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Picture perfect: An underappreciated, but central force of Danish rural tourism development.

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“Universal law is for lackeys. Context... is for kings.” Quote: Captain Gabriel Lorca, Star trek



Picture by LF-droner.dk: Low level flight over the rapeseed fields in May 2021, near Toreby Lolland

Abstract

Contemporary Danish tourism could be defined by rural and urban tourism. Where urban by legislators and the established tourism system is being framed as inferior to the rapid growth rates of Danish urban tourism. Still in terms of number of bed-nights and turnover, Danish rural tourism holds a dominance in relation to Danish urban tourism. This dominant market position combined low growth rates have been being identified as particular problematic. Yet, contemporary Danish tourism research, have delimited the single most relevant segment and stakeholder within Danish rural tourism. Only in recent years contemporary Danish tourism research, have begun preliminary local research, to better understand the segment. But, at a macro level, nothing suggests that contemporary Danish tourism, perceives the scale, scope, and potential of a less narrow view on Danish rural tourism. The thesis explores the current available quantified qualified secondary data, in a micro perspective, to suggest an alternative quantitative perspective to the full scope and economic impacts of the missing segment. In addition, the full magnitude of second-homes on tourism in a micro perspective, is being explored. Since no know research, have exclusively explored the isolated segment of second-home owners, the thesis engages in ten in-depth interviews with second-home owners. The second-home owners have been screened into two equal sized groups from two different regional areas. Contrary to the assumptions made by policymakers, researchers and tourism industry, rural tourism could be perceived to have significant economic impacts, at a micro, meso and macro level. Where the contemporary understanding, is limited by dogma established in the 1970's, creates significant blind spots in the understanding of the complex dynamics associated with Danish rural tourism. There is an apparent underlying policy and power struggle between urban and rural tourism development, that systematically and effectively limits Danish rural tourism, and with that Danish rural development. The blind spots created, a suggests that policy makers, have made long term strategic tourism reforms upon an incomplete, limited, and misrepresented understanding of Danish tourism. That digs Danish tourism, deeper into a misunderstood, limited, and delimited understanding of Danish tourism and the deeper complex implications associated to it.

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1.0 Introduction

Contemporary Danish tourism seems to be defined by two overall types of tourism: Rural and urban tourism (VDK_A, 2020). Where rural tourism in terms of number of bed-nights and turnover, are more dominant in relation to Danish urban tourism (ibid). However rural based tourism is “...*being plagued by low growth rates*” (KL A, 2016, p. 27). Where the dominant market position of Danish rural tourism, low growth rates are being identified as particular problematic (ibid). This issue has been identified as being closely related to a relatively low daily spending by rural tourists, combined with long stays (ibid).

1.1 Reformation of the Danish tourism These findings lay the foundations of the reshaping of the Danish tourism system, with the implementation of the new national tourism strategy in 2015, the government called for a reorganized Danish tourism management system (Erhvervsministeriet A, 2019). Where the Danish national tourism forum was established to lead, coordinate, and strategize Danish tourism (OECD, 2020). Tourism is managed by governance principles and advised by a tourism board (ibid). This structure is supported by four centralized national bodies, Visit Denmark, Danish coastal and nature tourism, Wonderful Copenhagen, and Meet Denmark (ibid). Locally, regional destination companies are to be formed, effectively cutting the existing eighty down to 15-25 trans municipality destination companies (KL C, 2019). The formation of local destination companies is presently ongoing, where 19 companies have been formed (VisitDenmark F, 2021). Among these are destination Lolland-Falster, that will serve as a case within this thesis.

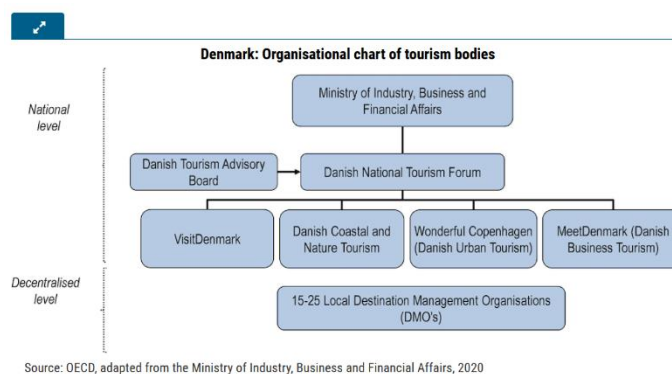
1.2 Rural vs. Urban, and the second-homes in Danish tourism

As mentioned above, Danish tourism have two main types of tourism, where rural tourism is one. Second home tourism (SHT) can be traced to the late-nineteenth century, where citizens with residence in Copenhagen discovered the recreational value of the countryside (Tress, 2002). Here small cabins were occupied in weekends and holidays, by the richer citizens in the early part of the twentieth century (ibid). This concept in time, has grown in magnitude, and spread to be a nationwide phenomenon. Wealthier citizens, primarily from large urban environments, own second-homes in rural Danish environments (Holmgaard, Klintefelt, & Lubso, 2018, p. 4). Contemporary Danish second-homes, (DSH) is usually a privately owned smaller house or cottage, located close to the sea, used for a recreational purpose. DSH are typically grouped together in areas counting from a few units to thousands (Tress, 2002, p. 110). Tress (2002), suggest that second-homes (SH) as a tourism accommodation, is the most important form of tourism accommodation in Danish tourism, with 218.452 units in 2002. in 2020 this number have grown to 221.023 units (Appendix 1, thereafter Ax).

The development of second-home tourism (SHT), seem to correlate closely with the advent of the modern holiday in the global north, where tourism boomed in the 1950's (Roberts, 2016, p. 100). According to Roberts tree basic conditions must be met to support modern tourism:

- 1. Work time must be organized into at least one major break, with sufficient length to merit a holiday.**
- 2. Means of mobility must be available. -Railroad, airplanes, automobiles**
- 3. The broad population must be able to afford holiday activities and travel (ibid).**

According to Roberts (2016), these conditions were met in the post-World War two economic boom of the 1950's. Trass (2002, p.116) depict that the development of SH, in this era began to be standardized and industrialized, turning SH from an ideal into a tourism commodity. Thereby mirroring the Danish second homes experience, with the development of the modern holiday in the same era. The 1960's marked where second homes entered service as tourism accommodation for domestic and internal tourism, rather than a 'classic' second home (ibid).



1.3 Privately owned second-homes vs. The Danish tourism industry needs

Where section 1.2 link Danish rural tourism to second homes (SH), as the prime accommodation for domestic and international tourists, since the 1980's (Tress, 2002). According to Tress (2002, p. 116) during the 1950's, 1960's & 1970, a gradual shift of in international tourist focus from Copenhagen to the Danish countryside & coast, had the Danish tourism industry wanting for control over the privately owned SH, designed for private use, not the expectations of international tourists (Tress, 2002, p. 116). Consequently, a uniform build-code regulating construction and amenities, were enforcement for new building, and a centralized office specializing in rentals were established (ibid). This led to an explosive development of SH during the 1960's, that increased awareness of limitations of the possible expansion in the countryside and coasts. The explosive development in SH, in terms lead to the development of the so-called 'Zonelov' in 1972, that divided Denmark into tree basic zones: Urban, Land and Recreation zones (ibid, p.117). Where new development of SH was only possible within recreational zones, the established recreational zones left little room for further development of SH (ibid).

The decision to centralize and limit the construction of new SH, subsequently led to no additional SH could be developed. Hence, no new SH were granted construction permits in the period from 1977 to 2005 (ibid). In the same period, a formalization of the relationship between SHO, and the tourism industry emerged. Where the Danish tourism industry began to distinguish between the 'classical' pre-1960's SHT, and SH post-1960's applied as tourism accommodation on the so-called 'commercial' (rented) SH (ibid). Effectively delimiting SHO from being perceived as tourists by the industry, and sidelines SHO as 'suppliers' of industry accommodation to Danish urban tourism. Where Tress (2002, p.117-119) suggest that 'commercial' peaked in 1990's, and subsequently declined in the early to mid-2000's. Contemporary secondary sources, suggest a steady growth of 'commercial' bed-nights in second homes until the emergence of the Corvid19 pandemic (Holmgaard, Klintefelt, & Lubso, 2018, p. 2), Case specifically destination LF reported record braking 'commercial' accommodation bed-nights in 2019 (Buisness Lolland Falster B, 2020).

1.3.1 The Danish second-homes exception from the Maastricht treaty

With the Danish nation entering in the European Community (EC) in 1972, exceptions were made to the acquisitions of foreign and EC citizens to acquire DSH (Holmgaard, Klintefelt, & Lubso, 2018, p. 4). This were amended to a protocol, the Maastricht treaty, with the Danish entry into the present-day European Union (EU): "Notwithstanding the provisions of the Treaty, Denmark may maintain the applicable legislation on the acquisition of properties that are not year-round

homes''¹ (EU.dk, 2021). The exception is still in place today, prohibiting any foreign nationals, the opportunity to acquire DSH, without special government dispensation.

1.4 State of the arts in Danish second home tourism

As aforementioned in 1.0, urban tourism is being 'framed' as being plagued by low growth rates by KL. In regard to its importance and relevance towards achieving the Danish national strategic goals of continued growth within Danish tourism (KL A, 2016). While Danish overall 'commercial' tourism bed-nights is dominated by SH (ibid, p.27), this is especially true of Danish urban tourism. However, further development of the primary accommodation type is subject to a 28-year government-imposed development cap (1.3). Where the last 16-years, only limited development, within already existing recreational zones, have been permitted (Naturstyrelsen, 2005). Where the effects of the financial crisis in 2009, in some measure could account for the relative calm response to the construction of the new 8.000 available SH (Dansk Byplanlaboratorium, 2012, p. 23) in relation to the growth aforementioned in 1.2. With the travel restrictions imposed, during the pandemic, renewed interest in SH seems to spark renovation & construction of DSH (Kristiansen, 2020).

Yet, the delimitation of SHO from the tourism industry perception of tourism, is still upheld to this day (VisitDenmark A, 2020), where the direct terminology intact: ***"The tourist survey is conducted every three years among Danish and foreign tourists who spend the night on the commercial forms of accommodation: ie. hotels, hostels, campsites, second homes, holiday centers and marinas"***² (VisitDenmark A, 2020). Tress (2002, p.120) identifies the quoted delimitation as an oversight by the Danish tourism industry. Since, as Tress (2002, p.120) suggests: the bed-nights made by SHO and their friends and family, could be up to five times the scope of 'commercial' bed-nights. Investigations as to the full circumstances surrounding, why this delimitation was chosen, has been unsuccessful. But suggests, that either SHO are difficult to collect relevant data about, or being insignificant A F, p10).

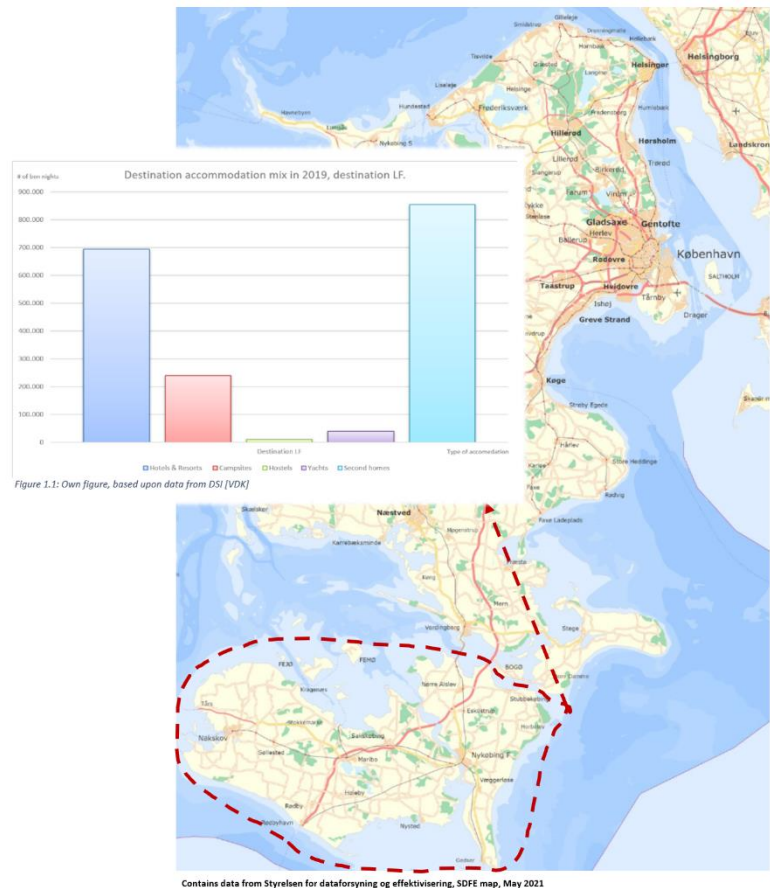
This seems inconsistent to suggestions made by Tress (2002, p.120), that a 4:5 bed-night ratio between 'classical' second-home bed-nights (SHBN) to 'commercial' SHT, in favor of 'classical' SHBN. If the suggested ratio is combined, with SH being framed as the dominant Danish tourism accommodation, measured by bed-nights (KL A, 2016, p. 27). This might suggest that bed-nights made by SHO, could be a significant tourism factor within Danish tourism. If the above-mentioned suggestion is considered, another suggestion could be: SHT could have significant economical, sociological, and ecological impacts far beyond those suggested by Visit Denmark. Yet, the segment is mostly ignored by the Danish tourism system, where the only interest seemingly is to ensure a steady supply of available accommodation to the other tourism segments. The apparent disregard of SHO within Danish tourism research, could therefor suggest that our present understanding of Danish tourism have significant blind spots. Where the presently applied delimitation might leave Danish tourism legislators, developers, and industry with an incomplete and partial insights of a larger and more complex reality. Subsequently taking uninformed decisions, made from incomplete data, and a limited data source

To explore the relative scope and interrelation between 'classical' and 'tourism accommodation' bed-nights, within the resources available to the thesis. The exploration is perceived through the

¹ "Uanset bestemmelse i traktaten kan Danmark opretholde den gældende lovgivning om erhvervelse af ejendomme, der ikke er helårsboliger"

² "Turistundersøgelsen udføres hvert tredje år blandt danske og udenlandske turister, der overnatter på de kommercielle indkvarteringsformer: dvs. hoteller, vandrerhjem, campingpladser, feriehus, feriecentre og lystbådehavne"

case perspective of Destination LF, which is 'framed' as the largest destination within region Zealand, measured by tourism bed-nights, according to Business Lolland Falster (Buisness Lolland Falster A, 2021), the local business development association. The destination is comprised of two large islands & a number of smaller islands, that by the aforementioned in 1.1 reformation have been unified into one destination, managed by a joint venture DMO (A K). The destinations 'commercial' accommodation mix is presented in figure 1.1, where hotels, resorts, and tourism accommodation in second homes, is the predominant types of accommodation within the destination. In recent years, the destination has experienced accommodation capacity problems, during the busy summer season (Buisness Lolland Falster B, 2020).



Where Visit Lolland Falster (VLF, the local DMO) have initiated a mapping of the issues, assumed originating from SHO's sustaining from participating in 'commercial' activities within the unused periods. This assumed in an external report (A H), mapping the cultivation opportunities to stimulate accommodation growth by increased SHO participation. Within destination LF, a large domed resort has been located since the mid-1980's, owned by a powerful conglomerate, that in recent years have developed 3 new resorts.

What if the local 'commercial' capacity issues associated to SHBN, might not be a local issue. But more of a local symptom of a larger, and deeper issue related to the outline in the introduction's entirety. It would seem the entirety of 'commercial' SHT could be running at capacity (Feline, 2020), and the industry seek to increase capacity by recruiting *commercial* capacity, among second-home owners. However, these efforts are somewhat obstructed by legislation, limiting second-home owners' ability to do so (Jensen S. , 2020). While Danish rural tourism is found lacking in tourism revenue per. bed-night (KL A, 2016, p. 27), this might be concluded upon a delimited and simplified basis. While the suggested solution, to evolving high quality urban experiences in the rural environment, supported by a new strategy to rural development that apply decentralization of political power (ibid 28). This might be applied without the full understanding of the real underlying complexities of Danish tourism. Within the current Danish national tourism strategy, the outlined elements, are clearly visible. However, decentralization of political power, to govern locally are dismissed (Regeringen, 2016, pp. 53-54). Instead, initiatives are taken to strengthening an increased frequency of the tendency to 'commercialize' privately owned holiday homes (ibid). Digging deeper into second-home owners, a systemic disregard of second-home owners within

contemporary Danish tourism system, becomes apparent.

1.5 Research question

Though established corporation with local tourism actors, access to local information data, otherwise inaccessible information, have been achieved. Based upon this information, an extrapolation of the significance of SHO as a tourism segment, could then be applied to local and national data and analyzed. To explore the SHO segment further, primary data could be collected, to establish if the segment deviate significantly from the so-called commercial bed-nights (Veal, 2011, pp. 183-186). To better understand the impacts of the newly established Danish tourism structure, towards establishing a balanced representation rural and urban tourism, based upon the economic impacts of these segments.

Research question:

If all Danish second-home bed-nights were to be considered, how could they be extrapolated, and then what could the scope of Danish second-home tourism be, relative to the existing understanding of Danish tourism?

Sub question 1:

How extensive could second-home tourism conducted by second-home owners economical impacts be perceived to be, and how well could the cultural impacts be perceived as 'mobile culture'?

Sub question 2:

How could the Danish by second-home owners' role within Danish tourists be modeled within the existing tourism framework, and to what degree do they perceive themselves within placed within the Danish tourism system?

1.5.1 Delimit

The thesis acknowledges that a full-scale data collection of SHO, would be relevant to the understanding of the research question. This approach however does not fit the limitations, scope, and resources of the thesis, the research done within the thesis should therefore be understood as a preliminary study.

While the thesis acknowledges that there is abundant data available from the 2020 tourism season, the thesis applies secondary data from 2019, to represent the normal tendency, and 2020 are regarded as something entirely new. This approach is applied due to the strong secondary effects Corvid 19 on tourism. Secondary data published, therefore have been collected either in 2019, or represent effects or opportunities, directly connected with Corvid 19.

The thesis recognizes that a global perspective on Danish second-home tourism could be relevant. However, the thesis perceives Danish second-home tourism as globally unique, with the verified limitation of foreign national verified in the Maastricht Treaty, and the disproportional high degree of privately owned SH. This combined with the lack of systematic statistical material from neighboring countries A 1, p.4), unfortunately makes any meaningful comparison in a global or international perspective impossible.

1.6 Tourism defined and delimited

Since delimitation is a central to the investigated topic, the thesis chooses to ensure that the SHO segment is within the official delimitation of tourism. The thesis chooses to apply the same definition applied by the secondary empirical sources, the official WTO definition:

“Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which involve tourism expenditure.” (UNWTO A, 2021).

In all the thesis applied major secondary empirical data, the UNWTO definition have been the applied definition (VisitDenmark C, 2020), (CRT, 2020), A H), A I). And when these sources are questioned, as to the applied delimitation of SHO owners. They recognize the SHO is, within the defined tourism term (A 1, p.1,3&7).

1.6.1 Defining Danish second home tourism, within Danish tourism

According to (Hall & Lew, 2009), tourism seems easy to grasp but becomes *slippery* or *fuzzy* concept if touched. Whenever the phenomenon is approached to define, it changes its meaning depending on the context. In addition, there seem to be an interconnectivity of concepts that suggest that tourism, is complex and very difficult to universally define:

“In tourism studies we are faced with four interrelated concepts - tourism, tourist, tourism industry and tourism resources - which provide the core, in one form or another, for the subject that we study” (Hall & Lew, 2009, p. 30)

The overall go to question, from scholars and Danish tourism industry alike, seem to be the fundamental question if Danish SHT, should be understood as tourism at all. This fundamental conflict is clearly visible within VDK, and their own publications. But also, when the SHT is touched in communication with VDK. The clearest thorough delimit of so called ‘non-commercial’ Danish tourism, and SHT have been found in the 2020 publication *“The economic significance of tourism in Denmark 2018”* (Fonnesbech-Sandberg & Rich, 2020). Here the authors clearly establish second-home owners within Danish tourism:

“The non-commercial forms of accommodation are: own second-home, borrowed second-home, visits to family or friends as well as one-day tourism. Tourism on the non-commercial forms of accommodation is less well documented and has less attention as a form of tourism. Nevertheless, the form of tourism is included in this report as it is part of tourism as defined by the World Tourism Organization, UNWTO. Non-commercial tourism constitutes a significant part and must be included if Denmark is to compare itself internationally³” (Fonnesbech-Sandberg & Rich, 2020, p. 13).

Here the authors acknowledges that Danish SHT is a significant phenomenon, to be understood as an integrated part of Danish tourism. And that it is less well documented and receives less attention,

³ “Turismen på de ikke-kommercielle overnatningsformer er mindre veldokumenteret og har som turismeform mindre bevågenhed. Turismeformen indgår ikke desto mindre i denne rapport, da den er en del af turismen, som den er defineret af verdensturismeorganisationen, UNWTO. Den ikke-kommercielle turisme udgør en væsentlig del og skal tælles med, hvis Danmark skal sammenligne sig internationalt”

than the phenomenon merits.

The thesis views the delimiting between 'Commercial' & 'None-Commercial' bed-nights as problematic and central to researched issue. Since the delimitation ensures that SHO is systematically delimited out of Danish tourism, and seemingly always have been. The reflections behind the choice have been investigated by the author, with no real results as to when, why and by whom the delimiting choice was made (A 1, p.3). The thesis assumes that the delimitation is connected to gradual development of SH as international tourism accommodation in the 1960's, depicted in the introduction. In connection to this development, it could seem relevant to delimit into 'commercial (external) tourist', 'commercial (internal) tourist & 'none-commercial (internal) second home-owner. In the booming tourism economy (Tress, 2002, p. 116), (Roberts, 2016, p. 100), methods to benchmark, segment & market to international tourists, separately from domestic tourists would be relevant. The author, based upon the investigations therefore suggests that the presently delimitation into 'commercial' & 'none-commercial' bed-nights, make no real sense in present time context. Any arguments made by others towards maintaining this delimitation, have had no real merits. The researcher would argue that it should practically be possible, feasible and relevant to include SHO, within the established tourism research system.

1.6.2 Applied terms

Commercial and none-commercial tourism

The reasoning behind delimiting Danish tourism between 'commercial' and 'none-commercial' is seemingly lost in time. The thesis investigations into the subject, have been unable to produce a definitive answer to the underlying reflections and reasoning. When the question is addressed by Visit Denmark, the assumed answer suggested that access to reliable statistical data as the primary driver to the delimit (A 1, p.3). However, the investigation also revealed that VDK, defines what statistical tourism data DSI produces directly, since VDK supplies the economical foundation behind the statistical data collection (A 1, p.1).

To the researcher this suggests that neither organization have put any real reflections behind this delimit. The researcher, however, suggests a critical reassessment of the delimit, and the suggested argument by VDK. As pointed out in 1.3, this is a significant Danish tourism segment, that significantly affects the Danish tourism economy (A 1, p.5).

Tourism impacts

The thesis applies the understanding of the term tourism impacts from (Hall & Lew, 2009). According to Hall & Lew (2009, p.3): **"...tourism impacts is usually used a kind of shorthand - and a poor one at that - to describe changes in the state of something related to tourism over time.** Instead, the authors suggests that *tourism related change* is a more fitting depiction of the term. (Hall & Lew, 2009, p. 3). Further delimiting the term Hall & Lew (2009, p.54), states that *impacts* is: **"...a given state over time as the result of external stimulus."** Impacts is also often perceived as either environmental, economic, or social, but is increasingly perceived in a combined fashion in relation to sustainability(ibid).

2.0 Methodology

In order to approach the research question systematically, and with a methodological proven framework. The thesis established that little is known about second-home owners (SHO), either by the 'industry' or by scholars. In terms little secondary empirical material exists, yet still enough to offer a basic framework and timeline (Tress, 2002). At the same time, some locally generated, but unpublished secondary empirical material does exist. The thesis thereby adopted its basic approach by the following research theoretical reflections:

Veal (2011, p.5-9) identifies three basic approaches of research, labelled *depictive*, *explanatory*, and *evaluative*. Jennings (2010, p.16-20) however identifies seven approaches to tourism research, where the approach should be based on the information needs required. Since the tourism research field, is relatively new, there is a need to establish and map the field of tourism, where new behaviour or unmapped activities, that are previously unstudied emerges (Veal, 2011, p. 6). Both Jennings (2010) and Veal (2011) point to tourism research is appropriately labelled as *exploratory*. The exploratory approach is generally applied where no or little information exists about the tourism phenomenon (Jennings, 2010, p. 17). Often the findings are applied to design more extensive research projects, and serves to establish categories and concepts, for further use or study (ibid). Since the exploratory approach, seems appropriate to the available information level, scope, and resources of the thesis, it was adopted as the basic approach of the thesis.

2.1 Research paradigm

To establish correlation between the basic methodological framework, the interpretive social science paradigm was chosen. This was done due to the paradigms, empathetic understanding, labeled '*verstehen*'. This deep level of empirical and empathic appreciation can be achieved by '*sympathetic participation*', that ensures that the full emotional context can be understood (Jennings, 2010, p. 40). Within the early stages of the thesis this paradigm seemed appropriate, since no deeper understanding beyond online questionnaires has been methodologically applied. Where the deeper reflections suggested that there might be undiscovered trends, affiliations or even truths yet unknown. In its very basic formation, the choice to adopt an interpretive paradigm, were to ensure '*verstehen*' both to the gathering of secondary empirical data, but also in the gathering of primary data.

The depictions that the interpretivist paradigm perceive phenomena, as having multiple explanations, and therefore the research process should be a subjective qualitative, and be perceived from the insider's perspective (Jennings, 2010, p. 40). Suggestions towards data should be collected in the real, rather than the controlled settings of a laboratory (ibid), seemed to fit the reflections made by the researcher: Preexisting knowledge of the topic either do not exist, or is subject to online surveys, with no preliminary deeper understanding of SHO. Veal (2011, p.32) suggest that interpretive researchers should attempt to '*get in the head*' of the participants, to explain their situation or behavior. This suggestion seemed fitting, as a paradigm framework to unlock new information, form a previously unknown segment. This deep understanding of the participants, reflectively seemed to fit Phillimore and Goodson (2004,6-18) depiction of the Five 'moment' 'of qualitative research', that in terms represents an emphasis on the individual perspective in qualitative research. That reflectively suggested a close resemblance between, the interpretive paradigm, and the correct 'moment' of contemporary qualitative secondary sources. And further suggested to the researcher a fitting match between the interpretive paradigm and unlocking the yet

unknown answers to be uncovered.

2.2 Interpretive ontology

With the adoption of an interpretive social science paradigm, the thesis therefore by default aims towards a deep understanding of the outlined issues of research, rather than proving or disproving a theory (ibid), suggesting an *inductive* approach to research approach. This is supported by Jennings (2010, p.40) that outlines the ontological stance of the interpretive paradigm is opposed to a positivist or postpositivist paradigm. Veal (2011,30-33) points to curiosity towards the research subject, rather than driven by a hypothesis and rely on people to provide their own accounts on their situation or behavior (ibid). The thesis, however, reflectively suggests that the only real possible approach to even form a theory to prove or disprove, would require some type of preliminary exploration on which to form enough knowledge to even attempt to formulate a theory, to deductively research. An inductive approach is there for perceived by the thesis as the only realistic option.

2.3 Interpretive epistemology

The researcher reflections to achieve '*verstehen*', correlated well to the deceptions suggested by Jennings (2010) that suggests that the researcher must immerse in the social setting, becoming one with the social setting and the people within. Achieving an intersubjective relationship between researcher and researched (Jennings, 2010, pp. 40-41). Where the thesis will apply the epistemology appropriate terminologies such as 'tourists' or 'participants' rather than 'subjects', to the participants in the paper. This approach also represents an accurate depiction of the interrelationship between researcher and the researched (ibid 40-41).

The thesis perceives a close relationship, between researcher and participants as a strength, rather than a potential source of error or threat towards the trustworthiness. The close relation and inherent trust between researcher and participant, might secure data that the participant, might not disclose in a more formal setting. The thesis, therefore, with this reasoning in mind, would adopt an informal relationship. Yet, this approach spawned apprehension, that a too informal relationship, would suggest to the participants that the exploration was not serious. With this apprehension in mind, the thesis adopted the close relation, that somehow still communicated a serious study.

2.4 Interpretive axiology

Where Jennings (2010, p.41) suggests that interpretive social science core values are associated closely to transformation, social change, and emancipation, and that the work as an interpretive researcher requires, an acknowledgement of these core values, as an integral part of the research process (ibid). The thesis fully adopts this stance, where the initial perspective was towards emancipation of urban tourism, from the yoke of urban tourism, and laying the foundations of transformation of Danish tourism. The findings suggest somewhat complacent, co-existence between the established Danish tourism field and SHO. The perceived transformation was to be found within the researcher, and the researcher's self-bias. Since the research is conducted under the interpretive paradigm, is a social process, researchers are subjective, and their values embedded within the research process (ibid). Through self-reflection to the result of the primary data collection, were the realization of transformation of the researcher. Where the knowledge gained by the researcher, would ensure future research a deeper understanding of SHO. Yet, the thesis still aims towards the transformation of the perceived delimitation of Danish tourism, and an

emancipation from the effects of the delimitation upon the Danish tourism systems ability to accurately depict, benchmark and track Danish tourism over time. With an accurate depiction, the thesis suggests that social change could occur towards a more sustainable Danish tourism system.

2.5 Interpretive methodology and tourism

In relation to applied interpretivist paradigm in tourism, Jennings (2010, p.42) suggests that the researcher must become an insider and experience the phenomenon, as one of the social actors, and be aware that the relatively small group of participants are not representative of a large population (ibid). Both above have been within the reflections of the researcher since the researcher do not have any ability or desire to become a second-home owner (SHO). The researcher has close affinity with the local community and have been an intern within the municipality of Guldborgsund, on two separate occasions. Here the researcher has analyzed, studied, and worked with strategic tourism development among SHO.

The interpretive paradigm within tourism, is typically successfully applied to uncover real world customer experience, relations, and evaluations (Jennings, 2010, pp. 42-43). Applying interviews focus groups and questionnaires, as the main source of primary empirical information (ibid s.40-41). The thesis will approach people and their experiences to better understand a relatively unexplored phenomenon, filled with emotion and contradictive actions. The thesis perceives participants as valid accounts to be understood. The world as complex social construct, best understood from the point of view of people and their interactions (Phillimore & Goodson, 2004, pp. 24-f)

2.5.1 Qualitative methods in tourism

Where the interpretive paradigm is associated closely to collecting empirical data via qualitative methodology, to identify the multiple realities of the phenomenon. Seeking to understand the phenomena from the 'participants' perspective (Jennings, 2010, p. 41). The researcher in terms must *go-native*, to deepen the researchers understanding of the phenomenon, and to generate the necessary confidential relations to the 'participants' (ibid 42). Data is gathered by applying *observation*, *in-depth interviews*, *case study* or *focus groups* (ibid 41), where empirical data is then generally interpreted by applying *memos*, *content analysis*, *coding*, or another approach derived from wide variety of options (ibid).

The interpretive paradigm applies qualitative methods (2.1), which in-terms suggests an inductive rather than deductive research process. According to Veal (2011, p.39-42) induction could be understood as the *finding out*, where deduction could be understood as the *explaining*, of research. Veal (2011, p.40) suggests that there are tendencies from qualitative theorists, to pair the qualitative to the inductive and the quantitative to the deductive. Since the thesis is exploratory in nature and approach the research question without any hypothesis to test, the overall chosen approach is relying heavily on qualitative methods to achieve a basic understanding of a phenomenon, on which to later identify a problem explanation.

2.6 Applied methodology

2.6.1 semi-structured - In-Depth interviews

The thesis chose this approach as a seemingly natural correlation between the chosen paradigm, and the researcher's reflections in 2.5. This was chosen in light of in-depth interviews tend to be applied as preliminary stage research, where the sample size, would make a questioner-based qualitative is unsuitable (Veal, 2011, pp. 240-241). The thesis applied a semi structure rather than unstructured or structured interviews, on the grounds that the thesis had some preliminary secondary data available, obtained by other methods. Some of this data, were interesting to examine further, without the restraints of a structured interview, but still needs a framework to ensure that specific points of interest are not lost in the conversation like structure of the unstructured interview (Veal, 2011, pp. 240-242). In addition, the researcher is still not an expert interviewer, the researcher therefore felt more confident that a checklist would be available as support to facilitate the conversation (ibid, p.241).

2.6.2 Initial approach

Initial reflections before approaching appropriate participants to research, where getting in touch and introduction were assumed to be a major barrier by the thesis. The question was contemplated in detail, before any action were taken on the matter. While an approach via the already established tourism system were considered carefully, most of the secondary data were based upon the same network. While an approach to apply, might make the introduction and communication between participants and researcher easy and smooth, there might be a source of error in applying an established network. First, the network would be grown and controlled by the established tourism industry, which should raise questions about independency, were the primary source of data derived from this network. Secondly, since there already have been conducted research in the network, an unconscious selection in participants, could already have taken place. Willing participants of the network that might have left due to the type of research conducted, eliminating important sources of information. Thirdly, by association the established tourism system represent association to the so-

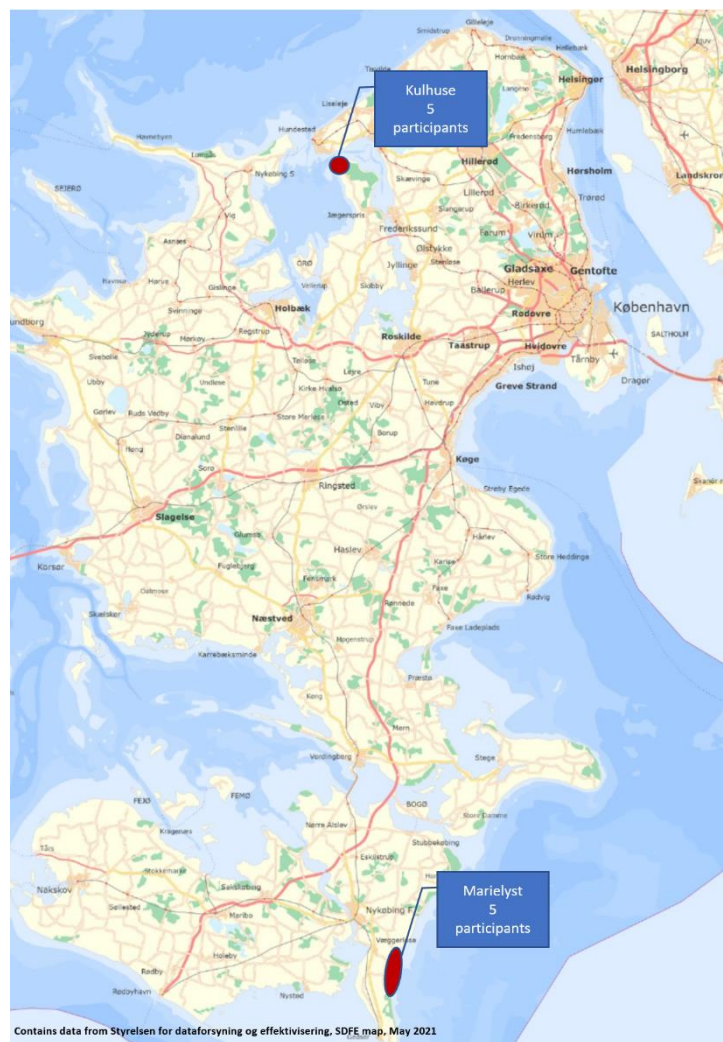


Figure 2.1; The associated number of participants, and the location of their Second-home

called 'commercial' segment of SHO, thus would seem unappealing to the segment with no association towards commercial use of their SH. For these reasons, the thesis rejected an approach, associated closely with the established tourism networks.

2.6.3 Chosen Platform

Due to the available timeframe, and high participation rate, social media were considered as a suitable platform, to approach and communicate with suitable participants. Exploring the possibilities closer, Facebook stood out as a suitable platform. Mappings of Danish Social media use, suggest that Facebook have a high daily participation over most age groups (Kulturministeriet, 2018). This could suggest possible access to a significant part of the Danish population and society, since most relevant socio-cultural segments is present and active on Facebook. The ability to access suitable participants, could prove limited to the researchers own Facebook network. However, Facebook also apply groups of interests managed by the users, that represented a suitable way to access the segment. However, since the groups are managed by the users themselves, access could prove to be limited by the same users challenging the *trustworthiness* of the data collection (Veal, 2011, p. 251). If all the participants are approached from a small sample, there would be significant risk of harm to the trustworthiness of the research ability to represent the researched phenomenon (ibid). Despite the risks involved, Facebook were selected as the platform to explore further, and to access participants. With the ability to scrub the chosen approach if the approach would prove too narrow to be accurate.

2.6.4 The effects of available preliminary data

Due to the nature of available secondary data depicted in 2.0, the thesis had little established knowledge about SHO. In terms of this gap of knowledge, would only form indications to form a research question upon. The thesis therefore began its research process, with collecting and analyzing available secondary sources, establishing a destination and stakeholder analysis of the case, to establish as much knowledge about general and case specific second home tourism (SHT) as possible. Based upon the gained knowledge the thesis, conducted ten semi-structured in-depth interviews, with ten participants, in accordance with the inductive research model, as forementioned in the section 2.5.1. To establish enough information to formulate a research question, establish relevant theory and form the framework of the thesis.

The participants were approached by applying to two closed appropriate Facebook groups (FBG), where SHO that chooses not to rent out their SH, could be assumed to be present. Groups themed by renting out, sales or similar activities, were eliminated. The thesis by the selected case, selectively searched for FBGs within destination LF, and preferably within the geographical area of Marielyst. Marielyst was chosen, due to its relative size and diverse composition of different types of SHO, and different types of SH. To ensure, some level of macro level relevance, a second sample group were found. This sample group located in northern Zeeland, were much more uniform, and represented a much different sample types, for comparative reasons.

Interviews were conducted applying Zoom.us, to both manage appointments, and recording the interview to later transcribe them. The interviews were conducted, transcribed, coded, and analyzed in Danish, to limit data loss to translation. To that end, only central or applied parts of the original transcription have been translated into English. The thesis perceives this as a further

strengthening of the trustworthiness of the thesis.

2.6.5 Progression in the interview

During the interview cycle of the ten interviews, new insights emerged that affected the progression of the thesis appliance of secondary data, new information that needed to be investigated, and questions asked in later interviews. One such new insight, were the claim by a participant that German nationals, were a significantly different consumer segment at destination LF. This led to a lengthy exploration of the claim, both in subsequent interviews, but also in accessibility of new primary data sources. Several others smaller details also became topics during the interview process, and therefore the content of the interview changed slightly as the interviewer's experience and knowledge grew. Another progression during the interviews were the interviewers' insights in, the effects of participants different backgrounds, and their effects on the interview process. There was a clear connection between, the interviewees confidence and mastery of information technology and the length and depth of the interview. The researcher suspects that participants, less confident might feel twice uncomfortable, mastering both unfamiliar technology and the unfamiliar situation of the interview. The researcher suspects, that a deeper understanding, from these participants could have been achieved, if the interviews had been conducted face to face. Still the researcher, attempted to stimulate the confidence and familiarity of the situation, by expose the researcher's self in the conversations. While this seemingly had a positive effect, the technology, seemingly still had an adverse effect on some participants, while no effect on others.

2.6.6 Retro reflections

The researcher approached the task of collecting the data, with a naive fresh approach. Only to underestimate, the significant amount of repetitive work associated with transcribing the interviews. Originally the researcher reflected upon the merits of including a third location within either the west coast of Jutland or Bornholm. But when the realities of the already present workload were abundantly clear, the researcher concluded that another 5 interviews were outside the scope and time resources allocated to the thesis process. Another learning experience were that in depth interview indeed generate an abundance of data, but the semi-structured nature, made it difficult to manage some participants, and in two occasions, data were retro collected, and added to the transcriptions. Another issue were the limitations imposed by the Corivd19 pandemic. All the interviews were made, by the digital platform Zoom. But the interviews suffered by long periods of bad connections and other technical issues. Resulting in difficult transcriptions, and to some extend a loss of interconnection between interviewer and participant, that the researcher to some extent suspects to have hand an influence on the level of detail, some participants were comfortable sharing.

The researcher noted that there was a significant interest in participation in both sample groups, and a high proportion of willing participants had to be rejected. The significant willingness to participate suggests, that little attention is given the segment from marketeers or researchers alike. And that there was basis for collecting similar data from a significant sample size, if any further studies were to be conducted.

2.6.7 Triangulation, multiple and mixed methods

Triangulation imply several different sources of data, methodological approaches or intermix of theories to achieve an alternative to validation (Jennings, 2010, p. 151). Triangulation according to Veal (2011, p.143) can be achieved, among others, by analyzing data in more than one way, or using more than one sampling strategy. This thesis applies multiple types of analysis, derived from both primary and secondary sources. Analyzed separately with multiple theories and theoretical models to frame an approximate picture of second home tourism focused upon the second homeowners and their significance within Danish tourism.

To achieve this existing secondary data, derived from multiple sources, are applied, combined, compared, and analyzed to achieve a reliable, trustworthy, and transparent thesis. In terms the thesis applies *data triangulation*, by applying multiple data sources. *Multilevel triangulation*, by investigating on a micro, macro and meso level. *Informant triangulation*, by applying several types of informants, both typical and atypical. *Theoretical triangulation*, as the collected sum of data, are analyzed by different theoretical models. Finally, the thesis applies, *Interdisciplinary triangulation*, as it draws from business and the social science disciplines (Phillimore & Goodson, 2004, pp. 162-163).

Since the thesis apply triangulation, it applies multiple methods by default, according to both Jennings (2011, 131)) & Veal (2010, p.142). The nature of the research question suggests an exploration by quantitative methods, since exploring the scope and economics of Danish second home tourism would entail numbers. This seemingly could suggest a deviation from the interpretivist paradigm applied by the thesis, that should be primarily qualitative in nature, and perceived from the participants point of view (2.1). However, this is not the case. The secondary data applied is primarily quantified qualitative data, collected by methods in accordance with the interpretivist paradigm (2.5.1). The applied secondary data supplied by VDK, is questionnaire based, the economic modelling is derived from quantified qualitative data. All derived from a participant's perspective and content analyzed and presented by quantitative means.

The thesis recognize that the presentation of economic data is primarily quantitative, but the underlying methodology in gathering of the data (both primary and secondary) is qualitative. The thesis therefore argues that it remains within multiple methods field: ***“Mixed methods is distinct from multimethod research, which uses multiple methods from one methodology in a study; that is, several qualitative methods within the one qualitative framed study”*** (Jennings, 2011, p.131).

If the thesis had applied secondary data, derived from laboratory observations or direct observations, and combined it with interviews: This should be understood as mixed methods, since both methods were from different paradigms (Jennings 2011, p.131). As Jennings suggest: ***“We can cluster positivism, postpositivism and chaos theory orientation as the deductive or hypothetico-deductive paradigm and interpretive social sciences, critical theory orientation, participatory paradigm and feminist perspectives and postmodernism as the inductive or holistic-inductive paradigm.”***

This however is NOT the approach applied by the thesis, where primary and secondary data, have not been mixed. Not due to the difference in paradigms, but due to the difference in suitability as a

source of statistical analysis. Here the primary data only serve as a controlled comparison between the findings of the primary data and secondary data, but with no intermixing of the data.

2.6.8 Ethics

The researcher encountered no major ethical issues during the research process, which may in terms be due to careful ethical reflection, planning and systematic elimination of potential issues. Where the researcher always strives towards the highest standards of honesty in reporting of findings (Veal, 2011, pp. 78-79). In this spirit of complete honesty, the thesis must reflect upon self-bias issues as a possible source of subconscious issues. The researcher has on several occasions, become self-aware that certain choices could produce dishonest results. One such instance, were in the approach of participants, where the thesis was blessed with an abundant interest from potential participants. In the screening and selection of participants, in a small sample size, were an inherent unconscious bias. If the screening were not done systematically, the result could produce an unintended uniformed response. To ensure appropriate diversity among the participants, a conscious screening of the participants applied, to ensure a broader representation of participants, from a broad socio-cultural background, age variation, and level of experience.

To ensure full consent, the participants were fully informed of their rights, from the initial approach, through the screening process according to the standards of *informed consent* (Veal, 2011, pp. 109-112) (Jennings, 2010, p. 99). In addition, the participants were given the opportunity to read the transcript, and an opportunity to comment or edit the transcript. The option to retract their consent, have also been clearly communicated both in writing and verbally. This was done both to ensure *informed consent*, but also served to ensure a close and safe researcher - participant connection.

Anonymity was a high priority to the researcher, both to uphold ethical standards, but also to ensure that participants felt confident they could speak freely, without any repropositions (Veal, 2011, pp. 109-112). The thesis ensured anonymity, by assigning a letter to each participant, and ensuring that no identifiable data were applied within the interviews. Names mentioned, within the interviews have been edited out of the transcriptions. Audio files are stored, are treated as confidential and sensitive, even though identification of any individual would be next to impossible. The only identifying marker between participants and the data, are protected by 3 levels of passwords (Veal, 2011, pp. 112-14). The sound files will be stored for the maximum of one year, to ensure that the raw data can be referenced, in the case of data loss or doubts.

In addition to ensure transparency and full disclosure, the participants have been full informed of the aims and expected outcomes of the research of which they were participants (Veal, 2011, pp. 109-112). The researcher noted that several potential participants, carefully went through the details of the written materials, before any consent were given, and where most potential participants, seemed uninterested in the details surrounding the research, most actually expressed an enhanced interest, as the screening began.

2.6.9 Thematic coding and categorizing of qualitative data

According to Gibbs (2007, p.38), coding is to be perceived as an analysis tool, where you define what the collected data is about. Usually one or more passages of text, are identified and linked with a common name or descriptive idea. By indexing common markers within the texts, grouping them to a common theme, two types of analysis are enabled. One by grouping the themes together as examples of the theme, another to develop a hierarchy to analyze the interrelationships between themes (ibid). Where the latter is commonly associated with questionnaires (Veal, 2011, p. 303) (Jennings, 2010, pp. 272 - f). The thesis applied this analysis tool, to ensure a systematic categorization of the information within the interviews. Often the participant, seemed to revisit previous topics, later in the interview, here the coding ensured that all the relevant information were transferred to the analysis. The coding according to the checklist topics (Gibbs, 2007, p. 38), and later identified unexpected responses, were instrumental in keeping an overview of the complexities of the gathered data. To guard against the identified unconscious self-bias, identified in 2.6.7, the thesis applied a qualitative analysis tool, to organize and code the data, and ensure that the analysis was conducted based upon a systematic coding, where all the available topic data were included.

2.7 Corvid19

The corvid19 pandemic could be perceived in many ways, but in the researchers' perspective: The current pandemic, have put significant limitations on the options available to collect data, and to some degree the accuracy of that data aforementioned in 2.6.2. However, the pandemic also marks out great opportunities, within tourism research: With the full effects of international tourism clearly visible, comparative studies could uncover new knowledge. Where other scholars perceive the pandemic, as the opening in the *war* over tourism, between 'industry' and real change to tourism practices (Higgins-Desbiolles A, 2020).

As aforementioned in the section 6.1.2, Danish tourism have been affected by the pandemic, this is also the case with SHT and SHO. However, the delimitation exposed by VDK could severely limit the scope and long-term impacts on Danish tourism. However, the thesis will in the beforementioned section analyze and apply the limited understanding supplied by the primary data. To suggest not only, the apparent blind spot of Danish tourism, but also embody the scope of it. The researcher remains skeptical and unconvinced that any significant change to Danish tourism will come from corvid19. If there were any real political will, to change Danish tourism towards sustainable practices, SHT properly could be a real answer (7.1) towards more sustainable practices. Yet, the delimit imposed by VDK, could severely limit the process and our understanding of SHT. Therefore the researcher, rather cynically predict that little properly will change to the fundamental mechanics post-corvid19.

3.0 Theory

The thesis presents key theory in this chapter, this is done 'lightly' only to be addressed in greater detail when applied in the thesis. While a highly structured, and tightly sectioned organization might be appealing to some, the thesis perceives the applied organization of the thesis as more reader friendly. Only theory central to the main arguments are present in this section, where theory applied to minor parts of the thesis, is presented in the relevant sections. In this section however, a proportional large part of the theory chapter, are associated to a modification of an existing theoretical approach. The thesis perceives that, larger emphasis towards the modification, the

reflections behind it, and its presentation are fitting to the central role it plays within the thesis.

3.1 'Classic', 'hybrid' & 'corporate' second-home owners

Previously the thesis has applied several terms suggested by others, to segment different types of tourists. Where no predefined terminology, clearly segments SHO in any meaningful manner in the perspective of the thesis. Therefor the thesis will apply its own suggested terminology in order to clearly communicate a relative complex and interconnected insight. As aforementioned throughout the introduction (1.0.-f), VDK delimits 'commercial' from 'non-commercial' tourism bed-nights. If this basic delimitation is applied to secondary data supplied by VLF (A H, p.14), this suggests a basic correlation of 20% to 80% between these two types. This delimitation, however useful to VDK, serves little purpose in establishing a fuller insight into the complexities of SHT. Where VDK, refer to 'Commercial' as the bed-nights registered by DSI (VisitDenmark A, 2020). The data supplied by destination LF, suggests that although the majority of 'commercial' bed-nights is registered through the agencies, some 'commercial' bed-nights still remain unregistered (A H, p.18). Thereby 'commercial' bed-nights is required two designations, where the thesis apply the term 'commercial - registered' and 'commercial - unregistered'. As figure 3.1.1 in terms suggests, the scope of bed-nights is registered in 17 % of the SH at destination LF in 2019. Yet, to understand the full picture of second-home bed-nights (SHBN) made at destination LF, three types of second home-owners seemingly exists:

Percentage af second home owners in destination LF in 2019 that, do or do not, rent out their property

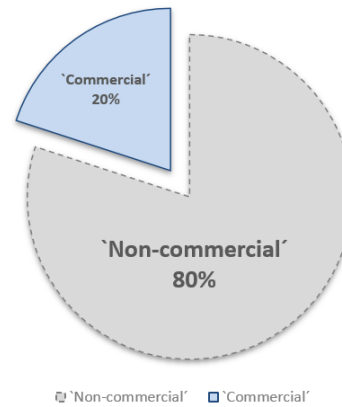


Figure 3.1 Own figure, based upon data from appendix H.

Percentage of registered second homes in 2019 in destination LF.

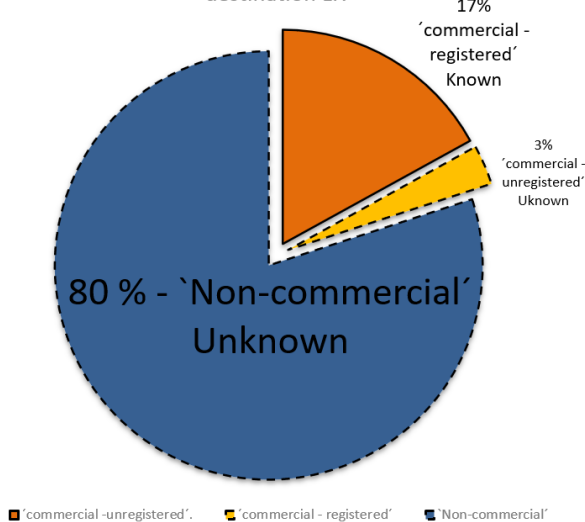


Figure 3.1.1 Own figure, based upon data from appendix H.

1. The 'classic' second-homeowners

Engage in SHT the classical way, where most weekends, holidays, and leisure time, is spent in the second-home. They do not engage in 'commercial' activities, but often accommodate relatives and friends (A H, p.27-f).

2. The 'hybrid' second-homeowners

Engage in hybridity between 'classic' and 'commercial' activities. Spending some of their leisure time in their SH, while surplus time is allocated to 'commercial' activities (A H, p.17).

3. The 'investor' second-homeowners

Perceives the second-home as a business

investment and engage exclusively in ‘commercial’ activities (A H, p.17).

Since ‘investors’ engage exclusively in ‘commercial’ activities, bed-nights made by the segment is assumed to be placed either ‘commercial registered’ or ‘commercial unregistered’. The primary data suggests that some activity could be placed within ‘the informal economy’. Where the second-home is applied primarily as accommodation to a temporary workforce, often compromised by foreign nationals (Interview #18, line 353-354). While the scope of informal economy is unknown, the thesis can conclude that the scope of corporate ownership is roughly 1,5% within destination LF (A 2.0). Secondary data suggests that about 4 % of SHO, owns more than one house at destination LF (A H, p.7). The thesis, therefore, assumes that the activities of ‘investors’ is either made inaccessible by the nature of the ‘informal economy’ or is registered and researched by the industry, within the segment ‘commercial’.

With figure 3.1.2, the thesis suggests a segment interrelation based upon the bed-night findings in 5.3, Where this in its overall findings, do not deviate unexpectedly, from the secondary findings in figure 3.1.1, it does however offer a more detailed interrelationship between segments related to SHT within destination LF.

Suggested Interrelation between second-home generated bed-nights in 2019, Destination LF

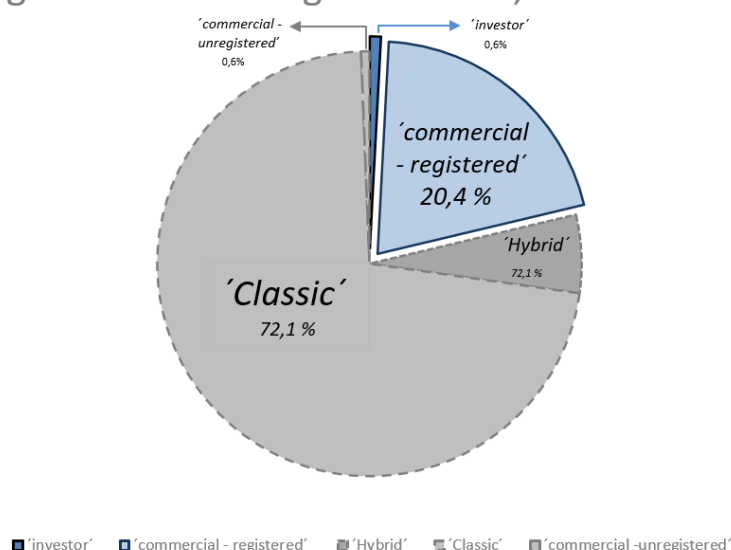


Figure 3.1.2 Own figure, own calculations, derived from section 5.2.

Where this segmentation is based upon the relative relation between individual SH, this segmentation suggests no relation towards the bed-nights made by each segment. The thesis therefore studied the works of DSI and noticed a relevant model towards registering bed-nights made in yachting. Where the approach is presented in 3.2, the model is then modified in 3.2.1 to suite SH and applied in the analysis section 5.1.1

3.2 Extrapolation of Second-homeowners bed-nights

The second-home owners (SHO) in terms of bed-nights, are not prioritized by VDK and thereby DSI (A 1, p.1) Therefore no official records exist. However, Visit Denmark estimates SHO economic impacts upon Danish tourism economy, in their official publications (A 1, p.4) (VisitDenmark C, 2020, p. 13). However, Second-home Bed-nights (SHBN), are a requirement to apply SAM-K/LINE, along with daily consumption (VisitDenmark C, 2020, p. 30)

The applied sources by VDK, could be perceived as outdated since they are published in 2005 and 2006, and appear in a report covering the economic impacts of Danish tourism in 2018, published in 2020 (VisitDenmark C, 2020, pp. 58-59). The initial thinking behind the model, is the basic approach applied by DSI in registration tourism bed nights generated in yachting. As depicted in figure X, a national average crew size, based upon nationality, is multiplied with an observation

(Danmarks statistik C, 2020). Plovsing & Thomsen (2008, p.10) suggests a similar approach to apply directly observed data, with appropriate averages. The thesis acknowledges significant uncertainties applies to this method, and the accuracy of the extrapolation should be seen in this view. However, the thesis estimates that this method is much more accurate than the official extrapolation applied by visit Denmark.

3.2.1 The main mathematical expression

As suggested in 3.2 the expression is derived from a DSI applied approach, where statistical observed data, is combined with numeric averages, rather than full observation, to calculate an official number of bed-nights. However, to extrapolate an approximation of SHBN, several other steps of calculation is required. This approach is estimated to affect the accuracy negatively. However, the added parameters also open to more detailed approximations, made from local derived averages. the accuracy of the approximation negatively. To positively affect the accuracy of the approximation, a local study of second home is applied. In terms the thesis estimates, that while the more detailed model, should affect macro calculations negatively, micro level extrapolation should be affected by having a higher degree of accuracy, compared to a simpler model where macro averages are mixed with local observations.

3.2.2 The parameters explained

This chapter explains in greater detail all the parameters of the extrapolation and their sources. This is applied to ease any confusions, as to where the applied parameters are sourced. The thesis underline that no primary data, have been applied to the model, since the sample size make it unsuitable to be applied in context of statistical analysis. However, the findings within the primary data, have served as a guideline, to verify the contents of the secondary data. All the applied secondary data have been roughly verified by the primary data. Thereby, the thesis estimates that any applied primary data to the model, would not significantly affect the findings. The model is depicted in figure 3.2.1, and the parameters is described below.

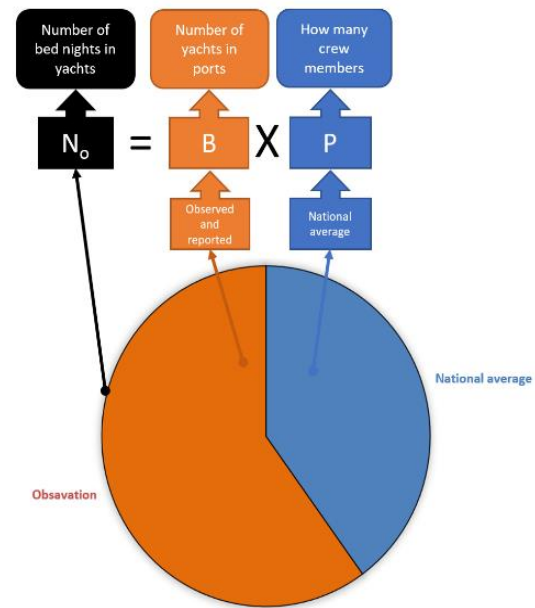


Figure x: Illustration of DSI methodology of calculating bed nights in yachts. Source: (Danmarks statistik C, 2020)

Destination LF 2019; $N_o = ((B - B_H) \cdot D \cdot P) + V_{SD} + V_{SHO} + U_L$

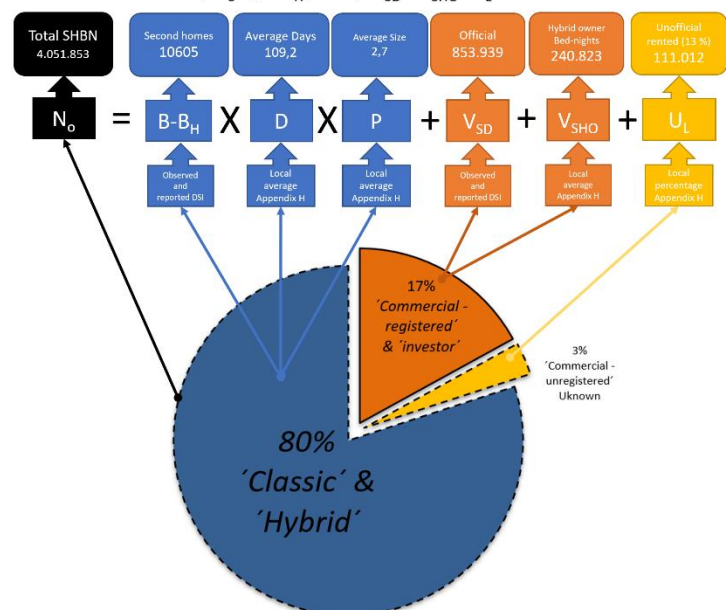


Figure 3.2.1: Own illustration, of applied method, derived from (Danmarks statistik C, 2020)

3.2.3 Parameters B and B_H

The parameters are derived from DSI [BOL103] table, that is registered by two independent government registers (BBR & CPR). Where BBR registry have uncertainties that does not affect the applied parameters (Danmarks statistik D, 2020). The information obtained for [BOL103], is therefore perceived by the thesis as reliable. If the applied model is to be used by others, two pieces of data from this source must be applied. Since only bed nights made by none-residents are relevant, permanent residents in SH, must be deducted. In this model parameter #B are the total number of SH registered, and #B_H represent the total number of SH homes permanently inhabited.

3.2.4 Parameter D, U_L, P and V_{SHO}

The more uncertain parameters are the average, #U_L, that have been derived from the official sources, multiplied with the average fraction of tourist accommodations that is unregistered, since they do not meet the required 25 SH by DSI. Since no data exists on a national level, the local parameter is applied both on the national and local extrapolation (A H, s18). The thesis estimates that the average from destination LF, could be perceived as a suitable average, since there is a wide distribution of SHO types within the destination. However, the thesis is adamant to underline, that this estimated average is not a statistical average. Parameter #P, #D have been derived from a survey and analysis of SHO of 2018 - revised in 2020 (4.0.x). No local average has been available, and other national averages have been derived from the tourist accommodation segment. While the applied average is derived from a mixed source of SHO, it does however seem to correlate with the findings of the primary data. V_{SHO} have been derived from local secondary source (A H, p.19), and (A I, p.1) applied to macro extrapolations and (A H, p.14) to extrapolations of micro case specific extrapolations. Although appendix I, is an older source (2014), there is no clear indication that this average has changed significantly. The thesis therefore assumes that this is the case, but also encourages others to apply newer eparchial data should this become available.

3.2.5 Deviation, uncertainties, and limitations of use

The precision of the extrapolation is subject to a multiplication factor, in which even small deviations multiplied can affect the accuracy significantly. If any should apply this model, the thesis suggest that multiplication effect is considered when parameters is applied. The thesis estimates that the deviation of the model should be within the 500.000 to 1.000.000 bed nights, with the current level of accuracy form the secondary sources. Uncertainties remain however regarding unregistered rented SHBN, #U_L. The number of unregistered Bed-nights made by shared *economy platforms*, *social media*, and similar networks, is still largely unexplored. It would be relevant to obtain more accurate data, to ensure a more accurate extrapolation. However, the overall approach should be possible to apply to any municipality sized area within Denmark, if local averages are available. If this is not the case, national averages could be applied, however this would affect the accuracy of the extrapolation negatively.

3.3 Tourism impacts perceived through tree major types

According to Hall & Lew (2009), tourism impacts could be perceived as belonging within tree over all themes of impacts: Economic, socio-cultural, and environmental (Hall & Lew, 2009, p. 54). All impacts are given over time by external stimuli and contain undesirable and desirable effects. Still, they could be manipulated or managed by destinations, managers, and legislators alike (ibid).

Impact studies according to Hall & Lew (2009, p.42-f) is associated with the nineteenth century, although negative or undesirable effects of industrial development have been recorded since the

industrial revolution and have been perceived as a 'price of progress' (ibid). In the mid to late twentieth century, increased focus on environmentalism and preservation, were mirrored into concepts of sustainable tourism (Hall & Lew, 2009, p. 53).

3.4 Mobile Cultures? Hybridity, Tourism and Cultural Change

In the collection of primary data, some unexpected correlation of segments within the participants were clearly visible. This could be related to 'them', 'us', and 'others'. But reflectively it could form a segmentation of second-home tourists (SHT), based upon their usage of their SH (SH). The thesis applies the theories and models presented by Kevin Meethan, to understand and analyze the complex cultural exchange between 'classic', 'hybrid', and different 'commercial' segments within destination LF. The thesis will apply and modify the suggested framework, in accordance with the collected data, to present a representation of the cultural stereotypes as observed by the participants. The specifics of the applied theory and models applied, will be further explained in the context of appliances. Mobile cultures are perceived by the thesis as a case relevant model, that help unlock the gathered primary data, and ultimately lies within the socio-cultural realm of tourism impacts suggested by Hall & Lew (2009).

4.0 Literature

4.0.1 Internal Report by Insights previously unpublished by Visit Lolland-Falster

In close corporation with the thesis, Visit Lolland-Falster, have allowed the thesis to apply a resent and previously unpublished study supplying significant insights to the scope of SHO at the micro/meso level. The survey seems to have a focus towards mapping the reason behind the choices of Second-home owners (SHO), to forgo the option to apply a hybrid between 'classical' and 'tourist accommodation'. However, the survey had a significant participation, as the survey were offered to all 12.000 second-home owners, through direct public distribution by e-Boks. Witch is a state issued personal e-mail service, on with all official communication between public administration and citizens are conducted. The survey was conducted by an independent analytical institute and secured the participation of 2.292 [n=18,5 %, of N] of the SHO (A H).

4.0.2 Theory Construction in Qualitative Research: From Grounded Theory to Abductive Analysis

The scientific article identifies and conceptualize abductive reasoning, to construction of new theory social science. The article outlines an argument that abductive reasoning, have a close epistemological resemblance to *grounded theory*, that have been and still a useful tool in organizing qualitative research.

The article offers a detailed in-depth overview of the abductive reasoning and application and is frequently quoted. The arguments are well founded, by an impressive number of diverse sources, and the thesis in terms recognize the work as trustworthy, with a high level of validity.

4.0.3 Background analysis for strategy development Visit Lolland-Falster (VLF)

An independent analysis made by Sismonaut on behalf of VLF, as a benchmark and foothold to formulate a joint strategy to the newly formed DMO. However, the thesis has identified issues to

the basic approach of the analysis, that challenges the independence baseline of the analysis. First of all, the analysis claim to apply several of different sources and methods (Seismonaut, 2020, p. 52). However, in truth this is not the case, all but one source listed are different publications from the same source (ibid 53). Looking further into the basis of these commonly applied sources, they are derived from the same data collection, and apply the same methodology. The thesis applies this source, only as a documentation of connections, power structure or as a source of criticism. The thesis, view the trustworthiness of the analysis, as an independent perspective as compromised, sine no sources have been critically reflected upon, or challenged in any way.

4.0.4 Survey and analysis second-home owners 2018 - revised in 2020

The report is published by Danish natural and coastal tourism, which is a foundation associated closely with the Danish tourism council (1.0). While it has been developed by Eponion, an independent agency, and the survey is gathered among 3617 interviews, among 72.000 SHO (n=5 % of N) (Eponion, 2020). The report for the large part, mirrors this thesis, but gather data from SHO that engage in 'classical' SHT and hybrid 'SHO' that also apply tourism accommodation to their SH (ibid). The report however contains several relevant arguments and insights to SHT, among these more resent secondary data, to apply to an extrapolation of bed-nights. No data have been collected within the case destination. The thesis considers the report trustworthy, although the report seems to have a specific result in mind: That SH could and should increase their usefulness as tourism accommodation. This suggest that some specific outcome, rather than exploration of the participants have been the focus.

4.0.5 Understanding and managing tourism impacts

The book has been applied by the thesis as an overall reference, delimit and guide to the perception of tourism, and the impacts it generates. The book contains several of models, delimits and clarification of terms, that the thesis applies throughout. The book can therefore be perceived as a central tool to the researcher's perception and delimitation of tourism. This however should not be mistaken as a single minded and blind appliance of the perspectives within, but rather as a basis reference point to explore the complex world of tourism. Yet, even though that references throughout the thesis might not suggest extensive use of the book as a source, the books influence should be clearly recognizable through the structure and perceptions of the thesis. Therefor in the spirit of self-recognition of the researcher and full transparency, the book is listed here.

5.0 Analysis

This analysis is framed towards exploring the complex dynamics of the case, and in that to generate an insight to the research question. As the exploration progress the analysis will apply statistical analysis, that is quantitative in nature and rightfully could be argued to be positivistic. This would suggest that the thesis apply mixed methods, in the analysis. The researchers' reflections upon the matter, suggest a different view and conclusion. First, the applied secondary data from VDK, is quantified qualitative data derived from interviews, that places the data within the metrological realm of

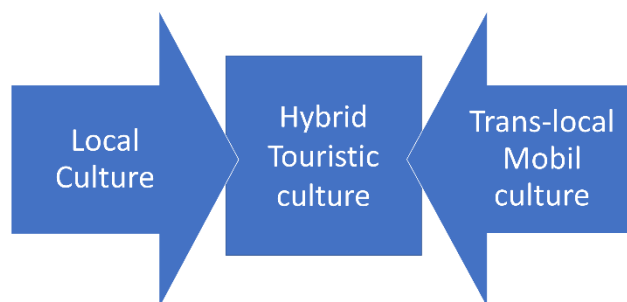


Figure Z: Own figure, recreation of Meethan (2003, s.9)

the thesis. Secondly, the statistical data applied are observations made in the *'real world'*, rather than experiments made in the controlled conditions of a laboratory (Jennings, 2010, p. 40) favored by the positivistic paradigm (Jennings, 2010, p. 37). The author therefor claims to be true to exploratory nature of the interpretive paradigm. The appliance of quantitative data is an expression of the discoveries made by this exploration.

5.1 Hybrid culture

To better disclose the complexities of SH within the case destination, a segmentation is needed. My conversations with an expert, suggests tree basic types of second home tourists (SHT): ***"...you must learn that there are three types in summer cottage tourism, i.e. rented-, owned and borrow summer cottages."*** (Participant #30, Appendix 1, p.12). Where the thesis explorations confirm this to be true, the primary data suggests that other subdivisions, of the SHT on the case destination can be identified. This specific subdivision, observed by the participants, suggests a segmentation identified by behavioral or cultural differences, and difference of perspective or economical motivations. This mixture of different and sometimes opposed interests and motivations, generate a unique *'atmosphere'* at the destination. This bears a striking resemblance to *'hybridity'* (3.0.x), which the thesis will apply as a framework to support the insights made by the participants. Kevin Meethan (2003) argues that established static models of culture, assumes that cultural change being the results of *'shifts'* in defined states, but should consider the dynamic cultural exchange made possible by increased mobility and globalization (Meethan, 2003, pp. 1-2). Meethan (2003, p.8) suggests that traveling within the contemporary world, generate a *'cultural intermix'* where tourism functions as a transient encounter with locally generates *'cultural hybrid'*, suggested in figure Z.

"...and that it gives such a real holiday mood, I think. There are people who come from other places, both in Denmark and abroad. It gives such a very special holiday atmosphere. Yes... than just living there going down and eating, because then you do not think you behave the same way."⁴ (Interview #20, line 447-).

As the quote suggests the unique hybrid tourism culture, is perceived by some participants, and in this case perceived as a positive experience, a *'real holiday mood'*. Other participants distance themselves from the *'holiday mood'* of downtown Marielyst, but instead enjoy other aspects of the touristic hybrid community.

"But we live, almost completely out by the forest, so we have it quiet and peaceful. We're not that much in there, and there are all those tourists, right?" (interview # 19, line 452-).

The thesis applies the basic framework model suggested by Meethan (2003), to the primary data. To suggest a segmentation based upon the observed behaviors suggested by the participants. Where the relevance not only apply a more detailed insight of the case destination, but also form a basis frame to evaluate the current depth of knowledge generated by Visit Denmark, in the case destination. This is presented in figure 5.1.1. Here the relative scope between the tree basic types of second-home bed-nights (SHBN), have been ignored to present a balanced presentation of the basic

⁴ "Og det det giver sådan en rigtig feriestemning, synes jeg. Det der med der er folk der kommer andre steder fra, både i Danmark og i udlandet. Det giver sådan helt speciel ferie stemning. Ja... end at man bare bor der går ned og spiser, fordi så tror ikke man opfører sig helt samme måde."

findings in both Kulhuse and Marielyst. The nine segments have been identified by the participants, during the interviews either by spontaneous mentioning or encouraged by direct questions by the interviewer. Due to the exploratory nature of the thesis, it is important to the researcher, to empathize that these findings are representative of a small segment and cannot be applied as a general or uniform model. However, the identifications of segments perceived by participant, should be understood as a loose guided insight, rather than tool for strategic development.

5.1.1 The nine segments

As aforementioned in section 3.1. SHO is segmented into tree basic types, associated to the preference of use. Where most of these basic segments, such as 'hybrid', 'classic' & 'investor', were expected by the researcher as easy identifiable segments within the hybrid touristic culture by the participants. These findings have been presented in figure 5.1.1, where the identified different cultural traits, identified in the interview of the participants, are presented. Whereas, the tourist accommodation types, are well depicted, analyzed and bench-marked by VDK, and delimited from the thesis by being 'tourist accommodation' no further attention will be applied to them in this section. Friends and friends and family is perceived as cultural 'others' by the participants, where the researcher suspects some from the segment is being identified as 'tourist accommodation' if SHO are not familiar with the true nature of the relationship. Nevertheless, several participants, frequently accommodate this segment, and therefore is perceived as somewhere in between 'accommodation' and 'SHO' in that the segment, have close personal ties to the SHO, but not necessarily to the community.

There were some surprise revelations of insight, that should be considered more carefully. Especially the segment in-formal economies, could potentially be significant, to the understanding of second-home destinations.

The question was raised spontaneously by participant G, by the following statement:

"...I also know there are many who live black [informal] the houses, right? But they do not bother me..."⁵

(Interview #18, line 353-354). And further suggest that this is primarily identified international craftsmen (Interview #18 line 361- 364).

Where informal economy, could be expected, the segmentation in the presentation, since the informal economy differentiate itself, by having specific markers and behaviors. In this case foreign craftsmen, are easily identified by their company cars, and international license plates. The segment is depicted as Polish nationals, and very polite (ibid).

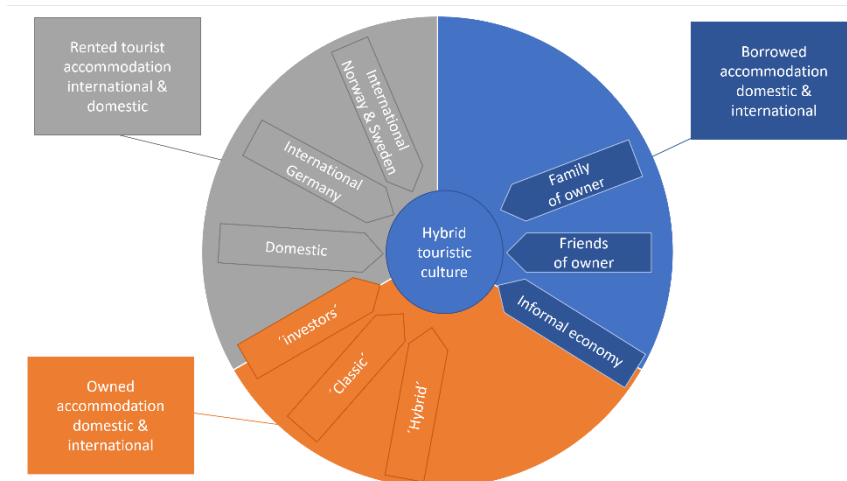


Figure 5.1.1: Own figure, "The tree basic types of visitors in Second homes and identified sub segmentations". Data is based upon primary data, from ten semi-structured

⁵ "Jeg ved også der er mange, der bor sorte de huse op rundt omkring, ikke? Men, de gør jo ikke mig noget"

To the researcher another identified segment is the 'hybrid' owners, that engage in both tourist accommodation activities, and participate in the hybrid culture, as visitors themselves. This segment has not directly been identified by the participants but is often referred to as: Someone that also rent out their homes. While this segment might not differ much from SHO in general, they are however noticed by the 'classic' segment as 'others'. While 'hybrid' SHO might not stand out in relation to cultural hybridity, they do so in relation to the attention given by the established Danish tourism system. Where both applied reports about the segment (4.0.1 & 4.0.x), have clear framing towards generating knowledge towards changing 'Classic' SHO to become 'Hybrid' to ensure developments of available accommodation (A H, p.2) (Eponion, 2020, p. 4).

The segment 'investors', is by the participants identified as 'others, others', in that they within the community of SHO, is depicted as 'others' and unknown, but at the same time their attentions are unknown: *"...and then he is building a house. And our fear is a bit that he will rent it out, so you can say I will not come to... that it is my neighbor... but that with that like... if it becomes... it is indeed an exceptionally large house, there is so like being such a permanent cottage down there on the corner. Where do people just not feel responsible for the local area?"*⁶ (interview #24, Line 501-504).

Where the mapping of hybrid culture, perceived by SHO, might seem trivial. In the thesis it serves as a basis for stakeholder representation mapping, and associated mapping of representation within destination LF. Where the findings serves as an insight into a more diverse and detailed understanding of the destination dynamics and power relations.

5.2 Extrapolation of bed-nights in second-home tourism

Until now the researcher have suggested that destination LF, might have a significant majority of SHO in their destination accommodation mix (1.3), by quoting the work of others, for instance Trass (2002), that suggests a 4:5 ratio, between 'Classic' and 'Accommodation' in Danish macro perspective SHT (1.0). Another is the verification of this ration in a micro perspective, kindly supplied by VLF to be applied specifically within this thesis (A H, p.5). This however does not embody any meaningful suggestion of economic impacts, either in relation to a micro or macro perspective. To do so, the thesis choose to mirror the approach of VDK, by applying an economic effects model (2.6.12). This approach was chosen to ensure, a trustworthy comparative foundation between the extrapolations made by the thesis, and those made by VDK: Tourism turnover made by domestic and international visitors (A X). To calculate turnover two parameters are needed: The number of bed-nights and the daily spending per bed-night. If economic effects of say, hotel accommodated visitors, in a certain destination should be calculated (ibid). Then secondary data supplied by VDK would be readily available, on both parameters and segments. However, since SHO, have been delimited (1.3.2) from the official tourism data collection, this is not the case with SH where only so-called 'commercial' bed-nights made through agencies are registered (A 1, p. 4). To establish an extrapolation of all the unregistered bed-nights, the thesis applies the model suggested in 3.2.

⁶ "... og så er han ved at bygge et hus. Og vores frygt er lidt at han vil leje det ud, altså man kan sige jeg kommer ikke til... at det er min nabo... men det der med, at der ligesom... hvis det bliver... det er nemlig meget stort hus, er der så ligesom bliver sådan et fast sommerhus dernede på hjørnet. Hvor folk bare... altså ikke føler... ansvarlighed over for nærområdet ikke?"

As figure 5.1 suggest, the number of case specific SHO bed-nights should be found in the 4 million bed-nights range. About four to five times the so-called 'commercial' Second-home bed- nights (SHBN) registered by DSI. At first glance this suggestion could at first seem to be unrealistically high: Therefore, the thesis applied a reverse calculation of the findings, as a comparison to the findings in figure 5.1. The research expected to find a relative distribution of 80%, 17% and 3%. Where the secondary data, suggested that an 80/20 % ratio should be expected (A I, p.4). As presented in figure 5.2, the extrapolation made by the thesis in figure 5.1, share the same approximate ratio, deviating 4 % from the 80% to 20 % ratio, suggested (A I, p.4). The deviation illustrated in figure 5.2, is fairly accurate and within reasonable deviation, that could be explained by differences in use by SHO and 'accommodation' stays. Although the extrapolation must be perceived as an extrapolation, the thesis concludes that the extrapolation of SHBN is constant with the established knowledge and should be perceived as a reliable result, that could be applied as an alternative to the official economic tourism impacts reported by Business LF (Buisness Lolland Falster B, 2020).

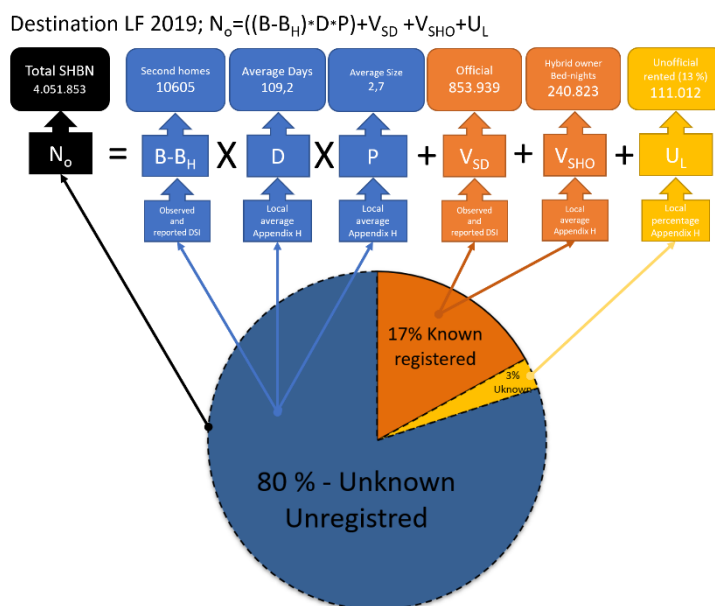


Figure 5.1: Own figure, own calculations appendix 1.5

5.2.1 Why is the embodiment of bed-nights relevant?

In contemporary Danish tourism, the counting of bed-nights is clearly visible as the central benchmark argument behind central conclusions, and strategic tourism decisions, best depicted in the following headline: ***“Daily consumption and bed-nights are key figures for the economic significance of tourism”***⁷ (VisitDenmark C, 2020, p. 30). Another example could be the arguments made by “KL” - [organization of interest, representing the Danish municipalities]. In this case, KL released recommendations to the government, to supplement the changes to the Danish tourism system, that is presently still being implanted, presented by the thesis in the introduction.

In the recommendations made by KL, Danish rural tourism is framed as: ***“...with a share of 76 per cent. of the total bed-nights, the industry in the business that generates the largest turnover”***⁸ (KL A, 2016, p. 27). Further KL conclude that ***“...therefore, it is also a challenge that this business area in particular is crowded and since 2010 has been plagued by low growth rates.”***⁹ (Ibid). These recommendations are seemingly, made from secondary data supplied by VDK and

DESTRIBUTION OF BEDNIGHTS IN DESTINATION LF
PERCENTAGE OF EXTRAPOLATION 2019 NUMBERS

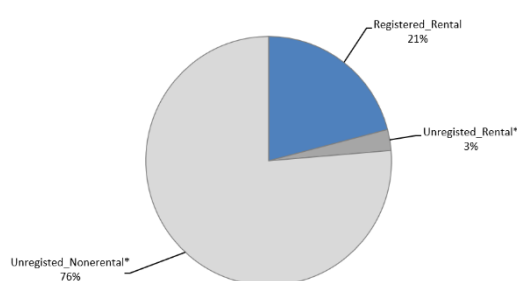


Figure 5.2 Own Figure, reverse calculations of findings in 5.1

⁷ "Døgnsforbrug og overnatninger er centrale tal for turismens økonomiske betydning"

⁸ "... der med en andel på 76 pct. af de samlede overnatninger er den branche på området, der genererer den største omsætning."

⁹ "... derfor er det også en udfordring, at særligt dette forretningsområde er trængt og siden 2010 har været plaget af lave vækstrater"

DSI (ibid). According to Hall & Lew (2009, p. 103), bed-nights multiplied with daily spending is the usual approach to measuring economic impacts, as with the case in Danish tourism.

The thesis notes that the recommendation from KL, first frames the bed-nights made within rural tourism as factual. Suggesting that with no uncertainties, that rural tourism account for 76 percent of alle bed-nights in Danish tourism in 2013, only later in the text does the author(s) suggest any linkage to a delimited Second-home segment. The effect of this is a framing of a delimited rural tourism as a troubled field of tourism, in need of reformation (ibid). However, as suggested by the extrapolation made in 5.2, at the micro and case specific level, there could be a significant discrepancy between the data supplied by VDK via DSI, and the reality of actual bed-nights made. In this case, the recommendations made to the government, regarding important long-term strategic decision making, is made on a questionable conclusion applying only one source of information, to central conclusions (KL A, 2016, pp. 27-30). Arguments made by embodiment of the significance of tourism benchmark by bed nights can be seen made by the Ministry of Trade and Industry (Ministry of Trade and Industry, 2021).

On a micro case specific level, the formation of new DMO's meant that a joint venture between the municipality Lolland and Guldborgsund was formed as an NGO, legally autonomous from the municipality (A K). This however also ensured, that not all information, insights and reflections that flows between the municipalities and the DMO must be accessible to the public. But sometimes information briefs are available through public records. As with the case of Appendix M, where an information note made by VLF in 2020, suggests that bed-nights are a central benchmark tool to depicting, planning, and strategizing tourism in the case specific environment (A M). Yet, no were in the brief to the legislators, is it made clear that the data might be delimited (ibid). -There is no source on the brief, but the numbers and lay out, suggests that it is derived from the empirical data supplied by VDK, which is the assumption adopted by the thesis in this case. The appliance of bed-nights as a benchmark tool to depict progress, is also clearly visible in the annual publications on tourism by Business Lolland-Falster (BLF), the local business NGO: ***"...The summer season 2019 is over, and for the first time ever, Lolland-Falster reaches over 700,000 bed-nights for the season."***¹⁰ (Buisness Lolland Falster B, 2020).

Another aspect of bed-nights applied as a benchmark tool, is the seasonality aspect of Danish tourism (Danmarks statistik E, 2019, p. 12). Within Danish tourism, at a macro and case specific micro level, this is depicted in bed-nights. Often this is depicted in 'high' or 'low' parts of a season, which is also the case with BLF: ***"...It is primarily the second- homes that carry the growth during the summer season. And there are simply not enough second-homes for rent to meet demand."***¹¹ (Buisness Lolland Falster B, 2020). Here the question of seasonality is suggested by summer as an implied high season, where the destinations available second-home tourist accommodation, is exceeded by demand. The question of supply/demand will be addressed in section this section.

In the researcher's experience, the question of seasonality is analyzed by VLF, and presented in a status report to both municipalities. The contents of these reports, however, are neither available to the thesis, or in suitable format to the thesis. Therefore, the thesis has applied identical data, to a

¹⁰ " ... Sommersæsonen 2019 er slut, og for første gang nogensinde når Lolland-Falster over 700.000 overnatninger for sæsonen."

¹¹ " ... Det er primært sommerhusene, der bærer væksten i sommersæsonen. Og der er simpelthen ikke nok sommerhuse til udlejning til at dække efterspørgslen"

more thesis suitable format in figure 5.3. Here bed-nights made by the four largest types of accommodation, can be compared, and analyzed over time. Impacts of major events on bed-nights can be analyzed, like the Danish Corvid 19 shutdown of 2020 (c19 Timeline, 2021). The effects preliminary limitation of mobility, and shutdown in March through May 2020, and later in November 2020 is clearly visible in figure 5.3.

However, as established in 5.2 the vast majority of SHBN is unaccounted for in the case specific micro perspective. Making the effects of Danish SHO on the Corvid 19 pandemic oblivious to tourism planners and policy makers. The combination of appliance of 'Work from home' policies with no access to events, food & beverage, night life and entertainment in combination with and unrestricted mobility to their SH. The researcher assumes, that a significant number of SHO, have spent time in their SH, thereby affecting the conclusions that could be derived from figure 5.3. This assumption is supported by the primary data: **"...there are a lot of people who have spent large parts of the year in the second-homes last year."**¹² (interview #25, Line 288). Where similar

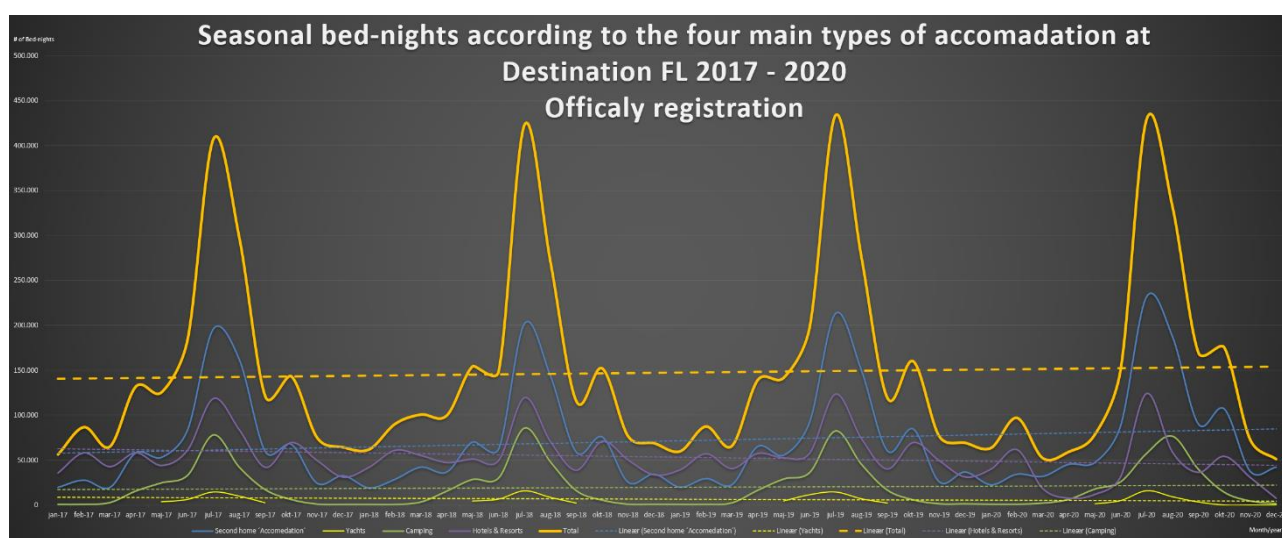


Figure 5.3: Own figure, and calculations [Appendix 1.6]. Based upon officially published bed-nights by VDK, gathered by DSI.

accounts confirms, that most participants have observed and participated in an increased activity in their second homes. Thereby reported an increase of bed-nights during the lockdowns. The effects of second-home owners on statistical analysis of Danish tourism is however available to tourist managers, legislators, or academia. But the scope of second-home owners opposed to 'tourism accommodation' could suggest that even a small increase of bed-night activity, among SHO could significantly affect the distribution of bed-nights.

Another suggestion towards unknown and unregistered bed-night activity among SHO, during the lockdown, is 'work from home' activities from their second-home: **"I've had a few days working up there. Since the internet is not damn good, it is not worth it. I could not work all the time, because sometimes there are too many users of it [the internet]"**¹³ (interview #18, p.367-378).

Several participants have similar experiences, that they have been working from their second-home. But at the same time experienced limitations due to missing infrastructure. This tendency has been

¹² " ... der er jo rigtig mange mennesker, der har tilbragt store dele af året i sommerhuset sidste år"

¹³ "... Jeg har nogle dage haft arbejdet deroppe. Sæmpelthen internettet er ikke skidegodt, så det er ikke værd. Jeg ikke kunne arbejde deroppe hele tiden, fordi nogle gange så er der altså mange der bruger det [internettet]"

noticed by real estate agents, that correlate a new trend in consumer demand: Byers of SH seeks houses that can accommodate stays all year, a home office and good internet infrastructure (Home, 2021).

*"The Internet connection is more in focus now, as the home workplace is moving into the holiday home,"*¹⁴ : Sofie Vogt, Real estate agent and owner of Home Grenaa - Norddjurs (ibid).

The thesis suggest that it should be considered that the official registered bed-nights, should be considered only in the context of what they can accurately benchmark and depict: The bed-nights and seasonality of 'accommodation' visitors. Case specifically, this has been established to be about 17% of SH in destination LF, where the remaining 83% of SH and their activities is unknown (5.2). To visualize the scope of the suggested seasonal deviation, the thesis has applied an extrapolation of seasonality, based upon the same sources applied in 5.3. And summarized the data in figure 5.4, where the available secondary data only support an average to offseason bed-nights made by SHO, and therefore suggests an of season with no deviation. No data, primary or secondary, suggests that this is the case. But in the interests of maintaining trustworthiness, the thesis processes the data no further. However, figure 5.4 does embody the relative seasonal scope between 'accommodation' and 'classical' bed-nights. With a visual suggestion of the scope of the relative unknown bed-nights in relation to the registered.

Where DSI in their extensive analysis of Danish tourism in 2008, labels bed-nights made by SHO as assumed to be either 'insignificant' or 'difficult to

measure' (Plovsing & Thomsen, 2008, p. 10). The thesis suggests that both assumptions should be considered debunked. While thesis recognizes that most parameters applied would not be available in 2008, the thesis is missing any reflections or empirical background behind the assumption. As stated in (1.3.1) the researcher's explorations into the reflections or background behind the delimiting of SHO, from Danish tourism have been futile (A 1, p. 1, 3, 5). But it is apparent that a single-minded focus on 'accommodation', and systematic disregard of 'classical', could be perceived as faulty or even a misrepresentation. As it has been established in (5.2), VLF have direct access to policy makers in closed sessions. Where it is apparent that the DMO present the official SHBN, as factual and representative to policy makers (ibid). However, as the thesis suggest this might not be the case, there could be significant 'blind spots' that could severely limit Visit LF's ability to market, develop and manage the destination, since most empirical data, from the single largest accommodation segment of visitors have been systemically delimited. Local policy makers and the DMO alike, might have a significant reduced insight into both the visitors, their magnitude, and impacts within the local economy.

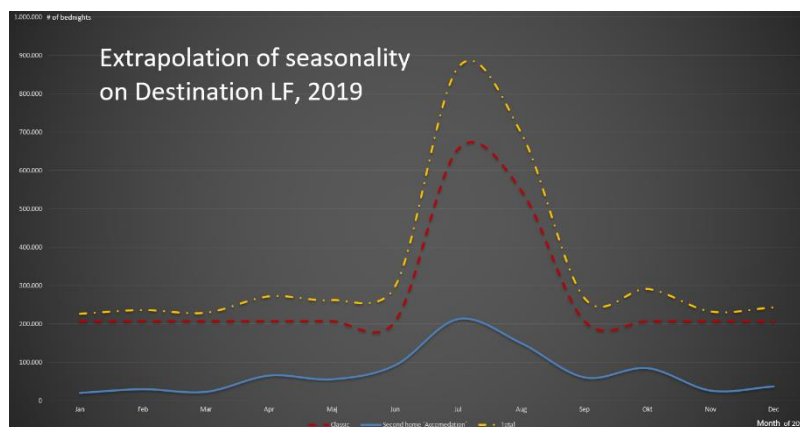


Figure 5.4: Own figure, based upon the same sources applied in section 5.3.

¹⁴ "Internet-forbindelsen er mere i fokus nu, da hjemmearbejdspladsen flytter med i sommerhuset,"

“...I agree with you that tourism survey data is not precise to reflect the reality” - Jie Zhang, p.hd, senior researcher (A 1, p. 13).

If the arguments made by the thesis, are considered trustworthy and reliable, another question emerges: If the single most significant segment of visitors, within destination LF is systematically delimited, is tourism survey data not an accurate reflection of reality?

With an embodiment of the relative number of bed-nights between ‘classical’ & ‘accommodation’ the thesis has established one parameter to establish an embodiment of the economic impact made by second homes. The other perimeter needed is the daily spending, explored in the next chapter.

5.3 The daily spending of Second-home owners

Where the primary data collection, is not suitable for statistical analysis, any findings about daily spending have not been applied, in any statistical analysis. However, findings have been applied as a cross reference, to ensure a trustworthy and comparable dataset, between the realm of statistics, and the realm of qualitative in-depth interviews. Where some deviation, between the small sample size applied by the thesis, and the statistical average should be present. The thesis would, suspect that the sampled participants might not be varied enough, if large differences were present.

According to the KL A (2016, p. 27) report, mentioned in 5.2, rural tourism has a comparative low turnover per bed-night compared to urban tourism. This argument is made upon the supplied data by VDK and DSI, with no deeper insights to the reflections or calculations behind the argument. The thesis has not been able to verify the data supplied by KL, and therefore it will be excluded from the thesis. Where VDK supplies detailed information about the general urban visitors, segmented by nationality. No detailed data are available relevant to accommodation types within rural tourism. This will affect the accuracy of the exploratory extrapolation of the economic impacts of second homes where only none-accommodation, specific daily consumption, is available to the ‘accommodation’ segment.

5.3.1 Differences in the calculation of daily spending in the secondary data

The daily spending supplied by VDK, includes accommodation, and all other destination spending (Visit Denmark H, 2018, p. 4). Suggesting the introduction of the term ‘*consumption of stay*’ as a benchmark, considering daily spending, length of stay, and travel group size (Visit Denmark H, 2018, p. 9). The thesis will apply this benchmark, as a comparative marker between ‘commercial’ and ‘classical’ second-home bed-nights (SHBN). This is chosen, since it considers several relevant parameters, towards assessing the two segments economic impact per unit. This will ensure a deeper understanding of the two segments, rather than a simplified daily spending consumption.

Another distinct and unexpected segmentation, where German nationals distinctively were separated from Danes, Swedes, and Norwegian nationals by several participants.

“...the Germans they do not spend money at all as we do. It is very measured and limited! The fact that they bring a lot from home, and it does not go out and eat so much. And if they go out to eat then it never takes just an extra soda, or bottle of wine and sits an entire evening impulsively... So they take home in the cottage so, they do not spend money in the same way at

all... they do not have the same consumption, at least in relation to restaurants..." (interview #20 line 465-).

This came as a surprise to the researcher, that investigated the statement and later concluded that the observations made by the participant, could be confirmed by secondary sources (Bergman & Nørgaard, 2016) (Rasmussen J. e., 2018). The thesis attempted to explore this case specific primary data, but these explorations were futile. Attempts were made towards establishing interviews with the specific restaurant owner, referred to by the participant. The restaurant had been permanently closed by its owners, due to Corvid19 issues. Attempts to establish a dialog with the particular employee were futile, in that owners nor business LF were willing to establish any dialog on the subject. However, the German visitors have been clearly flagged as a distinct group, within the hybrid culture, by the participants.

However, there is a distinct difference between the data supplied by VDK, and the data supplied by Danish coastal and natural tourism (SCNT) presented in (4.0.4.). Where VDK includes accommodation in their daily consumption, SCNT does not, and nor do they supply any available data to calculate a daily consumption contextual to their participant sample. The difference in approach, therefor suggests that the thesis must apply another secondary data source to make any meaningful comparative daily spending. The thesis has chosen to apply calculations made by Jørgen Munksgaard Rasmussen, expert & financial editor (A 1, p.10). That have kindly supplied the thesis with updated calculations as to the average costs of owning and maintaining a Danish second-home (A 2). Where Jørgen suggests a yearly average cost of 69.048 kr./year (A 1, p.10), the primary data suggests a yearly average cost of 60.621 kr./year (A 3). The thesis suggests that the expenditure of maintenance and rebuilding SH, differentiate largely form the findings in the primary data. Where most participants suggest a higher expenditure on their SH (A 3). The expert suggestion calculations made, will be applied by the thesis in the extrapolations moving forward. This is due to the wider empirical appliance of the expert, and the small sample size applied by the thesis. At the same time, applying a more conservative estimate.

The daily spending upon daily consumption on the destination is suggested to be 273 kr. per person (Eponion, 2020, p. 9). This is consistent with the primary data, suggesting a daily consumption of 241 kr. per person (A 2). Where the sample size again, limits the usage within statistical analysis. It serves as a conformation in this case, that the primary data do not deviate significantly from expected results. Other factor in the supplied model such as group size and length of stay, have already been applied in the extrapolation of SHBN in figure 5.1. The findings have been presented, in figure 5.5, where a comparison between the different segments, and their daily consumption,

Macro case specific Destination LF	Domestic* Accommodation	International* Accommodation	'Hybrid' SHO** 'Acc***' - 'Classic'	'Classic' SHO**
Daily spending (kr.)	800	750	775 - 507	507
Length of stay (nights)	4,1	6,4	5,3 - 46,2	109,2
Travel group size (persons)	1,9	2,0	2,0 - 2,7	2,7
Consumption of stay (kr.)	6.400	9.650	8.215 - 63.243	149.484

Sources: * (Visit Denmark H, 2018, s. 9); ** Own calculation base upon the findings presented in S.3.1 & Appendix H; *** Average between Domestic and international

Figure 5.5 Own figure, based upon the design and model supplied by VDK (Visit Denmark H, 2018, s.19)

length of stay, travel group size and ‘consumption of stay’. Where the original numbers presented by VDK have been rounded to be more presentable (A, p.14), the thesis have chosen not to do so for transparency and reliability reasons.

The main argument that the thesis aims to explore is SHO, and the economic effects in relation to ‘tourist accommodation’ visitors. Admittingly the thesis perceive SHO visits as one continuous stay, to establish this argument. The important note that the thesis wished to attach is: ‘Classic’ and ‘accommodation’ SHT is quite different in nature, where existing models are developed to benchmark short stays, by different nationalities in three major segments (VisitDenmark E, 2020, p. 16). The primary data, suggest that ‘classical’ SHT consists of stays of different lengths, typically from a weekend to several of weeks. Where the participant of the interviews suggests that three of four weekends is spent in the second home, and about 4 weeks of holiday vacation are spent in the second-home. This activity might be small if perceived in a weekly perspective, but significant if perceived by its repetitive nature, embodied in figure 5.5.

5.4 The embodiment of the economic significance of Danish second-home tourism

The embodiment of the economic importance of Danish tourism, seems to be central to VDK, where the importance is benchmarking Danish tourism in its annual status report, about Danish tourism. In their calculations VDK apply a tourism turnover, derived from bed-nights and daily spending *“Daily consumption and overnight stays are key figures for the economic significance of tourism. Daily consumption and overnight figures form the basis for calculating the total tourism consumption, but there further processing of data takes place in connection with the preparation of the satellite accounts.”*¹⁵ (VisitDenmark C, 2020, p. 30). Communication of economical benchmarks seems to take *center stage*, in all reports and communication by VDK read by the researcher. Where the latest publication seems to follow the same discourse (VisitDenmark E, 2020).

*“The tourists consume a total of 132.5 billion. DKK in Denmark, the report shows. Of this, foreign tourists bought for 57.7 billion. DKK, and Danish tourists bought for 74.8 billion. Including the total derived effects of tourism activity, tourism revenue in Denmark creates almost 169,000 jobs”*¹⁶ (VisitDenmark C, 2020).

In the same line of work, the organization work as consultants, on a municipality level, representations of this can be found in appendix C&D. Central to this work is the economic significance of tourism, in any given geographical region. This tendency of economic embodiment of tourism, is also a tool employed by VLF (Business Lolland Falster B, 2020).

*“In total, tourism on Lolland-Falster has a turnover of approximately DKK 2.5 billion, with a total of 1.77 million annual bed nights”*¹⁷ (Business Lolland Falster B, 2020).

Economic seems to be the main approach by VDK to framing of Danish tourism. This approach seems to have been adopted by VLF. Their arguments are adamant, in the communication of this economic embodiment to be specific, where both organizations make no mention of the uncertainties and delimitations behind the arguments. Although the rhetoric in the quote from VDK is specific, the quote from Business Lolland Falster, seems more guarded. Nevertheless, as depicted

¹⁵ Døgnforbrug og overnatninger er centrale tal for turismens økonomiske betydning. Døgnforbruget og overnatningstallene danner basis for beregning af det samlede turismeforbrug, men der sker en yderligere bearbejdning af data i forbindelse med udarbejdelse af satellitregnskabet.

¹⁶ “Turisterne forbruger i alt for 132,5 mia. kr. i Danmark, viser rapporten. Heraf købte udenlandske turister for 57,7 mia. kr., og danske turister købte for 74,8 mia. kr. Medregnes de samlede afledte effekter af turismeaktiviteten, skaber turismeomsætningen i Danmark knap 169.000 job.”

¹⁷ “Samlet set omsættes der for cirka 2,5 milliarder kroner i turismen på Lolland-Falster med i alt 1,77 millioner årlige overnatninger”.

throughout the thesis, these economic arguments, are delimited from SHO and possibly not accurate (A 1, p.13) and do not frame a realistic picture of Danish tourism. Case specific SHBN should be significantly higher (5.2), and since bed-nights multiplied with daily consumption is the main input into the economic effects model presented in (5.2). The researcher assumes that the reported economic impacts of tourism, on a case specific micro level, should be proportionally higher.

Suggested by figure 5.6 the direct economic impacts of SH within destination LF are roughly estimated to be within the 3.1 billion kr. range. When this estimate is compared to the estimate of a total economic impact of tourism in the 2.5 billion range (Buisness Lolland Falster B, 2020), it would suggest. that the rough estimate suggests a significant higher economic impact than previously framed by VLF.

Destination LF SAM-K/LINE 2019; In DKK	Domestic		International	
	Net effect	Nettoeffekt	Net effect	Net effect
	Destination LF	National	Destination LF	National
Tourism turnover	kr. 3.135.830.349		kr. 592.299.000	
Derived gross growth	kr. 783.957.587		kr. 148.074.750	kr. 379.071.360,0
Derived tax revenues	kr. 752.599.284		kr. 142.151.760	kr. 225.073.620,0
Direct tax revenues	kr. 84.981.002		kr. 16.051.303	
Derivative employment (Years-Work)				
Destination LF	2311			
National	782			

Figure 5.6: Own Figure, Own calculation. Based upon extrapolation from 5.x, data from DSI [VDK], and (VisitDenmark A, 2020)

However, since the economic model is developed towards short term visitors and their impacts, important but case specific relevant factors is delimited from the model. One of such is property tax and property value tax, these parameters is considered indirectly in 'accommodation' bed-nights, since this is an expenditure of owning a second-home. However, since all owners of SH must pay these taxes, their dynamics will be applied Figure 5.6 as direct tax revenues.

While the taxation of Danish second homes is complex (Rasmussen J. M., 2021), the thesis has applied standard tax to a second-home, equal to the basic example applied previously in 5.3.1: The thesis, has for comparative reasons, assumed that all second-homes have been purchased recently. This is of course not the case, but while this effects the extrapolations accuracy negatively, the economic model as the basis for comparison itself, is not necessarily accurate (2.6.12). The thesis therefore applies a unified basis for taxation, with the assumption that this approach will affect the accuracy of the output, but that this approach will not affect the overall output significantly.

As can be seen in figure 5.7 the economic effects of property tax are possibly significant, even if any inaccuracies are considered, where the national tax revenue is the most noteworthy, and should

Applied property & property value tax Destination LF SAM-K/LINE 2019; In DKK	Domestic		International	
	Net effect	Nettoeffekt	Net effect	Net effect
	Destination LF	National	Destination LF	National
Tourism turnover	kr. 3.135.830.349		kr. 592.299.000	
Derived gross growth	kr. 783.957.587		kr. 148.074.750	kr. 379.071.360,0
Derived tax revenues	kr. 752.599.284		kr. 142.151.760	kr. 225.073.620,0
Direct tax revenues	kr. 470.251.532	88.807.600	kr. 16.051.303	
Derivative employment (Years-Work)				
Destination LF	2311			
National	782			

Figure 5.7 Own figure, own calculations derived from Figure 5.6

properly be counted in billions. Locally the thesis extrapolation suggests it to be somewhere in the 88 million kr. range (A 2.2). The economic impacts of property tax are delimited by VDK, properly associated to the delimitation of SHO from Danish tourism. However, VDK still claim to have taken the economic impacts of so called 'none-commercial SHO bed-nights' into account (VisitDenmark C, 2020, p. 13).

Where VDK suggests that the economic tourism impacts made on a macro level, should be found in the 5,9 billion kr. range (VisitDenmark C, 2020, p. 14). The thesis extrapolation should be considering the economic impacts made by property tax alone in the 88 million kr. range, in a micro perspective. Now, where the thesis extrapolation has been extrapolated based on the total economic impacts made based on Second-homes. The approach by VDK have been made based upon SHO

alone. Therefor the thesis has re-calculated the micro economic effects in a SHO perspective, for comparative reasons.

Second-home owners applied property & property value tax Destination LF SAM-K/LINE 2019; In DKK	Domestic		International	
	Net effect	Nettoeffekt	Net effect	Net effect
	Destination LF	National	Destination LF	National
Tourism turnover	kr. 1.621.348.296			
Derived gross growth	kr. 405.337.074			
Derived tax revenues	kr. 389.123.591			
Direct tax revenues	kr. 429.209.069	88.807.600		
Derivative employment (Years-Work)				
Destination LF	1005			
National	0			

Figure 5.8: Own figure, Own calculation base upon extrapolation from 5.x, data from DSI [VDK], and (VisitDenmark A, 2020)

As suggested in Figure 5.8 the case specific micro economic impacts of SHO, suggested by the thesis should be found in the two billion kr. range, when tax revenue is considered. In addition, the case specific macro-economic impacts should be considered in the 88 million kr. range. Where property value tax revenue, in a macro perspective is estimated to be in the 14 billion kr. range in 2019 (MF, 2020, p. 16). To ensure that the extrapolations made is not overly inaccurate, the thesis apply a control calculation on a macro level.

Second-home owners applied property & property value tax National 2019; In DKK	Domestic		International	
	Net effect	Nettoeffekt	Net effect	Net effect
	Local	National	Local	National
Tourism turnover	28.458.112.988			
Derived gross growth	7.114.528.247			
Derived tax revenues locally	6.829.947.117			
Direct tax revenues locally	771.214.862	1.788.627.200		
Derivative employment	27604			
(Man-years)				

Figure 5.9: Own figure, Own calculation base upon extrapolation from 5.x, data from DSI [VDK], and (VisitDenmark A, 2020)

The results of a result calculation on a macro level, presented in figure 5.9, suggests that property value tax, derived from all Danish second homes that could be considered tourism relevant, by not being occupied by permanent residents, should be found in the 1.7 billion kr. range. The thesis estimates that this is realistic, in a context of an estimated 14 billion kr. range of national property value tax in 2019 (MF, 2020, p. 16). In terms this also suggests a tourism turnover by SHO could be found in the 28 billion kr. range of an 'none-commercial' tourism turnover of 53,6 billion estimated by VDK (VisitDenmark C, 2020, p. 13). Where the extrapolations of the thesis and estimates made

by VDK seemingly could correlate, the estimates made by VDK, suggests that SHO have a turnover of 5,9 billion kr. This in terms suggests a 20 billion kr. range difference between the thesis extrapolations and the estimates made by VDK. The thesis suggests that the turnover difference and property value tax, to be the embodiment of the delimited SHO.

5.4 Economic impacts of second home tourism at destination LF

In the previous chapters the thesis have established an extrapolation of bed-nights (5.2) & established a comparable level of daily spending (5.3) to establish a rough estimate, of the scope of economic significance of second-home tourism (SHT) on micro level and national level. As suggested by Hall & Lew (2009, p.103) this is the common approach to measuring the economic impacts. As with the term *impacts* this is to be understood over time, caused by external stimuli (Hall & Lew, 2009, p. 54). Where the thesis has established that SHO should be understood as tourists (1.3.1), the thesis now needs to explore if SHT should be perceived as an external stimulus.

5.4.1 Where is second home-owners residence located?

In a case specific micro perspective, the survey made by Inzights (A H, p.7) suggests that SHO in destination LF, almost exclusively is native to the capital or Zeeland region. The findings of Inzights have been recreated in figure 5.10, for translation purposes. As figure 5.10 suggests, almost no SHO can be found outside the general Zealand region. This is supported by the primary data, where no participants, were residents within destination LF. These findings are also consistent with findings in a macro perspective, suggested by DSI, where the average distance from the residence to the second-home is

suggested to be 79 km, where 19 % SHO resides less than 20 km from their Second-home (DSI A, 2018, p. 5). In addition, the DSI report establishes that 25 % of SHO resides more than 100 km from their second-home. The thesis concludes that SHT in relation to the case, can be considered an external stimulus, since the vast majority of SHO is suggested to

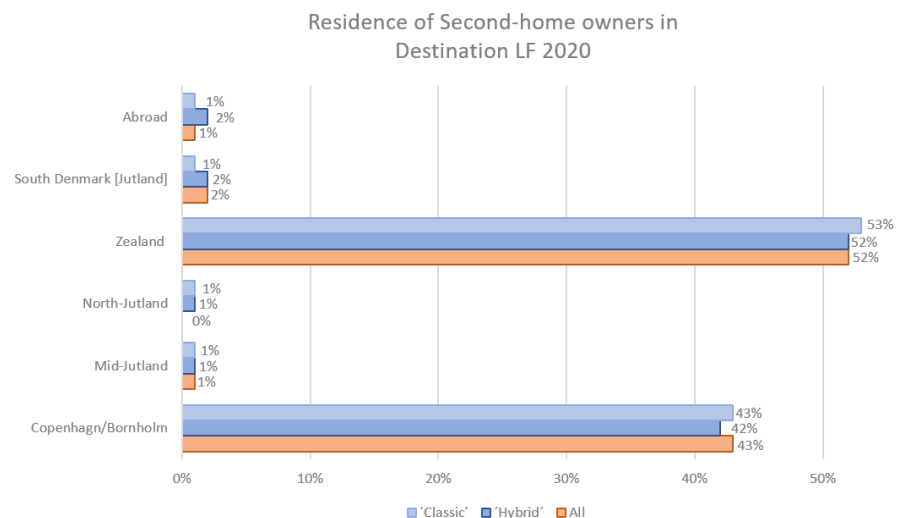


Figure 5.10: Own figure, based upon data from (A H, s.7)

have residence more than 20 km, from their second-home. However, the thesis also concludes that more rigid definitions of the term 'external' should be applied, if SHT should be extensively mapped including SHO. Relative perception of distance between urban and rural settings can be different. The thesis suggests an approach to the term 'external' be molded from the tourism definition (1.3) phrase "...*outside their usual environment...*" (UNWTO A, 2021), that suggests that 'external' should be perceived in the context of environment rather than geographical distance. If 'external' is perceived as suggested above, the thesis have found no contradicting secondary or primary data, suggesting that SHO, and the economic dynamics should be delimited from the economic impacts. Other vice the thesis cannot exclude, that some SHO within destination LF, have residence less than 20 km from their second-home, nor can the thesis establish any empirical

evidence of the scope of this potential segment. The thesis therefore assumes that 'external' should be perceived as connected to 'environment' rather than distance as perceived by DSI, or that the segment of SHO residing less than 20 km from their second-home is relative insignificant to influence the overall results.

With the exploration of 'external' being conducted the thesis explores another aspect of tourism impact, and explores the flow of tourism economics, within the destination itself. Impacting the relative importance of tourism to the destination.

5.4.2 Introduction to the multiplier effect and the local exception.

Tourism is considered to differ significantly from more traditional 'industries', Hall & Lew (2009, p.87) suggest that one notable difference, is the fact that tourism is considered an export industry. But where a traditional export industry would ship goods to consumers abroad, tourism ships the consumer to the product (ibid). Another related difference is that consumer and producer must share a geographical location in the same timeframe (ibid, p.88). To state the obvious, this in terms suggests that there is no shelf life or storage of surplus produce, as unoccupied bed-nights cannot be consumed later. Traditional industries are divided into two groups *basic* and *secondary* industries, this could be agriculture and factories. They are characterized by bringing most of their economic dynamics into communities by exporting basic goods or product (Hall & Lew, 2009, p. 87). *Service* or support industries on the other hand, circulate the economic dynamics within the community, but often do not secure an inflow of new economics to the community. Where communities often are impacted greatly with the loss of basic industries, due to the loss of economic dynamics. The loss of service industries is often negligible to a community, since the economical dynamics remains within the community (ibid).

Tourism according to Hall & Lew (2009, p.88), could be considered a hybrid between a basic and service industry, since tourism is generating both export and circulation within a community. The thesis recognizes the fundamental dynamics, and placement within the economic system, and that often, this basic economic model is disrupted or manipulated, leaving local communities without these dynamics -labeled as '*leakage*' (ibid', p.101)- will be addressed later in this chapter.

As depicted above tourism generates both basic export (*direct effects*) and service economical dynamics (*secondary effects*). Where VDK and the thesis have extrapolated the direct effects in chapter 5.4, the secondary effects made by the associated service industry have not been addressed. Hall & Lew (2009, p.101) suggests the appliance of the *multiplier effect*. Where the direct multiplier effect is associated with the initial spending of tourists, and directly generates employment and growth. The *indirect* multiplier effect occurs when the employees spend their earnings within the local communities, generating jobs in the larger communities (ibid). Depending on the structure of the individual communities, the indirect multiplier effect can recirculate within the community several times, before '*leakage*' dissipates the effect. When a community consumes imported products or services, the community leaks economic effects (ibid).

Said in another way: If a tourism worker buys bread from the local baker, it generates a high multiplier effect. If the worker buys bread in the local supermarket, it generates a low multiplier effect within the local community. This is due to several factors, first: The bread in the convenience store is often imported outside the community, and profits from the sales is often earned by large corporations outside the communities. Where the local baker produces the bread locally and is often owned by locals, ensuring a high proportional amount of economic recirculation within the community. Hall & Lew (2009, p.101) suggests that a general rule of thumb, is that high-end tourism development run by multinational corporations, generates very high-end leakage, and an

exceptionally low end multiplier effects on local communities. This would be consistent with general observations, regarding the global north & south tourism issues, where 'all-inclusive' resorts seem to have negative effects on local economies (Scheyvens & Laeis, 2019) (Zopiatis, Savva, & Lambertides, 2020) (Woosnam & Erul, 2017) (Tavares & Kozak, 2015). Where tourism oversimplified: 'bleed' the local economies of all the direct economic effects, and most direct and indirect multiplier effects, while leaving behind cost of infrastructure, social and environmental negative impacts. To put in the words of Ritchie & Crouch (2003, p.33) on the topic of destination sustainability *"A destination that which, for short-term profit, permits the rape and pillage of the natural capital on which tourism depends is destined for long-term failure"* (Ritchie & Crouch, 2003). However, where Ritchie & Crouch might fail to consider the power relations and dynamics between multinational corporations, their simplistic initial statement, in the researcher's mind, should serve as a warning to developing destinations. Even though, that global tourism dynamics, might seem far from the thesis focus of Second home-owners in destination LF. Traces of the basic global dynamic is clearly present within destination LF. Where an all-year domed resort was built in the late 1980's and is a self-contained resort in every meaning (denstordanske, 2021). This resort will serve as a small case within the case, and study of the case relevant dynamics of the economic impacts.

5.4.3 The Economic impacts generated by Lalandia opposed to second-home tourism

As suggested in the end of 5.4.2, Lalandia is a domed resort located within destination LF, applying 1596 privately owned second-homes, as the exclusive accommodation associated to the resort (Lalandia A, 2021). Where Lalandia at destination LF, was built in the late 1980's, a second Lalandia adjacent to LEGO-land in Billund Jutland was built in 2009 (ibid), a third Lalandia is planned to open in 2022 at the west coast of Jutland (Baumgarten, 2020). Currently a fourth Lalandia in Sweden is being planned (Lalandia B, 2021).

As depicted in the previous chapter (5.4.2) resorts, and all-inclusive resorts especially, have been criticized for their negative economic impacts. Where this is almost exclusively associated with a global north to global south perspective. However, the thesis suggests that much of the general principles are true of Lalandia and its placement within destination LF. Tavares & Kozak (2015, p.9) suggests that all-inclusive resorts are associated with conglomerates and peripheral destinations, can be traced to the 1930's Brittan holiday camps. In this early European concept, visitors paid for some services separately (ibid). Admittedly, the business concept applied by Lalandia differs somewhat, from the more widely accepted, modern concept. However, it would seem that the business model, applied by Lalandia, have relatively close relations to the original model applied in Brittan. Still on several economic impact specific areas, the close relation to resort and all-inclusive tourism, there are close ties. The thesis will label the activities of Lalandia as holiday camps, referring to the original British concept (Tavares & Kozak, 2015, p. 9).

First, Lalandia is owned by Parken sport and entertainment (PS&I), that as a powerful conglomerate owns several of very different types of businesses. In the case year of 2019, this portfolio included a stadium and associated football club, two holiday camps, rental & administration of second homes (on Lalandia) and office buildings (Parken 2019, 2020, p. 39). In 2018, PS&I sold off a fitness chain from its portfolio, appearing in the annual accounts (ibid, p.50). The diversity of portfolio companies, suggests that PS&I could be considered a conglomerate, where destination LF could be considered peripheral by some. The municipality of Lolland, is often associated with outer region issues within the mainstream news, but destination LF, is labeled as an outer region by official channels (Danish Business Authority, 2021). The thesis therefore suggests that, the combination of

outer region, conglomerate and holiday camps establishes lalandia, within the general realm of all-inclusive and resorts.

Tavares & Kozak (2015, p.12) point out that the multiplier effect of all-inclusive resorts is: *“...in spite of attracting large number of resources, the multiplier effect on the economy is lower, because in this modality, the hotels import more products and creates fewer job opportunities. Other segments of the economy (besides food) may also be affected if the all-inclusive system prevails in the destination.”* (Tavares & Kozak, 2015, p. 12).

Several issues with Lalandia with in destination LF and its tourism system can be identified, that associates directly to the thesis topic, and to the multiplier effect. As suggested by the thesis in 5.1 a significant bed-nights made within destination LF is made by SHO. But Lalandia registers all bed-nights, made by owners, or as accommodation as holiday center bed-nights (A1, p.15). Since the number of bed nights made by holiday

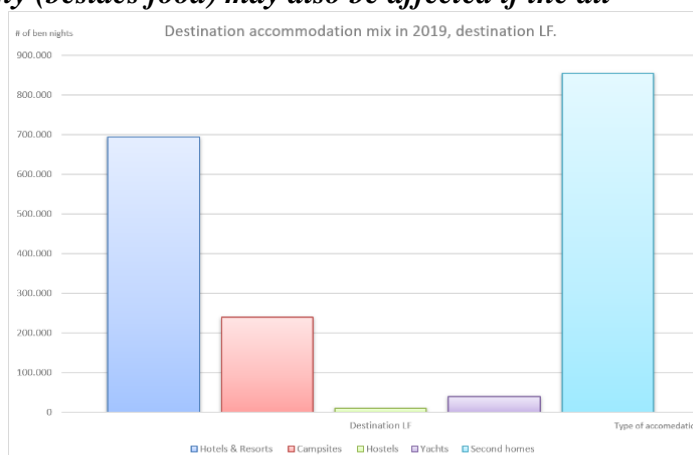


Figure 5.11: Own figure, based upon data from DSI [VDK]

centers are inaccessible, and therefore unavailable to apply to the model suggested in 5.1, the thesis have delimited them from the model. But the researcher suggests that a significant number of bed-nights are (mis)registered as holiday camp bed-nights. With 520.000 visitors in 2018, ranking 14th most visited attraction in Denmark (VisitDenmark J, 2019), a significant association of second-home bed-nights could be perceived to be associated. As suggested in context to figure 5.11, a possible significant number of bed-nights in a micro perspective, could be misregistered as resorts. The reflections related to this delimitation, have not been disclosed to the thesis.

The thesis concludes that resort issues, commonly associated with global north to global south, seemingly is present at destination LF, as a miniature Regional North to South issue. Where the local community within destination LF, could experience much greater positive economic impact, if the associated Second-homes to Lalandia was not contained within a powerful conglomerate. The drive towards profits, limmits the econmic dynamics experienced by local communités, compared to 'classic' SHT. Tavares & Kozak (2015, p.11) suggests that in an international perspective the 'resort' nature of the Lalandia business model, could limit the positive economic impacts to the community. Even though, Lalandia does not apply an all-inclusive service that include food & beverage, the remote location of the resort, combined with no access to local's business. The thesis suggests that Lalandia should be understood as an all-inklusive resort, with the only exception that mobility is not controlled by travel agents. This dynamic aim to limit the direct secondary effects of destination LF, and apply these effects within the capital region, thereby limiting the multiplier effect within the local community.

5.4.4 The specifics of the multiplier effects on destination LF

According to a report on the topic of specific multiplier effects, within Danish tourism, published by center for regional & tourism research (CRT) (Jensen & Zhang, 2016). Two types of multipliers are defined: Income multiplier and employment multiplier.

The income multiplier, is defined as: *“The total number of kr. the destination earns per. 1 kr, income earned through tourist consumption”*¹⁸ (Jensen & Zhang, 2016, p. 8).

The employment multiplier, is defined as: *“The total number jobs created in destination per. 1 employed within the tourism sector”*¹⁹ (ibid).

Where VDK, apply their own *tourism multiplier*, which is not international acclaimed, and in direct conflict with general principles of equal relative economical size (Jensen & Zhang, 2016, p. 8). The thesis therefore will not apply the *‘tourism multiplier’* suggested by VDK (VisitDenmark C, 2020, pp. 20-f), to ensure trustworthiness and transparency of applied methods. There is however an inherent bias towards urban tourism, with a high proportion of commercial²⁰ bed-nights in the calculations applied by CRT: *“Larger cities and especially the metropolitan area has a much larger share of international tourism. Here, tourism also takes place much more frequently in hotels, and business tourism as well as commercially oriented tourism is more prevalent in the metropolitan area than in the rest of the country”*²⁰ (Jensen & Zhang, 2016, p. 9).

The apparent favor towards urban tourism, seems to be founded upon an understanding that international tourism, accommodated by large hotel chains, highly specialized towards specific segments of tourism, suggest a low degree of leakage (Jensen & Zhang, 2016, p. 9). In contrasts, the reports suggests that Danish geographical secluded rural areas, is to be perceived to have a high degree of leakage, due to the high degree of import (ibid), and second-homes specifically is pointed out as having a low multiplier effect (ibid, p.10). The thesis suggests that this could very well be the case. But the thesis suggests that the applied basic data properly is tainted, since it is derived from SAM/K-LINE (ibid, p.6-7), where all the tourism data is systematically delimited of second-home owners (2.6.12). Where the inherent dangers of founding all tourism data upon one source, and a delimited one of that, could be apparent in the light of the previous findings of the thesis (5.1-5.3). Be this as it may, CRT presents its report data based upon several cases, where the thesis recognizes that more case specific data would be preferable, however this is not available to the thesis. In recognition of the uncertainties surrounding the application of the multiplier effects on the case relevant data, the thesis applies the national average multiplier effect at the latest available year, presented in figure 5.12.

Second-home owners applied property & property value tax and multiplier effects Destination LF SAM-K/LINE 2019; In DKK	Domestic		International	
	Net effect	Nettoeffekt	Net effect	Net effect
	Destination LF	National	Destination LF	National
Tourism turnover	kr. 1.621.348.296			
Derived gross growth	kr. 770.140.441			
Derived tax revenues	kr. 389.123.591			
Direct tax revenues	kr. 429.209.069	88.807.600		
Derivative employment (Years-Work)				
Destination LF	1578			
National				

Figure 5.12: Own figure, Own calculations based upon the findings of 5.1 - numbers have been applied multiplier effects. (A 1.8)

If a national multiplier effect from 2013 is applied, the combined direct and indirect economic

¹⁸ “Det samlede antal kroner, destinationen optjener pr. 1 krone indkomst, der tjenes gennem turistforbrug”

¹⁹ “Det samlede antal arbejdspladser, der skabes i destinationen pr. 1 arbejdsplads inden for turistsektoren”

²⁰ “Større byer og særligt hovedstadsområdet har en langt større andel af den internationale turisme. Her foregår turismen også langt hyppigere på hoteller, og forretningsturisme samt kommercielt orienteret turisme er mere udbredt i hovedstadsområdet end i resten af landet”

impacts suggest that SHO could affect the derived gross growth of destination LF, in the 700 million kr. range generating in the range of 1500 man-years of employment. Where this could be perceived as a rough insight to the possible dynamics, of the unknown and unregistered SHO economic impacts of destination LF.

If SHO is seen in a more holistic approach, where the perquisition of 'accommodation' SHT is the availability of SHO, willing to transcend into 'hybrids' to ensure that any accommodation is available to the industry. It would be prudent to include the registered so-called 'commercial' bed-nights, the effects of this discourse can be seen in figure 5.13.

Applied property & property value tax Destination LF SAM-K/LINE 2019; In DKK	Domestic		International	
	Net effect	Nettoeffekt	Net effect	Net effect
	Destination LF	National	Destination LF	National
Tourism turnover	kr. 3.135.830.349		kr. 592.299.000	
Derived gross growth	kr. 1.489.519.416		kr. 281.342.025	kr. 720.235.584,0
Derived tax revenues	kr. 752.599.284		kr. 142.151.760	kr. 225.073.620,0
Direct tax revenues	kr. 470.251.532	88.807.600	kr. 16.051.303	
Derivative employment (Years-Work)				
Destination LF	2521			
National	1227			

Figure 5.12: Own figure, Own calculations based upon the findings of 5.1 - numbers have been applied multiplier effects. (A 1.9)

Here the multiplier effects suggests a rough estimate of SHO within destination LF, have a derived gross growth in the 1.4 billion kr. range, employing in the range of 3700 people.

5.5 Partial conclusions

The exploration made by the thesis towards the scope, economic significance, and economic impact, made by SHO owners, suggest that the delimitation made by VDK ensures an incomplete significance framing of destination LF. Both in terms of scope of bed-nights, economic significance and economic impacts, the delimitation suggested by VDK, frames destination LF with a significantly lower than the estimates made by the thesis would suggest. The reflections behind the applied delimitation, remains undisclosed to the thesis, and explorations towards uncovering the reflections suggest, that the underlying reflections is unknown to VDK itself. The continued delimiting of SHO from tourism research and benchmarking, seemingly serves no purpose. Yet, the framing of Danish tourism, between Danish rural and urban tourism, is framed disproportionate and do not represent a realistic representation of Danish tourism. This misrepresentation is being reproduced at the highest level of government and can be traced to the argumentation, behind the current national tourism strategy and reformation of the Danish tourism system.

The exploration of the embodiment of the scope of delimited bed-nights verifies the findings of a 4:5 ratio of disproportion between the official 'commercial' and the delimited 'non-commercial' bed-nights, suggesting that a microlevel extrapolated embodiment of bed-nights, could surpass the delimited total bed-nights, by a factor of two. The explored misrepresentation, in addition suggests that the representation of the destination's seasonality is affected. If the extrapolated bed-nights are applied to relevant economic models, rough estimates suggests that tourism turn-over should be perceived doubled. If factors such as property tax and multiplier effects is considered, a much more detailed, but increasingly inaccurate framing, made by the thesis, suggests that tax revenues should be perceived to be multiplied by a factor of five, and the derived gross growth could be perceived to

be as high as 1.3 billion kr. from second-homes at destination LF. While the derived effects on employment could be perceived to be in the range of 3000 people from second-home tourism alone.

6.0 About the 'classic' second-home owners

While chapter five, have explored the quantitative embodiment of second-home owners (SHO), and their delimited effects on our understanding of tourism at destination LF, and to some degree the correlation between rural and urban tourism in Denmark. Chapter six, will explore the SHO owners as a segment, applying a high degree of qualitative primary data. Since SHO, as depicted throughout the thesis, is delimited from general Danish tourism research and benchmarking, little is known about them. The thesis therefore will, disclose its findings within the chapter, in relation to the case and contemporary tourism case relevant management issues.

6.1 The exploration of second-home owners as a separate tourism segment

As stated in 4.1, no contemporary research exploring 'classic' second-home owners, have been found by the thesis. Where the exploration of the thesis should be understood as preliminary research, on which (hopefully) other types of research could be formed. Where much of the initial analysis of raw data, suggested little deviation from the expected results. Several relevant trends were unexpected and set in a context with contemporary tourism management cases, could have relevance to policy makers and tourism managers with-in the destination. To better put this into perspective, the representation of data will be done in relation to a specific case.

6.1.1 The construction of large new second-homes in Marielyst and Kramlize

The case of large second homes popped up in regional news in the late part of 2019, with the disclosure of plans to build ten new holiday-homes, within an existing second-home area (Tv2east A, 2019). Since the only purpose of these houses, were to serve as tourist accommodation, and owned by a company, the thesis refers to these houses as holiday homes, rather than second-homes that refer to privately owned houses. The holiday homes were considerable larger than typical second-homes, covering between 375 m², and even within the preliminary hearing, there were legal issues and opposition from second-home owners (Tv2east A, 2019). During the following year, the municipality struggled to push through the construction, despite the protests. Despite being declared illegal by the justice system, the municipality retro legalized the construction (Hald, Jesper, 2021).

This case from Marielyst, suggests a high focus upon attraction of international tourists, as a integrate part of destination development (A K), where the DMO's both in a macro and micro perspective seek economic growth by stimulating bed-nights within the only understanding of tourism available to them (Buisness Lolland Falster B, 2020).

With the formation of a new joint DMO, according to the reformation of Danish tourism, a joint vision, mission, and strategy had to be developed (A K). In that an independent contractor, have analyzed and

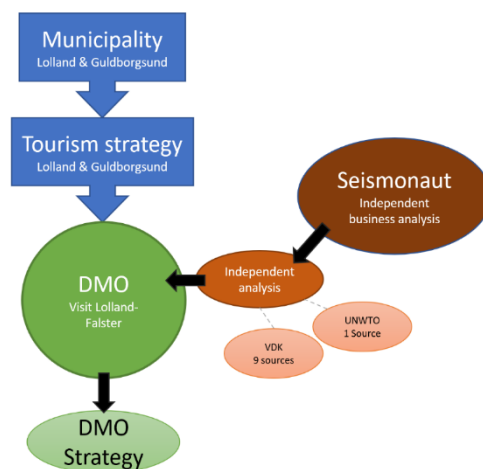


Figure 6.1: Own figure, based upon Appendix K & (Seismonaut, 2020)

recommended opportunities, that have outlined the applied strategy (Seismonaut, 2020, p. 3). However, the analysis is based almost exclusively on data supplied by VDK (ibid 53). As depicted in Figure 6.1, all sources applied are derived from 2 basic sources (ibid), one is the (only) large scale tourism data collection made by Visit Denmark (VisitDenmark A, 2020). The appliance and interdependence of limited data sources, delimited of SHO, ensures a reproductive conclusion, deprived of any deeper insight of development opportunities. The DMO(s) and policy makers alike fail to realize that the existing SHO, should be considered tourists. And even if delimited, SHO should be perceived as stakeholders, and be managed by the DMO accordingly. The (only) report defining the future development of a multi-billion industry, on which thousands of employees depend, suggests the following insights and suggestions to a growth-oriented mission and strategy:

“Mission for the organization Visit Lolland-Falster:

Our mission is to increase revenue related to tourism, attract investment in experiences and tourism-while infrastructure as well as create growth in the tourism industry on Lolland and Falster. We do this through collaboration, innovation, marketing and by creating synergy for Lolland-Falster's other business strengths.

Six strategic benchmarks are:

- 1. Tourism a larger part of the year for modern, quality-conscious tourists**
- 2. Sustainable experiences with meaning, quality, and edge**
- 3. Greater capacity and more investment**
- 4. Good hosting everywhere - digital and analog**
- 5. Modern and digital marketing**
- 6. Cooperation, coherence and anchoring”²¹**

(Seismonaut, 2020, p. 3)

In closer inspection the push for constructing exceptionally large holiday homes, is consistent with the strategy point 1 to 3. In the DMO's perspective, the new houses would possible ensure all the top tree benchmarks in one stroke. Where the only cost would be a few unhappy SHO, that is not even active participants within the Danish tourism system. This failure is perceived by the thesis as symptomatic of the blind spots, generated by the existing delimitation of SHO, from the Danish tourism system.

As depicted in 6.0, there were very few identifiable trends clearly visible within the primary data set, but one was noticeably clear. This trend is best expressed by participant L, that in response to the question: “Why they did not perceive themselves as tourists”, replied: ***“We are second-home owners and have been for many years. Tourists in my book is somewhere temporary, only to go to another place. We are not there temporarily; we have bought a house”***²²(interview #23, line 195-198). While it became clear to the researcher, that not only did no participants perceive themselves as tourists. Most participants perceived themselves as a specific segment within the tourism system.

While not as notable, yet still distinct, was the perceptions of large holiday homes in near vicinity of the owners second-home. There was a clear notable trend, that while most had no reservations or

²¹ “Mission for organisationen Visit Lolland-Falster: Vores mission er at øge omsætningen relateret til turisme, tiltrække investeringer i oplevelser og turismens infrastruktur samt skabe vækst i turismeerhvervet på Lolland og Falster. Vi gør det gennem samarbejde, innovation, markedsføring og ved at skabe synergi til Lolland-Falsters andre erhvervsmæssige styrkepositioner. Seks strategiske pejlemærker er: 1. Turisme en større del af året for moderne, kvalitetsbevidste turister 2. Bæredygtige oplevelser med mening, kvalitet og kant 3. Større kapacitet og flere investeringer 4. Godt værtskab overalt – digitalt og analogt 5. Moderne og digital markedsføring 6. Samarbejde, sammenhæng og forankring”

²² “Vi er sommerhusejere, og har været det gennem mange år. Så turister er i min bog nogen der kommer og er et sted midlertidigt. Og skal væk til et andet sted. Vi er ikke der midlertidigt, vi har jo købt et hus.”

disposition towards the concept itself. The perceived meddling of segment needs does not intermix well. Where many participants would have dispositions towards large holiday homes, in the nearby vicinity of their own holiday home: *“...young crowds having a techno party, will probably be my worst fear, then I had to move... But if we were to have a holiday home right next door who changes residence every week, where a new crowd of young people -I think that would not be a sanctuary for me.”*²³ (Interview #20, line 476-482).

The thesis suggests, that in retro perspective, a broader perception, and insights towards SHO, should have suggested not only that SHO, might oppose the construction of large holiday homes, in their vicinity. But as suggested in 5.1 to 5.3, that SHO owners is a significant segment that should be perceived as tourists. A deeper understanding, benchmarking, and research of SHO, could be instrumental in achieving the DMO's strategic goals. The delimitation of SHO, from destination LF, and the shift from perceiving SHO, as unwilling opposition towards willing co-creators within the existing tourism system, could serve as a paradigm shift within the Danish tourism system.

Alas, the rumblings of another upcoming large holiday home plan, is unrolled in local mass media. Bearing similar trademarks, as the case in Marielyst. That suggests that another perspective towards the fundamental delimitation of Danish tourism, could be helpful.

6.1.2 Changed tourism patterns due to Corvid19

As the thesis have aforementioned in section 2.7 the researcher perceives the current Corvid19 pandemic rather cynical, opposed to an opening towards more sustainable practice within global tourism, and Danish SHT in a macro perspective. Early signs of the aforementioned perceived reversion are now clearly visible, with a press release stating that the lifting of travel restrictions, meant that hundreds of domestic tourists had cancelled their bookings in favor of international travels (Ritzau, 2021). This in itself, of course is to be expected, when consumers wanting one product, reluctantly is forced upon, in their view, inferior product. However, the researcher does suggest real change to the domestic tourism patterns. This section will analyze the specifics of these changed habits during the Corvid19 pandemic, in a macro perspective. Later in section 6.1.2, the analysis will be applied to a discussion about SHT's place within the future of Danish tourism.

The primary data is adamant, about significant changes in the participants use of their second-homes during the pandemic. Two participants had found and bought their second home during the pandemic, but none with the pandemic as a specific motivation for the procurement itself. Both suggested that the pandemic, and associated travel restrictions, sparked an increase in demand for DSH, fueling a rise in price, that the laws of supply and demand dictates. As participant #17, thoughtfully stipulates: *“Because of all this with Corona, where people were isolated, everyone wanted a Second-home. We thought we were hugely original, that was clearly not the case.”*²⁴ (Interview #17, line 300-304).

All of the participants, suggests an increase of their usage of their second-homes. Several suggests that this is due to the feeling of being confined within their urban apartments, as participant #18 expresses it: *“... I am about to get cabin fever and I can god forbid, on Friday, take the car and*

²³ “... ung skare, der skulle holde technofest. Det vil nok være min værste frygt, så var jeg nødt til at flytte... Men hvis man skulle have en lige ved siden af, der skifter bolig hver uge, hvor der kom et nyt hold unge mennesker -Det tror jeg, det ville ikke blive fristed for mig”

²⁴ “På grund af alt det her med Corona og folk var hjemsendt, så ville alle jo have sommerhus. Vi troede, vi var enormt originale. Det var det tydeligvis ikke.”

*drive, right?”*²⁵ (interview #18, line 174-176).

Participants, still active within the workforce, suggests they have worked from their second-homes, and many have experienced hindrances in doing so, due to insufficient or overloaded internet connections. This issue has been observed in the demand structure of would-be new second home-owners aforementioned in section 5.2.1. However, there have been predictions that post-pandemic work life may never return to its post-pandemic normality. That a ‘hybrid’ between pre-pandemic and post-pandemic work life, might be the outcome (Pike, 2020). Pike (2020) suggests that the appliance of modern work-aid platforms and online conference meetings, could mark a future of increased flexibility of work hours and workplaces in the post-pandemic world. The combination of the tendency to spend the flexible worktime in the second-home, and new demands for office space and reasonable internet connection, with the procurement of second-homes, could suggest a relapse towards the basic form of modern Danish tourism (1.0). Where the urban and rural lifestyles are combined in the daily life.

Adrian Franklin’s book **“What is tourism?”** applies a socio-cultural approach to the tourism phenomenon. Franklin argues that the tourism phenomenon is trivialized in both contemporary and previously literature, and points to that theorist still argue the fundamental question of the what tourism is (Franklin -A, 2003, p. 23). However, Franklins views, insights, and approach to the tourism phenomenon, might suggest where SHT in the post-corvid19 world could be heading: ***“In short, tourism must be seen as participating in modern life not escaping from it.”*** (Franklin -A, 2003, p. 45). Where Danish SHT as aforementioned in section 1.3.1, is to be understood within the realms of the Danish tourism system. If the thinking of Franklin, in the above written quote is applied to possible fundamental change within work life balance. It implies that changes in modernity, affects tourism. If the supposed changes in work life balance becomes a large-scale reality within the *“white collar”* Danish workforce, and if the findings of the primary and secondary data of the thesis. Major changes of the interconnective relations between SHO and ‘industry’ could be coming in the near future.

6.1.3 The ‘ignored’ interconnectivity

Aforementioned in Figure 3.2.1, the majority of SHO within destination LF, remains ‘classic’ in their approach to SHT. -As they do not, engage in ‘Hybridity’ by offering so-called ‘tourism accommodation’. The report supplied by VLF suggests, 90% of local ‘classical’ SHO reject engaging in ‘hybridity’ (A H, p.4), where the majority reasons behind the rejections are related to the limitations, in use to the owner, secondary reasons is suggested to be related to practical issues, in the underlying process (A H, p.5). Where the researcher notes that only a smaller part of SHO owners (5%), apply economic reasoning (ibid).

These arguments are verified by the primary data, where participants them-selves often addressed the question, even though this were not a point of conversation within the semi-structured interviews (2.6). Where the researcher noted that: The reasoning behind, why the SHO did not engage in ‘hybridity’ seemed to be an ‘old’ conversation, that the SHO have had before, that seemingly were an auto response. In the anticipation of this topic taking centerstage, of the

²⁵ “... Jeg er allerede ved at få økuller. Jeg kan da gud ske lov om fredagen, skynde mig at tage bilen og køre, ikke?”

conversation. Be that as it may, quantifying of the qualitative primary data bears little real meaning, with only 10 data points. But the overall impression of the researcher is, that the secondary data quantification is roughly verified, by the primary data. SHO owners either occupies the second-home themselves, feel limited on spontaneous use, or limited by the inability to store personal items in the house.

Most participants, however, perceive their second-home as a *'sanctuary'*, and much more as an extension of their own homes than a holiday home: "... ***because it will be our sanctuary.***"²⁶ (interview #15, line 360-361). Another similar insight offered, suggest that the thought of strangers within that *'sanctuary'* is to them considered 'a bridge to far': "...***we do not want any strangers to get into what we love, because it is our second home.***"²⁷ (ibid, line 364-365). Suggested by another interviewee, but clearly confirming the tendency: "***That is also why: we do not rent out. We would not care for, having people that lived in our house***"²⁸ (interview #18, line 397). If the primary findings are any indication of a wider tendency of SHO, within destination LF. The analysis made by Inzights (4.0.1), on behalf of VLF have also registered the tendency (A H, p.28), with the exact term *'sanctuary'* and the unwillingness to share with strangers. Where the established Danish tourism system seemingly fail, is it inherited perception of SHO as outside of tourism. As aforementioned in section 1.0. SHT is a majority in Danish tourism, while SHO is clearly delimited. In relation to the case, in the magnitude of 80%, aforementioned in section 5.2. This delimitation of a powerful segment, with a 'make or break' capability, is limiting the understanding of the finer complicities of seasonality (5.2.1) and the true economics associated with SHT.

However, this prominent insight is delimited from the primary conclusions and recommendations (A H, p.4-5). Where the thesis recognizes that the report, is primarily an analysis towards growth of the supply of 'tourism accommodation' available to the tourism system within destination LF, the researcher suggests that the report represents a single-minded view upon the complex dynamics SHO represent. Where VLF as the proprietor of the single-minded view, the report by insights seemingly fail to suggest a 'track' less traveled within Danish tourism: Could Corvid19 be the opportunity to rethink the basics of Danish tourism?

6.2 Power, policy, and second-home tourism

As aforementioned in 6.1.1 the primary data, clearly suggest that SHO, do not perceive themselves as tourists, a view shared by VDK aforementioned in 1.4. Yet, SHO and their activities is within established UNWTO definitions, a fact also acknowledged by VDK (1.6.1). Where historic ties might have upheld the delimit (1.3-1.4), SHO seemingly have been complacent by the upheld delimit. The researcher has questioned the finer issues of: Why, does the tree major stakeholders in this delimit, seemingly have no issue with the implications it poses (1.4)? This could of course be connected to whether or not, it is a so called 'academic' or 'technical' problem (Hall & Lew, 2009, pp. 6-7). This would place the delimitation issue within the realm of *'slippery'* and *'fuzziness'* of the

²⁶ "fordi at det kommer til at være vores fristed"

²⁷ "... så har vi ikke lyst til at der skulle komme nogle fremmede ind i det som vi har kært. Altså vores, fordi det er jo vores andet hjem."

²⁸ "Det er også derfor at: vi lejer ikke ud. Vi vil ikke bryde os om, at folk boede i vores hus"

definition aforementioned in 1.6.1. However, the researcher brazenly suggests otherwise: Since three major stakeholders - SHO, VDK and the Danish government, collectively have the power to shape and define Danish rural tourism. The brazen suggestion itself, have been formed throughout the study of the phenomenon SHT, and the surrounding stakeholder and destination analysis, that enthralls a significant study of secondary data. Where several stakeholders have challenged separate themes of the unified delimit, to serve specific goals. Seemingly no-one has suggested to challenge the underlying power structure that might fuel the continued delimitation of SHO from Danish tourism. Basically, this comes down to two simple words: *'power' & 'policy'*.

Power between social actors and stakeholders, is suggested by Saito & Ruhanen (2017, p.190) to be the ability to: ***"... impose one's will or advance one's own interest"***, where the ***"clarification of the explicit and hidden power influences amongst stakeholders must be acknowledged"*** (Saito & Ruhanen, 2017, p. 190). As aforementioned in section 1.3-1.4, the power to develop new second-homes, were transferred from local authorities to direct government control, following an explosive development of second-homes in the 1960's, (Tress, 2002, p. 117). In-terms transferring power over the rate of development to legislators in Copenhagen. Tress (2002, p.117) suggest this decision was based, upon concerns towards the physical limitations of the rural environment. Investigations made by the thesis, verifies the interpretations made by tress (2002). However, also suggests a power struggle between different levels of government, to the negative long-term impacts, suggesting correlation between the restrictions and *'urbanization'*, where a seminar compiled into testimonies, made by high level officials, directly involved in the development of *'zoneloven'* and its subsequent negative effects: ***"Village depopulation has been an issue that has been on the agenda since the 1970s, without any clarification. Under the changing governments, there have been different views on how the problem should be solved"***²⁹ (Dansk Byplanlaboratorium, 2012, p. 19). Where the quote suggests a government awareness of a possible linkage between *'urbanization'* and the imposed limitations on development, shifting governments have not chosen to allow the development of additional second-home capacity (ibid). Where the high-level officials acknowledge the effectiveness: ***"The urban and rural zone act's requirement for a permit for construction etc. in rural zones has been maintained during the period and is also today a significant brake on unplanned construction outside the urban zone."***³⁰ (Dansk Byplanlaboratorium, 2012, p. 19). Where the government-imposed limitations, to general rural development, and enforcement of government control over local urban planning, the high-level official's insights towards second-homes suggests: ***"The national planning directive to stop the laying out of new second-home areas from 1977 and the follow-up in 1981 on planning holiday and leisure development in the coastal areas has also been of great importance for maintaining free Danish coastal areas. Later, various changes have taken place that have eased the restrictions on construction in the coastal zone, but here too later governments have tightened up again"***³¹ (Dansk Byplanlaboratorium, 2012, p. 19). The quotes suggest that shifting governments, had knowledge, and intent to develop rural communities. But effectively, shut down any further development of rural communities and development of additional second-homes that could stimulate the economic impacts in rural communities aforementioned in section 5.5. The high-level officials in this way, did not distinguish

²⁹"Landsbyernes affolkning har været et emne, der har været på dagsordenen lige siden 70'erne, uden at der har fundet nogen afklaring sted. Der har under de skiftende regeringer været forskellige synspunkter på, hvordan problemstillingen skulle løses"

³⁰"By- og landzonelovens krav om tilladelse til byggeri mm. i landzone er blevet fastholdt i perioden og er også i dag en væsentlig bremse på uplanlagt byggeri udenfor byzonen."

³¹"Også landsplandirektivet om at standse udlæg af nye sommerhusområder fra 1977 og opfølgningen i 1981 om planlægning af ferie- og fritidsbebyggelse i de kystnære områder har været af stor betydning for en fastholdelse af frie danske kystområder. Senere er der sket forskellige ændringer, der har slækket på restriktionerne for byggeri i kystnærhedszonen, men også her har senere regeringer strammet op igen"

between economic and city planning, but rather perceived as integrated 'society-planning': ***"For us flippers, there were no sharp dividing lines between physical and financial planning. We called it nothing less than society planning"***³² (Dansk Byplanlaboratorium, 2012, p. 10)

Since the turn of the millennia, a shift from the 'visionary technocratic' national development scheme of the 1970's to increased focus by policy makers (Dansk Byplanlaboratorium, 2012, p. 28). While the effects of 'urbanization' upon rural communities, have become apparent, new plans to further develop rural areas became a political priority. The fundamental underlying question were: ***"Is Denmark in balance? - What should be done"***³³ (ibid, p. 24). However, the real motives to accommodate any real change to the dynamics between rural & urban Denmark, is questioned by the 'technocracy' itself: ***"...it must be acknowledged that the parliamentary politicians' desire for discussions about rural areas became something of a buzzword for the national plan statements..."***³⁴ (Dansk Byplanlaboratorium, 2012, p. 27). Where rural municipalities clearly indicated that the development of additional attractive second-homes, and the ability to plan development of large-scale commercial zones were paramount: ***"...However, it was especially the access to building in the coastal areas, the abolition of the restrictions for shopping centers and not least the municipalities' wishes for more second-homes that really came up for debate."***³⁵ (Dansk Byplanlaboratorium, 2012, p. 23).

While the above connects rural, development, power and second-homes. It ultimately also connects one of the close values of interpretivist paradigm aforementioned in section 2.4: Social change and emancipation (Jennings, 2010, p. 41). Where the centralized policy of the 1970's, ensured rural inability to develop (1.3-1.4). Urban based technocrats enforced, the continuation of this policy until the turn of the millenia, where shifting governments applied urban development as a *buzzword*, rather than effective policy (Dansk Byplanlaboratorium, 2012, pp. 20-27). One of the effective tools to urban development, religiously requested by rural municipalities, were further development of second-homes, in attractive locations (Dansk Byplanlaboratorium, 2012, p. 23). The researcher would suggest that urban based policy, deliberately and knowingly severely limited urban development, by among others, to effectively stop the development of accommodation capacity at the destinations.

These (antiquated) restrictions are still in place to this day, and in case relevance terms is frequently challenged by local policy makers: ***"There are not enough second-homes for rent and therefore we miss potential tourists. That is why I - together with [Mayor. Edit] John Brædder - have on several occasions pointed out that it should be opened up for foreigners to be allowed to buy and build second-homes in Denmark, he says, and points out that it easily can be done as a pilot scheme locally on Lolland-Falster"***³⁶ (Buisness Lolland Falster B, 2020). To the researcher, the thought of urban planners in Copenhagen having serious defining power, over urban communities' ability to develop, seems problematic. To the researcher it astonishing, that through an effective 28-year accommodation development ban, second-homes is still the dominant Danish tourism accommodation (1.0), while being systematically delimited from Danish tourism (5.5).

³² "For os flipper var der ikke nogle skarpe skillelinjer mellem fysisk og økonomisk planlægning. Vi kaldte det intet mindre end samfundsplanlægning."

³³ "Et Danmark i balance - hvad skal der gøres?"

³⁴ "... det må erkendes, at folketingspolitikernes ønske om diskussioner om landdistrikterne blev noget af et buzzword for landsplanredegørelserne..."

³⁵ "... Det var dog især adgangen til at bygge i kystområderne, afskaffelsen af begrænsningerne for butikcentre og ikke mindst kommunernes ønsker om flere sommerhuse, som virkelig kom til debat."

³⁶ "Der er ikke sommerhuse nok til udlejning, og derfor går vi glip af potentielle turister. Det er derfor, at jeg - sammen med John Brædder - i flere omgange har peget på, at der bør åbnes op for, at udlændinge kan få lov til at købe og bygge sommerhuse i Danmark, siger han, og peger på, at det sagtens kan gøres som en forsøgsordning lokalt på Lolland-Falster"

6.2.1 'Flex housing' - A full circle of Danish second-home tourism?

In 2015, an amendment to the 'zonelov' made it possible to acquire property in rural areas, and apply it as a second-home, outside the established recreational zones. This approach mimics the earliest second-homes, that simply were housing in rural areas, associated with no special rules (1.0-f). Little is known about the scope & impacts on Danish tourism in any perspective. But with the access of the researcher, to the partition-

handling within the municipality of Guldborgsund, a manual count of approved cases in the municipality. This suggests that a rising interests towards this 'early' type of SHT, where the total number of registered second-homes municipality of Guldborgsund in 2019 were 6817, the scope could be perceived as limited. Yet, within five years the scope of flex housing within the municipality of Guldborgsund, is 5,5 % of the scope of second-homes. Where the growth, over five years have been 1650 %, with a yearly growth rate between 138% & 138% (A 1.12). The thesis suggests that, along with SHO, owners of Flex-housing, should be considered a Danish tourism segment, and registered and studied as such.

While no development bans are imposed on the development of hotel accommodation in urban centers, rural areas have. This seemingly is founded within the minds of high-level urban developers, serving as technocrats, enforcing an ideology of preservation of idyllic coastlines and urban life as a tourist attraction, on the expense of urban communities. This preservationist discourse is best visible in the government political goals of 1992: " ... **The landscapes must be varied and the rural areas vibrant ... The coasts and cities must retain their distinctive character and be attractive tourist destinations**"³⁷ (Dansk Byplanlaboratorium, 2012, pp. 62-63). The government preservation agenda, where the preservation of landscapes, is clearly visible, can be observed in the agenda of the EU. Where the EU's "Territorial Agenda 2020", outlines the following policy among others: "... **Long-term management of the regions' ecological systems, landscapes and cultural values.**"³⁸ (Dansk Byplanlaboratorium, 2012, p. 67). The inherent policy, seemingly suggest that while regional urban city centers, large cities, and metropolis, should continue to grow. Smaller rural coastal communities, should be preserved, withheld, and remain underdeveloped to preserve their distinct ecology, culture, and landscapes, to the consumption of the urban consumer. The observed preservationist, approach towards Danish rural areas, -*implied recreational zones!* Seemingly, have become an agenda at the EU, suggesting a deeply embedded underlying preservationist view upon rural tourism in a European perspective.

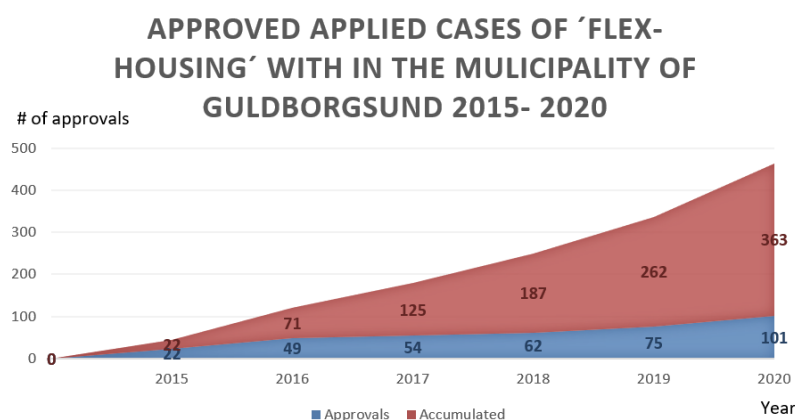


Figure 6.2.1: Own figure, based upon a manual count of approved cases (A 1.12).

³⁷ "... Landskaberne skal være varierede og landdistrikterne levende... Kysterne og byerne skal bevare deres særpræg og være attraktive turistmål"

³⁸ "... Langsigtet forvaltning af regionernes økologiske systemer, landskaber og kulturværdier"

Where the analysis chapter have analyzed the deeper underlying empirical findings. The next chapter will discuss, possible new approaches, perceptions or actions perceived in the view of SHO and destination LF.

7.0 Discussion - The rethinking of Danish second-home tourism

Where the analysis has explored underlying problems in Danish tourism, from the perspective of Destination LF, the broader implications of redesigning Danish second-home tourism will be perceived from a macro perspective. As aforementioned in section 6.2, power have been applied to limit the development of second homes, limiting the development of Danish tourism in rural communities since 1977. But if suggestions towards a shift, from the present discourse towards limiting second-home development regulated by 'government', towards a 'governance' of additional second homes were to be perused, what could the effects be?

7.1 Lifting the limitations of foreign national from acquiring Danish Second-homes

Business organization and employers' association 'Dansk erhverv' (DE) published an analysis on the subject in 2017, that concludes: *"An opening of the Danish second-home market for foreign buyers will undoubtedly mean major upheavals in the recreational zones, which will mark the future development of the Danish second home areas around the country and which will be felt in the future supply of the Danish second home product as accommodation for tourists"*³⁹ (Munkøe & Sina, sommerhusreglen-og-erfaringer-fra-nabolandene, 2017, p. 5). If these conclusions are considered, international access into the Danish second-home market would mean significant change, limiting 'industry' availability to accommodate. According to Munkø & Sina (2017, p.2-4), similar experiences in Holland & Sweden suggests between 6,5 % to 16 % of second-homes were acquired by international owners. Where Munkø & Sina (2017, p.5), suggests that the majority of potential international byers would be found in the German segment: *"The most obvious consequence of opening up the market will be rising prices for new houses in popular holiday home areas due to the increasing demand from not least German buyers"*⁴⁰ (Munkøe & Sina, Sommerhusreglen og erfaringer fra nabolande, 2017, p. 5). If the experiences from Holland & Sweden, could be applied to Denmark, international byers would be primarily German nationals, acquiring 6,5 to 16 % of DSH, primarily in the most attractive recreational zones (ibid, s 2-3). As aforementioned in section 1.3.1, the imposed exemptions from the Maastricht Treaty, ensures that the Danish government controls the international access to the Danish second home market. Therefore, it would be possible for the Danish government to control the scope and disruption, within the Danish second-home market.

Due to the imposed limitation on developing new second-homes (6.2), an abrupt access to the Danish second-home by foreign nationals, would properly result in rising market prizes (Munkøe & Sina, sommerhusreglen-og-erfaringer-fra-nabolandene, 2017, p. 5), limiting the accessibility to the second-home market to Danish citizens. According to Munkøe & Sina (2017, p.5) The tendency by German visitors, is a limited daily consumption within second-home communities, suggesting lower economic impacts. The thesis, however, suggests that the abovementioned conclusion, should be

³⁹ "En åbning af det danske sommerhusmarked for udenlandske købere vil uden tvivl betyde store omvæltninger på sommerhusområdet, der vil sætte præg på den fremtidige udvikling af de danske sommerhusområder rundt om i landet og som vil kunne mærkes i det fremtidige udbud af det danske feriehushusprodukt til udlejning til turister"

⁴⁰ "Den mest åbenlyse konsekvens af at åbne markedet, vil være stigende priser på nye huse i populære sommerhusområder på grund af den stigende efterspørgsel fra ikke mindst tyske købere"

considered more nuanced. Where the conclusion made by Munkøe & Sina (2017), are associated to knowledge collected from 'accommodation tourists' and might not be associated to potential German SHO. The final conclusion made by Munkøe & Sina suggests the following: *"This will ultimately mean that the demand for the few holiday homes that will be for rent will increase even more and that the market will not be able to meet that demand sufficiently. This will mean that more people will have to change their holiday plans and, in the worst case, stay at home or choose a destination outside Denmark, which will have quite unfortunate consequences for the growth of Danish tourism"*⁴¹ (Munkøe & Sina, Sommerhusreglen og erfaringer fra nabolande, 2017, p. 5). The thesis rejects the ultimate conclusion, suggested by Munkøe & Sina (2017). The applied sources do not support the suggested conclusion, since it is collected from 'accommodated' German tourists, rather than German SHO. It could be assumed, that German citizens wealthy enough to purchase DSH, could have a significantly different consumption profile. Another oversight is the ability from the Danish government to associate 'terms of use' to foreign nationals acquiring DSH. Subsequently, one 'term' could be associated to these types of second-home must be associated with 'hybrid' activities. Another, much more profound oversight is the opportunity to combine the opening of the Danish second-home market to foreign nationals, the limitations of 'Zoneloven', and the present national tourism strategy.

7.1.1 A combined lifting of the limitations on Second-home development and foreign nationals

The thesis has not been able to find any secondary data, suggesting a combined access to the Danish market by foreign nationals to the Danish second home market, and the ability of the municipalities to develop new second-homes, in new developed zones near the coast. The closest empirical data, available would be the explosive development, aforementioned in section 1.3-1.4, that was the instigating factor of 'Zoneloven' in the first place. So, a basic assumption would be, that a second explosive and uncontrolled development would occur. However, much have changed in the organization of Danish society, and international tourism since the 1960's and 70's. First of all, primarily Danish rural municipalities, have been reformed in 2007. In this reform, most regional county's administration duties, power, and resources, were transferred to the municipalities, that were reduced in size from 271 to 98 (Altinget A, 2017). According to Altinget (2017, p.2-8), the reform has strengthened the municipality's ability to govern affectively, and engage in unpopular decision making, while maintaining high level of professionalism. It would be safe to assume that a reoccurrence of the explosive uncontrolled development of second-homes of the 1960's and 1970's, are not likely in present day Denmark. If the Danish government, wish to ensure a continued level of control, present legislation could be modified, rather than lifted. The thesis suggests that a recurrence of the previous experience of uncontrolled development is not likely, and that legislation is in place to modify any undesirable development.

If a combined and controlled lifting were to occur, most assumed negative impacts predicted by Munkøe & Sina (2017), could be eliminated. Where the prediction is founded in the basic of microeconomics, where a rise in demand lifts prizes and supply, (Beide, 2015, pp. 26-27) until supply and demand is in balance, and the prize stabilize (ibid). Mimicking the default short term effects, within the housing market, where the short-term effects of rise in demands only effect prize,

⁴¹ "Det vil i sidste ende betyde, at efterspørgslen efter de få sommerhuse, der vil være til udlejning, vil stige endnu mere og at markedet ikke vil kunne imødekomme den efterspørgsel i tilstrækkelig grad. Det vil betyde, at flere må lægge deres ferieplaner om og i værste fald bliver hjemme eller vælger en destination uden for Danmark, hvilket vil have ganske uheldige konsekvenser for væksten i dansk turisme"

since the lengthy time of production of additional housing units (ibid, 210). Where Munkøe & Sina (2017) base their predictions in a scenario, where supply cannot rise. The thesis suggests a gradual and controlled lifting of 'Zonelov' and the limitations imposed to foreign nationals.

Aforementioned in section 7.1, knowledge from Holland & Sweden point to that up to 16 % of DSH, could be expected to be acquired by foreigners. With a carefully timed, opening of additional recreational zones by up to 16%, in attractive rural areas would in theory cancel a rise in prize, and the negative effects predicted by Munkøe & Sina (2017). Since the supply of available second-homes available to 'accommodation' would remain at status quo.

Comparatively high prices associated with Danish tourism have been, analyzed and perceived, as a growth barrier (Regeringen, 2016, p. 18). Where accommodation costs is the single highest expense, associated with Danish tourism stays (Visit Denmark H, 2018, p. 12). If the controlled supply of Second-home were to be increased, beyond the status quo, of the present plus the new demand by foreign nationals. The basic macroeconomic models, suggest that raising the supply beyond the demand, would result in a fall in the prizes of second-homes (Beide, 2015, p. 28). This in terms could increase industry access to 'hybrid' accommodation, access to second-homes to a larger segment of the Danish population and increased Danish tourism competitiveness in the global market.

If the present tendency of the majority of SHO, being located in larger urban communities, were to remain the same. Rural communities would experience external investments, while the new second-homes were constructed. An increase in job generation during this construction, and the associated long-term effects of an increase in property tax, and tourism accommodation activities. If every

What If +16% - Destination LF	Domestic		International	
	Net effect	Nettoeffekt	Net effect	Net effect
	Destination LF	National	Destination LF	National
Tourism turnover	kr. 3.554.304.152		kr. 592.299.000	
Derived gross growth	kr. 1.688.294.472		kr. 281.342.025	kr. 720.235.584,0
Derived tax revenues	kr. 853.032.997		kr. 142.151.760	kr. 225.073.620,0
Direct tax revenues	kr. 543.235.457	103.016.816	kr. 16.051.303	
Derivative employment (Years-Work)				
Destination LF	2780			
National	1227			

Figure 7.1: Own figure, Own calculations (A 2.11)

perimeter were to remain, equal to the parameters aforementioned in 5.4. But with an increase of 16% in turn over. The economic effect could be as extrapolated in 7.1.

The thesis has enforced a conservative suggestion of the economic effects, of an increase of 16%. Since the researcher suggest that newly constructed second-homes, should be considered valued and taxed from 20 to 100 % higher, than the current model (ditnybyggeri, 2021). Yet, the dynamic direct tax revenue, gross growth & derivative employment, should be considered valid arguments to legislators. Where the majority of employment within destination LF should be considered 'particular diverse' (Ritchie & Crouch, 2003, p. 136), in the range of skillset, education and personal requirements to employment opportunities. The thesis suggests that a controlled liberalization of the second-home market, could generate overwhelmingly positive economic & sociocultural tourism impacts, and emancipation of rural communities from urban dominance, both within tourism and in terms of economic importance and dependence. The thesis would suggest,

that this approach should be investigated further.

Another aspect of development of second-homes, would be the ecological impacts, associated closely with the decision, to impose and uphold the legislated limitation on development and sales of second-homes (Tress, 2002, p. 116) (Dansk Byplanlaboratorium, 2012, p. 19). Where 'Danmarks Naturfredningsforening' (DN), a powerful natural preservation NGO in 2005 lobbied heavily against the limited development of second-homes in Denmark (DR, 2005). It could be safe to assume they would do so in the event of further development of SHT in Denmark. But what could be the associated sustainability profile of SHT in Denmark?

7.2 Could second-home tourism be perceived as 'sustainable' tourism?

The question of sustainability & tourism is contested, where UNWTO have published guidelines towards sustainable tourism (UNWTO B, 2018). Where KL, defines and applies the understanding of Lew & Hall (2009), that sustainable tourism should be understood through sociocultural, economic, and ecological impacts (KL C, 2019). Ritchie & Crouch (2003) traces the term and models from 1973-2001 and suggests a strong correlation to eco-tourism that developed in the same era (Ritchie & Crouch, 2003, p. 40). Where a large number of associated terms are closely related like: responsible tourism, alternative tourism or minimum impact tourism (Ritchie & Crouch, 2003, p. 36). While Moscardo & Murphy (2014) brashly claim "***There Is No Such Thing as Sustainable Tourism***" (Moscardo & Murphy, 2014), and suggest a re-thinking of tourism as a framework to responsible tourism, as one tool among many, to achieve sustainability, by a quality-of-life approach. Contemporary academic debates the term 'regenerative tourism' that not unlike Moscardo & Murphy suggests that: "***Dominant sustainable development approaches originate from a mechanistic worldview; the industrial model and the 'continual growth' agenda. They support extractive economies that no longer serve our interests.***" (Bellato, 2021). With the all-out suggested implication that: "***... sustainable tourism has failed.***". The implications of regenerative is a holistic approach with no framework, that according to Bellato (2021) tourism practitioners have been applied in global tourism development since 2018: "***Tourism thrives when it collaborates with places and communities. Its long-term survival depends upon creating reciprocal relationships with stakeholders 'on the ground'; those who live and operate within systems that host tourism activities.***" (Bellato, 2021).

The regenerative tourism seemingly resembles the dynamics associated with 'Classic' SHT, where SHO become a part of the local community, establishing close ties and interrelation with the geographic area, culture, and economy long term. Contributing by property tax (5.4), and increased presence in longer periods during the eternity of the season (5.2.1), rather than a short intense summer season. Generating the opportunity to urban communities to generate permanent employment, rather than seasonal jobs: "***Regenerative tourism can transform how we fundamentally think about and enact tourism. And, given the backlash against continual-growth-focused tourism, the adoption of an approach that elevates the unique essence of each community and place to create net positive effects may indeed be the most pragmatic and practical way forward.***" (Bellato, 2021).

Where sustainable tourism, have become an integrated strategic terminology, by the formation of a government committee in 2019, within the Danish tourism council (Ministry of Finance, 2019). The apparent systemic delimitation of SHO's role within the Danish tourism system, unveils its true symbol, as an apparent failure of the Danish tourism system: "***Danish tourism embraces both holiday tourists who, among other things, visit the coast, nature tours, cities and events and***

business tourists who come to meetings, fairs and international congresses in Denmark.”⁴² (Ministry of Finance, 2019, p. 1). As the quote stipulate, the fundamental perception of Danish tourism, set apart from SHO, and the fundamental importance in both tourism and Danish society, is delimited from consideration in term of sustainability, while the established industry continues defining Danish tourism on its own terms:” ***At the local level, the focal point for tourism development is the inter-municipal destination companies in collaboration with municipalities, businesses, cultural institutions and the national tourism development companies. At the national level, the collaboration takes place in advisory Board”***⁴³ (Ministry of Finance, 2019, p. 2). This in terms verify, the suggestions made by Moscardo & Murphy (2014) & Bellato (2021): that the global tourism system ultimately have failed to change, and is unable to change. Where Moscardo & Murphy (2014), revisits their systemic issue review, and conclude: ***“... that very little had changed in thirty years in the way tourism planning processes are conceptualized and used in academic and government documents. Both reviews identified problems that included:***

- ***A narrow focus on specific projects, rather than considerations of tourism as a whole;***
- ***Limited attention given to tourism impacts;***
- ***A focus on economic factors with occasional limited acknowledgement of environmental issues;***
- ***A failure to consider how tourism would interact with, and effect other activities at a destination;***
- ***The naïve adoption of business strategic planning as the dominant framework for tourism planning, and, as a consequence;***
- ***The placement of market or tourist needs and expectations as the core drivers of tourism planning, giving destination residents a very limited role, if any”*** (Moscardo & Murphy, 2014, p. 2540).

In retrospect the thesis suggests, that the conclusions made by Moscardo & Murphy (2014), could be applied directly to Danish rural tourism, with the approach to SHT. Where timeframe, context, identified issues and effects could be grafted directly on the thesis findings: The delimitation of SHO, is narrow and fail to consider Danish tourism holistically. There is a limited attention, although rising, towards tourism impacts. Where the economic factors are given precedence to environmental issues. In the applied delimitation, imposed by visitdenmark, a failure to consider the interaction, motivations and effects at the destination. The dominant strategic planning, is the dominant framework, where market and ‘accommodated’ visitors, rather than the majority ‘classic’ second-home owners is core-drivers of tourism.

7.3 Could ‘mobile culture’ be understood as a cultural impact?

As aforementioned in section 1.6.1 & 4.0.5, defining tourism is difficult and often associated to a specific task, while the thesis applies the underlying perceptions of tourism from Hall & Lew (2009). In a meso and micro perspective, Hall & Lew (2009, p. 149-182) point to the term ‘acculturation’: ***“ The acculturation process assumes that when two nationalities (countries or cultures) come into contact over a period of time , there will be an exchange of products, ideas and values. This exchange produces various forms of blending between the cultures, which become more similar over time”*** (Hall & Lew, 2009, p. 153). The depiction made in the quote, seems to have close relations to Meethan (2003), and the applied term cultural ‘hybridity’ where the

⁴² ” Dansk turisme favner både ferieturister, der blandt andet besøger kyst, na-tur, byer og events og erhvervsturister, der kommer til møder, messer og internationale kongresser i Danmark”

⁴³ ”På lokalt niveau er omdrejningspunktet for turismeudviklingen de tværkommunale destinationsselskaber i samarbejde med kommuner, erhvervsliv, kulturinstitutioner og de nationale turismeudviklingsselskaber. På nationalt niveau sker samarbejdet blandt andet i Det Nationale Turisforum, der har til opgave at styre og koordinere den offentlige turisfremmeindsats, og i Dansk Turismes Advisory Board”

thesis suggests, that the basic underlying understanding of the terms, should be perceived as the same phenomenon. Where Meethan (2003) perceives the acculturation process, as a new culture in its own right, and argues that culture is always developing: ***“Cultures then do not comprise essential and fixed categories. Clearly we are dealing with an extension of the social realm into transnational spaces where the collective resources, or cultural repertoire from which people draw can incorporate a range of diverse elements from other places...”*** (Meethan, 2003, p. 17). In addition Meethan (2003) interlink ‘locality’ to the ‘hybridity’ term, suggesting that hybrid cultures exist only within the confines of the specific location: ***“...the spaces in which tourist activities occur are firmly rooted in the contingent circumstances of a locality, so that tourism by its nature involves both global transience and local cultural specificity.”*** (Meethan, 2003, p. 18). Another argument made by Meethan (2003), is that the intercultural mixing associated with globalization, makes it difficult to separate general cultural globalization effects from effects made by tourism: ***“... in terms of cultural change tourism is not the starting point, rather it is a manifestation of social, economic and cultural phenomena that are now being played out on the global stage in complex forms of interaction, within which tourism is one element among others.”*** (Meethan, 2003, p. 23).

8.0 Conclusion

The thesis concludes that urban communities is still systematically excluded from developing tourism accommodation, where urban tourism is included in the continued Danish tourism development. As aforementioned in section 1.3, prior to the enforced ban, international urban tourism development was losing ground, in favor of international second-home ‘Tourism accommodation’. This in turn led to an explosive tourism development in rural areas, that raised concerns in urban Copenhagen, to the ability of rural communities to self-govern (1.3-1.4). The majority of second-home owners resides in large urban areas (DSI A, 2018), the thesis suggests the imposed power from Danish urban cities, on rural communities, serves the schemes and needs of the urban communities, to access picture perfect idyllic surroundings. The imposed ‘framing’ by KL (1.0): That Danish rural tourism might be dominant but plagued by low growth rates. Suggest that urban tourism is superior, and rural tourism inferior. Another apparent ‘framing’, seemingly is associated closely to the preservation of Danish rural landscapes, as a romanticized expression of Danish urban citizens to consume at their leisure. However, the preservation policy, seemingly have a strong interconnection to Danish rural (under)development issues, where legislation effectively hinders rural development, by the development of new accommodation. This seemingly, could adequately explain the ‘plagued slow growth rates’ that is being associated to Danish rural tourism.

A more holistic perception, and reconsideration of the visit danmark imposed demilitation, could be perceived to contribute to maintaining a limited understanding of Danish domestic tourism. By applying existing secondary data, a rough and somewhat inaccurate extrapolation of the scope of second-home bed-nights, could be calculated in the target year of 2019, but due to non-existing comparative secondary data, this could not be extrapolated over time. The exploration made by the thesis towards the scope, economic significance, and economic impact made by SHO owners, suggest that the delimitation made by VDK ensures an incomplete significance framing of destination LF. Both in terms of scope of bed-nights, economic significance and economic impacts, the delimitation suggested by VDK, frames destination LF with a significantly lower than the estimates made by the thesis would suggest. The reflections behind the applied delimitation, remains undisclosed to the thesis, and explorations towards uncovering the reflections suggest, that the underlying reflections is unknown to VDK itself. The continued delimiting of SHO from tourism research and benchmarking, seemingly serves no purpose. Yet, the framing of Danish

tourism, between Danish rural and urban tourism, is framed disproportionate and do not represent a realistic representation of Danish tourism. This misrepresentation is being reproduced at the highest level of government, and can be traced to the argumentation, behind the current national tourism strategy and reformation of the Danish tourism system.

The exploration of the embodiment, of the scope of delimited bed-nights, verifies the findings of a 4:5 ratio of disproportion between the official '*commercial*' and the delimited '*non-commercial*' bed-nights, suggesting that a microlevel extrapolated embodiment of bed-nights, could surpass the delimited total bed-nights, by a factor of two. The explored misrepresentation in addition suggests, that the representation of the destination's seasonality is affected. If the extrapolated bed-nights are applied to relevant economic models, rough estimates suggests that tourism turn-over should be perceived doubled. If factors such as property tax and multiplier effects is considered, a much more detailed, but increasingly inaccurate framing, made by the thesis, suggests that tax revenues should be perceived to be multiplied by a factor of five, and the derived gross growth could be perceived to be as high as 1.3 billion kr. from second-homes at destination LF. While the derived effects on employment could be perceived to be in the range of 3000 people from second-home tourism alone.

The extrapolation made, was case specific, but the overall approach could be applied to other Danish destinations. The extrapolations verify that four of five bednights, within destination LF, could be associated by the second-home owners activities. With the imposed delimitation by visit Denmark, the scope of second-home bednights, should be perceived to be four times higher than the registered tourism bed-nights made by '*accommodated tourists*' in the second-homes of destination LF. Where visit Denmark delimits second-homes from their general data collection, they do assume second-home owners economic impacts, within their published analysis of the economic impacts of Danish second-home tourism. Where the thesis suggests that SHT, could be instrumental towards achieving sustainable or regenerative tourism, if stimulated correctly. SHO is already deeply committed in the rural communities, with a limited carbon footprint, otherwise related to emission heavy travel.

The cultural disruptive effects on native culture, is limited or non-existent. The inter relationship between travelers and communities is (more) equality based. Where the only real change needed to be applied by the tourism system, is a change of perspective upon a (very) old delimiting factor, limiting the full impacts, scope and magnitude of Danish domestic tourism. While the thesis suggests that mobile culture, is a recognized phenomenon through other terms of the same phenomenon. The thesis suggests that mobile culture, is one among many cultural impacts, that can be associated with tourism at destination LF. Since the phenomenon of Danish SHT can be traced back to the mid nineteenth century, and have been gradually developed to the 1970's, the cultural impacts on local culture could be perceived to be minor, due to the inherent self development associated with culture. While the thesis recognizes that the areas harboring the recreational areas experience cultural impacts, the thesis suggests, that the generation of a '*unique hybrid*' culture is associated to the place. Local communities could be perceived as participants in the hybrid culture, rather than effected by cultural disruption. In a global perspective the thesis suggests that, the cultural differences between visitors and local communities, due to the close geographical and cultural proximity, already have close cultural and commercial ties.

Danish SHO, can be understood, depicted and accessed through the already established tourism framework, with little change to existing methodology. However, the SHO interviewed did not perceive themselves as tourists, but rather closely related to the local communities. The thesis

suggests that these views should be investigated further, to establish a statistically valid enquiry into the scope and disposition of SHO. If the Danish tourism industry should hope to succeed in stimulating SHO to engage in 'hybrid' activities, in order to further access '*tourism accommodation*' in rural areas, SHO are the gate keepers. Yet, there is very limited knowledge generated by the industry about SHO, the thesis suggests this is an oversight. That significantly limits the perception, development, deeper understanding of the complex dynamics and cultural exchange at the destination level, and the full economic impacts of Danish tourism at a macro level.

In recent years, 'flex-housing' have emerged. That could be perceived to be within Danish tourism. The thesis suggests that the phenomenon resembles the earliest types of second-homes in Denmark. Where the micro scope is limited to 5,5% of second-homes within the municipality of Guldborgsund. The growth rates suggest that it could become a very significant factor in Danish rural tourism, in the coming years. The thesis suggests that this segment, should be studied further, to establish the interrelation to Danish tourism, and the sociocultural parameters associated with the segment.

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