge. Trade (13,2%), service (6,5%) and leisure (6,9%), mainly tourism, is the second greatest industry with a total share of 26,6%. As already mentioned, the largest industry is the public sector with 38,1%, where the nationally average is 32%. The airport has made the transportation from and to the island easier, but only 4,4% are commuters coming to the island and 6% commuters leaving the island (Christensen, T.Q., 2018).

Only 45,5% of the population are present in the workforce, which leaves the rest 54,5% on transfer income or children and young people under education. Every fourth person has reached the retirement age, which is every sixth person compared nationally. These numbers also affect the average income on 269.000 DKK, which compared to the nationally average on 313.000 DKK, are low and can explain some of the problems that the locals experience with social and economically challenges (Høst, J., Scheuer, P., 2019). But here it is also important to notice that the GDP per capita has increased with 2,2% per year on average since 2013, which is more than the national average. The finance crisis back in 2008 was hard on the private labour market and first in 2013, Bornholm experienced a positive progress. From 2013-2017 the private labour market increased by almost 9% and today the private labor market in Bornholm accounts for 7.200 full-time positions (Christensen, T.Q., 2018). Whereas 2.970 positions exist within the tourism industry and makes it the second greatest industry on Bornholm (Destination Bornholm). But these full-time positions are not existing the whole year, only within the high season.

“For me it is difficult to imagine having a year-round life when the majority of my social and active life took place in the summer months. So, the rest of the year you were just there and had a work in the grocery store and I did not want that. [...] It was only fun during the summer... where you could work as a waiter, event manager or bartender... ”, (Appendix 8).

Since 2015 Bornholm has experienced an increase in the need for employment, but the workforce is getting smaller and this gap will create an increasing imbalance on the labor market, which is shown in the figure below. One might ask oneself, why the municipality wants to create more job positions, if the current development shows a need for more able-bodied inhabitants and that there according to the figure will be a gap between employment and labor force.

Model 3.1 Labor balance



Kilde: Den Regionale Model for Erhverv og Beskæftigelse SAM-K/LINE®. RAS-beskæftigelsen efter arbejdssted.

The population development, as mentioned before, with older and less able-bodied inhabitants, is an influencing factor on this development. If a strategy like relocation will be implemented on Bornholm, it is very important that the immigration of more newcomers will steadily increase otherwise the gap between labor force and employment will grow even bigger and there will be too many vacancies and too few inhabitants to possess these positions and this process is already happening. Within the interview with Kristina from Destination Bornholm, she made me aware of the difficulties of finding employees for the season of 2021 within the tourism industry, because of COVID-19 and the need for more health workers:

"Our tourism industry is experiencing problems in relation to grafting centers, which can employ young people the whole summer and probably the rest of the year for a rather attractive salary and with some better conditions than within the tourism industry. So, in general finding employees has not been easier during the corona situation", (Appendix 3).

The problem is that as a health worker one earns more than as a waiter or another position in the service industry. Before COVID-19, when a job position as a waiter was announced a restaurant in Copenhagen could easily receive between 30-80 applications, now this number is down to 15 and that is for 5 positions (Albrechtsen, F.A., 2021). The researcher has her own experience with a job as a waiter and if it is fixed salary, it is often 150 DKK per hour and if it is commission salary it is minimum around 130 DKK and up till around 200 DKK. For a health worker employed by Copenhagen Medical, one can earn 170 DKK per hour plus a function allowance of 70 DKK, due

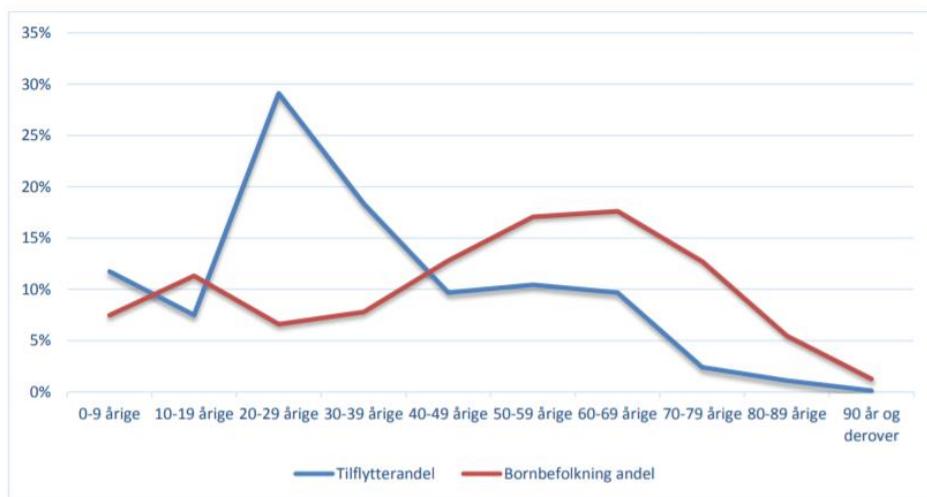
that it is a limited position (Honoré, D.R., 2021). So, as a health worker within COVID-19, young people can earn up to 240 DKK per hour, which is almost 100 DKK more than the salary that one can earn working within the service industry. The development of the need for more health workers affects the tourism industry and makes it difficult to get experienced employees or even enough employees. The need for more newcomers in the working age is already present now and according to figure 1, this need will only grow bigger in the future.

Figure 2 shows the age profile of newcomers compared to the locals and a clear picture emerges that young people from 25-40 years are those with the greatest relocation, which support the aforementioned findings about families moving to Bornholm for the upbringing of their children. Destination Bornholm has a cooperation with the municipalities relocations consultant (Rune), where they go visit trade fairs together, so Destination Bornholm can explain more about Bornholm as a tourist destination and Rune can explain more about the housing and job opportunities at the island.

“...then Rune would ask: What do you do for a living? And then they will reply a nurse or something similar and then Rune will be like: You can get a job like that at Bornholm by tomorrow. Because we need that kind of labor. [.....] In Bornholm we experience a high degree of labor shortage within positions like social and health assistants and health care workers”, Appendix 3.

As aforementioned (Appendix 5) the housing prices on Bornholm are also much cheaper compared to the rest of the country and this might be attractive for young couples starting a family and trying to create a career and who might find it difficult to find job positions in other parts of the country. From earlier findings (Schmidt, S.H., Hauxner, K., 2015), the decrease in the local age group from 19–29-year-old, would indicate that this age group is the most typical one to get an education, this could be the reason for this development. This development is also supported by the small increase from the 30-year-old among bornholmers who moved away from the island and are now returning, which is the typical age when you are done with your education and ready to start a family. From the age of 50 years and up, there is a significantly higher proportion of locals than newcomers, which indicate that Bornholm is not an exciting destination for those after 50 as much as the younger generation who are starting a family (Hedetoft, A., Manniche, J., Marcussen, C. H., Larsen, L. H., (2018)).

Model 3.2 Age groups distributed on locals and newcomers who relocated to Bornholm.



Kilde: Den Regionale Model for Erhverv og Beskæftigelse SAM-K/LINE®. Forskydning fra 2014 til 2015.

Housing market

Back in 2013 the residency requirement was repealed, which led to the sale of 100 flex housing within a year. Flex housing is houses where it is not a demand that you have your address registered. The cheapest houses were those which were sold first. Also, when the pricing is low, the location means a lot and then the attractive places are those near the coast. But the price seems to be the most important factor for flex housing. These houses are mostly sold to young couples or couples in the age group 50+, who expect to be permanent residents in the future (BRK, 2015). Like the rest of the findings, this development on the housing market is supporting the population development. Some of these houses are used as holiday homes and others as retirement homes. It is positive for the island that they are able to sell empty houses without residency requirement, so the communities will not look like a ghost town, but a negative following affect, is that the age group 50+ want to settle down when they reached the retirement age, and this is not helping the problem with more elder and less able-bodied on the island.

The findings within the housing market support figure 2 about the share of newcomers to the island. No one can conclude this without any further investigation, but it makes good sense that those young couples who are buying houses also are among those young people relocating to the island. As well as the couples within the age group of 50+ who buy the house for their retirement age (BRK, 2015). Figure 2 illustrates that from the age of 50-70, the number of newcomers to the island is steady and will slowly equalize with age.

Sub-conclusion

Within the age group of 19-29 the local inhabitants decide to move away from the island, which could indicate that they move to get an education or better job opportunities. Some of them, when they reach the age of 30, decide to move back to the island. The greatest relocation happens within the age group of 25-40 years old. At the moment the island has a lot of vacancies and a cheap housing market, which might make it more attractive for those who just finished their education and are ready to settle down with a career and family. The municipality hopes that they can increase the number of locals on the island within 2028 and have some sub-visions which should support that vision. One approach to reach more newcomers at the island is to utilize tourism as a marketing tool for showing the visitors the opportunities of the island. With more newcomers the municipality also wishes to create more job opportunities. It is not only the municipality who wants to see development. The stakeholders, which were interviewed for this research, also want to experience a development instead of a settlement.

Urban regeneration

Within the literature review we were informed that urban regeneration contains many different fields of research. Those I will be investigating further are infrastructure and community development (Pogacar, K, Leskovar, V. Z., Premrov, M, Senk, P. 2021; 257-270).

Infrastructure

The infrastructure is a concept that contains many different systems, which is fundamentally for the, in this case, island need in order to function properly. The infrastructure can include road systems, healthcare, education, different forms of transportation, utilities etc. (MBN). For the infrastructure of Bornholm, my considerations have been on the transportation opportunities. Before I went to Bornholm, my plan was to go around the island by bus. As a citizen in Copenhagen, public transportation is a very easy form to get around with, but in Bornholm the public transportation is a whole other case, which is why I decided to rent a car, which I was recommended by friends who emigrated from Bornholm to Copenhagen.

"It is problematic with the bus because it drives around the whole island, which is smart enough, but it also means that the transportation time is longer, for example if one wants to visit Brandenshavn (Tivoli), then it can take up till 1,5 hours with the bus and by car it takes approximately 40 minutes. It can easily take around two hours before the next bus arrives, so there is not much time for spontaneous tours. But a lot of visitors within hiking tourism are utilizing the transportation with buses around the coastline", Appendix 3.

Destination Bornholm is trying to influence the bus company (BAT) to accommodate both the locals' needs for transportation for school and work, but also the tourists need to get around the island. If they do not bring a car, it can in some cases be difficult to get around on the island (Appendix 3). Transportation on the island is one form of infrastructure, transportation to and from the island is another form, which is very important considering the tourism industry on the island, which I will investigate more in the section about tourism development. I will mention that the director from Destination Bornholm, Pernille Kofod Lydolph, attributes the ferry line Bornholmslinjen with its cheap ferry tickets, a great value for the increase of tourism interest on the island (Enstrøm, L., 2019). The ferry has up till 16 departures a day and that is from three different locations, one in Køge, Ystad and Sassnitz (Bornholmslinjen). With different markets, it is important that the transportation to and from the island accommodates more markets and in the following statements Denmark and Germany are the two greatest markets.

Within the interview with Ocean Prawn, respondent 2, informed me that Copenhagen and Greater Copenhagen are the primary tourist market for Bornholm.

“There are a lot of Copenhagener, who either have a small apartment, and therefore have bought a summerhouse... [...] yeah or chooses to buy on Bornholm, because it has become trendy the last couple of years. [...] ...and maybe they are going to hold their winter holiday here... [...] ...so, I maybe think that they had an eye opener that Denmark actually also can something”, (Appendix 6).

But if we go back before COVID-19, Kristin from Bornholmtours believes that the German market was the greatest.

“Those guests we have now are used to a different kind of product and another form of service. We have a different form of Danish guests. And I must admit that I look forward to getting the Germans guests back. [...] They also utilize the island in a different way. The Germans are good at using nature and even though the Danish have become better at using nature, then they still gather a lot in the most popular places. Normally the same house is visited for two weeks by the same family, but with Danish guests, two different families visit the house within two weeks, both families need to visit the “honeymoon spots”, (Appendix 2).

The restrictions from COVID-19 might have forced Danish tourists on a national holiday, which might have been an eye opener for Danish tourists that the Danish destinations also have something interesting to offer. Different stakeholders within different industries perceive the development differently. Both stakeholders appreciate the growing interest for Bornholm, but for Bornholmtours this development and other stakeholders Høstet it has meant that more tourists are gathered together in small places, and they are afraid that Bornholm might lose some of its idyll through over tourism.

“Then one could arrive at the parking lot near Paradisbakkerne and then maybe 25 cars were parked, but it still succeeds to go for a tour in two hours and one still would not meet a soul. But if we succeed to utilize Bornholm and the nature Bornholm offers, then there is enough space. But if all of us are going to have an ice cream by ismejeriet in week 30, then it can be a little bit... [...] But I do believe that those who live in Svaneke, they might think it is a bit crowded”, (Appendix 5).

Bornholmtours shares the same concern as Camilla from Høstet. The statement also states that people gather together on the honeymoon spots, but at the same time she also states that if the visitors and the inhabitants succeed in utilizing the whole island, then there is enough space for everyone. Later in the interview Camilla from Høstet also stated that it is important to remember what kind of economy the tourist industry contributes to the island (Appendix 5). A strategy that Destination Bornholm also are working on (Appendix 2), is to spread tourism. Within their marketing approach, they will not make marketing for places that experience over-tourism. Another strategy to spread tourism, could be through better bus connections that drive around the whole island. First of all, it will be a sustainable approach for transportation on Bornholm, which will support the strategy of Bright Green Island, which we will discuss later. Also, better bus connections, might bring the tourists to other spots around the island that tourists normally do not visit. As aforementioned in the section about creative tourism, a lot of tourists want to experience authenticity when visiting a destination. A point of view was made by respondent 1 in the interview with Ocean Prawn talking about authenticity and local experiences:

“...people want the local beer. [...] It is also okay that it tastes a little bit different, and you get used to it and the same with cask beer. It also only tastes good in London. [...] ...a part of the experience of visiting London, right?”, (Appendix 6).

As aforementioned within the section about creative tourism, I was describing what I perceive as an authentic experience of Bornholm, from what I know of Bornholm through marketing and social media. Social media and the DMO are creating a picture of Bornholm and this picture that they are creating is the authenticity that the tourists want to explore.

MacCannell (1979) introduced the concept of staged authenticity in the context of ethnic tourism. If visitors have a certain picture of what the authenticity of Bornholm is like, then tour managers and stakeholders will put their culture and themselves on sale to accommodate these expectations. Staged authenticity is a term that covers how the traditional culture is presented to the visitors of a destination (1979:596). Wang (1999) states that experiences cannot be perceived as authentic even though visitors might think they have achieved such experiences. Another theorist, Crick, points out that to an extent all cultures are “staged” and to some extent inauthentic. “Cultures are invented, remade and the elements reorganized” (Crick, 1989:65) (Chhabra, D., Healy, R., Sills, E., 2003).

One should think that there only exists a limited version of authenticity, but today the communities and cultures are changing so fast, that authenticity is negotiable. Bornholm used to be an island where

the main occupation was characterized by the fishing industry. Today, this is not the case anymore and therefore there will be a natural shift within the labor market, which also will have influence on the living conditions and culture and thereby the authentic experience. Today the largest industry today is within the public sector of 38,1%, the second greatest is within trade, service and leisure and accounts for 26,6% (Høst, J., Scheuer, P., 2019), whereas tourism is the largest industry with nearly 3000 job positions (Destination Bornholm). When a community changes, so will the authenticity of a community. The culture will be reinvented and the elements within will be reorganized. So, when the visitors visit the smokehouses on Bornholm, they will be visiting a heritage of Bornholm, rather than the authentic Bornholm. And when a visitor visits Høstet, they will experience some of the new authentic culture. Visitors will probably never experience the whole authentic experience because that would involve visiting places all around Bornholm, and the DMO and social media are only promoting the romanticization of Bornholm.

If the municipality (Appendix 1), wants to create more job positions on the island and if they are utilizing the strategy of relocation, then there will be a demand for better transportation to and from the island, not only within the high season, but all year around, from the commuters. But better transportation and more people on the island, both locals, newcomers and commuters will create more activity, and this will hopefully also help the economy and the island to grow and make it more attractive to live and visit the island. With better infrastructure on the island, it can be a key factor to spread tourism which also is one of the goals for the DMO (Appendix 3).

Circular economy

On Bornholm sustainability is very important for the island and is therefore a matter of course that they have developed a strategy, which is inspired by UN's 17 sustainable goals, called Bright Green Island, hereafter mentioned as BGI. The strategy is composed in collaboration with the locals through meetings and workshops. The goal is to be a sustainable and climate-friendly society, to be CO2-neutral by 2025 and a fossil free society by 2040. BGI has eight sub-goals, where each of them solves existing societal problems or creates future opportunities. The eight sub-goals are: 1) *industries*: make sustainability a good business, 2) *facts*: keep track of the sustainable transition, 3) *CO2 neutral*: be a good example of a climate-friendly society, 4) *mobility*: to make all land-based transportation green, 5) *housing*: sustainability and housing are connected with cultural identity, 6) *food*: the island is pioneer for sustainable Danish foods, 7) *the nature*: the natural wealth is a part of the financial end result and 8) *inclusion*: Everybody is a part of BGI, when they are at the island (Bright Green Island Bornholm). Conclusively the strategy is about contemplate sustainability into every action on

Bornholm. BGI is about consider every organism as a resource, which should support the island in its vision. The vision is not only about more focus on green energy, but also find and use the local potential. It is about utilizing and preserve the nature for an active life and vacation, but also about utilize and experience the local resources when visiting the island. Bornholm is a full-scale society and account approximately 1% of the total area of Denmark and is therefore ideal as a test island for the strategy (Bright Green Island, 2019).

Circular economy is about reuse what you can, recycle what cannot be reused, repair what is broken, and remanufacture what cannot be repaired. The findings from a study of seven European countries demonstrate that a shift to a circular economy reduce the greenhouse-gas emission up to 70% and make it possible for the workforce to grow by 4% (Stahel, W.R., 2016). The statement from this study, will support both the BGI strategy, but also one the municipalities sub-vissions about creating 1.000 new job positions on the island. According to Stahel, W.R. (2016), within a circular economy it is important that the consumers take ownership, so that they not only are users, but also the creators. Since the BGI strategy was created in collaboration with the locals and the eight sub-goal is inclusion saying that everybody who is on the island is a part of the strategy (Bright Green Island, Bornholm), it seems like the locals are taking ownership and also want the visitors to take ownership to create a holistic approach to circular economy on Bornholm.

Community development

Next, I would like to investigate community development. In general, urban regeneration is actions that are improving quality of life (Pogacar, K, Leskovar, V. Z., Premrov, M, Senk, P. 2021; 257-270). When a whole community experiences a shift within the main profession, then it is only natural that there will be either a development or settlement within a community. For a long time, Bornholm has experienced a settlement with great emigration, but it seems like they have turned around and turned settlement into development instead.

“But people have been retrained and found new ways and others have moved away and things like that. A lot of people have also moved away from Bornholm and now we are on the way back to be around 40.000 again, right?”, (Appendix 6).

In Tejn they are also experiencing development. Tejn is an old industrial city, which has experienced settlement for 40-50 years. But due to the tourism development, the harbor has been included within the urban renewal. This change has created a demand from the inhabitants for the social facilities to be provided, expanded, contracted, or replaced (Couch, C., 1990). Each neighborhood or place are

differently socially constructed by the stakeholders and based on the development within each neighborhood or place (Creswell 2014; Gottdiener 1985; Merrifield 1993; Pred 1984). Tejn is a small city with less than 1.000 inhabitants (InfoBornholm, 2020). According to Laust, the owner of Klatring Bornholm, the city used to be a city that you just drove through. But with the demand for better social facilities, the locals have started to exploit the harbor area, the number of local entrepreneurs has experienced an increase (Appendix 4). Allinge, which is another city by the coast, has high rental rates, due to the fact that it is a very popular city for tourists to visit (Appendix 4). Allinge is just four kilometers away from Tejn, but due to the fact that Tejn, firstly now starts to develop and increase the interest of tourists, it makes it possible for new entrepreneurs to open a business with little economical capital within the company (Appendix 4). Bornholm might be a small island, but the cities have experienced development or settlement at different periods of times, and this makes it even more visible that each city are socially constructed by the stakeholder's involvement. The urban renewal that Tejn has experienced contains development within the gastronomy, social, and cultural aspect. A new special brewery and a food market has claimed its position on the harbor. Also, an old shipyard has been under reconstruction and is now home for an ice cream shop, which also has the function of a cultural institution and experience center (Appendix 4).

Within community development it is a natural approach to consider the different levels of economics that is behind the motivation for a development, therefore I would like to introduce you to the concept of micro- and macroeconomics. Hayek argued that the economy must be viewed as a complex system subject to constant and uneven evolutionary change and, as such, it must have a history that is inherently unpredictable in any unconditional sense (Schrumpeter, 1912, 1942). Algebraic supposes that a truly scientific or philosophical attitude towards economics, and a deeper understanding of social mechanics in general, must be based on the contemplation of mathematical logic. Micro is individual choice, and macro is its aggregate consequences. The sum of micro is macro, and the decomposition of macro is micro. The concept of economics is related to the production and consumption of products and services. The economic aspect is embedded in a broader environment of rules: physical, biological, cognitive, behavioral, social, ecological, legal, political, and so forth (Dopfer, K., Foster, J., Potts, J. 2004).

Top-down and bottom-up approach

Community development can happen on behalf of different stakeholders, depending on the interests for the development. Therefore, I would like to introduce you to the concept of top-down and bottom-up approach, which is concepts that can be utilized in connection to urban renewal (Pogacar, K,

Leskovar, V. Z., Premrov, M, Senk, P. 2021; 257-270). The top-down approach is referring to comprehensive factors as a basis for decision making. It seeks to identify the big picture and all of its components, which usually is the driven force for the end goal. Top-down is associated with macroeconomics, which is a concept where the including factors are affecting the economy as a whole, including federal funds rate, unemployment rates, gross domestic product, and inflation rates (Investopedia, 2020). Macroeconomic policy acts first and foremost about fiscal policy, which is carried out by the government and monetary policy, which is carried out by the National and Central Bank. Within the fiscal policy the government can stimulate the activity in the economy (Gjerding, S., 2018). The perspective of the top-down approach wants to investigate how systematic factors affect an outcome (Investopedia, 2020). Within the subjects, that we already have been discussing earlier in this research, that the municipality's vision to reach a greater relocation and the local numbers to reach 42.000 (Bornholms Regionskommune), is a utilization of the top-down approach. The new job positions will have a decreasing effect on the unemployment rates, which also will have an increasing effect on the GDP. Another stakeholder, who is utilizing the top-down approach is Ocean Prawn. They perceive it as their duty to support the development instead of settlement within the communities around Bornholm, which is why they are investing in different start-ups (Appendix 6). Ocean Prawn employs 250 inhabitants on Bornholm within affiliates or associates (Ocean Prawn). Another example of a top-down approach is that the DMO wants to spread tourism and in relation to this work for better bus connections in cooperation with BAT. With this approach the tourist will experience more of Bornholm and visit other destinations, which can have that effect that the tourists will spend their money on more locations, which will benefit more instead of just the honeymoon spots.

Next, we have the bottom-up approach, which seeks to identify profitable opportunities through the idiosyncrasies of a company's attributes and its valuation compared to the market. Compared to the top-down approach which has a macroeconomic starting point, the bottom-up approach has a starting point in microeconomics (Investopedia, 2020). Within the concept of microeconomics, there are focus on the individual financial agents - Homo Sapiens Oeconomics, which include the individual, household, or company's economic activity and decisions. It is assumed that the agent always acts in a way that maximizes utility as a consumer and profit as a producer (Dopfer, K., Foster, J., Potts, J. 2004). The concept of utility maximization is being used to explain the behavior of the agent and thereby the concept of supply and demand. Bottom-up investing begins the research within the company, the industry, and the microeconomics as well (Investopedia, 2020).

Within the case of the utilization of the harbor in Tejn, it is a bottom-up approach that has been utilized. The community and entrepreneurs in Tejn have seen an opportunity in the harbor and decided to utilize it for the better of the business life in the city but have also found a way that it can support the activities in the city with the old shipyard, which have different functions. Another case within the stakeholders, who have been utilizing the bottom-up approach, is Høstet.

"Well, the original plan... When we started, we had considered solely selling to retailers. [...] ..but then people had read about us and wanted to buy a glass or... [...] .. and then we thought "Well we are on a holiday island..." [...] And then we built the farm shop in '15 and then we slowly expanded with a bigger assortment and during the summer we have an event called Drinks på landet every Friday... [...] and then we have larger groups for tours and tastings... [...] ...around half of our turnover stems from the experience economy", (Appendix 5).

Høstet had another business model in their mind, when they first moved to Bornholm, but due to the demand from tourists on Bornholm, they decided to expand their business model and distribute both to private and business customers. The revenue experiences a peak when there are tourists on the island, in fact 45% of the revenue is based on the sale to tourists either through products, or tours and tastings (Appendix 5). Due to the demand from the inhabitants and tourists, Mads and Camilla saw an opportunity for expanding their company, which have led to the possibility for the creation of more job positions at the island. They saw a profitable opportunity and they seized it.

Sub-conclusion

Urban regeneration is a fluffy size. It affects our everyday life for the better. Within these improvements, there are many components that will be affecting other components. The infrastructure can consist of many different components, but just within the better transportation opportunities that I have focused on, these can also be affecting the strategy of spreading the tourism from honeymoon spots to less visited locations and within this it can also be affecting the authenticity. Whenever something is changing, it will have a domino effect and change other factors on its way. Whether it is from the top or from the bottom that this change is happening, then it will affect other factors within a community, which is why, when changing something, one must consider whether it is for the better or for the worse. The examples I have described are all boosting the economy and benefitting more people and must therefore be for the better.

Tourism development

For years, the tourism industry in Bornholm has been trying to attract tourists outside the high season and in 2019 it finally showed satisfactory results. Numbers from VisitDanmark proves that the island has experienced an increase on 19,3% from January to May the same year compared to 2018. Compared with the national average, which is 1,6%, it is a clear indicator, that Bornholm has experienced an increased interest in 2019 (Horesta, 2019). As director for Destination Bornholm, Pernille Kofod Lydolph expresses it; it is good for employment, the turnover and it strengthen the local community. The reasons for this development are many. One, that is attributed a great value, is the ferry line called Bornholmslinjen, which have contributed to cheaper ferry tickets. Also, the many new entrepreneurs and brands are associated with Bornholm and a holistic branding approach of the island is attributed as an important factor. The marketing budget precedes 5,5 million DKK to brand the island as a year-round destination nationally and internationally. Trine Richter, the director for Hotels Bornholm, expresses the importance of the infrastructure to and from the island as a determining factor for continued growth outside the high season. Therefore, it is extremely important that the operators of the infrastructure, such as the ferry and airlines still provide the services outside the high season to maintain the growth. Another important future development that is highlighted, is that the stakeholders are interested in expanding their season and keep their business open throughout the whole year, so the tourists have something to experience when visiting the island out of the high season (Enstrøm, L., 2019). The food culture and outdoor activities are of great importance for the increase of visitors, as well as Folkemødet and Wonderfestiwall. Bornholm is known for the sunshine island, but the island's brand is under settlement. The food culture and Folkemødet is branding Bornholm as a new form of lifestyle (Lyngberg, C., Jeppesen, K.L., 2017).

Seasonality

The tourism industry is of great importance for the world economy. In Europe there are approximately 2.3 million companies directly connected to the tourism industry, which accounts for 12.3 million employees within the industry. In 2018, the travel and tourism industry accounted for 3.9% of the BNP in Europe and with those companies within indirect affiliation to the industry, this number increased to 10.3% of the GDP in Europe and this accounts for 11.7% of the total employment, corresponding to 27.3 million job positions. On a global scale there were 1.5 billion international tourists in 2019, which is an increase of 4% from the year before (Pernice, D., Debysen, A., 2020). The industry of tourism is an increasing economy.

Within seasonality in tourism, it has been generally accepted that two basic elements are the reason for that, either the “natural” one or the “institutionalized” (Bar-On, 1975:2; Hartman, 1986). Within the case of Bornholm, the natural one is the interesting one. The natural one is associated with the climate. Generally, one can argue that the longer the distance from the equator is, the more varying impact the weather has on human activities (Budyko, 1974; Mauss & Beuchat, 1979; Smith, 1973). Since Bornholm’s high season is within the months of summer, it is possible to argue that the statement about natural seasonality is true. On Bornholm the tourism industry is the second greatest industry, with almost 3000 full-time positions (Destination Bornholm), which according to Kristina from Destination Bornholm must be characterized by the seasonality on Bornholm, which means that out of the high season there are less positions with the tourism industry (Appendix 3). Hence, the DMO is also trying to extend the season, which we will receive further knowledge about in the section below about marketing. In this section, I would like to include the findings from my online survey, which was conducted among friends and family on Facebook. The purpose of the survey was to get a greater insight within the consumer behavior before a purchase and what factors within social media they were affected by. But another important point within seasonality, was also to find out some of the travel patterns and what tourists do appreciate on a destination.

The following section will be a summarization from the survey and for further numbers and graphs, please look in appendix 10. The first question the respondents of the survey was asked was about their age groups, which I find important in relation to what is important for different age group when they are traveling. Within the survey I will not be able to see each answer, so therefore it cannot give a precise result from each age group, but it can create a general overview. Most of the respondents are in the age of 55-64 (34%), the second greatest is 25-34 (nearly 28%), next is 45-54 (nearly 23%). The rest 15% is divided into the last three age groups (Appendix 10). Since the DMO has a lot of focus on hiking and creative tourism, I found it relevant to get further knowledge about which form of travels the tourists care for. The most important form of travel for the respondents was for recreation and relaxation, next we have sport and adventure and lastly creative tourism. As a destination Bornholm can offer all three kinds of holidays. It is important for a destination to know which kind of activities their visitors like to do, so that they can attract the right kind of tourists for the destination.

Since the DMO is focusing on extending the season, I thought that it would only be natural to have a question about which season that people prefer to travel in. The season of summer get the highest ranking, hereafter spring, then fall and closely followed by winter. Next, I wanted to gather some

knowledge about the motivation for traveling during different seasons. Since the summer season is already very popular on Bornholm, I did not find it relevant for the motivation within that season, since the DMO wants to expand the season and attract tourists in other seasons as well. The motivation that are ranking the highest with spring and fall is the weather conditions, lower prices than the high season and fewer tourists. To know exactly what is meant with the weather conditions, the question should have been further elaborating, but one can assume that it is the mild weather conditions that are attractive for those who like to travel within these seasons (DMI, 2020). As the word implies, there are fewer tourist when it is not high season and this reasoning, and the lower prices can have a connection. When a tourist decides to travel out of season, it is often cheaper than high season and one can also reach a better experience, because one does not have to be in a line all the time and there is more space (H.M., 2017). Within the reasoning for lower prices, I think that it is relevant to discuss market economy. Shortly explained, market economy is from a microeconomic perspective the relationship between supply and demand. The supply includes the natural resources, capital, and labor or basically the product. The demand includes purchases by consumers, businesses, and the government (Amadeo, K., 2020). Within the seasonality and the motivation for travelling out of high season, it is important that if hotels and restaurants (supply) experience an increasingly demand from the consumers, that they do not increase their prices too much, at least not before they have customer base for this. This concern is also pointed out by one of the stakeholders:

“Also, it has something to do with the pricing. Well, the more who visits, the cheaper it is to stay open, so it all depends on each other. And then we should be careful about increasing the prices. On Bornholm because it is popular... well then it dies on its own... it is about taking what the goods are worth. [...] Well, we shall have money for our services, but it must be fair”, (Appendix 7).

If Bornholm do experience an increase within the seasons of spring and fall, it is important not to increase the prices too much, because it can scare the tourists away. Also, some of the motivation for traveling within these seasons was the lower prices and if they increase, then it is possible that the motivation will disappear, and the demand will then decrease. As the respondent from appendix 7 is explaining, this was exactly what happened with Folkemødet. Folkemødet have had an increasingly effect on the number of tourists on the island (Andersen, F.L., Marcussen, H. C. (2017, but the high prices have also had a frightened effect on some tourists (Appendix 7). So, the motivation for travel within the off seasons is the lower prices, but when a destination experiences an increase of demand

it is naturally that they increase their prices, but they just need to remember what the motivation is for the visits, otherwise they might experience a decrease soon after.

An active holiday and relaxation were ranked almost equally. Shopping was less important, but still reached a ranking of 16,5%. During lockdown, we all experienced how it is to live in a community, where everything is locked down. This is my own perception, but I do believe that it is safe to say, that when a tourist is visiting a destination, they would like the possibilities for dining and shopping, even though it might not be of that great importance than other factors. Destinations which experience a lot of seasonality, is used to the community is closed within the off seasons, because it is too expensive to stay open with fewer visitors, but at Bornholm the DMO is creating an app which will tell the visitors what is open and when (Appendix 3). From my interview with Destination Bornholm, I was informed that Svaneke was trying to find a solution to the problem of whole cities closing within off seasons:

"As a city, something like we stay open each day, but then we might agree as a city whether it is this or this restaurant that stay open Monday and Tuesday, this and this shop stay open Wednesday and Thursday. Such that there is always something that is open, but they do not each have opened every day. It will be too expensive", (Appendix 3).

With this approach, there is always something open at the destination. There is not so much to choose among, but if the destination experiences a greater demand, then more shops and restaurants will open as well (supply).

The questions within the motivation for traveling during spring, fall and winter, the respondents was asked to rank their answers, to understand what is most important for them when visiting a destination. The motivation, which is ranked the highest, for traveling within the winter season, is skiing, sunbathing, and relaxation, which one can argue it different forms of holiday. Due to natural settings and the climate, Bornholm cannot deliver services within skiing and sunbathing. These next motivations are something that is creating a destination. Almost every fourth person have chosen food and beverages as something that is important for them when travelling. Also, sport and adventure, and beautiful nature is something that the respondents ranked highly. All three of these motivations, the island can provide on different levels. As Laust from Klatring Bornholm stated:

"The nature itself is the foundation for the company, but also a challenge during the winter", (Appendix 4).

Expect from climbing, Bornholm is also very recognized internationally for the hiking possibilities. The readers of the German Trekking Magazine have voted Bornholm as the second greatest destination for hiking and with 50% of the German tourists valuing an active holiday when travelling, this recognition means a lot for Bornholm (Axelholm, L.B., 2021). Both sport, adventure and beautiful nature can be reached through a hiking holiday at Bornholm.

The supply and demand have an effect on the behavioral perspective whether people choose to travel or tourist's participation in leisure activities, because they are pushed or pulled by travelers' motivation or destination attributes (Formica, S., Uysal, M., 2006). The push factor can be described as the internal factor and behind this factor is our own interests and wishes to create the motivation. On the other hand, we have the pull factor, which is the external factor and is something that affects us, like the image of a destination. If a destination offers, what we find interesting and attractive, then we will be more motivated to visit the destination (Suhud, U., Allan, M., Willson, G., 2021). For the questions about what motivates one traveling within the different seasons, it is the push factor that is shown.

The last question in the survey was about rather the respondents would consider visiting Bornholm and approximately 88% was positive about visiting Bornholm. This question was mostly included, because I wanted to see if there were an interest to visit the island among those who participated and also because I wanted to see if there was a national interest in visiting Bornholm. Most of my friends and family on Facebook are Danes, which is why I can assume that there is a high interest among Danes to visit the island. For me it was very important that the answers from the respondents was not affected by their knowledge of my research, which is why I have not shared it with a lot before the online survey. Also, I wanted them to be as objectively as possible and that is why I first, mention Bornholm in the last question, otherwise their answers might have been affected by the chosen destination.

Marketing

Bornholm is known as the sunshine island and there exist different opinions about the brand and what it does for the seasons within tourism at Bornholm. Bornholmtours is in that opinion that they should exploit the brand and market themselves within that brand to their customers:

“We use it a lot. [...] It sells. [...] Well, we do not use it in everything we do, but it is a part of our story of Bornholm. [...] And it is also a synonym with the holiday island. [...] Well, if we only talk about gastronomy and stuff like that, right? Then we simply lose the majority of those visitors who are traveling to Bornholm”, (Appendix 2).

Whereas other stakeholders, like respondent 2 from Ocean Prawn, finds it important to redefine the brand for the island:

“...and perhaps we have also prevented ourselves by stating: “it is summer, and it is the sunshine island...”. So, we need to redefine what there is within the off season. [...] ...but actually, right now Destination Bornholm has a development project, called Winter Tourism at Bornholm. [...] ...especially with the hiking part. Also, the whole outdoor part. ...and they should also turn to another segment that demands calm, experiences within nature, who does not demand sun, summer, and a lovely beach ...”, (Appendix 6).

With a view on these two statements, I do believe that it is well argued that the marketing approach need to be a mix of Bornholm as the sunshine island and a redefinition of how Bornholm as a year-round destination looks like and what it can offer to different demands from visitors. Bornholm is a versatile island, which can accommodate many different demands within different seasons. I will not do any further analysis on the brand of the sunshine island, because the focus has mostly been on the off season and how to expand the season. To expand the season, the DMO must think within creatively solutions, which is why they focus a lot on how to market themselves within the off seasons and a part of their strategy is to utilize storytelling as marketing tool.

“The main purpose of an organizing idea is to organize the connections between the consumer and the brand story in a way that builds emotional association and inspires behavior”, (Vinterøen Bornholm).

Within this strategy the DMO is utilizing emotions as an approach to connect with the consumers. The DMO is giving the consumers an image of Bornholm and are thereby utilizing the pull factor to attract the consumers. The strategy of Vinterøen Bornholm contains storytelling about the nature, the locals, the infrastructure to and from the island, active holiday/outdoor, Maker's Island (creative tourism), big city on the countryside, relaxation, good food and quality time, and good accommodations. All of these different suppliers should create the new brand of Bornholm as a year-

around destination. The reason why Bornholm chose to invest in winter tourism is because within 2019 the island experienced an increase in tourists on 20%. The restaurateur from Svaneke Brewhouse is optimistic and hope that it will be possible to remove the concept of high and off season and just call it the season (Maack, J., 2019). And something suggest that it is going in the right direction. In 2019 there were 217 companies, who decided to keep open over the winter and in 2020 that number increased to 260 (Geleff, M., 2020).

It is not only how the stakeholders and the DMO decides to market the island that they should be aware of, but they should also consider through which channels they do so. Within the online survey, I did not only have focus on the motivation for a purchase, but also through which channels that the respondents found their inspiration for their next travel. 75% answered that they find their information through recommendations from friends and family, almost 50% utilize SoMe. Only 30% find inspiration from tourist agencies and 25% utilize other advertisement. Only around 13% utilize blogs within their research for information (Appendix 10). Earlier in the literature review we were taught that back in 2007, 40 to 60% were searching for travel information on blogs (Trevenot, G., 2007). This development took a huge decrease in the importance on the utilization of blogs as a marketing tool. Blogs are recommendations, but it is recommendations from strangers. According to the survey, the recommendations from friends and family are those most people utilize as inspiration and finding information for their next travel. From my own personal review, I would say, that I do not trust the recommendations from professional bloggers. They do get paid for promoting a product, experience or what it must be on their blogs, so how can you as a consumer trust that it is a reliable recommendation and not just something that they recommend, because they get paid for it? The answer to a good marketing strategy must be to give the visitors a good experience while they are on the island, so that they will recommend the island to friends and family and might inspire others to travel there as well. With such a great reliability between private relations, it makes it very difficult for the DMO and stakeholders to control the consumer behavior and the perception of the destination. What they can do, is to actively chose what to market when and show the best sides of the island. The DMO is working to make the island a year-round destination, by market the different activities on Bornholm throughout the year.

“...such things as the art round... [...] Is also planned in May/June. And the goal with this is to make sure that the different accommodations and restaurants do see an opportunity to stay open all year around. And this creates a form of a ring/circle”, (Appendix 3).

As the respondent continues, this action will create a chain of reaction. If more visitors decide to visit the island within the off-season, then there will be a need for more transport to and from the island and on the island as well. And if one shop is open, then the other shop or restaurants or accommodations also want to stay open, just as we experienced with the development of shops that stayed open from 2019 to 2020. In the literature review we were taught that when a DMO is utilizing SoMe platforms they can advantageously encourage interactions, where they can generate content, increase the awareness, and develop loyalty (Parise, Guinan & Weinberg, 2008). When the DMO decides to market the off season and promote events and different opportunities (Vinterøen Bornholm), they are generating content which is creating awareness of a new product or service which the stakeholders in Bornholm all are interested in developing. Those who are interested in holidaying on Bornholm, might want to follow Destination Bornholm on their Facebook page and this will create loyalty among the consumers, because they take an actively choice about from whom they wants to receive updates from, which is a pull-based decision.

Sub conclusion

Recommendations from friends and family influences our decisions more and more and that makes it difficult for the DMO and marketers to control how the consumers are perceiving a destination. Most of the information collected before a purchase is made online, which make it crucial that the DMO and marketers are present at SoMe. As it can be very difficult for the DMO and markets to control the consumers perception of a destination, the channels within the marketing strategy might not be of that great importance, but rather the content is important. The content is what create the image of the destination. So, when the DMO wants to promote Bornholm as a year-round destination, they should focus more about the content and what image of Bornholm they want to send to the consumers.

Discussion

As aforementioned the municipality want to utilize tourism as a marketing tool for attracting more newcomers to move to the island. With that in mind, the emergence of COVID-19 has been giving the island favorable circumstances. The pandemic forced the Danes to stay in Denmark, which led to national travel instead. In 2020 the numbers of visitors in the island increased with 2,7%. With the great demand, Bornholmlinjen decided to restructure the capacity of the ferries, so that they could have more passengers on board and preserve the cheap ferry tickets. Within the weeks 26 to 34 the ferries sailed 643.841 persons to and from the island (Maack, J., 2020). The more national tourists who visit the island, the bigger is the chance that someone falls in love with the island and do want to move there. So, the more that visit the island, the bigger is the opportunity that someone will move there. For many industries around the country, even the world, COVID-19 has had a destroying effect and I am not saying that it did not also had that effect in Bornholm, but it obviously also had a positively effect. Maybe the brand as the sunshine island has been supportive within the decisions for people to travel to Bornholm since they cannot travel internationally. As the respondent from Bornholmtours state, sunshine is associated with sun and holiday and maybe that is why Bornholm experienced so many national tourists in 2020. Other stakeholders are trying to promote Bornholm as a year-round destination and the image of Bornholm as a sunshine island can have a devastating effect on that strategy. Overall, it is my personal perception, that COVID-19 have been boosting the interest among national tourist to visit the island and the easy access with both ferries and flights makes it easier to reach the island, both in time and more affordable than a trip to the other side of the world. I would be tempted to go visit Bornholm for pleasure for a weekend or so, but in my perception, Bornholm cannot replace a week in the southern sun, even though it is known as the sunshine island. The motivation for travelling is influenced by the perception of a destination. After visiting the island, I would love to go there again, but only for a short trip. As respondent 1 from appendix 6 expressed it is slow living and on a personal level that is not something that motivates me to go somewhere.

The strategy from the DMO is to extend the season and the brand of the sunshine island can really hurt that strategy. The DMO and the stakeholders wants to show the visitors that Bornholm is a year-round destination and within the different season there are some different experiences to gain. The DMO is very active in posting pictures and text to create a context in association to extend the season. With the tourism industry as the second greatest industry, it must be hard on a community that those employees only have these positions for a limited time. The question is what they are doing the rest of the year. As the young emigrant explained, she was working in a grocery store, when the tourism

industry was closing after the season. The nearly 3000 who is employed within the tourism industry cannot all be working in grocery stores. The interesting aspect is what their occupation are the rest of the year and whether it is something that is interesting for them to do. If there are no interesting job positions available, then it is inevitable to think that the inhabitants will emigrate from the island. If it succeeds for the DMO and the stakeholders to extend the season, it would probably also be more interesting to live on the island, not only for the inhabitants, but it might also attract more newcomers to the island. An extended season can create a chain reaction. The more who lives on the island, the more demand are there for the suppliers to stay open longer or year-round, and if the stakeholders decide to stay open, then there will also be something for the tourists to experience, which will make it more attractive to visit the destination within the off season. If this development would happen, it might would be possible to equalize the seasons as Jens Borup Pedersen from Svaneke Brewhouse idealize (Maack, J., 2019). Within my perception it is not possible to equalize the seasons, but maybe it could create a more stable industry, which could stay open year-round, which also could secure the income for the nearly 3000 employees within the industry. But there will probably also be a peak within the summer season.

1.000 new job positions can make it more interesting for newcomers to move to the island. The strategy within the municipality reports nothing about which kind of job positions it is about, which will be an essential factor of whether people chose to immigrate to Bornholm. The current workforce accounts for 17.055 (Danmarks statistisk, 2019). The 1.000 new job positions will account for almost 6% of the workforce. If the municipality succeed to increase the number of inhabitants to 42.000 and let us say that 1.000 of the almost 3.000 new inhabitants are within the workforce, then the new job positions will still account for 5,5%, which within my perception sounds of a large increase. We must also keep in mind that from model 3.1, which presents the labor balance, that there will be a lack of workforce within 2022. So, the strategy with creating more job opportunities to increase the number of inhabitants, is not a bad idea and it has also been performed before in different outlying areas (Christens, T.Q., 2020.). But with consideration within the graph from model 3.1 and the actual percentage of the workforce, it seems like a really high increase within a short amount of time. It is positive that the municipality do have visions for developing the island, but with this in mind, it seems a bit unattainable. If the municipality create the new job positions, it might not be so easy as they think to attract people to the island. An examination conducted in continuation of the policy of relocation, indicates that only 41% is willing to move to a community with less than 3.000 inhabitants if there are job positions available for them. 49% would not go and 9% is in doubt. All the respondents

live in cities with at least 50.000 inhabitants (Volden, K., Jensen, J., 2015). With the numbers from the examination, it is doubtful if people would move for a job position, and this is something the municipality should be aware of before implementing a strategy for creating 1.000 new job positions. It is not enough to create 1.000 new job positions, there are many factors there are needed before this strategy can be successful.

Conclusion

In the conclusion, I will answer the research question based on the information provided within the research. Within the development that Bornholm is experiencing at the moment, it is important that the inhabitants, business owners and municipality all agree on which direction they would like Bornholm to develop within, so that they reach a holistic approach and take ownership over the strategies. The municipality have a vision of increasing the number of inhabitants to 42.000 by 2028 and some sub-visions which should improve the quality of life for the inhabitants. From model 3.1, we do know that by 2022 there will be a demand for more employees in Bornholm, and hence the strategy with 1.000 new job positions can create an even greater demand for employees, which will make it harder for the already existing businesses to acquire employees. for this strategy to succeed without damaging the already existing businesses, it is crucial that the island experience a greater flow of newcomers within the able-bodied age.

With tourism as the second greatest industry in Bornholm with nearly 3.000 employees, the employees and stakeholders call for an extension of the season, which can secure a more stable income, but it can also make the island a more attractive place to live, both for locals and newcomers. With the extension of the season, the stakeholder wants to stay open year-round, which will create activities within communities, and this can make Bornholm more attractive to live in.

The municipality wants to utilize tourism as a marketing tool to promote the island to possible newcomers. Within the tourism industry there is a shared interest of extending the season to a year-round destination, this will both secure a more stable economy for the stakeholders but also for those employed within the industry. Throughout the research, both the municipality director and Destination Bornholm attributes the tourism industry a great value for the development. The activities within the tourism industry creates possibilities for the stakeholders and helps develop the communities instead of experiencing settlement.

The tourism industry contributes to activities within different communities, which create ownership and a renewed desire to develop the communities. These developments make it more attractive to live on the island, both for newcomers and inhabitants.

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Appendices

Appendix 1: Description of the interview with the municipality director, Johannes Nilsson

Hvilke befolkningsgrupper forestiller I jer indgår i tilflytterne?

Hvilke tiltag foretager I, for at tiltrække tilflyttere til Bornholm? Uddannelser, skole, erhvervsliv etc.

Hvor mange fuldtidsstillinger findes der på Bornholm?

Hvor stor er arbejdsløsheden udenfor sæson på Bornholm?

Hvad gør Bornholms Regionskommune for at fremme iværksætteri på øen?

Hvad gør I som kommune for at udvide sæsonen? Er turisme en del af løsningen for Bornholms økonomiske og sociale problemer? Hvordan? Evt. hvorfor ikke?

Har turisme en ødelæggende eller degraderende effekt indenfor nogle erhverv på Bornholm?

I forhold til byfornyelse. Bruger I gamle bygninger eller vil I bygge helt nye områder og erstatter gamle? Evt. hvor på øen vil I skabe nye områder? 50% 1 km fra kysten. 75% bor mindre end 3 km fra kysten.

Hvor stor en procentdel af bygningerne på Bornholm er mere end 15 år gamle?

In the following section you will gain insight in the interview I had with the municipality director, Johannes Nilsson. The interview referred to some of the demographics, social and economically problems and the strategies how to solve this and creates better opportunities at the island. The first two questions referred to which kind of population groups they want to relocate and also what actions related to education and the business community they do to attract newcomers. First of all, affiliation to the island is what makes people move (back) to the island. A tendency is an increase of newcomers from late 20s to start 30s. Due to the dominating older part of the population, whom soon will reach the retirement age, there will be many job openings in the future. Others dream about a life as an entrepreneur, and the community are doing a lot for the entrepreneurs, so many see this as a good starting point. Those start 30s are typically from Copenhagen and dream about a quiet life. According to Johannes Nilsson, Bornholm receives 600 newcomers each year. To create the best opportunities and make them feel welcome, the municipality invites newcomers to a matchmaking event, where they will be introduced to the island and what it has to offer. This is a strategy, the municipality have invested in, so that the newcomers want to settle down for a longer period of time. The consequences of the decreased fishing industry do not only account emigration, but also a poorer schooling. The huge emigration means smaller communities and less children means less needs for schools, which is why there only are six schools left. When the pupils are finished with their high school, the island only offers a limited number of educations, which forces many young people to emigrate.

The next couple of questions focusses on the tourism on Bornholm, entrepreneurship, and the workforce. Johannes Nilsson assesses that there are about 15.000 full-time positions on Bornholm and that the unemployment rate mostly consist of season corrected unemployment. The tourism industry can both have a good and degrading affect for a community as Bornholm. Destination Bornholm is an organization, which main functions is to market the island and function as a tourist information on the island. One of their main focus at the moment is to market Bornholm as year-round destination. One of the focus markets for this strategy is Germany. Germany has staggered holidays, compared to Denmark and is there an obviously market to start with. The activities they are focusing a lot on, are outdoor-tourism, mountain bike, shelter, hiking trails etc. Along with the strategy about being year-around destination, also attracts more tourists. Tourist do not want to visit a place where everything is closed, so it is like a positive spiral. Tourists will come to the island; more facilities will open, and then even more tourists will visit. More tourism also and year-round shops, also helps to attract more newcomers. It is more attractive to live a place, where there is open all year

around, instead of just a couple of months each year. So, tourism is both good for the economy, but also for the increase in more newcomers moving to the island. But the tourism also has a negative impact on the community. Positions within the tourism industry often does not demand an education, which will keep the employees in a position of being resource-poor in a longer period of time.

50% of the workforce are entrepreneurs and therefor the municipality also introduces different actions. For instance, they have inlaid fiber network, so that there is easily accessibility for everyone to work and start up from home. Møbelfabrikken in Nexø is a place where start-ups can network and find help and guidance. This action was supported by the municipality in first couple of years. In cooperation with Business Center Bornholm, the municipality support entrepreneurs with help and guidance.

To reach the vision, the municipality of Bornholm, also focusses on urban regeneration. They both want to include old area as well as creating new areas. One of the actions they want to implement is that they want the cities to function in a holistic way, such as integrating the harbors with the rest of the city. They also want to make other areas attractive, so that the areas where people are living are getting more spread on the island, as an example the municipality has invested 250.000 DKR to cities away from the coast. There are only six cities on Bornholm, that has residential requirement, where four is on the coast and two inland towns.

There is no doubt that tourism has an indirect influence when newcomers chose to move to Bornholm. When the island experiences year-round tourism, then the different industries stay open for a longer period to serve tourists, but it also has a positive and more attractive influence on the newcomers or those who are thinking about moving to Bornholm. According to the municipality director Johannes, Nilsson, year-round tourism creates an increase in newcomers.

In the vision sub goal number five, states equal chances for children and adults to get as much strength in resources as possible. As we already know, tourism can keep people with less resources in a position of lack of education, which in a long term can damage them and their economy, that is why the municipality wants to create a better schooling, education possibilities and job opportunities, so that the locals will have other options than tourism as their profession.

Appendix 2: Interview with Bornholmtours

Interviewer: Mia (I) The interviewee: Kristin (K)

I: Men jeg vil lige høre lidt om sommerhusene og sådan hvordan markedet det er på Bornholm.
Hvor stor en procentdel af huse der er på Bornholm, er sommerhuse? Ved du det?

K: Nej. Nej sådan ved jeg det ikke.. Øhn det er utroligt svært at opgøre... øhm fordi de bliver jo opgjort alt efter hvilken status de har. Øhm jeg ved der er ca. 4.000 sommerhuse på Bornholm og det vil sige de boliger med sommerhusstatus, ikke?

I: Okay.

K: Men der er rigtig rigtig mange boliger udeover det, som er flexboliger eller som bare er helårsboliger som benyttes som sommerhuse. Øh og det må man jo i en del byer og det må man jo på landet. Man må det jo ikke i alle byer. Der er nogle byer hvor man går meget op i at man bruger helårshusene hvis de har status som helårshus. Men det betyder bare det.. det er frygteligt svært at sige i virkeligheden hvor mange huse det er, men jeg vil gætte på at det er en information du egentlig godt kan finde på..

I: Jamen jeg var inde og kigge... og øøøøh på noget med sommerhuse og fra 2018 var der 3438 sommerhuse på Bornholm.

K: Så er det dem der har sommerhus, decideret sommerhus status.

I: Så er det dem hvor der er bopælspligt. Eller det må det være.

K: Ej. Det tror jeg ikke. Jeg tror det er dem der har sommerhus status.

I: okay okay.

K: Men altså der er mange forskellige status en bolig kan have. Og det der med sommerhus status, det er jo sådan den de fleste der har sommerhus status, det er jo rigtige sommerhuse der er i sommerhusområderne, ikke?

I: ja.

K: Men så er der faktisk også nogle øh gamle hoteller som for eksempel er blevet lavet om til lejligheder og nogle af dem har også sommerhus status. Og Nogle andre af dem, de har det man

kalder hotel lejlighedsstatus. Og det i praksis er det fuldstændig det samme, men beskatningsmæssigt er der lidt forskel, så derfor så.. Det er bare for at sige at derfor er der sådan mange forskellige former for udlejning. Men det du kunne.. det der måske kunne være interessant, det er fordi jeg vil gætte på at du simpelthen godt kan få af vide hvor mange ejendomme i det hele taget findes der på Bornholm. Og så kan man jo sammenligne det med befolkningsudviklingen, ikke?

I: Ja lige præcis, lige præcis. Ja for det er også noget af det fokus jeg har. Jeg har nemlig snakket med.. hvad hedder han.. direktøren for Bornholms Regionskommune, Johannes Nilsson, hvor han også fokuserer meget på sådan at turisme er et markedsføringsværktøj for at der skal flere tilflytttere til Bornholm. Øhm okay. Nå men hvad hedder det, hvor stor en procentdel udlejes igennem jer? Altså har I.. jeg så I havde 650..

K: Ja, huse og lejligheder, ikke?

I: Jo.. Øhm jeg tænker mere sådan altså om der er stor konkurrence? Er der mange andre konkurrenter derover? Sommerhusudlejning og Airbnb?

K: Ja. Airbnb er en konkurrent, men vi ved faktisk... jeg er ikke helt sikker på hvor stor en konkurrent. Det er ikke det vi hører. Det er ikke sådan der vi... Men der er jo 4 andre bureauer på Bornholm. 5 andre bureauer er der måske nok. Øhm og der er meget meget hård konkurrence om boligerne. Så mister vi måske boligerne, ikke så meget kunderne, men det handler jo om at have boligerne til udlejning, ikke? Der er Dan Center, der er Nova Sol, der er FeriePartner Bornholm, og så er der Sol & Strand og så er der et andet lokalt bureau der hedder team Bornholm udover os, ikke? Og øh.. vi har de der 650. Team Bornholm er lidt en svær størrelse, fordi de har også mange hoteller, så det er sådan lidt svært, men jeg tror nok at vi plejer at sige at de har omkring 800 enheder, men det er ikke decideret sommerhuse. Meget af det er hoteller. Øh så er der Nova Sol har 500, So & Strand og Dan Center har begge omkring 200, og så er der øh FeriePartner Bornholm, de har også omkring små 500.. Øh så vi er.. som feriehuse er vi nok den største.

I: ja. Okay.

K: Men det er.. Altså sådan lidt hvordan man gør det op ikke?

I: Jo. Okay. Øhm. Herunder Corona'en så går jeg ud fra at I har oplevet en større efterspørgelse her.. Eller det har I måske ikke..

K: Både og.. både og. Øhm fordi vi har jo.. Øhm altså 2020 kom vi ud, altså på overnatninger havde

vi lidt færre end vi havde i 2019. Og det skyldtes jo at vi mistede jo alle de tyske bookinger, alle de udenlandske bookinger forsvandt jo. Så fik vi til gengæld rigtig mange danske bookinger, men det har ikke helt kunne opveje tabet af udlændinge. Derudover så var det jo også sådan i foråret at det.. Foråret var jo meget meget svagt sidste år, fordi det var der Mette Frederiksen stod der og sagde at folk skulle blive hjemme og sådan noget, ikke?

I: Ja.

K: Så der var jo ikke efterspørgelse fra nogen, hverken danskere eller udlændinge. Så kom det så hen over sommeren, ikke?

I: Jo.

K: Vi fik en rigtig god sommer. Men samlet set, så så landede vi i 2020 en lille smule under 2019, som var et godt år. Et rigtig godt år. Øhm og i år der ser vi jo... der ser vi jo lidt det samme. Vi har jo næsten ikke nogen udlændinge der booker. Øhm de udlændinge der booker, har booket, mange af dem har afbestilt eller begynder nu at afbestille til sommer fordi de ikke tror på at de kan komme hertil.

I: Ja.

K: Men til gengæld er danskerne jo meget meget stærke i markedet. Jeg tror vi kommer ud af 2021 lidt bedre end.. end.. end de sidste 2 år. Vil jeg tro. Vi klager ikke.. Hehe

I: Okay. Jamen det er da altid dejligt. Regner I med når det her internationale markedet åbner igen, regner I med et fald eller forventer I så at se de tyske gæster igen, eller?

K: Ja... Altså jeg forventer at det normalisere sig og det øh.. og jeg tror Danmark vil være et populært sted for udlændinge at tage til. Jeg tænker de sidder i deres respektive lande og glæder sig lige så meget til at rejse, som vi sidder herhjemme og glæder os. Så vi tror at det vil normalisere sig sådan at vi vil få tyskerne tilbage og muligvis endda i stor stil, fordi der er steder som er mere farlige at rejse til, ikke?

I: Ja.

K: Men i det hele taget.. vi vil helt sikkert miste mange danskere, det er der slet ingen tvivl om. Og det... og det er også en unaturlig situation vi er i lige nu og vi kan tydeligt mærke at de gæster vi har nu er ikke typiske sommerhus gæster. Altså de er egentlig ikke rigtig målgruppen til sommerhuse. Øh det er måske gæster der plejer at rejse til Spanien eller Tenerife om sommeren

eller et eller andet. Og ikke egentlig er vant til et andet produkt og en anden form for service og sådan noget. Og det kan de så ikke i år og så.. og vi så det også i 2020. Vi har lidt nogle andre typer danskere end vi plejer at have og jeg vil sige vi glæder os lidt til at få tyskerne tilbage. De er.. danskere de er hårde at danse med.

I: Er det i forhold til det serviceniveau de forventer af jer eller er det i forhold til hvordan de bruger øen eller hvordan kan I mærke at det er en anderledes form for turister?

K: Øh begge dele faktisk. Så altså øh vi eh.. Tyskerne de kender lige som det danske sommerhus produkt rigtig godt. De ved godt at de kommer til private menneskers private hjem og det er har en stor ydmyghed og forståelse for. Øhm og danskerne de kommer og så tror de, de kommer til et hotelværelse og så bliver de pisser irriteret over at.. du ved.. det her det er jo nogens sommerhus. Men sådan er jo det danske sommerhusprodukt. Sådan er sagens natur. Det er jo private mennesker der ejer et sommerhus og så lejer det ud, ikke?

I: Ja.

K: Og det betyder jo at alle husene er forskellige og alle ejerne har forskellige smag og forskellige.. Nogle af dem er rigtig gode til at få malet og nogle af dem er ikke så gode til at få malet og, ikke?

I: Ja.

K: Selvom der selvfølgelig er.. Selvfølgelig er der en standard der skal være der, det er klart. Men vi oplever at danskerne er meget mere kritiske og meget mere sådan.. Ja, vi har mere bøvl med dem. Og de er ikke så rummelige og tolerante overfor produktet. Det er en ting. Så de køber også flere serviceydelser og det sætter faktisk virkelig systemet under pres, fordi vi skal have MANGE flere rengøringsfolk og du ved.. en tysker vil ofte være på Bornholm i 2 eller 3 uger og så gør de selv rent når de rejser, men det samme hus er nu lejet ud til 3 forskellige hold danskere og de bestiller alle sammen en rengøring, ikke?

I: Jo.

K: Så vi er.. vi er.. Det er lidt en anden opgave vi skal løse på, altså på vores serviceafdeling har bare virkelig markant mere travl.. høhø

I: okay, ja.

K: Øh det var det vi oplevede i 2020 og det ser vi også allerede nu tendenser til, ikke?

I: ja.

K: Og jov så bruger de også øen på en anden måde. Tyskerne de er jo meget.. altså de er jo sådan meget.. hvad kan man sige? De er jo meget gode til at bruge naturen og komme ud i naturen osv. Og selvom danskerne og er blevet det, blevet bedre til at komme ud i naturen, så samles de sig stadigvæk rigtig meget i de mest populære steder. Og det igen.. jeg tror det der med hvis du kommer i 2 uger og er et sted, så behøver du ikke besøge Svaneke mere end engang. Men når det samme hus nu er beboet af to forskellige familier, så skal de begge to til Svaneke, ikke?

I: Jojo..

K: Altså så det er også noget vi ser, at øen den bliver brugt på en lidt anden måde. AT danskerne de samler sig lidt på "honey spots". Øhm og det er lidt ærgerligt faktisk. Særligt fordi corona.. altså hehe

I: Ja det er ikke så godt.

K: Nej.

I: Nej okay. Bornholmtours det er en helårsforrentning, eller hvordan?

K: Ja det er det. Det enkelte hus kan jo være åbent... Altså nogle huse er jo åbent hele året til udlejning og nogle er jo åbent kun om sommeren og nogle er åbent 6 måneder, men det er jo op til den enkelte ejer, men vi som forretning er her hele året. Noget har åbent hele året.

I: Okay. Øhm hvordan er jeres.. hvis du sådan nogenlunde ved det.. sådan i forhold til hvor mange ansatte I har om sommeren vs. vinter?

K: Øh ja.. altså.. øh vi har 3 flere om sommeren. Vi har.. om vinteren kører vi med ca. 13 ansatte og om sommeren ca. 16 ansatte, men jeg vil dertil også sige at dertil kommer rengøringsfolkene, som jo er timelønnet og de er der kun om sommeren. Dem har vi kun om sommeren og det følger jo simpelthen fuldstændige.. øh hvad kan man sige.. den sæsonfordeling der nu er. Og rigtig mange i juli måned og ikke nogle i november.

I: Nej. Hehehe nej super. Hvordan fordeler aldersgrupperne sig sådan nogenlunde? Jeg tænker sådan er det børnefamilier, pensionister eller hvor ligger jeres sådan størstedel af kunder henne?

K: Mmm.. Jamen øh altså.. altså i virkeligheden har vi en meget meget bred målgruppe. Øhm.. det

vi.. Det vi ikke har fat i, det er de unge. Altså vi begynder at have fat i dem fra de begynder at få børn.

I: Ja.

K: Så har vi familierne og vi har parrene og vi har rigtig mange seniorer, så man kan sige gennemsnitsalderen er ret høj vil jeg tro. Men i højsommeren er det jo børnefamilier og herudenfor er det i meget høj grad parrene, ikke?

I: Okay.

K: Og seniorer. Og så.. så vi har sådan en meget bred målgruppe. Og det for.. det er måske lidt svært at sige hvordan det fordeler sig, men det fordeler sig nogenlunde 50/50 med familier kontra par, men det jo helt fordelt forskelligt i perioderne, ikke? Altså hvor børnefamilierne de kommer i sagens natur i påsken og Kristi himmelfartsferien og sommerferien og i efterårsferien, ikke?

I: Ja.

K: og så typisk i alle de andre perioder har vi jo så par uden børn. Hvis vi sådan skal sætte det lidt groft op.

I: ja ja selvfølgelig. Øhm jeg kunne se at her i påsken, der har I har brugt en influencer til at komme over og opleve Bornholm lidt.

K: mmm

I: Øh når I bruger sådan en influencer i jeres markedsføring, hvad er det så.. sådan I forventer at få ud af det?

K: Altså ham vi brugte her det var en rigtig rigtig dårlig case.

I: Okay. Det er @fartilfirepiger, ikke?

K: Ja præcis. Ja det har vi ikke været tilfredse med. Han har simpelthen ikke været.. det har simpelthen ikke været godt nok.

I: Okay.

K: Men øh det er en kombination af en eksponering af Bornholmtours, men også en eksponering af Bornholm som helhed, ikke?

I: Jaer.

K: Rent faktisk så er der jo rigtig mange influencers der kommer til Bornholm jævnligt og også uden at blive betalt for det og sådan noget. Altså der er jo.. altså der er jo bare rigtig mange som bruger Bornholm, som jo også er enormt fotogen, så det kan man jo godt forstå, ikke? Hehe

I: ja..

K: Øhm så.. Men det handler jo bare rigtig meget om at være til stede på de der medier. Om de så siger Bornholm eller Bornholmtours, jamen det er ikke så afgørende, men øh..

I: Mere sådan og vise øen eller hvordan?

K: Det er meget at vise øen og ja.

I: Okay. Øhm altså hvis nu for eksempel I skulle bruge en influencer en anden gang, hvad vil.. hvordan vil det så.. altså hvor I føler at I får noget ud af det?

K: Mmm

I: altså er det poste et par gange om dagen med forskellige sites eller hvad ville det gøre for at I føler at det var sådan vellykket?

K: Ja der er to ting der skal til. Og det ene det er.. det er selvfølgelig en vis mængde kan man sige. Øh og en anden det er sådan ligesom kvaliteten af det der bliver lagt op. Man kan sige at hermed @fartilfirepiger, der gik det lidt galt med begge parametre. Øhm vi har rigtig mange influencers igennem her med nogle der henvender sig til destination Bornholm og nogle der henvender sig direkte til os. Der er jo mange mange vi siger nej til, fordi vi jo simpelthen får for lidt ud af det, ikke?

I: Ja.

K: øh men øhm.. men meget ofte hvis det decideret er nogle vi har en aftale med, så vil vi jo leve nogle elementer til deres ferie. Det kan være at de er ude og.. vi har for eksempel haft Mikael og Kathrine som var gift ved først blik.

I: okay.

K: Øhm jeg ved ikke om du kan huske..

I: Øhm jeg har ikke haft fjernsyn i 10 år, så jeg er ikke lige up to date med sådan nogle ting.

K: Nej.. Nej, men det er sådan et kendispar, fordi de fandt sammen og blev gift ved første blik og de

var på Bornholm her i sommers. Og der leverede vi så en hel masse oplevelser. De var ude og rappelle og de var ude og øh havkajak og surfe og alt muligt. Og der forventer vi jo så at der selvfølgelig ikke bare kommer nogle billeder, men at de også ligesom tager læserne med ind i hvor sjovt det er. Og og sådan noget ikke?

I: Ja.

K: Øhm altså sådan lidt med det der med kvaliteten af det.

I: Lidt sådan storytellingagtig?

K: Ja og ofte så er det jo sådan at de ikke kun.. altså ofte er det jo sådan at de ikke kun er på instagram, men at de jo så også ofte har en blog eller noget i den stil, hvor de så også laver en længere rejsebeskrivelse eller sådan noget, ikke? Det vil ofte være en kombination af flere medier.

I: Ja. Okay.

K: Som vi vil forvente, ikke?

I: Mmm.. altså er der sådan andre markedsføringsredskaber som I benytter jeg af? Øhm..

K: Ja. Altså influencers det er en lille bitte del af det vi laver.

I: Okay.

K: Ja meget lille. Øhm.. Ja altså vi er jo øh. Vi er jo.. altså google add words er jo nummer et. Hvor man kan sige at... Så er vi jo.. så er vi rigtig meget Facebook, som er med annoncering. Det er en kæmpe kæmpe kilde til gæster for os. Men vi annoncerer også i printmedier. Øh det er særligt pensionisterne som vi henter den vej. Pensionister de er også på Facebook jo, vil jeg sige. Haha. Øhm og så øh øh ja det er sådan de største 3 veje til gæster, ikke?

I: Okay. Øhm jeg så at I havde nogle pakkerejser inde på jeres side.. Øh hvad inkluderer det? Altså er det sådan med færgeoverfart eller er det også oplevelser når de selve kommer til Bornholm? Eller?

K: Ja det er begge dele.

I: det er begge dele?

K: Ja.

I: Okay. Hvordan finder I de her oplevelser? Er det hvor I så har et samarbejde med nogle eller?

K: Ja det er det. Øhm og det er jo typisk ting som vi tænker folk kunne være interesseret i. Eller det kan være pågældende.. pågældende oplevelses arrangører spørger: ”Vil I ikke sælge vores produkt?” og så ser vi om det virker og sådan noget, ikke?

I: jo.

K: Men altså ja.. så vi øh.. vi har et koncept hvor man enten selv kan lave sin egen pakkerejse. Øhm eller du kan også bare nøjes med at booke en lejlighed eller hvad du nu vil, ikke? Øhm men du kan ligesom også selv sammensætte din rejse, ved at selv at vælge færgebilletterne og ved selv at vælge om du vil ud og havkajakke eller om du vil på museum eller hvad ud vil, ikke?

I: Ja.

K: Enten selv ligesom lave pakken, eller også så kan du købe et færdigt koncept som er det du har set. Hvor vi ligesom grundlæggende set så er det jo bare er forslag til hvad man kunne. Men det er der jo rigtig mange gæster som der skal have de her forslag, som jo ikke selv kan se det for sig, men så kan.. ”Nå, den pakke den er lige noget for os” og så.

I: Okay. Ja, super. Øhm jeg har lsæt nogle forskellige artikler, hvor at.. at.. at forskellige turist arrangører.. hvad hedder det.. aktører de gerne vil prøve sådan ligesom at skille sig af med det her brand som Bornholm har fået som solskinsøen..

K: Nå (Overrasket).

I: Men det så jeg inde på jeres hjemmeside at det I sådan havde nævnt det.. at det var solskinsøen..

K: Vi bruger det meget.

I: I bruger det meget?

K: Ja.. ja det gør vi..

I: Ja.. Øh..

K: Det sælger..

I: Det sælger? Haha det er derfor. Okay, super. Jamen hvem vil ikke også gerne have solskin, så..

K: Ja præcis. Og vi bruger.. vi bruger jo ikke kun solskinsøen, vi bruger jo også meget andet, men vi har også i nogle år brugt det her.. altså vores.. vi har sådan udgangsreplik er ferie med sol og

solskin.. øh.. eller.. øh altså det.. det er ikke alt som vi bruger. Altså vi nævner ikke solskin i alt hvad vi laver. øh men men men det er en del af vores fortælling om Bornholm.

I: Ja.

K: Det er det.

I: Ja altså jeg tror.. Nu har jeg kun været på Bornholm en gang for 20 år siden

K: Ja.

I: og det er jo også.. jeg tror det er det mange de forbinder det med.

K: Jo, men..

I: Jeg tror igen også ens opvækst, nu med den far til fire film på Bornholm. Så jeg tror der er mange der forbinder det, altså det er sådan det første indtryk af Bornholm man nærmest får.

K: Ja.

I: Det tror jeg som barn i hvert fald.

K: Og det er jo også sådan at solskinsøen er jo synonym med ferieøen. Og det er jo det vi i virkeligheden gerne vil sige, ikke? Det er værdiladet, altså det er det man gerne vil med sin ferie. Altså vi vil alle sammen gerne have en ferie i solskin, ikke?

I: Jo.

K: Øh.. det er klart det er ikke noget vi kan bruge hvis vi gerne vil sælge vinterferie og det gør vi så ikke. Hehe. Men.. Øhm men jeg synes faktisk i forhold til nogle af de lidt andre... altså det er jo klart at Bornholm har jo også.. altså Bornholm har jo fornyet sig rigtig meget i de seneste år.

I: Mmm..

K: Og der er mange der sådan slår på det her med at Bornholm er trendy på mad og gastronomi og sådan noget, ikke? Og det er også rigtig rigtig vigtig og vi kan jo også se at der kører flere og flere dyre biler på Bornholm om sommeren og sådan noget, ikke? Men vi må også bare erkende at Bornholm stadigvæk, i den største del af befolkningen er solskinsøen.. og at øh de kommer herover for at spise røget sild og altså og dem skal vi jo også tale til, fordi når vi er sådan en stor virksomhed som vi er, så bliver vi jo også nødt til at have dem, altså det nyttet jo.. altså hvis vi kun snakker om gastronomi og sådan noget, ikke? Så mister vi simpelthen hovedparten af de gæster som

rejser til Bornholm. Og man er også nødt til at tale ind i den fortælling som de forbinder med Bornholm.

I: Jov.

K: Jeg taler ikke om krøllebrølle og Østerlars rundkirke.. altså det er vi sådan gået væk fra, ikke?
Haha

I: Okay. Ja men det har jeg også fundet ud af i min research. Der bliver ikke snakket særlig meget om krøllebølle.. Haha

K: ej det er slut. Slut med det.

I: altså jeg har lige et spørgsmål mere. Jeg ved ikke om.. om.. om det er så nemt at svare på, men øhm i forhold til de sommerhuse, eller i forhold de udlejningsejendomme der er og hoteller og sådan noget, hvis det hele er fuldt booket, altså er der kapacitet på det til Bornholm..?

K: Ja.. øhm.. Altså faktisk så er det jo blevet testet de sidste par år her..

I: Okay.

K: Vi har altid sagt at.. altså Bornholm har altid, i alle de år jeg har været i branchen og det er efterhånden nogle stykker.. Bornholm er altid fyldt om sommeren.

I: Okay.

K: Altså i højsæsonen er der altid fyldt. Øh vi har altid udsolgt midt på sommeren. Så i principippet så har vi bare altid kunne sige: "Det antal gæster der kommer til Bornholm, det er det samme antal som kom sidste år og året før og sådan. Der er ikke blevet bygget nogle store nye hoteller eller ferieparker i mellemtiden, så dem der kommer, det er dem der kommer. Der kommer ikke til at komme flere, så tag det roligt, ikke?"

I: Okay.

K: Jeg må sige sidste år (2020), der måtte jeg alligevel have det lidt i mig. For det der skete, det var jo at alle mennesker de udlånte deres skure og annekser, og ekstra soveværelser til venner og familie der kom over fra. Og lige pludselig, så var der faktisk markant flere mennesker på Bornholm end der plejer at være. Der var selvfølgelig ikke flere i de kommersielle overnatninger, fordi dem er der ikke flere af.

I: Nej.

K: Men der kom flere end vi er vant til. Men de fleste kom så og boede hos bornholmere de kender og altså noget. Folk de begyndte at leje skurer ud og alt muligt fordi der var virkelig så markant kæmpe efterspørgelse. Og og det var nok lige i overkanten til hvad Bornholm kan klare.

I: Okay. Ja.

K: I nogle få uger. Vi snakker om 3-4 uger, hvor det virkelig syder og koger. Øhm men vi har også oplevet.. det var i 2020, som jo var speciel.. altså det var Corona specielt, fordi at alle danskere skulle til Bornholm. I 2019 der var der også mange der snakkede om, at nu var det ved at være overturistede nogle steder og det er igen de der 3-4 uger i højsommeren.

I: Mmm.

K: Men faktum var, at i 2019 der havde vi faktisk ikke flere gæster end vi havde i 2018. Forskellen var at i 2018, der havde vi strand vejr, så der lå de nede på stranden og så var alle glade og i 2019 der gik de alle sammen tur i Gudhjem og så var der nogle i Gudhjem der ikke synes det var fedt mere, ikke?

I: Ja...

K: Og så.. så jeg .. så min egen vurdering det er, at der er masser gæster, eller plads til gæster på Bornholm. Øh bortset fra 3-4 uger, hvor vi er fyldt op.

I: Okay.

K: Og de 3-4 uger der kører vi lige på.. der kører vi lige på grænsen altså...

I: Ja.

K: Altså.. altså når det er dårligt vejr og de alle sammen skal til byen, så bliver det altså noget lort, men så længe de alle er ude i naturen og fordeler sig på øen, som de gør når det f.eks. er tyskere der er her, ikke?

I: Ja.

K: Så går det fint. Øhm og det betyder jo bare. Vi er ved at komme på.. vi er ved at komme på et sted hvor at øh.. det er lige på grænsen kan man sige, ikke?

I: Ja.

K: Og nogle gange vil det lige gå over grænsen og andre gang er det fint, så..

I: Okay.

K: Men reelt, det drejer sig om 3-4 uger i sommeren.

I: okay.

K: Og resten af tiden er der massere plads til gæster. Altså i ydersæsonerne.. mm der har vi mange flere gæster på øen end folk de tror vi har, men de opfører sig bare anderledes. Altså..

I: Okay.

K: Man opdager dem ikke.

I: Hehe.. Jamen jeg har hørt at sommeren skulle det være helt forfærdeligt på Bornholm. I hvert fald der, i de 3-4 uger der.. ja..

K: Men selv der.. altså du kan lægge på stranden stort set alene i uge 30 på Bornholm. Du skal bare vide hvor du skal gå hen.

I: Ja. Amen altså det er Bornholmere der har sagt det her til mig altså.

K: Ja ja

I: Så det er ikke..

K: Ja ja

I: Øhm ved I ca. hvor mange der er på øen når I har de her 3-4 uger med fuld kapacitet?

K: Ej.. Altså jeg er rigtig dårlig til at huske tal, så nu skal jeg lige..

I: Okay.

K: Men det har.. Man plejer jo at sige at der er 600.000 gæster på øen om året, ikke? Cirka.

I: Ja.

K: Jeg har.. og når... og når der er proppet, så er der ca. lige så mange gæster, som der er private.. som der er fastboende. Hvis det er rigtigt, så snakker vi jo omkring 40, måske 40-50.000 gæster.

I: Okay. Ja.

K: På øen.

I: Okay. Yes.

K: Samtidig.

I: Ja.

K: Jeg kender ikke det præcise tal.

I: Nej, det kan være jeg kan gå ind og finde det.

K: Ja.

I: Ja.

K: Ja.. det har de nok ude ved Destination Bornholm, vil jeg tro.

I: Nå men dem skal jeg faktisk snakke med på onsdag.

K: Ja, det vil give mening. Hihi

I: Ja. Hehe. Okay jamen så har jeg ikke flere spørgsmål.

K: Nej men det er fint.

I: Tusind tak for din hjælp.

K: Selv tak. Held og lykke med det.

I: Tak

K: Hej hej.

I: Hej

Appendix 3: Interview with Destination Bornholm

Interviewer: Mia (I) The interviewee: Kristina (K)

I: Øhm jep.. altså kommunen ønsker jo netop det der med at bruge øhm turismen som et markedsføringsværktøj for at tiltrække flere turister.. øhm så altså hvilken rolle har destination Bornholm i forhold til det? Og hvordan samarbejder I om det?

K: Øhm.. ja om vi samarbejder med kommunen..

I: Ja ja

K: Altså det gør vi.. øh mest indirekte.. øhm fordi den direkte kobling sker mere via vores udviklingsinitiativer som som vi laver til glæde og gavn både for turister og lokale bornholmere. Øh det kan f.eks. være at arbejde for mountainbikespor, kampen for billigere fæргebilletter og kapacitet og frekvens på færgerne, så det lykkedes at sikre potentielle tilflytteres gode vilkår. Særligt også hvis de skal pendle til job og den slags, så så vi arbejder på.. Øhm øh hvad hedder det nu at arbejde med det her, så det giver mening for tilflyttere, men det skal særligt også give mening for turister i forhold til vores arbejde omkring det, ikke?

I: Ja. Okay. Altså hvordan i forhold til.. altså jeg tænker også sådan meget i forhold til infrastrukturen og sådan noget. Øh Øhm altså jeg har fået af vide af flere bornholmere der bor i København, at at at når man bor på Bornholm, så er man nærmest afhængig af at have en bil, altså er det noget som i sådan i fremtiden kunne tænke jer at måske at det skal være nemmere at komme rundt på øen hvis ikke man har bil eller?

K: Altså det er vi jo også interesseret i og vi skubber også på hvor vi kan, f.eks. i forhold til offentlig transport og de muligheder der er for at få et stærkere bustilbud. Jeg ved at vores turistinformation nogle gange har møder med BAT som er Bornholms turistbus.. nej bare busselskab hedder det. Øhm internt.. som arbejder med at komme med nogle forslag til hvad er det reelt vi render og oplever at turisterne efterspørger, så det ikke kun er et produkt som dækker det de bosiddende på øen godt kunne tænke sig. I forhold til at komme på arbejde og skole, men at der også skal være tilbud for turister. Øh det er klart at nogle ting oplever vi lidt problematisk hvis nogle turister ikke kommer med bil selv. Vi.. jeg har selv engang stået i turistinformationen før jeg kom marketingafdelingen og kan huske at

når der var den der: ”Vi skal med færgen om 3 timer, kan vi lige tage bussen herhen og så tilbage igen”. Det kan man måske i weekenden, men der kan nogle gange godt være to timer imellem..

I: Ja.

K: At indtil at den næste bus kommer, ikke?

I: Ja.

K: Øhm så det er ikke bare sådan lige.

I: Så det er bedst enten bare at være på cykelferie på Bornholm eller have bil med, for ellers så kan det godt være lidt begrænset eller..

K: Det kan godt lade sigøre med bus. Bussen kører rundt over alt på øen og det gør den virkelig og det er jo det der også godt kan være lidt problematisk nogle gange, fordi den netop kører hele vejen rundt. Det er jo i sig selv smart nok. Øhm der det er problematisk er der: ”jeg vil gerne det her lige nu til det her sted”. Øhm og så ved jeg at hvis man f.eks. skal til Brandenshaven, som er vores.. øh Bornholms svar på Tivoli kan man sige, så så bussen kører sådan en omvej, at det faktisk kan tage op til halvanden time og komme dertil i bus og det tager måske 40 minutter i bil, ikke?

I: Okay.

K: Så så på den måde er der nogle udfordringer, men hvis man planlægger det på forhånd, så kan det sagtens lade sigøre.

I: Okay.

K: Og der er mange af vores vandreturister... dem der går rundt på kyststrækningen, som gør brug af bustilbuddet, ikke?

I: Ja. Så det er mere sådan de der spontane ture, de kan være.. Det skal helst være noget der er planlagt.

K: Ja hvis man bare gerne lige vil en tur til Gudhjem og man lige har misset bussen, så kan det være lidt irriterende at der er 2 timer til den næste bus.. Haha

I: Hehe

K: ..til den næste bus kommer.

I: Okay super. Øhm du nævnte noget i din mail at du havde været til noget pop-up events med Rune Holm, tilflytterkonsulent.

K: Mmm.

I: Ja Øh hvad har fokus sådan ligesom været på de events?

K: Jamen vi har valgt at samarbejde om det fordi at.. jeg arbejder som.. udover at arbejde med sociale medier, så arbejder jeg også som eventkoordinator og det vil sige at jeg tager på alle de her messer der er rundt omkring i Danmark. Vi tager også på nogle der er i Tyskland. Eller det er der en kollega der er lidt bedre til tysk, som der tager sig af. Og... og så har jeg før spurtet Rune om ”du vil med på den her messe der er.. feriemesse der er et sted”, for så kunne man jo også tale om job, det kunne jo være at det var relevant. Øhm.. så er han selv kommet på et tidspunkt og har sagt, jamen kunne vi ikke prøve på at lave nogle andre øhm tiltag, som måske også kunne gavne ham lidt mere. Som kunne give lidt mere mening for ham og det kunne eksempelvis være sådan pop-up tilbud hvor vi kombinerer det her med at flytte til Bornholm og rejse til Bornholm. Og vi har faktisk fundet ud af at det har en ret fin virkning, fordi dem vi får snakket med, er enten interesseret i at flytte til Bornholm eller hvad er mulighederne for job eller det at øh.. at øh kommen på ferie til Bornholm. Så vi kan ligesom supplere hinanden på den måde. Og så ved vi jo også at der er nogle der rejser til Bornholm på ferie og på den måde finder ud af at det faktisk spændene at bo på Bornholm. Og hvad Rune, tilflytterkonsulenten, ved jeg har oplevet at flere og flere overvejer at flytte til Bornholm.. øh nu med corona, hvor man har arbejdet mere og mere hjemmefra og har set det muligheden i at kunne bo længere væk fra sin arbejdsplads.

I: Ja.

K: Vi regner faktisk med at vi skal afsted her i uge 19 til Lyngby. Det bliver så sådan et set-up hvor vi står med manddag, tirsdag, onsdag. Mig og Rune.. Øh et skilt om at.. rejs til Bornholm eller flyt til Bornholm og så har vi en mad bil med der hedder Mad på hjul og så har vi en kok med der hedder Jan Giltberg, der laver smagsprøver med fødevarer fra Bornholm, så på den måde får vi dem lokket til og så imens står vi lige og fortæller lidt om hvad.. der er for resten massere hoteller ledig i den måned. Sidste år gjorde vi det også i forhold til at vi oplevede herfra Destination Bornholm at det var lidt problematisk i forhold til at mange troede på grund af radioen havde sagt ”alt er udsolgt på Bornholm. Corona alt er udsolgt”. Og det var i og for sig rigtig nok hvis man så på sommerhusene, men der var

stadig hoteller med ledig kapacitet, så det er jo også vigtigt at komme ud og få gjort opmærksom på, ikke?

I: Ja. Så når I er afsted på.. til sådan nogle events, så er det.. så står du sådan lidt for at markedsføre Bornholm som turistdestination og han er sådan lidt mere aktiv i forhold til?

K: Ja. 100%. Det kan jo godt være de kommer hen og er interesseret i og.. og høre lidt om ferie eller er der noget ledigt, eller hvad skal man besøge når man kommer til Bornholm. Og så samtidig.. så Jan.. Eller Jan.. Rune han er jo sådan en.. hvad kan man sige.. Han er fræk i den forstand at så tager han nogle gange over: ”Var det ikke noget med et job på Bornholm. Og.. og så er det ret fascinerende at se den her: ”Ej ej det er ikke lige noget for mig og vi har jo hus her i Hillerød, ikke?”. Og så kan han fortælle noget om: ”Hvad giver I egentlig for det? Og på Bornholm kan man få et lækkert hus med havudsigt til 2 millioner hvad det nu plus”. Og øhm.. ”Hvad arbejder du med?”. Og så kommer de ind på: ”Nårh jo, men jeg er sygeplejerske”, ”Jamen dem mangler vi masser af på Bornholm”, ikke?

I: Ja.

K: Og så får de den her snak og nogle gange så oplever vi jo også at nogle gange det som vi har rigtig meget mangel på på Bornholm, som social- og sundhedsassistenter, sundhedshjælper, øh det kan være noget der er svært at få job andre steder. Jeg tror vi var i Vejle i 2019 eller.. ja det må være 2019, hvor vi netop oplevede at de havde svært ved at få job som social- og sundhedshjælper, assistenter, ikke?

I: Ja.

K: Og der er det jo godt at være steder, hvor man kan sige, ”Jamen på Bornholm, der får du job i morgen ” altså.

I: Ja, for jeg jeg jeg har været ved at sidde og kigge på nogle jobopslag i forhold til turisme faktisk, sådan til mig selv og der kommer rigtig tit op med Bornholm. Altså jeg søger bare på hele landet, ikke?

K: Ja.

I: Og der kommer bare op med altså med Bornholm. Og jeg ved ikke om det er fordi at maskinen tænker at Bornholm er en turistdestination eller hvad, fordi det er netop sådan social- og sundhedshjælper der kommer.. der er virkelig mange jobs derinde.

K: Ja.

I: Ja.

K: Jamen det kan da godt være. Det er egentlig lidt sjovt. Altså jeg vil nemlig tro at det var hoteller og restauranter for de mangler jo rigtig meget personale i sommerperioden og det er jo blevet så gralt så.. altså at der bliver søgt overalt. Og det tager vi nemlig også over og fortæller om med Rune. Nu her når vi skal over i uge 19, så vil jeg forestille mig, at det også er sådan noget han vil fokusere meget på. Øhm vores turisterhverv oplever jo problemer i forhold til de her podningscentre som jo kan hyre de her unge mennesker hele sommeren og sikkert resten af året til en ret attraktiv løn og måske også nogle ikke så sene arbejdstider og måske tidlige morgentimer, som det jo for eksempel er hvis du arbejder på en restaurant eller et hotel eller noget. Så det hvor det generelt at få samlet personale, så er det ikke blevet nemmere i forhold til corona situationen

I: Ja. Jeg tænkte på om du ved det her. Øhm fordi jeg havde læst nogle rapporter om at turismehervervet er.. sørger for at der er lige under, jeg tror det var 2900 fuldtidsstillinger. Men ved du om det er om året eller om det sådan ligesom er i sæsonen?

K: Jeg tænker at det er i sæsonen, fordi der jeg kan også lige notere her at min direktør Pernille, hun skrev at.. at det vi jo arbejder på, er at skabe helårsturisme..

I: Ja.

K: Øh.. og som sådan skal være flere længerevarende jobs.. jobs altså sørger for flere helårbeskæftigelser.

I: Ja.

K: Fordi at turismen skaber nemlig på nuværende tidspunkt, nemlig direkte/indirekte års værk eller helårsjobs i dag, ikke?

I: Ja. Okay. Super. Øhm ja hvad hedder det gør i noget aktivt for at erhvervslivet det udvikler sig? Øh altså deltager I i nogle erhvervsfremmende aktiviteter?

K: Ja.

I: Altså måske udover lige det her..

K: Altså vi er en del af erhvervsfremmesystemet. Øhm vi er med i rigtig mange forums... og nu bliver jeg nødt til lige at kigge ned i mine papirer for jeg har sådan lidt og det kan du jo også.. jeg kan

eftersende det hvis det er.. Men vi er med i brugerrådet for DAT flyselskabet, som jeg nævnte BAT og naturstyrelsen øhm grønt dialogforum. Rigtig mange forskellige ting som.. som også arbejder for hvad kan man sige erhvervsfremmende aktiviteter. Derudover så arbejder vi jo også for at.. øhm altså vi gør mere ud af vores markedsføring af vinterturisme. Det har været vores fokus siden 2019, tror jeg vi startede på det om vinteren. Øh netop for også at få flyttet sæsonen, hvor det engang var sæsonen for turister var sådan meget højsæsonen øh juni, juli, august.

I: Ja.

K: Den har vi så arbejdet for at rykke, så det nu også er september og nu efterårsferien også, ikke?

I: Mmm.

K: Nu har vi arbejdet mere med foråret også. Øhm og på den måde bliver der også arbejdet med events. Vi ligger strategisk events på de tidspunkter af året.. og med vi, så mener jeg hele Bornholm, altså også i forhold til Folkemødet. Øh som blev lagt på et tidspunkt i juli måned, hvor vi havde rigtig svært ved at få gæster til Bornholm, fordi at en til to uger efter så starter skolesommerferien.

I: Okay.

K: Øhm derudover har vi lavet.. sådan nogle ting som opstartet sådan nogle ting som kunst-rundten, hvor man kan komme rundt og opleve forskellige kunst steder på Bornholm, kunsthåndværker. Bliver også lagt i maj/juni. Sådan nogle steder for at sørge for det. Og målet med det, det er jo at sørge for at.. at de forskellige overnatningssteder og restauranter kan se en mulighed for at holde åben hele året. Og alt det danner jo en eller anden ring/cirkel.

I: Ja.

K: Så vil der være behov for flere busafgange. Der vil være behov for mere færgetransport, flytransport og når.. og så skaber det jo ringe i vandet. Så når det så har åben skal andre jo også have åben, så det.. det der det vi arbejder for.

I: Ja for det er nemlig også en af mine fokuser, at når at hvis at det skal være en.. sådan ikke en sæsonbetonet destination.. altså.. hvis jeg skulle rejse et sted hen, vil jeg da også gerne have det sådan at jeg kan gå ud og spise eller et eller andet. Men hvordan er det herover nu?

K: Men det er jo også sådan noget vi ikke er klar over, så det er jo en proces det der med at få mere eller hele erhvervet til at rykke sig den vej. Hvem har lyst til bare at være den første der holder åben en hel vinter hvor der måske sidder et x antal turister. Måske ikke særlig mange, ikke?

I: Ja.

K: Så det er noget med at alle lige tager en tjørn. Der har vi oplevet stor succes med sådan nogle som Svaneke. Som by har lavet, sådan noget med at vi holder åben hver dag, men så er vi måske enige byen om at det er den eller den restaurant der holder åben mandag, tirsdag, den og den butik holder åben onsdag, torsdag. Sådan at der hele tiden er noget åben, men de ikke er hver især har åben hver dag. Det vil være for dyrt, ikke?

I: Jo.

K: Øhm.. selvfølgelig vi er rigtig rigtig ramt af.. øh også når det ikke er corona, så er vi jo fortsat ramt af den her ide folk har om at der ikke sker noget på Bornholm udenfor sommersæsonen. Men jeg vil alligevel sige, det passer ikke. Det handler om, at. Nej alt har ikke åben.

I: Nej.

K: Alt har ikke.. alle restauranter har ikke åben og alle forlystelser har ikke åben og det har jo nogle gange også noget med sæson og gøre. Nogle af dem har udendørstiltag, det er jo ikke meget ved at ståude i blæst og regn og sådan noget. Og det er jo det. Og så er det selvfølgelig økonomi. Men det er muligt at.. vi har jo også oprettet en app der hedder Bornholm, hvor man kan få inspiration til hvad man kan opleve.

I: Okay.

K: Øh på øen. Og vi prøver også at give rigtig meget i forhold til.. altså du kan opleve de her steder og så videre, ikke?

I: Ja. Okay. Øhm nu skal jeg se hvor jeg er nået til.. Øhm ja det er det der med jeres sådan omkring jeres markedsføringsaktiviteter, øhm om i sådan også deltager i markedsføringsaktiviteter generelt for Danmark? Eller om det kun er sådan for Bornholm eller?

K: Og der skal jeg bare sådan lige være sikker på. Er det for danskere eller er det for at reklamere for Danmark. Om det er at vi er med i det?

I: Altså jeg tænker sådan reklamere for Danmark til udenlandske markeder.

K: Yes. Altså der arbejder vi med Visit Denmark i nogle samarbejder vi har med man ligesom kan melde sig ind på som destination i forhold til og markedsføre sig ud. Og det bliver vi jo nogle gange nødt til også fordi at nogle af de her markeder, kan være dyre at komme ind på hvis det bare er os som lille ø der alene skal ud og erobre Tyskland eller områder af Tyskland hvor vi normalt ikke har været på markedet.

I: Ja.

K: Så det er vi med i. Øh men vi måler.. nu spurgte du jo også ind til effekten i det. Og vi måler effekten i forhold til antal besøgende. Men vi ved jo også godt at der er langt fra de markedsføringstiltage de laver til at det reelt har en effekt. Så det er noget vi gør, men mest i vores nærmærkeder, som er Tyskland, Sverige, Danmark og Norge. Og ikke så meget de der Visit Denmark også fokusere på Kina og så.. der er vi slet ikke.

I: Okay, nej. Øhm hvordan øh udvælger i de forskellige turismeaktører der bliver repræsenteret på jeres Facebook side eller igennem noget andet markedsføringsmateriale? Er det nogle der betaler jer for at blive repræsenteret eller?

K: Udgangspunktet er at når vi taler Facebook, at vi sælger.. Eller vi laver hvert år det der hedder digitale pakker og det er for at give et tilbud til de forskellige aktører på Bornholm og det er for at markedsføre sig online. Det er sådan at... at online markedsføring er altså virkelig en barsk konkurrence. Man kan opleve vildt mange eksponeringer. Altså man kan blive ved. Skal man lave google adds, skal man lave Facebook annoncer, skal man lave det og det og det? Det vi så giver mulighed for med de digitale pakker, det er at man kan markedsføre sig via.. altså via online Bornholms infos hjemmeside, altså det vil sige vores hjemmeside, som jo har over en million brugere om året der besøger og de er bare lidt længere ned i den her kendskabs i fødekæden i forhold til interesse for Bornholm. Dem der kommer ind og besøger Bornholm info er jo dem der på en eller anden måde er interesseret i at rejse eller læse noget sådan mere om de forskellige steder. Og ser man herind under en reklame for en restaurant eller et hotel eller et eller andet, så er chancen om ikke andet i hvert fald lidt større end et sted man kunne tænke sig at besøge, fremfor at man sidder på ferie i Nordjylland og lige pludselig får en reklame for Bornholm.

I: Ja ja.

K: Der er man et andet sted i forhold til interessen, ikke?

I: Ja.

K: Og i de her digital pakker er der også.. der er forskel på om det er en stor eller lille digital pakke man kan tilkøbe og i den store er det muligt at man får Facebook opslag og vi booster det for 100 kr. tror jeg det er.

I: Okay.

K: Det laver vi så hvor det er decideret opslag hvor de selv får lov at vælge omkring et eller andet, hvor de så på den måde kan markedsføre sig på, vi har jo 56.000 følgere på vores Facebook kanal. Øh derudover så nævner vi nogle af dem.. hvis vi er inde i perioder hvor der ikke nødvendigvis er så meget der er åben, eller der er nogle særlige events eller et eller andet, så kan vi godt finde på at nævne det. Det er ikke noget hvor vi lover alt muligt hvis man er medlem så får man alt muligt, men der er nogle der er rigtig gode til at tage kontakt til os: ”Vi har det her på lørdag, kunne i finde på at nævne det her på Facebook?”.

I: Okay.

K: Jamen så gör vi det også. Altså når det lige passer ind.

I: Ja.

K: Øhm det er ikke noget vi nødvendigvis går ud og er opsøgende på, men når folk skriver til os og hvis det giver mening i forhold til hvad vi ellers har på programmet, så så kan vi gøre det.

I: Okay. Øhm.. hvad hedder det.. ja hvad hedder det.. ja altså udoever marketing, så er jo også en del af udviklingen som en DMO på Bornholm, så hvordan påtager I jer det her ansvar? Har I et eller andet tæt samarbejde med kommunen eller regeringen?

K: Ja det er også sådan en rigtig stor del af vores virke.. øhm som vi kalder destinationsudvikling og har faktisk også en decideret ansat til forretnings-/destinationsudvikling. Øhm men som Destination Bornholm, så er vores tætteste samarbejdspartner kommunen, som også er med til at finansiere vores aktiviteter og som er med til at finansierer Bornholms turistinformation. Øhm.. så øhm i forhold til regeringen er det mere indirekte i forhold til vores nationale turismestrategi og de overordnede love og regler som gælder f.eks. i regi a statsarealer, naturstyrelsen, hvor man har et samarbejde med dem i forhold til det, ikke?

I: Ja.

K: De gør også opmærksom på, naturstyrelsen, hvor man må opholde sig og hvor man ikke må køre mountainbike og så videre og så er der også ting når vi ønsker at der er noget der skal rette op på.

I: Ja, så altså i forhold til politiske beslutninger der er det også mere regeringen eller hvordan er det?

K: Ja altså politiske beslutninger så er det den vej igennem, men selvfølgelig bliver der lavet noget arbejde her fra vores destinationschef Pernille Kofod Lydolph, hun arbejder også på på samarbejer med politikker også for for turismens skyld, men også i forhold til udviklingen af Bornholm. Vi har jo et særlig øhm samarbejde og forhold til vores medlemmer. Vi er jo opbygget og delvist finansieret af vores, jeg tror vi er oppe på 600 medlemmer, som er de bornholmske turisterhverv og dem får vi jo en del kendskab til og de kontakter da Pernille en gang imellem med noget som måske ikke lige passer for deres branche og Corona er jo et rigtig godt eksempel i forhold til restauranter som har spurgt ind til: "Jamen hvordan gør vi med øhm med det her.. altså er der nogen der kan hjælpe os med at presse på i forhold til regeringen". Øhm hvor at Pernille for eksempel også har været i dialog med Horesta og hvad gør i og så videre og på den måde.

I: Okay. Øh ved du nogen sådan politiske beslutninger hun er med indover lige nu for eksempel? De arbejder på eller.. nogle politiske tiltag.

K: Ej altså det er ikke noget jeg som sådan.. Altså jeg tror som sådan ikke det er noget hun holder hemmeligt, men vi har jo alle sammen..

I: Ja ja lige præcis..

K: Men altså jeg ved da at hun er meget indover det her med... altså jeg ved at hun har været meget inde over det her med med pas og alt det kontrol der skulle være i forhold til corona og med færgekontrol også få det til at fungere, så det glider for turisterne..

I: Ja.

K: Og få det en fin løsning den vej igennem, ikke? Nu er det så blevet sådan med fly og Køge færgen slet ikke behøver at vise corona pas eller ren negativ coronatest hedder det.

I: Nå det vidste jeg slet ikke. Jeg var nemlig inde og blive tjekket og jeg var sådan: "Hvornår skal jeg vise at jeg ikke er?". Men det skulle jeg ikke.

K: Nej, men det er faktisk.. vi snakkede om det til morgenmøde vi havde i morges og der er mange der tror at man stadig skal og det er jo også det der er vores problem at når tingene bliver ændret hele tiden, er der jo ikke nogen der kan nå at følge med, vel.

I: Nej.

K: Så.. så ja alt det i forhold til Corona og hvad det har af betydning for det bornholmske turisterhverv, det ved jeg i hvert fald at hun arbejder meget på. Og snakker med forskellige, både lokale og politikere på den anden side i forhold til erhvervsstyrelsen, kunne jeg forestille mig.. men ja ellers så skriv en mail til hende og hør om hun har noget...

I: Jamen det gør jeg, tak. Øhm ja øh hvad hvem bestemmer udviklingen for øen? Altså det bare fordi jeg tænker sådan meget.. Nu har jeg snakket med nogle Bornholmere der er flyttet fra øen og hvor de er sådan meget.. de så siger: ”Det her får I aldrig nogle bornholmere til at sige, men turister bliver også lidt set som terrorister”. Så altså.. jeg tænker hvis der kommer flere til øen, mister det så sin charme? Lytter politikerne til øh om Bornholmerne gerne vil have flere tilflytttere til øen? Altså er det et fælles ønske at der ligesom skal ske en udvikling for øen? Eller..

K: Ja.

I: Er det de højere magter.

K: Altså det vi.. vi har jo alle en andel i udviklingen, men vores roller er forskellige i forhold til det her arbejde med udviklingen. Der er selvfølgelig nogle bornholmere der har en opfattelse af at vi ikke skal have flere turister før og så også før alle.. altså at vi heller ikke skal have flere bosiddende. Er det i forhold til at det er turister eller er det tilflytttere, ikke?

I: Jo.

K: Nu snakkede du i hvert fald om eller skrev om tilflytttere...

I: Ja ja det er tilflytttere.

K: Øhm og der er jo nogle der mener at alle på Bornholm og bornholmere skal have job før at vi skal have flere af det, men udfordringen kan jo omvendt her også være at om de kom.. om de.. om de besidder de rigtige kompetencer, hvis man kan sige det sådan, i forhold til de ledig der er nu i forhold til de behov der er ude i virksomheden. Øhm men altså mange bakker også op om strategien om at

der skal nye kræfter til. Og særligt måske dem der her behov for nogle nye medarbejdere der har de kompetencer som der ikke er her på øen. Og øh... øhm ja..

I: Ja fordi det har jeg nemlig lidt tænkt på at det er netop sådan nogle sociale og sundheds og netop indenfor de der måske de sådan lidt mere bløde fag eller hvad man skal kalde det..

K: Ja i hvert fald sundhedsfagligt fag..

I: Ja lige præcis.

K: Og det er hvad angår læger, sygeplejersker og hele vejen igennem der..

I: Jeg tænker mere hvis man kommer og har en eller anden akademisk uddannelse og gerne vil arbejde herover om man så skal gå ned i, hvad man skal sige i forhold til erfaring og akademisk niveau.

K: Jeg tror ikke nødvendigvis man behøver at gå ned, men nogen gange bliver man måske nødt til at være realistisk omkring hvad kan jeg ellers og kan jeg måske kombinere den uddannelse jeg har med noget andet? Og nu her, det er ikke noget jeg selv har kendskab til, men når jeg har været afsted med Rune Holm, så har jeg jo oplevet at der kommer en eller anden.. jeg ved ikke om det her findes, men lad os sige en kandidatgrad i et eller andet historie et eller andet..

I: Ja.

K: Hvor han også siger det er der en stilling på Bornholm, som er ansat nu og er altså. Har det ganske udmarket. Så det er ikke.. det er du ikke det du kommer til at arbejde med på Bornholm. Og det må man jo selvfølgelig være realistisk omkring. Altså hvis man har en eller anden ide, altså jeg er uddannet kandidat indenfor det her og det er bare det jeg skal lave, færdig slut, så er der jo ingenting at gøre. Men jeg tror at der indenfor Bornholm er gode muligheder for at videreudvikle sig og så hvis man på en eller anden måde er åben for at starte i det små. Og så på en eller anden måde arbejde sig videre derfra. Finde sin hylde, indenfor det som har noget med det at gøre, men der er jo ikke nogen tvivl om.. altså jeg kunne forestille mig at erhvervet herover godt vil se folk an og så videre, for ellers så ansætter man måske en bornholmere med de samme kvalifikationer til det job, eller lignende kvalifikationer, ikke?

I: Ja. Jo.

K: Øhm ja.. og så i forhold til det du spurgte om, om turister kan se det lidt som terrorister, så har jeg faktisk selv skrevet en opgave om det engang i forhold til krydstogtturister. Der er jo Bornholmere

der mener at det er for meget. Men men det er bare virkelig vigtigt at se at netop at det også er den her cirkel af effekten af turister, i forhold til erhvervet på Bornholm.

I: Mmm.

K: Jeg tror aldrig nogensinde at håndværkere på Bornholm har haft så travlt som de har nu. Det er næsten umuligt at få en håndværker på Bornholm, fordi alle har noget der skal fikses. Selvfølgelig hjælper det jo heller ikke at Corona får flere mennesker til at indse at de godt lige kunne få lavet noget derhjemme. Men det er jo campingpladser, det er hoteller, det er alle mulige der skal have bygget om og og hvorfor gør de det? Det er jo fordi de har gæster som der kommer og derfor har de råd til at få det lavet eller i hvert fald mulighed når de har lukket ned. Og når håndværkerne tjener en masse penge, jamen så tager de måske med konen ud og spiser og så får restauranterne noget at lave. De handler måske lidt mere i supermarkederne og køber noget lækkertøj eller gør nogle ting som man normalt ikke ville gøre, ikke? Så turisme er vigtigt for Bornholm. Det er det anden tredje største erhverv på Bornholm. Jeg er lidt i tvivl.

I: Tredje

K: Tredje største, tak. Ja. Hehe

I: Hehe

K: Ja for der er jo industrien og..

I: Øh ja jeg kan ikke lige..

K: og noget andet der kommer først i hvert fald.

I: Ja.

K: Og øh ja så det øh.. det er i hvert fald noget som vi tænker at.. at det er vigtigt. Vi prøver jo også så vidt muligt sammen med andre at gøre opmærksom på hvorfor det er vigtigt at turisterne kommer her. Og så er der nogle der siger: "Jamen det giver god mening", og så er der nogle der siger, hvor man ikke kan ændre på det, men sådan er det jo.

I: Ja. De der med de der 1000 nye job som skulle skabes herover inden 2028, ved I sådan hvilke job de er de sådan vil...

K: Jamen vi er ikke orienteret.

I: Nej okay. Super. Jamen det kunne være meget rart sådan lige at hvis man vidste det.

K: Helt personligt så ved jeg at nogle gange så har man gjort det at man har taget nogle statsjobs øhm bland andet infocenterets statsforvaltningen som har ligger forskellige steder i Danmark eller på forskellige statsforvaltninger eller familieretshuset, hvor man så har samlet hele infocenteret på Bornholm. Og man har også lavet noget i forhold til skat, hvor man har samlet en afdeling på Bornholm, for netop at skabe nogle flere.. nogle flere statslige jobs herover, ikke?

I: Okay.

K: Men jeg har ikke kendskab til hvad det skal blive i fremtiden.

I: Okay. Ej jeg kunne se at Regionskommunen vist var den største arbejdsplads her.

K: Ja. Jamen det er det helt sikkert.

I: Ja. Øhm vi har godt nok snakket lidt om infrastrukturen..

K: I forhold..

I: Ja det har vi faktisk jo..

K: I forhold til det med turismen, vil jeg også bare lige sige at vi gør rigtig meget ud af ikke og markedsføre de alt for turist crowded steder øhm altså i sommerferien.

I: Okay. Okay.

K: Altså i juli måned skal vi ikke tage til Gudhjem eller Svaneke, fordi det er jo ofte der hvor de lokale bor, så vi prøver at få dem spredt ud på øen. Gøre mere ud af at gøre opmærksom på på skjulte perler som man kan opleve.

I: Okay. Så det er faktisk lidt ligesom turisme strategien i København.. Hehe

K: Ja. Hehe

I: Øhm du har godt nok lige nævnt lidt med krydstogtturismen, men da jeg fløj herover der så jeg bare en masse både og der tænkte jeg bare om det ligesom er en del af turismen på Bornholm? Krydstogt.

K: Krydstogt er en rigtig stor del af turismen på Bornholm. Nu kan jeg ikke huske præcis hvor mange turister det er der kommer hvert år. Øhm det er jeg ret sikker på du kan finde, ellers kan du spørge Pernille.

I: Ja.

K: Øhm men nu er det jo lidt på grund af corona har de jo ikke måtte lægge til, men normalt år har vi rigtig rigtig mange anløb og det er en rigtig vigtig, øhm hvad kan man sige gruppe af turister for Bornholm. Det der har der så været tvivl om hvor meget turister rent faktisk lægger i.. det var det jeg skrev mit speciale om på min uddannelse omkring hvad det havde af betydning og man har før og senere også lavet lignede undersøgelser som sådan viser hvad det hvad det egentlig gør for Bornholm. Og de bruger penge plus at der er jo en stor chance for har du en god oplevelse når du lægger til en dag på Bornholm, kommer på en smuk solskinsdag og kan sidde udenfor og nyde en Svaneke øl et eller andet sted jamen så er sandsynligheden jo for at de kommer tilbage jo ret stor.

I: Okay.

K: Øhm så... Så det er vigtigt med krydstogtturister. Men man skal jo også passe på at det ikke er sådan noget der bare vælter det hele og det bare..

I: Ja.

K: Nu har vi jo fået udvidet vores krydstogthavn, så vi har plads til flere og større skibe, hvor der måske før kunne ligge sådan mindre nogle, hvor der kom nogle hundrede mennesker ad gangen, så kan der nu komme tusinder af mennesker af gangen, fordi der er plads til større skibe, ikke?

I: Okay. Er der så øh f.eks. busser der kører dem rundt specielt busser der kører dem rundt eller?

K: Ja, der plejer.. der plejer turists eller hvad hedder det.. Krydstogt rederierne og have en.. altså vi har jo en. På Bornholm er der en krydstogt.. hvad kan man sige en medarbejder der arbejder med det og der er også en nede på Rønne Havn som hedder Niels Lundgaard, tror jeg, som arbejder med det. Jeg havde en kollega som arbejdede med det og øh han er lige stoppet, som jeg tænker overtager det, men hvordan det lige præcis bliver det er jeg lidt i tvivl om. Ingen skriv hvis du skal høre mere om det. Øhm fordi han havde sådan meget han tog på messer og sådan noget rundt omkring hvor der var de her krydstogtmesser for ligesom at gøre opmærksom på Bornholm. Og derudover så fortæller man jo også hvad kan Bornholm tilbyde og alt det her. Øhm og der har han samarbejdet med mange krydstogt røgerier.. rederierne og krydstogt rederierne har også kontaktet folk på Bornholm for at anmode om guider, specielle guidede ture, turistbusser der kører dem rundt. Og så er der selvfølgelig nogle af dem der bare har lyst til at selv gå lidt rundt i byen, ikke?

I: Ja.

K: Men derudover kan det også være særligt tilbud.. så kører de til Hammershus eller besøger Bornholms rovfugleshow eller..

I: Ja.

K: Eller et eller andet.. Så laver de nogle events. Og rederiet kan også lave ture for dem, hvor det kan være de skal ud og smage bornholmske fødevarer eller..

I: Okay..

K: Eller..

I: Okay sådan nogle pakkerejser agtigt.

K: Ja.

I: Ja. Okay.

K: Dem laver de jo, jamen så kan man sige at man på forhånd ved at man skal til den og den og den by og der er de her forskellige tilbud i de forskellige og så kan de jo selv vælge om det er noget de vil tilkøbe, ikke?

I: Okay, ja. Super. Jamen ja jeg tror det var det..

K: og jeg håber ikke det blev for langt.

Appendix 4: Interview with Klatring Bornholm

Interviewer: Mia (I) The interviewee: Laust (L)

L: Ja altså til dit spørgsmål om bornholmerne gerne vil have flere tilflyttere, sammen med at der også kommer flere turister, så tror jeg egentlig man også bliver nødt til at sige det sådan at bornholmerne gerne vil have at der er flere tilflyttere, øh men øh er ret træt af turisterne.

I: Ja.

L: Øhm men man kan så sige at hvis turister er værktøj til at de ser man kan bo herover og det er flot og så videre..

J: Mmm.

L: Øh jamen jamen så opvejer det jo også hinanden på en eller anden måde. Men bornholmene kan godt lide flere tilflyttere.

I: Er det rigtigt?

L: Ja, fordi... fordi at jeg tror godt at alle bornholmere har indset at hvis der kun er fraflytning fra øen, jamen så dør øh samfundet i.. herover på øen.

I: Okay.

L: Altså langsomt, ikke?

I: Det giver jo god mening kan man sige.

L: Ja.

I: Ja. Okay. Øhm men jeg har lige nogle spørgsmål som jeg rent faktisk har forberedt.. hehe men nu sagde du at du sådan var flyttet fra øen på et tidspunkt..

L: Mmm..

I: Altså du er opvokset på øen, eller hvordan?

L: Ja.

I: Ja. Øh hvorfor flyttede du fra øen og hvornår?

L: Øh jeg flyttede fra øen da.. man kan ikke rigtig sige da jeg gik på efterskole, men i hvert fald efter efterskolen, hvor jeg gik på gymnasium i København.

I: Ja.

L: Øh og jeg kunne også godt have taget gymnasiet her på øen, i Rønne, men æh men alle mine venner fra efterskolen de var så i København, så jeg flyttede til København.

I: Okay.

L: Og så tog jeg så efterfølgende noget mere uddannelse i København.

I: Okay.

L: Øhm men så ender jeg med at flytte tilbage til Bornholm for at eh.. fordi at min øh.. noget af min familie er stadigvæk herover..

I: Mmm.

L: Og så også fordi jeg rigtig godt kan lide øen. Den har noget som i hvert fald København slet ikke har.. øh med natur. Og den har.. øh noget som resten af Danmark egentlig ikke kan give som den her ø kan, i forhold til at jeg er uddannet friluftsvejleder også..

I: Okay.

L: Mmm.

I: det giver god mening så kan man sige.

L: Det gør det.

I: Jeg fandt ud af at der var ret meget natur. Det var lige før jeg fik stress som Københavner. Øh jeg er ikke helt Københavner, men eh.. Hehe.. jeg har boet der i et par år så...

L: Ja..

I: Hehe.. Ja mit næste spørgsmål var så hvorfor du flyttede tilbage igen, men den har du jo så været i gang med kan man sige. Øh da du flyttede tilbage, startede du med det samme med Klatring Bornholm eller var du ude og arbejde for nogle andre før eller?

L: Ja... Øhm.. jeg.. Øhm.. Kom tilbage fra Grønland, der hvor jeg var rigtig meget sammen med Barbara (en fælles bekendt) tilbage til øen og vidste ikke rigtig hvad jeg skulle lave og så allerede der havde jeg egentlig en ide om at jeg ville starte min egen virksomhed.

I: Mmm.

L: Men var nok ikke helt klar til det og det vidste jeg godt, så da jeg blev tilbudt et arbejde som kajakinstruktør, så påtog jeg mig det i stedet for. Altså så havde jeg et fast sikkert arbejde på den måde, ikke også?

I: Mmmm...

L: Øh indenfor det område som jeg er god til og som er det som jeg gerne ville.

I: Mmmm..

L: Øh.. og så to år senere.. øh så startede jeg Klatring Bornholm.. øhm og går full all in på det..

I: Ja.

L: Og det går så også rigtigt godt. Så det er også helt klart en mere sikker indtægtskilde for mig nu end tidligere har. Eller tidligere job har været.

I: Ja.

L: Fordi det er sæson job meget.

I: Men er det en sikker indtjeningskilde, siger du?

L: Øhm den er i hvert fald større.

I: Okay.

L: Og så afhænger den jo så af turismen, ikke?

I: Jo.

L: Altså man kan jo så sige, havde corona haft den modsatte effekt, at der ikke kom særlig mange mennesker til Bornholm...

I: Mmm..

L: Så havde det ikke været så godt selvfølgelig.

I: Nej.

L: øhm.. men i og med at der faktisk kommet mange flere. Der er kommet 20% flere turister sidste år..

I: Mmm..

L: end sidste år og der vil nok også igen i år komme flere turister end normalt..

I: Ja.

L: Jamen så har været en rigtig god forretning.

I: Okay. Øhm er det kun turister eller er det også sådan business kunder segmentet du har fat i eller?

L: Øhm.. man kan i hvert fald ligge det ind under folk der rejser til øen rigtigt meget. Mere end det er lokale.

I: Okay.

L: og det mener jeg også med at det er skoleklasser der kommer herover.

I: Ja.

L: Og skal lave et eller andet. Så det er turister og skoleklasser primært.

I: Okay.

L: som er besøgende på øen.

I: Okay, ja. Øhm hvad er din sådan oplevelser med at være selvstændig på Bornholm? Sådan nogle udfordringer eller noget der er godt eller ja...

L: JA.. altså primært så synes jeg der er en rigtig god stemning omkring det her med at være selvstændig på Bornholm. Og at man ligesom.. jeg vil næsten sige at man kommer ind i sådan, man kommer ind i en.. øhm øh ja.. en klub af selvstændige der bare sådan.. øhm som der snakker meget

sammen og som der støtter hinanden meget, så det synes jeg faktisk er.. der er sådan en fed vibe omkring at være selvstændig på Bornholm.

I: Okay.

L: Øhm og så er der jo Business Center Bornholm, som har.. som jeg ikke sådan har haft særlig meget direkte kontakt med, men jeg har i hvert fald brugt dem.. har brugt nogle af de kurser de har.

I: Okay.

L: Som en støtte til at jeg kunne øhm føle mig tryg i at jeg.. i at være selvstændig, ikke?

I: Ja. Okay. Øhm er der nogle sådan tiltag i forhold til kommunen hvor du tænker at de sådan kunne være mere støttende i forhold til opstart eller lovgivning eller?

L: Øh

I: Jeg tænker om du har mødt nogen modstand i forhold til og starte dit firma op?

L: Øh nej.. øhm det har jeg så faktisk ikke..

I: Okay.

L: Ikke overhovedet. Jeg har faktisk kun følt sådan at hver gang jeg har været i kontakt med myndigheder, at de har.. selvfølgelige har.. selvfølgelig er myndigheder tit og ofte lidt firkantet, men ofte har de støttet så godt de kunne.. ja.

I: Okay. Super.. Mmm.. Hvad hedder det? Jeg har interviewet en der er fraflyttet København.. Øhm og hvad hedder det? Hun var sådan at hvis hun skulle flytte tilbage til.. altså hun var.. nej ikke fraflyttet København.. fraflyttet Bornholm..

L: Mmm hm.

I: Og hun var sådan lidt, hvis hun skulle flytte tilbage, så skulle de enten være for at opføre familie og sådan noget eller hvis der var nogle bedre jobstillinger her.. Jeg kan se at rigtig meget af erhvervet her faktisk 50% er sådan består af selvstændige..

L: Mmm.

I: Øhm.. men kan man.. Nu har du selv.. nu kom du selv og så fik et job, hvor du er ansat. Kan man arbejde indenfor det man er ansat.. øhm eller uddannet indenfor.. Jeg tænker mere i forhold til det.. fordi jeg kunne læse at der er mange sådan job hvor det måske ikke kræver en akademisk uddannelse..

L: Mmm.. det er rigtigt.. man kan enten være sådan en netto kassedreng, ikke? Eller man kan eh være en æh hjemmehjælper.. øh det kræver så en grunduddannelse til det, ikke?

I: Ja.

L: hvor man kan starte med det. Så kan man sige hvis man er turist eh.. ekspert, eller hvad man kan kalde det, så kan man måske arbejde indenfor Destination Bornholm.

I: Ja.

L: Altså.. øhm og så er der alle håndværkerne, ikke? Som selvfølgelig er uddannet håndværker.

I: Ja.

L: Og mange af dem er jo så også selvstændige, kan man jo så sige.

I: Ja.

L: Øhm hvis man skal have et job herover som uddannet og en fast stilling som en fuldstilling..

I: Mmm..

L: Så tror jeg at den største udfordring den sådan er at komme ind i et netværk.

I: Okay.

L: Øhm fordi.. øhm hvis man ikke kender mennesker der allerede sidder og kan give stillinger indenfor de forskellige inde i større virksomheder eller turistdestinationen eller kommunen for eksempel..

I: Mmm..

L: Eh jamen så tager de kun dem de kender i forvejen næsten.

I: Okay. Så hvis man kommer sådan fra København og vil søge job herover, men ikke kender nogle herover, så er det svært at komme ind på de der sådan lidt administrative..

L: Det kan være svært.. Altså det kan være..

: Ja.

L: Det er ikke en regel det jeg siger nu.

I: Nej.

L: Men det kan være svært i hvert fald.

I: Men men så det er måske sådan lidt et lukket samfund på en eller anden plan?

L: Ja. Og det tror jeg ikke bare er Bornholm. Jeg tror det er noget som som er gennemflyder igennem hele vores samfund, i Danmark, ikke?

I: jo.

L: At man skal gerne indenfor et eller andet netværk før det begynder at rykke med at man får en af de stillinger man gerne vil have.

I: Ja. Ja man plejer jo altid at sige at hvis man kender nogle der kender nogle, så er det altid meget nemmere.

L: Præcis.

I: Ja. Okay. Øhm i forhold til din sådan business, baserer I jeret åbningstider udelukkende på turistsæsonen eller har I også sådan at hvis der var nogen der ringede og spurgte "Kan vi komme i weekenden?".

L: Ja.

I: Har I så mulighed for det? Eller?

L: Ja. Øh den største udfordring i forhold til bare at kunne være spontan åben er faktisk i forhold til de ansatte. Øh fordi der er.. Altså nu har ejg lagt et fokus der hedder at uddanne lokale op til at kunne varetage de opgaver der er i min virksomhed.

I: Mmm.

L: Øh men ellers så er der rigtig mange der kommer som sæson ansatte udenfor øen. Altså udenfor, der kommer blandt andet den her sommer nogle fra Norge, men de har også alle de kvalifikationer der skal til for at de kanstå med fuldt ansvar deroppe.

I: Okay.

L: Og lave klatring eller rappelling.

I: Ja.

L: Øhm.. og den største udfordring ved bare at åbne spontant op, det er at sige okay I kommer måske en gruppe på 30 mennesker..

I: Mmm..

L: Så skal jeg være flere end bare mig selv i hvert fald for bare at tage imod dem og give dem en god oplevelse.

I: Orv der er lige en kat.

L: Der er lige en kat der også vil ind..

I: haha

L: Øhm så hvis jeg ikke har.. hvis jeg ikke har.. nu skal han lige overveje om han vil ind eller ej.

I: Haha selvfølgelig.

L: Så hvis jeg ikke har 3-4 instruktører på hånden..

I: Ja.

L: Så.. så må jeg jo sige nej. Desværre.

I: Ja.

L: Øhm og det er udfordringen i ydersæsonen.

I: Øh ja okay. Ja det kan jeg godt se. Men er.. er der ellers.. har du nogle instruktører her på øen ellers?

L: Ja nogle få.. Øhm og nu igen så er jeg jo ved at uddanne, så jeg har jo hver mandag en gang om ugen, så har jeg et par timer hvor vi mødes og gennemgår så meget vi kan nå på de timer der.

I: Ja.

L: Og så skal de gerne kunne nå at lære så meget som muligt inden sæsonen går i gang.

I: Ja. Ja. Øh hvordan uddanner du dem? Er I derude eller?

L: Ja altså det..

I: Eller er det skoleophold eller?

L: Nej det er fuldstændig hands on.

I: Okay.

L: Det er bare dem der er interesseret i.. altså hvor jeg har haft en.. så man kunne søge..

I: Mmm..

L: Job i min virksomhed og så er der nogle af dem som.. som gerne vil, men som hvor jeg tydeligvis kan se jamen I har ikke nok erfaring..

I: Mmm..

L: Til at bakke op og være..

I: Ja.

L: .. med til at udføre det her instruktørarbejder, ikke?

I: Ja.

L: Eller guidearbejde.

I: Okay.

L: Øh og simpelthen noget med at kunne sætte reb fast de rigtige steder og stå og sikre folk mens de klatre op.

I: Ja.

L: og der skal man bare have.. øh et klatrehåndværk på plads...

I: Mmm..

L: Inden man kan arbejde med det.

I: Okay. Ja. Så man skal have noget erfaring i hvert fald.

L: Så det er det man kan kalde et kursus jeg laver til dem, ikke?

I: Ja. Øhm.. hvad hedder det.. Ønsker I at være en helårsbaseret virksomhed eller?

L: Nej.

I: og kan I egentlig det?

L: Nej.

I: Nej?

L: Det kan man.. det kan man ikke.. fordi at.. man kan godt klatre udenfor hele året, hvis man er virkelig dedikeret..

I: Mmm..

L: Øh men man kan ikke tage en der ikke har nogen erfaring med klatring og så sige ”Lad os tage ud i dag. Det sner, men det skal nok blive fedt nok”.

I: Okay.

L: Klipperne er i øvrigt våde og..

I: Jaer.

L: Og kolde og du kommer nok til at fryse.

I: Jaer.

L: Det kan man bare ikke lave en oplevelse på.

I: Det bliver ikke en fed oplevelse? Nej.

L: Så.. så ja.. naturen i sig selv er.. er sådan grundlaget for virksomheden, men også sådan en udfordring om vinteren, ikke?

I: Ja. Hva.. Hvad laver du ellers om vinteren? Altså tjener du nok om sommeren til og ikke at skulle arbejde om vinteren heller?

L: Ja..

I: Eller..

L: Altså hvis jeg boede i København, så tjente jeg ikke nok, men hvis jeg.. øh.. hvis vi tager det fra Bornholm, så er det helt fint det jeg tjener nu.

I: Okay.

L: Og så i og med, jeg kan se min virksomhed den vokser og at det ikke er mit eneste projekt, så er det ikke min eneste indtægtskilde.

I: Okay.

L: Så.. så fungere det rigtig godt.

I: Okay. Du vil udvide med noget mere naturoplevelse eller hvordan.. her på Bornholm?

L: Ja. Ja. Efterhånden.

I: Okay. Fedt. Øhm.. i forhold til det her med ja at kommunen ønsker at tiltrække flere turister til øen.. øhm som iværksætter må det jo være meget fedt, men som privatperson, hvordan ser du på det der? Altså.

L: Øh.. altså.. altså det man kan jo sige det hænger jo alle.. øh beboer på Bornholm langt ud af halsen når der er fyldt på øen, ikke også? Når der er fyldt med turister. Og så tager man de steder hen, hvor der ikke er mennesker..

I: Mmmm..

L: Når man tager ud på tur selv. Øh ti, stranden eller.. så kender man de steder hvor turisterne ikke kommer.

I: Ja.

L: Øh.. og man er helt lettet når sæsonen er ovre, ikke?

I: Mmm..

L: Men det er jo også bare fordi at der har været så utrolig mange som der har været på det sidste.. det sidste år

I: Ja.

L: Øh hvor man har snakket om at Bornholm har nået sit sådan bristepunkt eller kapacitet i hvert fald har nået toppen af det.

I: Ja. Jamen jeg snakkede med en fra Bornholmtours og hun sagde også at det var sådan at sådan at hun troede også at de ligesom havde skubbet grænsen for hvor mange der kunne være på Bornholm, men hvert år blev der bare ved med..

L: Mmmm..

I: ..at komme flere og så kunne de alligevel være her alle sammen du ved..

L: Ja.

I: Ja. Øhm.. Ved du hvor mange turister der er her sådan i højsæsonen når der er flest?

L: Mmmmm.. Nej, men jeg.. Altså jeg kunne skyde på et tal mellem 50 og 100.000.

I: okay. Yes. Super. Ja, fordi jeg har fået af vide af nogen at der er nok.. når der er Folkemøde så er der nok sådan 150.000 på øen. Eller sådan noget.

L: Ja.

I: Og I er 40 her selv, ikke?

L: Præcis.

I: Så ja det er ret mange. Ja.

L: Ja. Fordi det er også lidt det jeg skyder efter, fordi det er.. at det er så.. det er også rigtig mange mennesker, men det er til et event og hvis man så kigger alle mulige andre steder hen på øen i den uge der, så er der ikke så travlt.

I: Nej.

L: SÅ jeg vil skyde på.. øh når der sådan virkelig er travlt over hele øen, jamen så er der et sted mellem 50 og 100 men spredt udover hele øen.

I: Ja okay. Super. Jamen det faktisk.. Det var faktisk det.

L: Ja.

I: Jeg har ikke lige..

After the interview, Laust gave me some additional information about the harbour in Tejn, which I recorded as a note to myself and I will do the transcription below.

I: Tejn er en gammel industriby som har lagt stille i 30 til 40 50 år, men grundet den.. øh byudviklingen af turismen, så er der blandt andet kommet et ishus i en.. et gammelt værf på havnen og som også fungere som en kulturinstitution øhm og oplevelsescenter. Der er kommet en.. et madmarked.. og et special bryggeri der hedder Pinnenlane. Øhm derudover er det billigt at starte en forretning i Tejn, øh fordi den ikke har.. fordi den bare har lagt stille i så lang tid, hvorimod Allinge, som er forholdsvis tæt på, øhm.. der er huslejen helt umuligt at få en forretning, fordi det er så et populært sted. Men.. og Tejn har altid bare været en by man har kørt igennem, men på grund af at havnen den.. at at Tejn ligger lige ud til havnen, så er det begyndt at blive mere fokus på at udnytte byens placering.

Appendix 5: Interview with Høstet

Interviewer: Mia (I)

The interviewee: Camilla (C)

I: Okay. Jeg kunne læse at I var flyttet fra København til Bornholm..

C: Mmm..

I: For at starte det her. Øhm har I været selvstændige på i København eller var det?

C: Ja. Altså det.. Jeg har sådan et blandet fortid. Jeg har været 15 år i tekstil branchen. Øh altså som ansat og så har jeg været øh så tog jeg en uddannelse til Body SDS terapeut, som er sådan en dansk behandlingsform..

I: Mmm.

C: Og den gjorde jeg så færdig.. sådan en tre årig uddannelse og den gjorde jeg færdig det første år vi var på Bornholm.

I: Okay.

C: Øh og der startede jeg op.. der lavede jeg en klinik nede i den anden ende af gården, ikke?

I: Ja.

C: Så i principippet var jeg jo ikke selvstændig inden vi flyttede og det var Mads for så vidt heller ikke. Han var også ansat forskellige steder.

I: Okay. Øhm hvad er din oplevelse sådan med at være selvstændig på Bornholm? Jeg tænker sådan mere i forhold til nogle udfordringer eller nogle ting der har været gode? Eller ja...

C: Jamen altså Mads og jeg, vi har kun gode ting og sige. Og selvfølgelig er der massere udfordringer. Det er der jo altid når man starter op som selvstændig, tror jeg.

I: Ja. Ja.

C: Øh.. men vi valgt jo faktisk meget bevidst Bornholm da vi ligesom besluttede at nu vil vi gerne prøve at kaste os ud i det her med at dyrke havtorn. Øh fordi der kiggede vi jo sådan rundt. Vi kommer oprindeligt fra Vestsjælland, fra Slagelse og Korsør.

I: Mmm..

C: Så har boet i Portugal i nogle år og så har vi boet mange år i København. Og .. og i.. Altså flyttet fra Gentofte og vi havde ikke sådan en have og plads eller jo eller noget.

I: Nej.

C: Så kiggede vi i Nordsjælland og det er det dyre sted. Og så var der Lolland, der var ikke så meget gang i den. Og så havde vi været på ferie på Bornholm. Øh og der havde vi sådan fået indtrykket af at der var alligevel gang i nogle ting sådan herover, ikke? Og selvom det er 11 år siden, så var der noget sådan spirende.. Lehnsgaard var i gang og valsmedien var i gang og Ismejeriet og der var

Bornholmerhanen var også i gang på det tidspunkt, ikke? Så der var sådan noget fødevare.. øhm klynge samarbejde på det tidspunkt.

I: Ja.

C: Og det er jo så bare.. altså hvad skal jeg sige.. eksploderet siden, kan man sige, ikke?

I: Okay

C: Ja.

I: Så det er mere sådan.. altså det er mere på grund af det sådan øhm iværksættersamfund der var herover end det måske lige var selve øen?

C: Mmm ej det vil jeg sige det var en blanding. Vi havde det begge to sådan at vi.. øh selvom Bornholm er en ø og man skal sådan skal sejle og flyve hertil, så havde vi det begge to sådan at vi følte at det var meget tæt på Bornholm.. eller København, ikke?

I: Ja.

C: Det er jo.. Altså jeg fløj jo frem og tilbage og arbejde stadig i mit gamle i min gamle virksomhed det første år vi var her..

I: Mmmm..

C: Men så fløj jeg over hver mandag.. øh var i skole om mandagen og på arbejde om tirsdagen og så arbejdede jeg så hjemme på Bornholm resten af ugen, ikke?

I: Okay.

C: Og altså jeg var jo på kontoret før dem der boede i Valby eller et eller andet, ikke?

I: Ja.

C: Øh og så tror jeg også at det at Bornholm ligesom er et godt mix a lokale og tilflytttere og af kreative og iværksættere og det er sådan.. altså der er Bornholm meget god..

I: Okay.

C: ..på en eller anden måde. For det er jo dejligt at have nogle lokale der har været her altid.

I: Ja.

C: Men det er også dejligt at have nogle og være nye sammen med..

I: Ja.

C: ...kan man sige, ikke?

I: Ja. Okay. Øhm er der nogle tiltag at du tænker nu hvor I har startet op her.. er der nogle tiltag hvor du tænker at kommunen kunne være bedre eller noget de gør godt eller..? Jeg ved der er det der des.. hvad hedder det Business Bornholm..

C: Ja, der er business centeret, synes jeg gør rigtig meget øh godt. Øhm og jeg synes også at det som Bornholm kan i forhold til foreningsliv og øh jamen de første år vi havde herover, der var vi jo.. der var jo netværksmøder altid..

I: Okay.

C: ..altså om alting. Om det var økologi eller landbrug eller alternativ behandling eller..

I: Okay.

C: ..eller sport eller ja.. altså man kunne jo finde netværksmøder til hvad som helst vil jeg sige.

I: Både privat og..

C: Både privat og..

I: ..og..

C: Erhvervs...

I: Erhvervsmøder.

C: Erhvervsmøder, ikke?

I: Okay.

C: Men selvfølgelig.. altså kan kommunen altid gøre det bedre og det tænker man jo altid når man er selvstændig og erhvervsdrivende. Jamen så er der nogle gange meget man skal kæmpe for selv, kan man sige, ikke?

I: Ja.

C: Øhm men jeg synes at Business Centeret og jeg synes også at netværket herover er utrolig godt.

I: Okay.

C: Det kræver selvfølgelig at man selv giver noget fordi der kommer ikke nogen og banker på din dør og siger..

I: Nej.

C: ..kunne du ikke tænke dig eller vil du ikke? Altså man må ligesom.. hvis man er opsøgende, så er der masser at hente der, ikke?

I: Okay.

C: Ja.

I: Øhm.. hvad hedder det øhm.. jeg har undersøgt lidt og 50% af erhvervet på Bornholm det sådan bærer præg af at selvstændige øhm.. nu er I jo selv selvstændige..

C: Mmm..

I: ...og er i det her miljø.. øhm men i forhold til resten af landet er det vidst rimeligt højt, så.. har du en.. har du en.. øh et bud på hvorfor der er så mange selvstændige på Bornholm?

C: Det tror jeg handler rigtig meget om.. altså der er et begrænset antal virksomheder man kan blive ansat på, ikke? Så hvis man.. altså der kommer mange familier hertil, hvor den ene måske har fået job..

I: Mmm..

C: ..øh i en virksomhed på forhånd når man kommer som tilflytter i hvert fald kan man sige, ikke?

I: Ja.

C: Og så kommer den anden med og hvis ikke man.. hvis ikke man er heldig at få job i en virksomhed, så kommer man måske med en ide eller en drøm om at man har et eller andet man gerne vil starte op selv.

I: Okay.

C: Så kan man sige.. Det som Bornholm det jo så også kan, det er at boligpriserne er jo på et helt andet niveau end det er andre steder i landet, så nogle vælger måske også at hvis vi flytter til Bornholm og den ene part af familien...

I: Mmmm..

C: Så kan den løn måske i virkeligheden få det til at kører rundt, men så kan den anden så bruge noget energi på at forsøge at starte sin virksomhed op. Uanset om man er kreativ keramiker eller kunster af en eller anden art, ikke?

I: Ja.

C: Eller noget, ikke? Men det giver jo lidt mere luft for en familie for at prøve nogle ting af, kan man sige.

I: Ja.

C: Så det tror jeg da helt klart kan være medvirkende til..

I: Ja.

C: ..at der er flere her, end andre steder. Der er man.. der er man jo bare nødt til at..

I: Ja..

C: Ja, tjene pengene hjem for at kunne betale..

I: Ja.

C: ..regningerne, ikke?

I: Jo.

C: Ja.

I: Okay. Øhm.. kan I leve hele året af den omsætning? Altså jeg tænker mere sådan.. altså er jeres.. i turistsæsonen, er jeres omsætning højere eller?

C: Meget.

I: Ja.

C: Meget højere. Men det er jo.. Altså nu kan man sige vi har jo været i gang i.. vi plantede havtornene i 10, og så arbejdede vi begge to med noget andet. Jeg var behandler og Mads var ansat inde i kommunen som jobkonsulent de første fire år, ikke?

I: Ja.

C: Fordi plantagen skulle vokse til og..

I: Mmm..

C: ..vi havde først bær efter tre år.

I: Okay.

C: Øhm.. og så nu har vi jo så været i gang siden 14..

I: Mmm..

C: ..nu kender vi vores årshjul. Og det er klart, at fra.. fra midt i juni til engang ind midt i september, der.. altså der arbejder vi syv dage om ugen. Øh 12-14 timer om dagen.

I: Okay.

C: Øh så det er der vi tjener en stor del af vores omsætning, ikke?

I: Ja.

C: Og det gør vi jo selvfølgelig fordi det er der der er mange mennesker på øen..

I: Ja.

C: ..øhm så man må fiske mens der er fisk, kan man sige.

I: Ja.

C: Og så må vi holde lidt ferie.. forsøge at holde ferie på andre tidspunkter af.. af året ikke? På andre tidspunkter af kvartalet, som er stille for os. Men vi arbejde fordi vores virksomhed den ligesom er skruet sammen, den er ikke kun en turistvirksomhed. Vi skal ikke tjene hele vores årsindtægt på de der måneder om sommeren. Vi har også engros salg til restauranter..

I: Okay.

C: ..i København og vi har forhandlere der forhandler vores marmelader og vores safter og så videre, ikke?

I: Ja. Okay, så..

C: Så vi har ligesom flere ben, kan man sige.

I: Ja. Ja. Så I kan godt leve af det også udenfor turistsæsonen?

C: Ja. Ja, men det er jo fordi vi ikke er en turist..

I: Ja.

C: Altså vi havde faktisk ikke tænkt.. da vi startede op, havde vi udelukkende overvejet at vi skulle sælge til forhandlere..

I: Okay.

C: Og det var først da vi så.. altså vi er jo også nye bornholmere, men det var først om sommeren, da vi så oplevede at folk de kom.. de havde så læst om os et eller andet sted eller hørt om det..

I: Mmm..

C: ..om dem her der lavede havtorn og så kom de og bankede på lageret derover og sagde ”Ja vi har hørt er det her I laver havtorn? Og kunne vi få lov til at købe et glas og..”.

I: Mmm..

C: Og det gjorde vi jo så den første sommer.

I: Ja.

C: Tog lidt imod folk og de vil gerne se plantagen og så videre, ikke?

I: Mmm..

C: Og det var først der vi tænkte ”Nå men vi er jo på en sommerferie ø..”

I: Ja.

C: Altså måske skulle vi tage lidt pænere imod og.. og.. og også arrangere det sådan at man lidt bedre kunne.. hvad skal man sige.. altså at vi er på en ø, hvor der er så mange gæster om sommeren.

I: Ja.

C: Ja. Og så byggede vi gårdbutikken i 15. og har så langsomt udvidet det derover med flere varer og øh.. om sommeren har vi Drinks På Landet hver fredag, hvor man så kan komme.. altså helt lavpraktisk, hvor man så kan købe en drink med havtorn..

I: Mmm..

C: Eller en slush ice og så laver Mads rundvisninger i plantagen for dem der gerne vil vide lidt mere.

I: Mmm..

C: Øh og så har vi.. så kan man booke øh store grupper.. øh kan booke rundvisninger og smagsprøver på forhånd og så får vi turistbusser med.. så kommer der en bus med tres..

I: Okay.

C: ..som så på forhånd.. så har vi lavet altså smagsprøver på forhånd, ikke?

I: Ja.

C: Og så får de rundvisninger. Ja.

I: Okay. Det var da

C: Så det er jo på den anden side kan man sige..

I: Ja.

C: Øhm.. det var ikke det vi sådan havde tænkt der var en plan fra starten af, men man kan sige i dag er det nok ca. halvdelen af vores omsætning der kommer fra oplevelsesøkonomien.

I: Ja. Okay, ja. Så det var helt tilfældigt. Så hvis I havde valgt en anden ø eller et eller andet, så kan det være at det ikke være det samme?

C: Ja.

I: Ja.

C: Altså det tænker jeg lidt.. altså hvis vi havde valgt at flytte tilbage til Vestsjælland, hvor.. hvor vi kom fra og lavet en plantage ned udenfor Slagelse eller oppe ved Kalundborg..

I: Mmm. Ja.

C: ..eller et eller andet ikke.. øhm.. altså så er der selvfølgelig nogle turister i hele landet, men det havde jo slet ikke været samme niveau som Bornholm.

I: Det er alligevel en interessant udvikling.

C: Ja.

I: Ja.

C: Ja.

I: Okay.. Øhm.. øhm. Ja øh det er sådan lidt med at det er så sæsonbetonet, som det er, her på øen..

C: Mmm

I: ..med.. hvad mener du der skal til som virksomhedsejer for at.. for at Bornholm kan blive en destination som er åbent hele året rundt? Inklusive butikker og restauranter og hoteller.

C: Øhm jamen der skal jo.. der skal flere forskellige ting til.. Øhm og det er nødt til at være et samarbejde mellem flere aktører kan man sige, ikke?

I: Mmmm..

C: Fordi hotellerne vil helt sikkert gerne øh.. øh sætte varme på og holde åben og servicere kunder, men de kunder kommer jo ikke kun for at overnatte og bo på hotel, de vil også gerne ud og opleve noget. Så det kræver at sådan nogle steder som vores eller andre er åben, for det er ikke alle der kommer for kun at cykle eller gå en tur i skoven. De vil også gerne ud og spise eller de vil gerne ud og opleve et eller andet særligt, ikke?

I: Ja.

C: Øh det kræver selvfølgelig også at der er nogle færgeafgange. Så det kræver også at færgen spiller med og.. øh ikke.. altså på en eller anden måde sørger for at man kan komme herover rimeligt nemt.

I: Ja.

C: At det ikke kun er en afgang om dagen, eller sådan noget.

I: Mmm..

C: Så.. så det.. altså jeg ved jo at der bliver arbejdet målrettet på det fra destinationens side, ikke?

I: Mmm.. Ja.

C: På vinterturismen og på outdoorturisme og sidste år var det meningen at vi skulle have lavet et stort øh julemarked nede i Nexø, som jo så blev aflyst på grund af Corona..

I: Ja.

C: ..som jo skulle have været startet i slutningen af november og så skulle det have varet hele december. Lidt ala de julemarkeder man kan opleve i.. i Berlin eller andre større tyske byer i december måned, ikke?

I: Mmm..

C: Øh.. og det tænker jeg at det skal nok komme op og køre på et eller andet tidspunkt, ikke?

I: Ja.

C: Øhm men det er jo sådan nogle tiltag der selvfølgelig kan gøre.. og så selvfølgelig al udendørs sporten..

I: Ja.

C: ..kan man sige...

I: Ja.

C: ..er også noget af det der gør Bornholm særlig på en eller anden måde kan man sige, ikke?

I: Ja. Nu nævner du selv sådan noget som at I skal, som virksomhed, skal være villig til at holde åben..

C: Ja. Altså måske ikke lige.. altså specifikt os..

I: Nej nej det ved jeg godt, men altså sådan turistattraktioner..

C: Ja.

I: Ja. Øh hvordan.. Altså vil I være interesseret i at I var åbent helårs eller?

C: Altså.. hmm.. Både ja og Nej kan man sige. Fordi øh så længe vores virksomhed er skruet sammen sådan at vi også skal servicere vores forhandlere og vores webshop og.. og de restauranter vi leverer til..

I: Ja.

C: ..så har vi jo også brug for at trække vejret på et eller andet tidspunkt.

I: Ja.

C: Altså vi kan jo ikke arbejde syv dage om ugen.. øhm alle de der timer hele året.

I: Nej.

C: Men.. det er jo spørgsmålet om at ansætte noget personale.

I: Ja, lige præcis. Så hvis man skulle ekspandere, så skulle man have nogle flere ansatte?

C: Ja.

I: Ja.

C: Men det kunne da være super sjovt. Altså umiddelbart vil jeg da synes, at jeg vil da meget heller have sådan et jævnt.. øh.. eller måske med et peak..

I: Ja.

C: ..et lidt peak om sommeren, det kunne vi ikke undgå..

I: Nej.

C: ..men det kunne være sjovt at have noget aktivitet.. hvad skal man sige over hele året og så holdte man måske åben fredag, lørdag, lidt som vi gør i øjeblikket, ikke?

I: Mmm..

C: Fordi der er simpelthen ikke mennesker på øen til og.. altså have åben i gårdbutikken 5 dage om ugen, så vi har valgt at have det fredag og lørdag lige nu.

I: Ja.

C: Og så længe det er annonceret, så planlægger folk bare efter det og så er det der de kommer, ikke?

I: Ja.

C: Ja.

I: Ja, det kunne jeg godt se da jeg skulle herind, eller herover, der tænkte jeg godt nok: "Hold da op der er godt nok ikke meget der er åben! Så godt jeg har en masse interviews på planen, så jeg ikke har noget tid til at komme ud og opleve".

C: Ja.

I: Ja.

C: Altså jeg vil sige, at normalt så åbner det meste jo fra påske.

I: Ja, lige præcis.

C: Og er sådan ret åbent, ikke? Men der har bare ikke været de samme mennesker i år.

I: Mmm..

C: Øh.. altså og vi.. altså og skulle have åben to timer i gårdbutikken om eftermiddagen, hvor der ikke kommer nogle kunder, det har vi simpelthen ikke tid til.

I: Nej, det kan jeg godt forstå.

C: Så det er fair nok hvis der er mennesker på øen, så åbner vi gerne..

I: Ja.

C: Vi har også skrevet at folk må bare ringe.

I: Det så jeg, ja.

C: Man er altid velkommen.

I: Ja. Okay. Øhm.. nu skal jeg lige se. Ja øh det næste spørgsmål det var, hvor stor en andel af jeres salg står turisterne for, altså..

C: Ja, men det er.. det er faktisk deroppe i..

I: Men det var de der 50% ca..

C: 40-45. Mellem 40... omkring 45% vil jeg sige.

I: ja.

C: Som jo selvfølgelig er en kombination. Det er jo ikke kun turisterne, kan man sige.

I: Mmm..

C: Altså man kan.. hvordan skal man dele det op? Et er dem der booker rundvisning.

I: Ja.

C: De betaler selvfølgelig en pris for rundvisning og for smagsprøverne.

I: Ja.

C: Øhm.. men det er jo salget..

I: Mmm.. lige præcis.

C: Det er jo det de vælger at købe når de kommer.

I: Ja.

C: Som.. som gør det. Udgør den store del, ikke?

I: Ja. Har I øh.. Altså efter sådan turistsæson, kan I så for eksempel se mere salg online? Eller som måske..

C: Ja. Det.. det kan vi. Øh og jeg vil sige det er sådan lidt nyt for os, for vi havde en webshop, mest fordi vi har jo også, altså der kommer også mange jyske gæster på Bornholm i løbet af sommeren, specielt, ikke?

I: Ja.

C: Øh og så har de været på besøg i plantagen og handlet i webshoppen og så har de efterfølgende.. så begyndte de at skrive e-mails: "Kan vi lige bestille?". Og vi har ikke så mange forhandlere i Jylland.

I: Okay.

C: Så derfor var det sådan primært for at servicere.. hvad skal man sige.. sådan de faste kunder..

I: Ja.

C: .. som ikke kunne få det resten af året.

I: Ja.

C: Men så kom Corona og.. og jeg vil sige.. også inden Corona. Året op til Corona, der begyndte vi sådan at mærke, at nu var der tilbagevendende øh køb.. i webshoppen, ikke?

I: Ja.

C: Øh folk havde ligesom fundet ud af at: ”Nå, men det.. det kan vi godt lide det her. Det er her vi køber det”.

I: Ja.

C: Men Corona har det helt klart gjort, men altså både at vi har haft tid til at til selvfølgelig på de sociale medier at gøre opmærksom på at der er en webshop.

I: Mmm..

C: ”Nu kan I ikke komme over og besøge os, men I kan handle her”.

I: Ja.

C: Øh og det.. det forsøger vi jo så også at vokse nu, kan man sige fordi..

I: Ja.

C: ..det er også et.. en dejlig måde for os at sælge vores ting på, at have den direkte kontakt og ja...

I: Ja. Okay. Øhm.. ja hvad hedder det.. Kommunen ønsker jo at tiltrække flere turister til øen..

C: Mmmm..

I: ..som sådan en markedsfæringsværktøj for at der skal komme flere tilflytter til øen. Øhm..

C: Altså de vil få flere turister..

I: Jaer altså de vil..

C: ..for at få flere tilflyttere?

I: De vil bruge turisme, som et markedsføringsstrategi..

C: Mmm..

I: ..for at turisterne altså kommer til øen og forelsker sig i øen og så forhåbentlig har de lyst til at flytte til øen. Det er i hvert fald sådan..

C: Det var jo lidt sådan som det skete for os, kan man sige..

I: Ja. Haha..

C: Ja.

I: Hvad tænker du om.. at sådan om det.. både som iværksætter, men også som privatperson? Øh både at der kommer flere tilflyttere, men også altså.. turister.

C: Ja. Altså jeg.. jeg tænker.. som privatperson, så tænker jeg at der er en naturlig grænse for hvor mange.. øh der kan være på Bornholm, specielt om sommeren.. Specielt i de 6 uger, hvor der virkelig er pres på, ikke?

I: Ja.

C: Øhm.. Og jeg tror lidt at Bornholm kan miste noget af sin idyl, hvis den oplevelse folk får når de kommer herover.. det er at de bare skalstå i kø alle steder. Fuldstændig lige meget om de skal handle i Kvickly, smage en lakrids eller have en is eller hvad som helst.

I: Ja.

C: Hvis det bare er kø kø kø..

I: Mmmm..

C: ..så begynder man at kigge andre steder hen tænker, jeg.

I: Ja.

C: Men hvis Bornholm formår ligesom.. hvad skal man sige.. åbne byen op.. for vi synes jo selv der er skønnest her i ydersæsonerne..

I: Ja.

C: ..på en eller anden måde.. Vi elsker at være her om vinteren. Altså nu (april), hvor der jo er plads, tid..

I: Ja.

C: ..og rum for at.. både opleve og ja.. og være forskellige steder, ikke?

I: Ja.

C: Øhm.. men.. altså så synes jeg jo altså at der er massere plads til at der kan bo nogle flere mennesker.

I: Ja. Ja.

C: Vi kan sagtens være flere herover på Bornholm. Selv i.. i Corona-sæsonen hvor der har været.. altså flere mennesker her, som så har.. ikke været nogle steder, men de har boet her.

I: Ja.

C: I sommerhuse eller andre steder, ikke?

I: Ja.

C: Så kunne man komme op til parkeringspladsen oppe ved paradisbakkerne og så holdte der måske 25 biler og så tænkte man hold da op, men så kunne du alligevel gå en tur på to timer og ikke møde et eneste øje, ikke?

I: Okay.

C: Så hvis vi formår at bruge Bornholm og den natur som Bornholm byder på, så er der massere plads.

I: Okay.

C: Men det er klart at hvis vi alle sammen skal ned og have is ved Bornholms ismejeri..

I: Ja.

C: ..i uge 30, så.. så kan der godt blive lidt.

I: Ja.

C: Ja.

I: Okay.

C: Vi er ikke så hårdt ramt herude på landet (3km to nearest city, Nexø, which is near by the ocean), vel? Vi har åbent to timer hver eftermiddag.

I: Ja.

C: Vi har en lang indkørsel. Vi ligger ikke lige sådan på alfacejen (mainroad). Men jeg tror da at dem der bor nede i Svaneke, de kan da godt synes at det er en lille smule.. tæt.

I: Ja.

C: Om sommeren.

I: Ja. Altså det tror jeg sådan det er.. sådan også derinde.. holdningen.

C: Ja.

I: Men det tror jeg.. det tror jeg det er sådan i mange byer, at man måske har den holdning.

C: Præcis. Samtidig synes jeg også at det er vigtigt at huske, hvad det er vi lever af herover, ikke?

I: Ja lige præcis.

C: Øh fordi.. der er ikke noget fiskeri mere og så meget industri er der heller ikke så.. så på en eller anden måde bliver man nødt til at.. øh finde balancen mellem at synes hvad der er godt og hvad der er skidt.

I: Lige præcis. Ja. Ja fordi.. Det er.. det er lidt sjovt, men jeg har snakket med en af mine veninder, som plejede at bo herover...

C: Mmm..

I: Øh og hun.. hun sagde det her det får du ikke nogle bornholmere til at sige, men der er sikkert rigtig mange der synes det, men turister det bliver altså også kaldt for terrorister.

C: Hahaha..

I: Og jeg synes at det var meget komisk... og at det.. Og altså nu er jeg selv fra Aalborg og.. øh altså det er da også nogle gange, hvor jeg tænker om sommeren, hvor jeg tænker: "Ej okay, kan I så ikke gå lidt hurtigere.."

C: Ja ja ja.

I: Eller: "Hvorfor skal I stoppe hver tiende meter? Altså!"

C: Ja ja ja..

I: Du ved.. men det tror jeg bare er helt generelt hvis man.. ja bor i en by og..

C: Præcis.

I: Der kommer turister, altså..

C: Ja.

I: Ja.

C: Det tænker jeg lidt.. at det skal vi bare..

I: Der skal man huske på at de lægger en masse penge og..

C: Ja. Og forestille sig hvordan det vil være hvis de valgte at tage til.. ja Sønderjylland..

I: Ja.

C: ..alle sammen, ikke?

I: Jo.

C: Ja.

I: Ja. Ja. Lige præcis. Øhm ja jeg ved faktisk ikke helt.. øh.. Jamen ja.. ja vi har faktisk sådan været igennem sådan.. vi har været rundt om det hele nu.

C: Ja.

I: Ja.

C: Jamen ellers så må du skrive eller ringe hvis det er..

Appendix 6: Interview with Ocean Prawn

Interviewer: Mia (I)

Respondent 1 (D)

Respondent 2 (K)

I: Okay. Øhm.. hvordan kan det være at I øh vælger at investere i lokale virksomheder? Og hvorfor er det vigtigt for jer.. Altså hvad er vigtigt for jer når I vælger at investere?

D: Jamen.. jamen det er jo helt klart.. altså vi vil jo gerne.. vores hovedforretninger jo fisk og rejer på Grønland kan man sige.. og vi bor på Bornholm og det er vigtigt for os at udvikle Bornholm og være med i de her udvikling i stedet for afvikling..

I: Mmm..

D: ..så derfor har vi jo sagt: "Jamen vi vil give penge vi tjener ude i verden, vil vi gerne være med til at udvikle Bornholm på den måde og derfor er vi gået ind i de forskellige start-ups og gået ind i nogle selskaber og hvor vi har haft nogle med som partnere, men hvor deres pengekasse eventuelt er løbet tør, så er vi blevet 100% ejer og så driver vi som regel selskaberne videre også. Så det er kva at udvikle det her bornholmske.. øh liv, i stedet for at afvikle, kan man sige.

I: Ja.

D: Så det er vigtigt for os, så det.. og give noget tilbage til Bornholm. Og så bor vi her selv. Øh så vi har jo en interesse i at Bornholm er attraktiv og så attraktiv som overhovedet muligt.

I: Ja. Altså det.. det er også lidt spændene i forhold til turisme for.. fordi.. fordi altså nu kommer jeg her i dag og nærmest alt er lukket, ikke?

D: Mmm..

I: Øhm.. og jeg ved ikke hvordan det er at rejse udenfor højsæsonen herover, men men er der noget der er åbent? Og er det sådan at.. er det noget man gerne vil i det Bornholmske samfund? Vil man gerne have at tingene er åben helårligt?

D: Det er måske dig der skal tage den..

K: Altså øhm det vil man helt sikkert.. øh nu er vi jo selvfølgelig ramt af COVID og dermed nedlukninger, så derfor er der ikke særlig meget der har åben, men ellers, så går sæsonen, som jo sikkert også gælder for Løkken, Løstrup og så videre.. altså fra påske og til efterårsferien, vil jeg sige..

I: Ja.

K: Øh selvfølgelig med et maks i højsæsonen i skolernes sommerferie i industriferien, ikke?

I: Ja.

K: Øh det man har.. det man arbejder på.. både lokalt her på Bornholm, men som man jo også arbejder på lokalt i hele Danmark, som har været sådan en gammel trave regel, efterhånden som man taler helårsturisme, det har man jo talt om i rigtig mange år..

I: Ja.

K: Men det er de færreste destinationer der har knækket koden for, hvordan får vi skabt den her helårsturisme. For folk har jo også en forventning om.. og måske har vi også selv spændt ben for os selv ved at sige: ”Jamen det er jo solskinsøen.. det er sommer.. det er røget sild..” Og så videre..

I: Mmm..

K: Så vi skal også ligesom have redefineret, jamen hvad er det så det er udenfor sæsonen. Hvad er det du får.. hvad er det du får hvis du kommer i vinterferien eller du kommer i november måned.. så er det måske mere noget sommerhus med noget pejsen tændt og de henter noget lækker mad og du går lange ture ved stranden og bliver sådan rusket igennem og så videre.

I: ja.

K: Øhm.. så ja det er ligesom en redefinering, men faktisk lige nu har Destination Bornholm sådan et udviklingsprojekt, der hedder vinterturisme på Bornholm. Det er jo så blevet bremset lidt, fordi alle de ting der skulle have kørt som test i den her vinter, har man jo ikke.. altså der har jo ikke været nogle turister og kunne teste det på..

I: Mmmm.. Nej.

K: Så det bliver så forlænget til næste år. Men ellers så har man kørt nogle programmer især med.. især med vandre delen. Altså hele outdoor delen af det. Det er det man slår på og at man også skal henvende sig til.. til et andet segment som efterspørger ro..

I: Ja.

K: ..naturoplevelser, som ikke efterspørger sol og sommer og en dejlig strand og..

I: Ja.

K: Og så selvfølgelig en appel til.. især fødevarer branchen om også at holde åben. Der er jo restauranter.. altså jeg vil sige vi er blevet bedre bare de år vi har boet herover.. eller er kommet tilbage.. vi er begge to født og opvokset herover, men har været væk nogle år og nu har vi boet herover.. ja i snart syv år. Der er mere og mere der begynder at åbne op om vinteren og der er flere og flere der begynder at investere i vinteråben..

I: Mmm..

K: ..vel vidende at der nok lidt penge til i.. i de værste måneder, men til gengæld så har de så god en sommersæson, så det.. når man kigger på året igennem..

I: Ja.

K: Så udligner det lidt hinanden, men selvfølgelig er det aldrig sjovt at stå med en januar måned, hvor du faktisk.. hvor der ryger penge ud af butikken for at have åben, vel?

I: Ja.

K: Men.. men det er også lidt hønen og ægget. Hvor starter det her?

I: Lige præcis.

K: Nogen skal jo ligesom starte det her kan man sige. Så hvis alle bare sidder og venter og siger, vi vil se det før vi tror det..

I: Ja.

K: ..så.. så sker der jo ikke noget. Men jeg synes de er blevet bedre. Jeg synes de er..

D: Men sæsonen er blevet længere.

K: Ja..

D: Altså det er den helt klart. Og man kan sige Svaneke var jo en stor tilslutning her inden COVID også..

K: Mmm..

D: ..at man havde jo lavet en aftale.. Var det ikke nogle og tyve der vil holde helårsåben..

K: Ja.

D: ..altså så dermed ikke hver dag, men så fra torsdag til søndag og så og så et eller andet, hvor de.. hvor at de normalt har været nedlukket, ikke?

I: Jo.

D: Og så har de kørt med drift alligevel, ikke? Så jeg synes der er en positiv..

I: Ja.

D: Øh trend herover. Man skal ligesom have alle med på den her del. Og der er jo også mange udenfor Bornholm, der køber sommerhus på Bornholm, og det ved du jo selv. Der er blevet solgt riktig mange sommerhuse i hele Danmark, kva det her COVID og sådan nogle ting. Og jeg tror også det gør at folk kommer mere over og ser den rå side af Bornholm og måske bliver forelsket og fortæller den her historie hvor, jamen som du siger det har været den lækre del og Folkemøde har selvfølgelig haft en positiv udvikling på Bornholm, fordi mor og far har været over eller mor har været over og hvad er det der Bornholm for noget og skal vi på ferie og sådan nogle ting. Og så er det måske ikke i sommeren man tager over, men men.. Bornholm har meget at byde på naturmaessigt og sådan nogle ting. At man kan få nogle lange ture og som sagt, blive blæst igennem..

I: Ja.

D: ..og bare komme væk fra larmen. Altså når vi tager.. Øh det er ikke fordi jeg er så meget på Christiansø, men når man kommer over fra, jamen så siger man at der er stille på Bornholm, ikke? Men når man så kommer på Christiansø, hvor der så slet ikke er nogle biler, så er der et eller andet... så er der stille.. jamen så er der stille for Bornholmerne også..

I: Ja.

D: Så.. så det er jo en anden altså.. det er en anden.. den der ø-kultur. Øh det er måske lidt mere sådan slow living, at man kan komme over og være en del af..

I: Ja.

D: ..den Så det er måske sådan man måske skal se det lidt mere på.

K: Og så tror jeg at man.. dels der er to fordele.. dels så er der.. så har vi jo København og Storkøbenhavn som vores primære marked.

I: Mmmm..

K: ..for Bornholm. Der er jo rigtig mange.. øh i København som enten sidder i små lejligheder, som derfor enten har købt sommerhus.. ja Nordsjælland, Odsherred eller sådan noget.. Ja eller også så vælger de at købe på Bornholm, fordi det er også blevet lidt trendy her de seneste par år. Vi ser jo flere og flere øh.. komme til Bornholm og netop også investere i.. i sommerboliger. Og det gør jo at når flere sommerhuse vi har på hænder udenfor Bornholm, jamen de skal over lige og tjekke det.. ja se hvordan står det til. Og måske holder de vinterferien herover også. Så det tror jeg faktisk at det får en positiv effekt. Vi kan jo mærke det i Svaneke især, hvor der er en del der har købt huse i og omkring.. øh byen. Altså der har vi da sådan flere Københavnere som tit er på øen: "Jamen nå okay, er I herover igen?", fordi de falder jo ind i bybilledet. Og man snakker med dem, ikke? Øh så den del er det og så tror jeg faktisk COVID, det må vi jo så se, de kommende år, selvfølgelig har det været en øh.. en begrænsning i.. i det her år og i sidste års sæson, men lur mig om vi ikke også har fået lært danskerne at vi ikke er så skidt, og det gælder både i hovedsæson og udenfor sæsonen, fordi vi har jo haft mange folk. Der var jo.. der var jo en del både i vinterferien og i påskeferien og så videre. Folk som måske ellers ikke vil være taget til Bornholm, så jeg tror måske også at de måske har fået øjnene op for at Danmark kan faktisk også noget.

I: Ja.

K: Altså udenfor sæsonen. Og det er jo ikke kun på grund af Bornholm. Det er der jo mange steder i Danmark der kan, ikke?

I: Ja. Okay.

D: Og så er der kommet nogle investeringer. Altså folk er begyndt at investere både i restauranter... Og åh åh åh..

K: Hoteller.

D: Og hotellerne er blevet opgraderet og sådan nogle ting, så man har jo den her målgruppe. Man har jo snakket om Bornholm, som det ny Skagen.

K: Tisvilde, ikke?

D: Eller Tisvilde eller andre steder. Og der er vi ikke på nuværende tidspunkt, men der begynder at komme noget og så kva at folk ikke kunne tage til udlandet, jamen så var der jo et højere segment af turister herover, ikke?

K: Mmm.

D: Herover som var villigt til at lægge nogle flere penge..

I: Ja.

D: Altså.. det har de da sagt fra restaurationsbranchen, at bonerne har været noget højere end de normalt har været, tidligere har været, tidligere år..

K: Dyrere..

D: Ja. Så.. Så folk har kommet med deres budgetter fra sydfra, fra Spanien eller et eller andet og lagt dem på Bornholm, på den uge, fordi de havde altså måske 100.000 til den uges ferie..

I: Ja.

D: ..som de er vant til at bruge, så det har jo givet nogle.. det har givet nogle.. det har givet god omsætning i hvert fald i restaurations. Og hotelbranchen. Og der er jo fuldt booket til sæson også, ikke? Kva at jeg sidder her (Underdirektør Ocean Prawn) og du er i turismebranchen. Vi får jo.. det er jo hver dag vi får henvendelser om "Kan I ikke skaffe et sommerhus i uge 29?". Ej det kan vi ikke. Altså der er bare ikke noget at få, vel?

I: Nej.

D: Så det gør jo også at nogle må komme i for-sæsonen og nogle må komme senere. Hvor du siger, jamen det er helt indtil efterårsferien. Sommerferien og efterårsferien har jo ikke hængt sammen tidligere. Så er der jo kommet mange af de her pensionister i sensommeren, men den har stadig ikke hængt sammen med efterårsferien, men det gør den jo så nu. Så vi er mere på den her..

I: Mmm..

D: ..ikke at vi har helårsturisme, men den er i hvert fald blevet væsentlig længere.

K: Ja.

I: Ja. Jamen det kunne jeg se på nogle tal jeg har læst lidt på, hvor den var steget. Jeg tror det var 60% i foråret og 40% i efteråret, eller sådan et eller andet.

K: Ja. Ja. Ja.

D: Ja ja sådan noget..

I: Men der nævnte de blandt andet også at Folkemødet det sådan.. det var.. det havde haft en stor betydning..

D: Jamen det har haft en meget.. også det med at man har fundet ud af at Bornholm det er ikke så langt væk. Jeg tror folk har haft en eller anden ide om at Bornholm er langt væk. Altså hvor mange ved at man kan flyve til Bornholm? Altså hvis du går ud og spørger de fleste, så er der ikke særlig mange der ved at de kan flyve til Bornholm.. altså så ved..

I: altså jeg vil sige.. det er jo overraskende nemt i hvert fald..

D: Ja ja.

I: Altså det er jo første gang i lang tid jeg..

K: Altså hvad er det i dag? Det er onsdag og du flyver direkte, så du er ikke fra Bornholm?

I: Nej, jeg bor i København.

K: Nå du bor i København, okay.

I: Ja. 40 minutter og så.. og så flyver jeg jo hjem igen om tre timer, så..

D: Haha.. Jaja.

I: Ja. Så lige en hurtig bette dagstur..

D: Jaja.

I: Altså det vil jeg jo sige, altså til den pris, der tror jeg godt jeg kunne finde på at tage herover en anden gang.. altså..

D: Jaja.

I: ..måske tage en enkelt overnatning eller sådan noget. Altså det er jo ikke særligt dyrt.. altså..

D: Nej.. Nej og lige nu er det jo også kva..

I: Jaja selvfølgelig.

D: Jeg tror at flypriserne er lidt lavere for ellers koster det måske tusind for en retur, men altså hvis.. jeg ved ikke om du har lejet en bil eller hvad du har..

I: Ja. Det har jeg.

D: ..men det koster jo ingenting at leje en bil, hvis du lejer den igennem DAT eller et eller andet..

I: Jamen jeg har faktisk lejet den igennem GoMore, så...

D: Når okay. Jaja. Jamen jeg ved ikke hvad det er, men de har jo ofte det her 300 med fri km for en dag eller et eller andet..

I: Jaer.

D: ..altså det kan jo ikke betale sig at tage en taxa.

I: Nej nej nej..

D: Altså så kan du køre rundt og der er fri kilometer..

I: Ja.

D: ..og så fordi du kan bare ikke køre særlig mange kilometer på Bornholm på en dag. Lige meget om du kører fra.. hehe eller om du lander til du kører hjem.. altså..

I: Nej.

D: Så.

I: Jamen jeg havde også overvejet om 120 kilometer var nok eller om jeg skulle købe ekstra, men de har jeg lige vist at være nok.. Haha

K: Haha

D: Haha det er fint.

I: Ja. Hvad hedder det hvordan udvælger I sådan hvem I skal investere i? Øhm altså skal de præsentere et bornholmsk produkt eller associeret med Bornholm eller?

D: Ja. Altså det er, at du skal være på Bornholm. Altså vi har ikke særlig mange investeringer udenfor Bornholm. Altså det er det her, at vi gerne vil støtte op om de små producenter eller nogle der udvikler noget i forhold til Bornholm, så.. så så det er vigtigt for os. Altså vi er en form for business angels. Vi er den vej rundt, men men men det skal være nogle der har noget relation.. øh..

I: Så det er i form af noget DNA til Bornholm..

D: Det.. det skal det være og jeg vil også sige de senere år, har vi også.. begynder vi at sætte nogle mål op under at de skal komme med en fornuftig forretningscase og de skal også have mulighed for at udvikle og være selvkørende. Vi vil gerne være sparringspartner..

I: Mmmm..

D: ..og sådan nogle ting, men vi vil ikke ind i drift i de her små selskaber. Vi vil gerne være med og vi vil gerne sparre med dem, vi vil gerne hjælpe dem og alt mulig og sådan, men vi vil ikke.. det er ikke os der sådan skal drifte deres selskab.. så det det skal være noget vi tror på og det er jo klart vi tager det op imod tiden, tendens og om vi tror på det også.

I: Ja.

D: Selvfølgelig har vi, jeg ved ikke om det har læst om det også, men vi har de her hjertepenge, hvor vi siger, jamen det er måske en rigtig god ide, men det er ikke sikkert at det.. det kan godt være at det er brumbassen der ikke kan flyve eller et eller andet..

I: Mmm..

D: Men men men jeg synes.. alt i alt, er vi måske blevet lidt mere.. fordi vi har brændt fingrene på sådan nogen som ikke har.. har.. har haft formået og drifte det, kan man sige. Men kan jo sige det er deres drom som regel. De kommer jo med de her små og så har vi sagt: "Jamen vi vil gerne være med til at.. og.. vi kan godt se en ide der. Du har solgt den flot in og alt mulig, men..". De har så bare ikke haft det fornødne drive eller.. for at komme ud over rampen.. så..

I: Okay.

D: Men men det er.. det er 100% Bornholm og der skal være noget DNA Bornholm
eller nogle råvarer fra Bornholm eller noget der bliver spændt op i forhold til Bornholm

K: Men man kan vel godt dele det lidt op alligevel og så sige at jamen der hvor I investerer hjertepenge, der er det Bornholm, ikke? Øh og bornholmske, typisk iværksættere eller nogle virksomheder, der ja, har en eller anden relation til jer. Men hvis nu det er fiskeri- relateret..

D: Årh ja..

K: I har jo også nogle der ligger i Jylland for eksempel. Men så skal det jo være noget der giver mening netop i forhold til rejefiskeriet, ikke?

I: Ja.

K: at øh.. at det understøtter det..

D: Det er noget helt andet.

K: Ja.

D: Det er vores core business. Altså der er det jo.. der er det jo tough business, kan man jo så sige et eller andet sted, for der er jo.. det er ikke det at have båden. Det er det at have kvoten. Altså du skal jo kunne hve noget op af vandet kan man jo så sige. Man kan jo sige, det er ikke vigtigere at have båden, for hvis du har båden, men ikke noget at fiske efter..

I: Ja.

D: Så det er jo meget spændt op at vi finder jo direkte partnere rundt i verden..

I: Mmm..

D: Men på Bornholm er det.. altså det er jo butikker.. det er små producenter.. hvis du har været inde og se på vores hjemmeside, altså det er jo meget det her gourmet segment og så ..

I: Ja. Det tænkte jeg nemlig over.. om I sådan bare..

D: Med havtorn og øl og..

I: Jamen jeg har faktisk lige før, jeg kom her, har jeg været ved Høstet..

D: Okay.

I: ..så ja.

D: Så vi har.. vi har de der små.. små producenter inde, så.. så det er lidt det der med og.. og kva min baggrund er at jeg har været direktør for Svaneke Bryghus, så jeg har lidt øh..

I: Mmm..

D: ..været med i den rejse de lidt har været igennem og er kommet ud i detailhandlen og.. og jeg siger ikke det er en drøm at komme ud i detailhandlen, for man skal finde ud af hvad man vil.

I: Ja.

D: Vil du sælge mange enheder til en lavere pris? Eller vil du sælge få enheder til en højere pris? Og hvor vil du ligge henne? Fordi du kan ikke begge dele.

I: Nej.

D: Altså du kan ikke både være i specialmarkedet og i detailmarkedet. Altså du bliver sat i bås, hvis du går den ene eller den anden vej.

I: Ja. Okay. Øhm.. jeg kunne se at I sponsorerer også nogle atleter fra Bornholm?

D: Jep.

I: Er det en markedsføringsstrategi eller er det simpelthen bare fordi det vil I gerne sponsorer?

D: Altså jeg vil sige.. æh Mathias har vi sammen med vores største partner ude i Kina, øh så det er jo kva at han kan se en ide i det her og så støtter vi op omkring ham.. og så kva at han er en bornholmsk..

I: Ja.

D: Øh professionel atlet. Øh så vi får jo også noget ud af det selv. At vi er på hans trøje når han spiller rundt i Europa..

I: Ja.

D: Men det er også mindst lige så meget for at støtte op om vores også.. og cykelløb.. cykelholdet er jo igen et billede ud af til.. og hvor de er et hold, de andre er enkelt, så er det her.. kan man sige.. så har vi valgt et hold, vi også sponserer..

I: Mmmm..

D: Og så har vi jo rigtig mange små sponsorater, som vi ikke.. gymnastikholdet får nye trøjer eller fodboldholdet.. eller alt sådan nogle ting har vi jo udover..

I: Ja.

D: Øh.. så de der de er sådan strategiske, kan man sige.. øh og s'har vi jo mange dattervirksomheder der støtter Etape Bornholm, som jo er et løb..

I: Ja.

D: ..og som jo det ene og det andet. Så vi har rigtig mange former for sponsorater. Vi har ikke en der sidder med sponsorater, sådan rent strategisk og siger, jamen skal vi det, skal vi det, skal vi det?

I: Nej nej.

D: Det tager vi altså lidt på nogle interne møder og siger jamen er der penge til det her og hvordan og hvorledes.

I: Ja.

D: Og hvordan ser det ud og sådan nogle ting.

I: Ja.

D: Så vi har ikke en decideret strategi, kva vores rejer bliver jo.. bliver jo ikke solgt i Danmark. Altså vi er jo.. alt vores er jo faktisk primært, når man tænker eksport, for det man betaler for rejer i Danmark, jamen det er en lav pris, så det.. det er faktisk bare.. det er dårlige råvarer. Det er ikke de samme råvarer som bliver eksporteret.. Øh

I: Nej.

D: Altså så vi har ikke noget salg i Danmark, så..

I: Okay.

D: Så.. så vi har ikke noget at markedsføre os selv med.

I: Nej.

D: Så er det mere vores dattervirksomhed som får noget ud af hvis vi markedsfører og så.. så er det bedre de gør det selv, for så får de deres logoer på trøjerne og sådan nogle ting, ikke?

I: Ja. Okay.

D: Så man kan sige i de sponsorater vi laver herover, jamen det er mere af hjertet for vi får ikke noget, altså vi har.. vi sælger lidt af vores skalrejer i fire detailbutikker herover og det er det.. Altså det er jo småtterier..

I: Ja.

D: Det er ikke noget .. noget vi får noget genkendelighed og jamen så siger jamen det er de rejer der ligger nede i fakta eller et eller andet..

I: Hehe. Nej.

D: Jamen den får vi ikke.

I: Nej. Okay.

D: Så det er mere at støtte op om samfundet igen, kan man sige.

I: Ja. Okay. Øhm nu skal jeg lige se her.. ja altså det der med at fiskeriet det før har været en stor del af erhvervet før på Bornholm.. og så har jeg sådan fundet ud af at det har været stærkt nedadgående siden 80'erne..

D: Det må man sige.

I: Øh altså.. altså hvordan har det sådan.. altså hvordan har I haft.. altså base her eller.. eller har I været påvirket af de kvoter?

D: Det.. vi har.. vi har primært.. altså vi har primært fjernfiskeri.

I: Okay.

D: Altså vi fisker langt væk, ikke?

I: Ja.

D: Men vi har også nogle trawlere eller nogle både her som har fisket i Østersøen, men kva at der er torskestop, så kan du ikke fiske torsk i Østersøen, så du må slet ikke lande torsk overhovedet. Så vi har for 18 millioner kvoter stående, som vi ikke kan fiske, som vi har bådene liggende i Nordsøen i Jylland og fisker alle mulige andre arter, for vi må ikke fiske i Østersøen, så.. så det er klart alt er jo gået nedad, kva at der er blevet stop og det har jo gjort at mange fiskere har knækket nakken og fiskeindustrien er lukket ned, så der er jo ikke noget, der næsten bliver forarbejdet på Bornholm mere.

I: Ja.

D: Øh Espersen har lidt.. de laver de her fish.. fish o let til McDonalds, de har en fabrik oppe i.. ellers er der jo næsten ingen tilbage. Der har været konserves fabrik, som har lavet torskerogn, der har været to øh øh i hvert fald i min tid.. der har været flere tidligere.. altså som fileterede, altså de eksisterer jo ikke mere på Bornholm fordi råvarerne er der ikke.

I: Ja.

D: Konservesfabrikken var den sidste der lukkede, fordi man importerede råvarerne. Der kom ikke noget fra havnene mere..

I: Mmm..

D: ..så man importerede torskerogn for at bearbejde det og sende det ud igen og der kan du bare ikke være med prismæssigt i dag..

I: Nej.

D: ..og altså der er Bornholm bare ikke stærk nok og i det her bæredygtige segment man heller ikke skal fragte for meget og sådan nogle ting..

I: Nej.

D: ..jamen så hænger det ikke sammen.. altså du kan ikke bare tage råvarer ind og sætte Bornholm på brandet og så sende det ud igen. Det fungerer ikke. Så det er kva at ressourcen ikke er der. Og det er jo kva over fiskeri way back at man havde jo både fiskere fra hele Danmark og fra udlandet som har været med til og.. og ødelægge.. til at overfiske Østersøen, ikke?

I: Ja.

D: Ja, så har der været den her med sæler. Der er kommet en masse sæler som har gjort at fiskene har fået orm og sådan nogle ting, så de er så afmagret, at.. og sådan nogle ting også..

I: Ja.

D: ..så at.. og så at kva det at de skider og så at fiskene spiser deres.. så der er mange af dem der dør og sådan nogle ting.. så der.. så det er lidt skrækkeligt det der sker i Østersøen lige nu her.

I: Ja. Jamen det er bare mere i forhold til at jeg tænker mere på, at fiskeri det var så stort..

D: Jaja..

I: ..og så..

D: Men folk er jo blevet omskolet og fundet andre veje og nogle er flyttet væk og sådan nogle ting. Der er jo også flyttet rigtig mange væk fra Bornholm og nu er vi på vej til at være tilbage til de der små 40.000 igen, ikke?

I: Ja.

D: Fordi tilflytningen bliver populært, fordi dem der har været over på sommerferie har sagt jamen vi vil også prøve og så tester de det måske lige i vinter og ser om er det noget..

I: Ja.

D: ..eller er det for mørkt eller .. men det er jo.. Mange kommer jo med den der drøm og siger jamen det er jo Bornholm er så fed om sommeren og når de er her en januar dag, altså.. Når vi går i byen en gang imellem, jamen så siger nårh jamen nu blev det forår, nå men I er her stadigvæk, men man har bare ikke set hinanden..

I: Ja.

D: ..altså det er lidt mærkeligt.. Øh selvom man lever i et lille samfund. Det er lige om man er i Brugsen på sammen til eller et eller andet..

I: Ja.

D: Jeg synes folk putter sig meget i vinterhalvåret og så mylder folk bare ud og det gør Bornholmerne også og vil være en del af det her der sker om sommeren. Ja.

K: Men fiskeri er jo en afmatning i.. i hele landet kan man sige..

I: Ja.

K: Hvis du går ind og kigger på danske havne, så.. så.. så viser det jo også at det er en branche forening der.. altså det er nedadgående, ikke? Altså det.. dels så bliver det.. bådene bliver jo større og større, så det kræver noget mere. Det kræver noget.. det kræver noget mere end det gjorde tilbage i 80'erne, hvor det var kutterne der ligesom drønede rundt og fangede og.. og kom ind igen samme dag. Nu er det jo fabrikker nærmest der..

I: ja.

K: Der sejler rundt nu, ikke?

D: Ja. Jamen det bliver jo komprimeret..

I: Ja.

D: Så alle.. altså landbrug er det samme ikke?

K: Jo jo..

D: Altså alle de store drifter der skal gøre det. De kan ikke hænge sammen mere. Altså det skal være.. så det bliver meget konsolideret..

I: Jamen jeg synes bare..

D: Det bliver konsolideret.. det gør det bare.. det bliver større både så der kommer og..

I: Ja.

D: Og det bliver også større landbrug og sådan nogle ting. Det er jo hele Danmark også sådan nogle ting.. så..

I: Jeg synes bare det er interessant, fordi det netop har været så stort et erhverv på Bornholm og så at.. I jo stadigvæk øh gør det godt og klarer det godt..

D: Jaja jamen det er kva at..

I: Og støtter og supportere..

D: Ja det er jo kva at vi tjener vores penge og fisker ude i verden, ikke?

I: Ja.

D: Men pengene kommer jo så tilbage til Bornholm, kan man jo så sige..

I: Ja.

D: og.. og.. og så fordeler vi dem ud fra det.. hvad vi nu mener..

I: Ja.

D: .. at de er det rigtige, ikke?

I: Jov.

K: Altså man kan jo sige at dengang Ocean Prawns det startede op, jamen der var det jo også fiskeri ved Grønland og ved Canada som man, så man har jo ikke været afhængige af Østersøen..

I: Okay.

K: Og de både der ligger herude, er jo nogle mindre kuttere, ikke? Så det er jo..

D: Min far..

K: ..en lille del af..

D: Min far har altid drevet fjernfiskeri, så det er fiskeri ved Nordnorge og det er ved.. ved.. ved Grønland. Fiskede laks, dengang han startede op, så han har ikke fisket særlig meget i Østersøen i hans liv.

I: okay.

D: Hele hans liv har været bundet op. Og så har han jo så fået nogle partnere, som øh oh min farfar fiskede i Østersøen og jeg har nogle fætre og alt sådan nogle ting, men de de.. der er jo ikke nogle der fisker mere.

I: Nej..

D: Så man skal jo også bruge.. man skal jo finde ud af hvad skal man bruge alle de her havne til? For de er jo fantastiske lækre og hvem kan ikke lide det der torv med vand i et eller andet sted? Så man skal jo finde ud af.. hvordan får man integreret havnen i i det bornholmske hverdagsliv? For der er jo ikke noget der er federe end at sidde og se på vand.. øh..

I: nej nej, lige præcis.

D: Men det er også lidt ærgerligt at man ikke ser den der fiskekutter der kommer tøffende indover.. altså kan man sige et eller andet sted.. øh og der er frisk fisk på havnen.. altså det må man jo heller ikke sælge længere. Altså man skal jo have en fødevarer erklæring hvis man skal fileter og alt muligt..

I: Ja.

D: Alt der er.. der er sat begrænsninger for alt det der som folk godt kunne tænke sig. Altså jeg vil da vove og påstå hvem kunne ikke godt.. hvem ville ikke godt.. kunne være på ferie på Bornholm og kunne gå ned og købe en torsk på havnen og så gå hjem og spise den? Og så sige jamen den er fisket derude i dag og nu spiser vi den her til aften.

I: Ja.

D: Det.. det er lidt begrænset. At det er lidt ærgerligt at der er så mange restriktioner der kommer på hele tiden..

I: Mmm..

D: Jaer..

I: Øhm.. øh hvad hedder det.. jeg har skrevet det sådan rimelig meget til..

D: Jaja..

I: ..fordi du gerne vil have det sendt inden, så der er lige lidt forklaringer og sådan noget, ikke? Men.. hvad hedder det.. der står på jeres hjemmeside at I beskæftiger 250 personer der er tilknyttet eller associeret med virksomheder på Bornholm..

D: Mmm..

I: Altså betyder det at.. at det er dem I har investeret i, eller er det nogle der arbejder på jeres hovedsæde eller er det?

D: Nej, det er.. eller nej.. det er vi 16, sådan her i dag, eller 17 her på kontoret. Så det er associeret med.. altså det vil sige vi har et møbel house, som hedder in house som har ti ansatte, så har vi et entreprenør selskab, hvor de er halvfjærds og så har vi.. stået for hele renoveringen af renovationen på Bornholm.. der er cirka tres ansatte der, så det er jo alle de her..

I: Okay.

D: ..forskellige virksomheder, som bliver summet op.

I: Ja.

D: Og så er der jo så Høstet, der er Svaneke Bryghus... så altså alle de her folk..

I: Så det er sådan.. altså investeret.. ja..

D: Ja, så hvis du går ind og kigger på hjemmesiden om os, så hvis du tager alle de der, der er logoer af, jamen så er de jo som er på Bornholm..

K: Altså virksomheder, ikke?

D: Ja. Så ligger de jo under den..

I: Ja. Okay. Er renovation plejer den normalt ikke og hører indunder kommunen eller..

D: Det er udlagt til privat på Bornholm... Det

K: Det er privat

I: Okay. Yes. Mmm... Yes, nu skal jeg lige se..

D: Og der kommer ti årig udbud, hvor vi er med i.. nu her må de tage en beslutning indenfor kort tid.

I: Ja. Okay. Hvad hedder det ja.. det kan man jo så sige på baggrund af.. at vi allerede har snakket om det så ja.. i forhold til at I ikke sælger jeres produkt her på Bornholm..

D: Ja.. Ja det gør vi ikke..

I: ..så.. det er det der med om turismen den sådan lige som er.. får jeres øger jeres salg..

D: Ja.. narh..

I: ..men det kan man jo så sige at det gør den ikke, kan man sige altså..

D: Argh altså jeg vil sige. Kva at vi har .. at vi vi vi.. vi leverer ikke pillede rejer, så det er jo rejer med skal og det kræver jo en eller anden form for arbejde. Og jeg vil sige de restauranter, der kører med vores produkter herover, det er primært som pynt eller med få rejer i en rejesuppe, fordi jamen de skal jo også have økonomi i det der. De kan jo ikke have en til at stå og pille at.. øh en rejcocktail med 50 rejer i til 100 mennesker eller sådan en eller anden ting. Altså.. altså det.. det sker bare ikke i dag..

K: Ja der er jo mere..

D: Altså det er jo lidt synd at man ikke tager de bedste råvarer og giver den en skalle, men det vil jo have at der var en eller to der skulle stå og pille x antal timer om dagen og det gør man ikke.. så man køber den færdige varer. Det kan godt være at det er vores råvarer der har været solgt og er blevet pillet på en pille fabrik eller er blevet håndpillet et eller andet sted i udlandet, men...

I: Ja..

D: ..men det bliver ikke solgt i vores brand..

I: Okay.

D: Øh så det kan godt have været vores råvarer som er blevet købt og pillet, så der får vi jo ikke. Vi har jo ikke nogen effekt af det kan man sige. Men.. Men der er nogle restauranter..

K: Men jeg tror, hvis du kigger Daniel, så tror jeg ikke på at.. jeg tror ikke at rejer har nogle betydning for turisterne her på.. herover..

D: Nej slet ikke..

K: Altså så tror jeg mere.. at de lokale som sige nå okay.. det er dem der der ligger nede i Nexø.. det er dem der der fisker rejer..

D: Ja.

K: Er det deres rejer man kan købe her fordi der kun er fire butikker på øen hvor du kan købe dem, ikke? Øh det er en effekt, men det er jo minimalt..

I: Ja.

K: Altså vi mærker jo ikke overhovedet det der bliver solgt..

D: Der er jo Royal Greenland som ligger på markedet under Polar Seafood, som er de store grønlandske aktører som er for.. som er.. som skal kva de har så meget de skal afsætte så meget, jamen så er de i detailkæderne og sådan noget.. Altså har kontrakter med.. Altså det har vi heller ikke..

I: Nej.

D: Vi ser ikke nogen penge i det. Vi kan få flere penge ved at sælge dem som råvarer i bolk end vi kan og pakke dem op og sælge dem på det danske marked.

I: Ja.

D: Og for dem er det måske vigtigt at være i det danske marked. For os e det måske.. det danske marked, så minimalt, at vi.. vi vil heller sælge det i større endheder til Japan og til Kina og.. Og.. der er også noget der bliver håndpillet i Marokko, der sidder og.. en af vores partner har en fabrik, hvor der sidder x antal hundrede kvinder og piller rejer, syv dage om ugen.

I: Ja.

D: Og sådan nogle ting. Så der er også.. der er.. Så er der de store pille fabrikker der ligger i Norge og på Island og i Canada som øhm piller rejer rundt omkring.. det tror jeg.. der er ikke nogle pille fabrikker tilbage i Danmark faktisk.. JO Launis har måske lidt oppe i Nord.. Nordjylland, men..

K: Men i forhold til hvad hun spørger om.. Hun spørger om det har en effekt.. Det har det ikke.

D: Nej.

I: Nej.

K: Altså så det jo mere.. så er det jo i langt højere grad.. Høstet vil jo sige ja.. selvfølgelig har det en kæmpe effekt. Svaneke Bryghus vil sige ja, selvfølgelig har det en kæmpe effekt. Der kan man jo se, at ølsalget stiger markant når der er turister på øen, ikke?

I: Ja.

K: Øh.. og de er..

D: Altså det vil det jo også..

K: ..de er jo selvfølgelig også tilbøjelige til og sådan har vi det jo også selv når man rejser, at man gerne vil prøve noget lokalt og sådan, ikke? Så..

I: Ja.

K: Så de kan helt klart mærke effekten og..

D: Ja.

K: Og sammenvirkning mellem de ting, ikke?

D: 100%:

I: Altså jeg snakkede lige der med Høstet og de sagde også at de havde slet ikke planlagt at det skulle være noget for turister.. men at der.. der var blevet vist interesse for dem..

D: Jaja..

I: ..og det faktisk stod for 45% af deres salg..

D: Ja.. de har jo gårdsalg og de har jo drinks på landet og de har alt mulig forskelligt..

I: Ja ja lige præcis.

D: og de har mange ting den vej rundt, ikke?

I: Ja.

D: Så.. og der kommer jo busser.. der er jo busser der er også kommer og som arrangerer turer og prøv og se den økologisk plantage og sådan nogle ting.

I: Ja.

D: Så det er jo.. det er jo klart, altså og jeg sad selv.. folk har været efter mig. Hvorfor markedsfører du dig ikke mere, da jeg selv sad hos Svaneke Bryghus, og.. jamen når folk først kommer til Bornholm. Det er selvfølgelig.. meget egoistisk tænkt, men jeg skal nok sælge mit øl.

I: Ja.

D: Det er jo ikke fordi folk får.. folk vil gerne have det lokale øl. Det gør vi også selv når vi er i Spanien. Nå men så finder vi.. så drikker vi også lokalt, hvor.. da jeg var på charterrejse med mi forældre da jeg var barn, jamen der købte man Heineken og Carlsberg.. øh når man var på charterrejse.. det gør man jo ikke mere. Nu vil man gerne have det lokale og det.. men altså det er også okay det smager lidt anderledes og man vænner sig til det og sammen med cask øl. Det smager også kun godt i.. i London eller et eller andet. Altså der er ingen der vil have fladt øl i Danmark, man kan ikke sælge fladt øl i Danmark, men det kan man godt når man har været i London og har fået de første 2-3 pines, så smager det.. og så er det sådan det skal smage og det er bare det.. en del af det at være i London, ikke?

I: Ja.

D: Og sådan er det med råvare, men vil gerne.. når man er ved Vesterhavet eller et eller andet, så vil man også gerne havde jomfruhummeren eller hvad de nu er kendt for, ikke?

I: Ja. Ja. Okay. Jamen det var faktisk det.

D: Ja.

I: Ja.

D: Ja, men det er dejligt..

Appendix 7: Interview with Gårdbutikken

Interviewer: Mia (I) The interviewee: Jan (J)

I: Øh hvad er konceptet i Gårdbutikken? Øh altså skal der være en relation til Bornholm i de produkter der produceres?

J: Ja ja der skal der.

I: Okay.

J: Det skal være bornholmsk, enten produceret på Bornholm eller have bornholmsk tilknytning af en art, ikke?

I: Okay.

J: Vi har så en enkelt ting der ikke hører til Bornholm og det er kaffe of the, men det kan vi ikke rigtig lave på Bornholm, så det er sådan..

I: Nej..

J: Ellers så er det at vi går meget op i af det er Bornholmsk.

I: Ja..

J: Og det er jo så også bestyrelsen.. vi er jo en forening der bestemmer om man kan komme ind og lever op til..

I: Okay.

J: Ja standard.. dem vi gider at arbejde sammen med kan man sige, ikke?

I: Okay.

J: så det.. Ja.

I: Er der noget i forhold til at det sådan skal være bæredygtigt? Eller?

J: Altså det ligger vi jo lidt vægt på når vi vurderer det..

I: Mmm

J: Altså vi gider jo ikke have en masse plastik ting og sådan noget. Altså det skal ikke være Tivoli. Det skal have lidt..

I: Okay.

J: Det skal have lidt værdi også, synes jeg.

I: Altså det er ikke kun gastronomi eller hvordan?

J: Nej. Altså vi har jo selvfølgelig.. altså kød primært og så har vi jo lammeskind og juice og vi har marmelader.

I: ja.

J: Der er en masse snaps.. forskellige slags. Og der er nogle uld-damer der har nogle ting og sager liggende som de har strikket og hæklet og garn og ja.. og så har vi også haft grøntsager og håber på at få det igen også, ikke?

I: Okay.

J: Så ja..

I: Okay. Øhm.. ja øhm er butikken åbningstider sæsonbetonet? Og har I åben hele året?

J: Vi har åben hele året og det er ikke sæson.

I: Okay.

J: Altså vi har samme åbningstider hele året.

I: Okay. Så om sommeren åbner I også først 15.30?

J: Ja. Det er fordi vi passer det jo efter vores arbejdstider.

I: Årh ja I har jo andet arbejde ved siden af.

J: Jeg har jo alle dyrne ved siden af og det har alle de andre også. Og så min kone har jo også arbejde og det er primært min kone og så står jeg der også lidt.

I: Okay.

J: Hun har jo fuldtidsarbejde ved siden af så..

I: Okay.

J: Så vi tager det i fritiden..Haha

I: Haha.. Yes.. Så det må være en travl arbejdsuge.

J: Jo jo men man behøver jo ikke nøjes med 37 jo..

I: Nej nej det er jo det.. hehe

J: Ja.. der er jo mange flere timer.. høhø

I: Det er rigtigt.. Øhm.. ja. Jeg troede faktisk det var.. øh ja fordi et af mine spørgsmål det var nemlig om udover Gårdbutikken om I så havde en anden beskæftigelse.

J: Ja.

I: Men det har I jo så.

J: Ja.. altså vi sætter hegnet op og vi passer dyr og..

I: Ja.

J: Og sætter telte op for nogle firmaer og.. jamen vi laver alt hvad vi kan komme i nærheden af så..

I: Ja.. Øhm hvor stor.. hvis I sådan nogenlunde kan sætte procentmæssigt på.. hvor stor en andel står turisterne så for af s..?

J: Jamen altså det plejer at være sådan at vi har halvdelen bornholmere, 25% turister og 25% restauranter og hoteller.

I: Okay.

J: Men det sidste år med corona, der tror jeg nok at det har været 50% turister..

I: Okay.

J: Danskere, som er taget i sommerhus, ikke? Og så bornholmere 25% og så.. ej måske 40% og så 10% hoteller og restauranter.

I: Okay.

J: Fordi de kom så sent i gang sidste år.

I: Ja.

J: Så dem nåede vi ikke og sælge så meget til.

I: Ja.

J: Så det forventer jeg faktisk også igen i år..

I: Ja.

J: At det bliver.. for selv nu, er der jo folk som der er på besøg herover nu.

I: Ja.

J: Danskere som tager i sommerhus, fordi de siger ”Jamen det bliver alligevel ikke til noget”. Så det det kan vi mærke i år.

I: ja.

J: Øhm og det ved vi godt, at det skal vi ikke regne med at det blive ved, men jeg tror bare at vi har fået en stigning af danske turister og de vil komme igen fordi: Whats not to like herover, ikke? Altså jeg tror de kommer igen..

I: Ja

J: Så.. men ikke så vildt som vi har set, men så får vi de traditionelle turister tilbage.

I: Ja.

J: Så..

I: Er det derfor I er begyndt at sælge til.. altså er det under coronaen at I er begyndt at sælge til København eller?

J: Nej det har vi gjort lidt hele tiden, men det har været meget lidt, fordi det er i forbindelse med at mine børn rejser frem og tilbage.

I: Okay.

J: Og så har de taget noget med.. det er ikke sådan at vi sælger store dele.

I: Nå okay.

J: Og vi har heller ikke varer nok faktisk. Øh vi har sådan... Vi har jo kun de dyr vi kan producere på naturarealer.

I: Ja.

J: Os der leverer kødet i hvert fald, ikke?

I: Okay.

J: Nu har vi fået nogle andre ind, der godt kan leverer lidt mere, men ja.. det er lidt svært med kød og transport.. øh

I: Ja..

J: Og så er der også lidt holdning i det med at skulle transportere det væk fra øen. Altså..

I: Mmm

J: Der bliver jo kørt tonsvis af kød til Bornholm. Altså hvorfor skal vi så sende så meget den anden vej? Prisen kan være afgørende for at vi skal have det væk, ikke? Men altså det..

I: Ja..

J: Altså det er da sjovere hvis vi kan afsætte det på Bornholm.

I: Ja.

J: Det synes jeg i hvert fald. Så er det en oplevelse at komme over og få det.

I: Det er lidt det med det selvforsynende eller hvordan?

J: Ja.. eller det bliver vi jo aldrig. Eller jo det kan vi nok, men altså det.. ikke indenfor den gren der kan vi ikke blive selvforsynende..

I: Nej.

J: Med natur og kød, det tror jeg ikke..

I: Nej..

J: Men det kan vi måske godt, men det er svært.

I: I skal til at.. I skal enten til at få nogle flere dyr herover eller skære lidt ned på kødet.

J: ja. Nå men jeg synes vi skal skære ned på kødet, men vi skal spise det rigtige kød.

I: Mmm. Ja.

J: Fordi så.. Så står vi jo Forrest i rækken, mener jeg jo selv, ikke?

I: Ja.

J: Men altså fordi det kød vi får helt nede fra Argentina af der er immunbehandlet og..

I: Ja.

J: ja og måske sejlet herop og har ligget på gas eller på.. ja vakuumpakket i en måned eller..

I: Ja ja..

J: Ja. Frisk kød. Haha

I: Det er vejen frem. Ja Øhm.. Hvad hedder det? Hvad mener du øh som virksomhedsejer at der skal til for at Bornholm kan blive sådan en helårsdestination? Jeg tænker med hoteller og restauranter og butikker og sådan..

J: Jamen altså jeg tror jo faktisk at vi er godt på vej derhen, men altså det er jo at folk de gider at tage det der træk med at de holder åbent selvom der ikke er folk. Altså vores gårdbutik holder åbent året rundt.. øh og de første mange år der kom jo ikke mennesker. Altså der var jo uger hvor vi måske havde 3-4 dage hvor der slet ikke kom mennesker.. Altså heroppe. Men vi kan mærke det nu. Nu begynder folk.. nu kan de huske åbningstiderne..

I: Mmm.

J: De ved de kan komme herover. De behøver ikke ringe i forvejen. Jeg tænker at det er det sammen med hotel og restauranter. Hvis man ved der er åbent, så booker folk også.

I: Ja.

J: Og så er det også lidt med priserne at gøre. Altså jo flere der kommer herover, jo billigere er det at holde det åben, så det hænger lidt sammen.

I: Ja.

J: Øh så vi skal passe på med at få priserne for høje oppe.

I: Okay.

J: På Bornholm fordi det er populært, altså.. fordi så dør det af sig selv.. det er det med at tage hvad varerne er værd.

I: Så udbud og efterspørgelse, men stadig lige tænke over..

J: Ja man skal stadig tænke over det. Altså det er jo set.. altså sådan ved Folkemødet, hvor priserne har fået himmelflugt. Det har jo fået nogle til at flygte. Jamen altså så gider de ikke mere og det er jo at skyde sig selv i fodden.. Altså vi skal have penge for det vi laver..

I: Ja.

J: Men det skal være fair. Altså det.. der skal den helt frie markedsøkonomi.. den må man lige passe på med. Hehe

I: Okay. Øhm.. Ja nu skal jeg lige se her.. Øhm ja men altså faktisk jeg.. jeg vil sige jeg havde lidt forventet at det var anden virksomhed.

J: Ja.

I: Jeg havde nok forventet at det var sådan at.. at i levede af det her agtigt..

J: Ja ja ja.

I: Så det er sådan det mine spørgermål de sådan meget er baseret på.. så det er..

J: Ja men det er altså jo.. vi kører jo på at vi vil prøve og udvide den nu. At vi søger fonde for vi er jo mange, så vi vil gerne op og have en omsætning, så der faktisk kan blive et årværk derude, at der kan stå fuldtid.

I: Okay.

J: Og så udvider vi åbningstiderne, ikke?

I: Ja.

J: For vi har varerne.

I: Ja.

J: Vi skal bare have det uddover disken på en måde. Men altså vi har jo hele tiden gjort det sådan at vi har jo betalt tingene efterhånden. Vi har jo ikke noget lån derude. Vi har ingen gæld i det. Det er jo betalt det hele. Hele butikken, ikke?

I: Okay.

J: Så. Ja.

I: Jeg snakkede med Høstet

J: Ja.

I: Og de sagde at igennem jer der synes de at de har fået nogle meget favorable priser for ligesom at kunne sælge deres..

J: jamen det gör man også jo.. for ligesom at kunne sælge. Altså man kan blive A medlem eller B medlem i foreningen.

I: Okay.

J: Og A medlem der betaler du 12,5% til foreningen.

I: Okay.

J: Og det er til markedsføring, regnskabsføring.. øh og til øh.. ja lys, varme alt de ting.. reklamer.

I: Ja.

J: og hvis du er B-medlem, og siger du vil ikke betale de 3000 for at komme ind. Jeg er lige startet med at lave lidt marmelader, så giver du 20% af din

I: okay.

J: Af din.. Øh

I: Af det man sælger..

J: Af prisen, ikke?

I: Ja.

J: og det er jo sådan meget lille øh avance i forhold til hvis du.. øh jeg ved Mads.. eller har solgt kød til supermarkeder, så skal de have 100% oveni prisen.

I: Ja.

J: Det vil sige det er halvdelen der går bare til dem, ikke?

I: Ja.

J: Så den.. Jeg synes den er fair, men det er jo også det. Jeg synes vi.. der tror jeg vores vedtægter, der skal vi have.. altså vi er ikke.. altså vi skal ikke tjene penge..

I: Mmm..

J: Altså vi skal tjene penge til dem der kommer med varerne..

I: Okay.

J: Men skal vi have en butik der skal lykkedes, så skal vi også tjene penge til dem, så det.. vi er ved at lave lidt om på det nu.

I: Okay.

J: Og det kommer til at koste lidt, men vi kan også sælge mange flere ting så, så folk..

I: Så I er åben længere tid og sådan.. Ja..

J: Ja det skal vi også gøre og sådan noget, ikke?

I: Ja.

J: Så men ja det er sådan en udvikling.

I: Ja.

J: Nu har det taget 15 år indtil nu, så nu skal vi bare videre...

I: Okay okay.. ja jamen det var faktisk det.

J: Ja. Men det var fint nok. Jeg tror også der kommer en masse små børn nu.

Appendix 8: Interview with an emigrant from Bornholm

Interviewer: Mia (I) The interviewee: Ann (A)

I: Okay.. Så hvornår flyttede du fra Bornholm og hvorfor?

A: Uh.. jeg er 31 nu, jeg flyttede fra Bornholm, da jeg var 23..

I: Mmm..

A: ..og jeg har altid ønsket at komme fra øen.. uden hel at vide hvorfor. Det var ikke noget direkte mål jeg havde for at komme væk fra øen, men min kæreste på det tidspunkt vil gerne til København, så det var min gyldne mulighed for at komme med.. Ja, så det var faktisk.. øh for diller.. hehe huhuhuhu..

I: Haha hvad var det?

A: For for diller..

I: For diller?

A: For diller.. flyttede jeg herover..

I: Haha det censurer vi.. Haha okay har stadig familie eller andre relation på Bornholm?

A: Hele min mors side af familien, men jeg er faktisk ikke ægte Bornholmer. Jeg er det man kalder førder.. halv førder.. Førder er et udtryk for fremmede. Det betyder du ikke er fra Bornholm.

I: Okay.

A: Så min far er fra Sjælland af. Han er fisker og jeg er resultatet af det. Det man kalder Bornholmer fælden.. som er mænd udefra der gør bornholmske kvinder gravide. Og så enten bliver de eller kører igen. Og min far blev.. Hehe

I: Hehe.. Men du er opvokset på Bornholm..?

A: Født og opvokset på Bornholm.

I: Okay.

A: Yes.

I: Ja.. øh har du nogle former for socialt liv på Bornholm? Altså har du nogle venner der bor der stadig eller..

A: Altså jeg har stadig venner, men meget af det, tror jeg sådan romantiseringen af det for at komme væk fra øen, det var fordi at man af mine venner de også flyttede, ikke? Jeg tror det er alt efter hvor du kommer fra og hvem du ses med. Om hvad drømmen ligesom er. Hvis det ikke er for uddannelse, jamen så er det fordi dine venner flytter eller fordi at øen bliver for lille eller for kedelig altså.. ikke?

I: Ja.

A: Så jeg har stadig venner og hele min mors side af familien bor stadig på Bornholm.

I: Ja.

A: Så jeg har stadig.. jeg har en del tilknytning både venner og familie derover, ikke?

I: Okay.

A: Ja.

I: De venner du har som bor der stadigvæk, er det nogle som der er flyttet og er kommet tilbage, eller?

A: Nej faktisk dem jeg har.. det.. det sjove ved det er, enten så får du børn virkelig tidligt og bliver derover eller også så flytter du og så er der nogle der kommer retur, men det er ikke særlig normalt længere at man kommer retur.

I: Okay.

A: Medmindre de fleste som rigtig kommer retur, er jo fordi hvis de får børn.. at den.. den opvækst de selv har haft og den romantisering med at du behøver ikke låse dørene, alle kender alle og du behøver ikke ringe før du dukker op.. og jeg tror det er det folk er glade for.

I: Okay.

A: Når man er fra Bornholm og fra et lille samfund.

I: Okay.

A: Altså det er da også romantisering hvis jeg skulle hjem, så er det da også fordi at jeg skulle stifte familie og gerne ville give de samme værdier som jeg havde da jeg voksede op, ikke?

I: Ja. Okay. Øhm.. ja. Ønsker du at flytte tilbage til Bornholm på et givet tidspunkt? Altså hvis nu du skal have familie.. eller..

A: Måske.. jeg tror der er altid en drøm om at flytte tilbage, men om det er en reel drøm eller om det mere er sådan du ved en romantisering af min ø, du ved..

I: Ja.

A: Jeg tror mere at det sådan er det end et reelt set ønske om at komme tilbage til øen permanent. Det tror jeg ikke jeg har.

I: Okay. Øhm hvilken udvikling skulle der ske på Bornholm for at du har.. for at du kunne have interesse for at flytte tilbage?

A: Årh det var faktisk et rigtig godt spørgsmål.. Så skulle det være sådan noget, altså nogle federe arbejdspladser og sådan noget.. altså for mig, jeg er jo langt forbi alt der hedder uddannelser og så videre.. så altså for min.. hvis jeg skulle flytte tilbage for noget, så skulle det være en jobposition, en eller anden fed mulighed man kunne få derover, ikke?

I: Ja.

A: Altså.. eller hvis man vil lave et skift. Jeg har jo arbejdet rigtig mange sæsoner derover..

I: Ja.

A: øhm som var mest det. Så for mig er det svært at forestille mig og blive ved med at have et helårsliv når størstedelen af mit sociale liv og aktive liv, det foregik i sommerperioden..

I: Ja.

A: ..at så var du der ikke bare for resten af året og havde det arbejde, du ligesom kunne få et arbejde i dagligvarer forretningen og det var jo ikke det jeg havde lyst til..

J: Mmm..

A: Altså det var jo kun sjovt om sommeren, hvor du kunne få lov at gøre de større ting du gerne ville. Altså der arbejdede jeg jo som tjener og event management og bartender og sådan nogle ting. Det er jo sjovgt.

I: Ja.

A: Men det er jo ikke skide sjovt og arbejde i dagligvarer forretning det andet halve år, fordi der ikke var noget..

I: Ja.

A: Ja.. altså..

I: Det var faktisk det..

A: Ja.. Fantastisk.

I: Det var ikke så meget..

Appendix 9: Coding the interviews

In this appendix, one has written all the subjects and words that appeared in my consciousness, while coding. These subjects will form the basis for my literature review and the theory that one will utilize in my analysis. Some of the business was another kind of business than I thought, which you also will be able to experience in my transcription of the interviews, but one still valued all the information collected through one's field research.

Bornholmtours – a tourist agency

- Population development
- User experience, two-way communication, blogs
- Big data, social media
- Value-laden
- Development shift in different forms of tourism, such as food tourism, the concept of Brug min baghave
- Storytelling
- Urban regeneration and urban renewal
- Seasonality
- Over tourism, spreading the tourism
- Desire to travel during a pandemic
- Weather condition, motivation
- Comparison to Copenhagen

Dilemma: Wants to attract Copenhageners as a marketing tool for them settling at the island, but the way Danish people spending their holiday, does not get along with the capacity of the island and how they use it.

Destination Bornholm

- Cooperation between business
- Cooperation between government and DMO
- Outreach sales of Bornholm to newcomers
- There are often lack of health care workforce, which supports the pronunciation about to many elder on Bornholm
- Shortage of labor in general, worsened during the pandemic
- Circular economy
- Insource labor
- Infrastructure

Gårdbutikken

- Market economy
- Investment to develop

Høstet

- Business expansion
- Paradoxically that the municipality are using tourism as a marketing tool for newcomers, when the DMO are trying to spread the tourism. The island can lose some of its idyll with too many tourist and locals on the island at the same time.
- Spread the tourism. The same strategy as Visit Copenhagen.

Klatring Bornholm

- Affected from community outside of Bornholm to emigrate
- Cultural differences
- Train staff, local labor
- Customer satisfaction
- Urban regeneration and urban renewal

Ocean Prawn

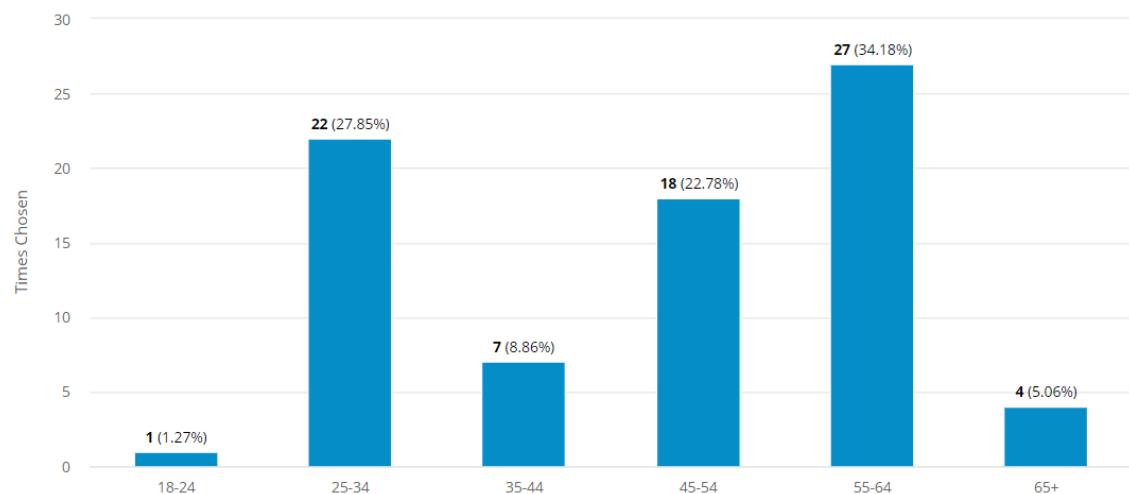
- Redefined tourism
- Lifestyle: slow living
- Business angels for entrepreneurs at Bornholm. Urban development instead of settlement
- Urban regeneration
- The heritage of Bornholm, the fisherman industry with small fishing boats where you can buy your fish is gone, due to restrictions.
- Visiting a destination, you want authenticity, so you try locals specialties

One of the throughout subjects is urban renewal and urban regeneration, so this will be subjects that I will focus on within the research. Due to the fact that tourism is being utilized as a marketing tool for the municipality to attract newcomers to the island, I will also focus on marketing and marketing tools on social media, among others. Beside that I want to focus on the labor market and some of the problems that the island experience within it.

Appendix 10: Results from survey about Tourism behavior

How old are you?

Number of responses: 79



What form of holiday do you like the most?

Number of responses: 73

Rank	Choice	Distribution	Score	Times Ranked
1.	Relaxation & recreation		181	73
2.	Sport & adventure		140	73
3.	Creative tourism		117	73

Lowest Highest

+ Add comr

In which season do you like to travel?

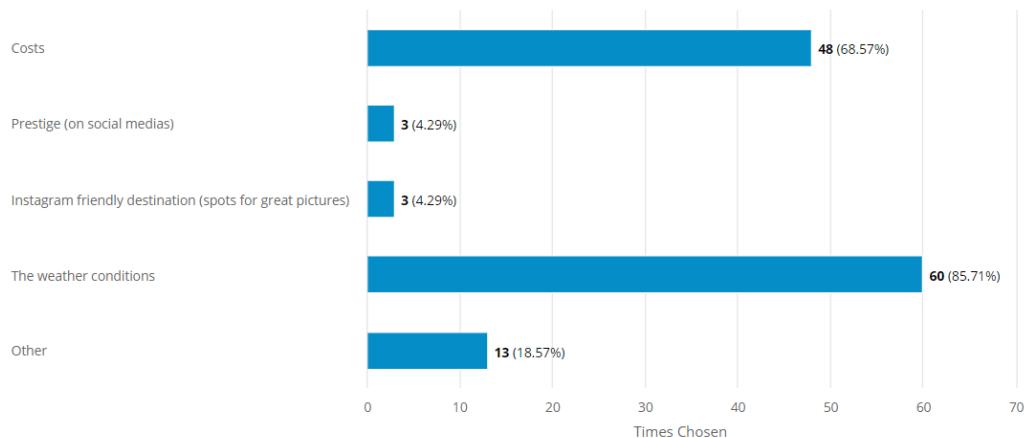
Number of responses: 73

Rank	Choice	Distribution	Score	Times Ranked
1.	Summer		212	73
2.	Spring		189	73
3.	Fall		166	73
4.	Winter		163	73

Lowest Highest

Which considerations do you have when choosing a destination?

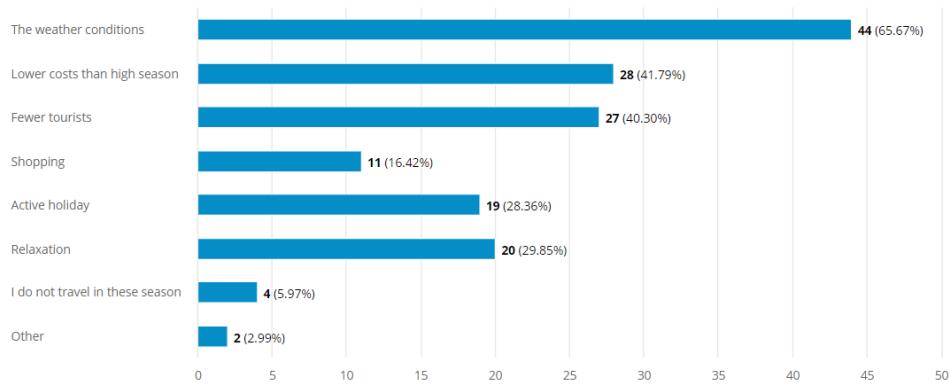
Number of responses: 70





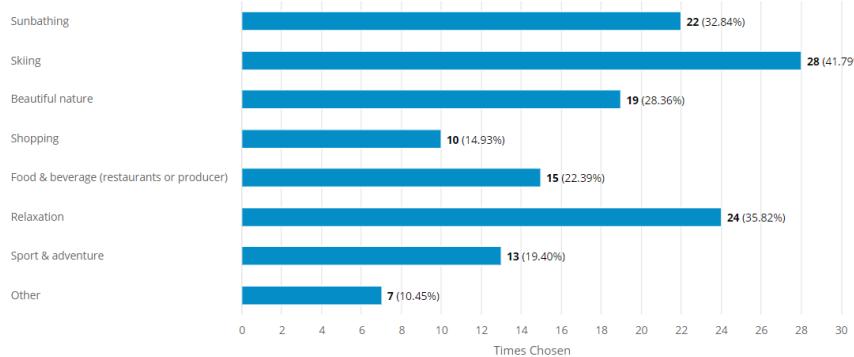
If you travel during spring or fall, what is your motivation then?

Number of responses: 67



What is your motivation for travelling during winter season?

Number of responses: 67



"Other" text answers:

Other
Seasons - julemarkededer
Friendships
I dont travel in the winter
I need some more D-vitamins in the winter season :D
Not travling in the winter

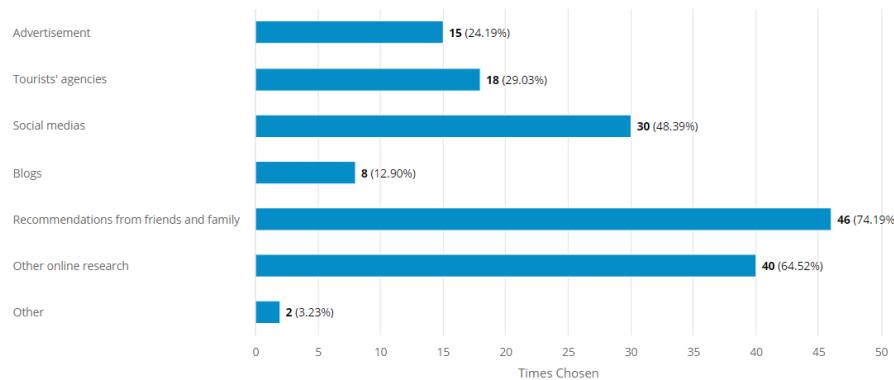
What is important for you when visiting a destination?

Number of responses: 65



Through which channels do you gather information about a destination?

Number of responses: 62



Which channels are most important for you?

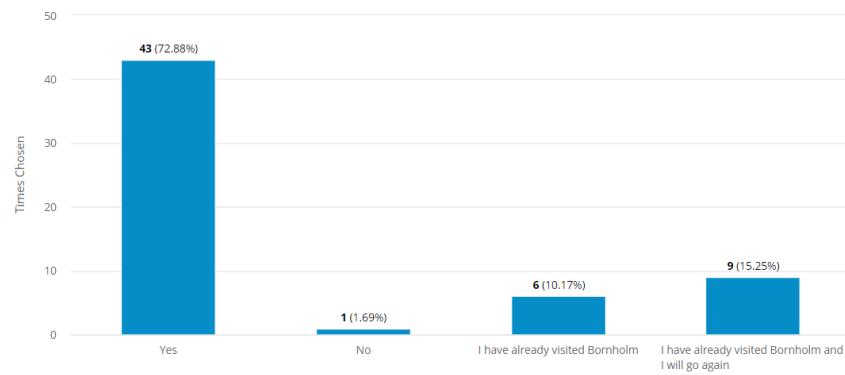
Number of responses: 59

Rank	Choice	Distribution	Score	Times Ranked
1.	Recommendations from friends and family		295	59
2.	Other online research		259	59
3.	Social medias		202	59
4.	Tourists' agencies		191	59
5.	Advertisement		180	59
6.	Blogs		112	59

Lowest Highest

Would you consider visiting Bornholm as a holiday destination?

Number of responses: 59



<https://www.surveyhero.com/user/surveys/313665/results>