

Changing the Face of Tourism:

An Exploration of Ethnic Diversity in Danish Tourism Marketing

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Abstract

This thesis investigates in what ways Danish Tourism Marketing include and represent diverse ethnicities. Through an analysis of WonderfulCopenhagen's Facebook posts and newest released marketing strategies, it is examined how diverse ethnicities are included and represented, what roles they are given, and further to what extent WoCo focuses on the social equity aspect of social sustainability. To gain a different perspective, a questionnaire-based survey is employed to explore how people, that identifies as a part of an ethnic minority and/or a person of color in Denmark, perceive the degree of inclusion and representation of diverse ethnicities in Danish tourism marketing. This thesis research employs a mixed methods approach as both qualitative and quantitative data was collected. The findings revealed that, WoCo are including and representing diverse ethnicities in very limited and narrow ways. Their representations are lacking diversity. Only a few post portrayed a high level of inclusion of ethnic diversity, while the majority of the post portrayed people with white skin and blond hair. People who looked different from the majority were mainly represented in minor roles, and only portrayed for less than a second as a small part of a larger narrative or in the background. No initiatives that directly benefits ethnic minorities in Denmark were included in WoCo's strategies, and only one initiative in relation to social equity was mentioned in relation to hiring processes. . The questionnaire further revealed that the majority of the respondents did not feel included in Danish tourism marketing, neither did they perceive Danish tourism marketing as being inclusive in relation to race and ethnicity. Recommendations were also found and discussed in relation to how inclusive and diverse marketing could create opportunities and yield benefits for both marketers, in relation to gaining profit and attracting tourists, and from a socio-cultural aspect, in relation to making both tourists, and people from ethnic minorities in Denmark feel more welcome and accepted in the Denmark. These suggestions may also help Denmark gain competitive advantage, when tourism is to open again after corona lock-downs.

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1. Introduction

In May 2020, an African-American man named George Floyd was killed during an arrest, as Minneapolis police officer Derek Chauvin knelt on Floyd's neck for at least eight minutes (Evan et al., 2020). As a response to Floyd's unjust death, and past killings of several African-American people by the hands of police officers, among other Breonna Taylor, Tamir Rice, and Eric Garner (Reuters Staff, 2020), civil unrest and protests began all over the world, led by the BlackLivesMatter movement (Buchanan et al., 2020; Erdekian, 2020; Kirby, 2020). The uproar initiated global political and social debates concerning among other things police brutality, individual and systemic racism, and social inequality. New and old stories of injustice, white privilege, exclusion, and discrimination, in both public, private, institutional, and industry environments came to the spotlight, as people all over the world started to share stories and voice their opinions. Reports of discrimination, inequity and lack of diversity in Tourism have also emerged, as countless of stories and testimonies have been shared on social media, and covered by various magazines articles (e.g. Goodwin, 2020; Nichols, 2020; Ruppenstein, 2020; Temblador, 2020). Several academic scholars have also studied these topics in a tourism context (e.g. Chio et al., 2020; Harrison, 2013; Hudson et al., 2020; Li et al., 2020; Monterrubio et al., 2020; Stephenson, 2006; Stephenson & Hughes, 2005; Torabian & Miller, 2017). At the 2020 world travel market expo in London, travel writer Alex Temblador stated that: "the travel industry tends to think of itself as a space of leisure, fun, and escape where such things like racism are left behind for good times (...) racism, like in many other sectors of society, has been built into the travel industry, both knowingly and unknowingly" (Goodwin, 2020). The traveling agency Responsible travel, have also discussed the duplicity of an exclusive and racist tourism industry: "the very foundation of travel is discovery, engaging with people from different cultures, races, ethnic groups, genders, and viewpoints, and breaking down barriers [...] theoretically, our industry should be leading the way on inclusivity" (Francis, 2020). In the midst of these global debates and protests, another worldwide crisis, also effecting the tourism industry, was spiraling out of control; the coronavirus pandemic. The first human case of COVID-19 was reported in Wuhan, China, December 2019. By March 2020, WHO declared it a global pandemic, resulting in worldwide quarantines. The world as we knew it changed. As countries went into lock-down almost all over the world, and traveling got banned or limited, the tourism industry has especially suffered the past year and a half.

At first glance, the two matters just described do not seem to be connected. However, together they were the driving force behind identifying the problem area of this thesis. Accompanied by the increased focus on issues of racism and inequity in Tourism globally, and after reading several studies that have highlighted exclusion, discrimination and the lack of diversity in the context of race and ethnicity in tourism marketing (e.g. Benjamin et al., 2021; Burton & Klemm, 2011; Davis, 2018; Dillette et al., 2019; Moreno de la Santa, 2020) I started to wonder about these issues in a Danish tourism context, especially from a marketing perspective; is Danish tourism marketing exclusive and lacking diversity? And are matters like ethnicity, inclusion and diversity even considered in Danish tourism marketing? While some scholars have highlighted issues of racism, social exclusion and inequity in the Danish society and in general Danish advertising, (e.g. Black et al., 2017; Danbolt, 2017; Jensen et al., 2017; Wren, 2001), no studies I could find, have examined these previously discussed matters in a Danish tourism or Danish tourism marketing context. At a time where the tourism industry is adapting to a new normal after taking a catastrophic hit from the corona pandemic, I found this topic particularly interesting, as a unique opportunity has presented itself, to self-reflect, reevaluate and grow. When Danish marketers are planning new strategies for the kick-start of tourism, there is a rationale for not only taking the coronavirus situation under consideration, but also these previously discussed socio-cultural issues.

Many destinations have suffered economically the last year and a half, one of the priorities for destination marketers will most likely be figuring out, how to gain profit and how to attract visitors in an even higher competitive market. Besides the social and ethical aspects of focusing on inclusion and diversity in tourism marketing, research has pointed to how it can benefit tourism businesses and organizations as well, in relation to profit and growth (E.g. Statista Research Department, 2019; Dillon, 2019; Alcantara, 2021; Guttman, 2020). Inclusive and diverse marketing can however be a complex matter and may not always be a priority for destination marketers, perhaps especially not in a country like Denmark, where the high level of homogeneity and whiteness, is what makes Denmark different from many other destinations, and thus some of the unique selling-points used in marketing materials. One of the responsibilities for destination marketers is to sell their respective destinations, thus, a lot of work goes into creating and marketing a positive and unique destination brand, in order to establish a positive destination image, that stands strong in the competition for potential tourists. As tourism destinations are opening up for tourist again post lockdown, it is more important than ever to be innovative and maintain a positive

destination image and brand, as attracting tourists is pivotal for the future of many tourist destinations; “A distinctive brand, it is argued, based on a destination’s “unique” identity, can be a key source of competitive advantage for destinations” (Upadhy, 2014). Each of these complex and interesting topics, has made me want to examine inclusion and representation of diverse ethnicities in Danish tourism marketing, and further discuss these matters in the context of, among other, destination image, growth and competitiveness. However, examining all tourism businesses and organizations in Denmark is too broad and time-consuming, so, the DMO of Copenhagen, WonderfulCopenhagen (WoCo), is chosen as a case and representative, as Copenhagen is the most known and visited city by international tourists (VisitDanmark, 2020). Copenhagen has the biggest population of immigrants and descendants in Denmark, making up almost 26% of the inhabitants in Copenhagen (Københavns Kommune, 2020), where the majority of those, 15%, has a non-western background (Ibid.). The foundation for marketing diverse ethnicities is thus arguably obvious in Copenhagen. Nevertheless, this doesn’t mean that the marketing of Copenhagen, is equally as diverse, as this comes down to marketing strategies and choices, *what*, and *who*, is represented and included. To get a second perspective on the matters of inclusion and representation of diverse ethnicities in Danish tourism marketing, I found it interesting to explore the views and behaviour of people, who identifies as a person of colour and/or as a part of an ethnic minority in Denmark.

1.1. Problem formulation

The thoughts and questions raised in the previous chapter has lead me to the following problem formulation and research questions:

In what ways does Danish Tourism Marketing include and represent diverse ethnicities?

1. *How are diverse ethnicities included and represented in WoCo’s marketing materials? And to what extent do WoCo focus on the social equity aspect of social sustainability?*
2. *How does people, that identifies as a part of an ethnic minority and/or a person of color in Denmark, perceive the degree of inclusion and representation of diverse ethnicities in Danish tourism marketing, and do they personally feel included and represented?*

A mixed methods approach was employed in order to answer the problem formulation. In line with the two research question proposed, the research will be divided into two parts. The first part draws on a case study of WonderfulCopenhagen, more specifically, their Facebook posts and latest

marketing strategies will be the objects of analysis. The method applied in the second part of the research is a survey-based questionnaire, with the intent of gaining perceptions from a particular part of the population, exploring their behaviour and point of views. I will analyze the data, and discuss the findings, from both a social and ethnical aspect, and from a business and economic aspect. Among other things, I will discuss Denmark's destination image as a competitive component, and give suggestions on possible marketing developments and re-branding strategies.

1.2. Motivation

I want to illuminate why it is important, both from a business and an ethical aspect to become more inclusive and diverse in Danish tourism marketing. Looking at the current state of social and political discourses concerning race and ethnicity in the Danish society, I find it interesting and highly relevant to explore how the Danish tourism industry could possibly act as a positive social force through their marketing. With this thesis I want to advocate for more inclusive and diverse representation in Danish tourism marketing and furthermore call for new research, that can help shine a light on what positive outcomes socially sustainable and inclusive developments can bring, to all tourism stakeholders. I see a need for new research on this topic from various perspectives, one of them being DMOs' commitment to diverse and inclusive tourism marketing, as also acknowledged by Rita & Antoni  (2020), who have found a literature gap, in terms of understanding the promotional efforts of DMOs in relation to inclusivity (Ibid.). By highlighting WoCo possible blind spots and development areas, this thesis will draw attention to the opportunities, and missed opportunities, inclusive marketing approaches may bring.

1.3. Delimitations

There is a need to address a few of the delimitations of the thesis, as they are significant in order to understand the foci of the literature review, and moreover to make sure the complexity of this subject is to some extent recognized. Due to limited space and the need for a more precise topic, this thesis solely focus on the aspect of race and ethnicity when referring to inclusion and representation. This follows a more traditional definition, which I am aware is not all-encompassing looking from a modern perspective, as other minority groups as e.g. people with disabilities and LGBTQ+ are also important to incorporate when talking about inclusion and representation (Benjamin et al., 2021). Alas due to limited space, those studies are left open for others to take on. A choice was also made to primarily research the topic from a marketing perspective. However, to

reach true inclusion and equal representation, it is essential to improve both the external and internal aspects, as focusing solely on being more inclusive externally, can seem disingenuous as well as limiting. A company that preaches inclusion and diversity in their promotional materials, but at the same time have made no internal changes, may come across as executing performative diversity. A more narrow aim was chosen within the field, with the argument that a foundation for this topic needs to be built. Exploring inclusion and representation of diverse ethnicities in Danish tourism marketing can hopefully be a starting point and inspire others to research the topic from different perspectives. To conclude, the findings of this thesis are not to be seen as exhaustive in its research field, but rather the excavation of a single tile in a greater mosaic.

2. Background

This chapter will present the problematic dimensions of this thesis' topic and furthermore present a relevant context. Both historic affairs and modern discourses surrounding race and ethnicity in Denmark will be explained, followed by an exploration of Denmark's internal and external image.

2.1. Demography of Denmark

Denmark is made up by a majority of ethnic white Danes and a small percentage of non-ethnic Danes. According to the first quarter count of 2021 performed by Statistics Denmark, approximately 5.840 million people live in Denmark (Statistics Denmark, 2021d) of those are 617.770 immigrants and 199.668 descendants, corresponding to 14.0% of the total population (Statistics Denmark, 2021b) 522.640 of the total immigrants and descendants in Denmark are from non-western countries, answering to approx. 9% or expressed in another way, 1 out of 11 people (Statistics Denmark, 2021a). The current biggest group of immigrants and descendants from non-western countries living in Denmark are from Turkey, followed by people from Syria, Iraq, Lebanon, Pakistan, Bosnia and Herzegovina, Iran, Somalia, Afghanistan and Vietnam (Statistics Denmark, 2021c). The Danish society and Danes way of thinking has to a large extent been built upon the fact that almost everyone in the country looks the same and shares similar values and beliefs, which have also helped pave the way for a high degree of social trust and general political consensus. Danes generally identify themselves as a tolerant, liberal, humanitarian, democratic, progressive and open minded people (Danbolt, 2017; Jensen et al., 2017), but in spite of these self-proclaimed virtues, the National Integration Barometer of Denmark reveals that 45% of non-western descendants and immigrants have experienced discrimination in 2020 based on their ethnicity (National Integration Barometer, 2020). The Danish people further believe that racism is non-existent in Denmark (Danbolt, 2017; Jensen et al., 2017). To fathom how these two opposing positions can co-exist in the same country, and furthermore to understand the current racism discourse in Denmark, Denmark's colonial past can be discussed, as current racialized attitudes and white superiority may be traced back to these times (Black, 2018)

2.2. Denmark's Imperial History and Post-Colonialism Present

Denmark was once a powerful participant in the slave trade with colonies in among other places Greenland, India, Ghana and the Caribbean. While the collective memory of Denmark's colonial

past is often narrated as one of innocence and nostalgia, the colonial past is, to the contrary, not a part of Danish history to be particularly proud of (Black et al., 2017; Höck, 2017). Denmark's actual role in the slave trade has been de-emphasized, and to some extent collectively silenced by the Danish society (Ibid.). Instead the narrative has been carefully selected, and directed towards more positive aspects of that time (Scherrebeck, 2015). The whitewashing and lack of nuanced portrayal of Denmark's horrid colonial history has "supported ideas of Danes being "[...] freedom loving, egalitarian and tolerant people who place equality, welfare and fairness before grandeur, might and honour" (Olwig, 2003 as cited in Black, 2018). Parallels can too be drawn to the current state of color-blindness in Denmark: "danish perceptions of racism as non-existent relate to the notion that, historically, Denmark played a minor role in colonialism" (Jensen et al., 2017). In a study of neo-racist discourses in Danish newspaper letters, it is stated that biological racism discourses have been replaced with neo-racism, or cultural racism which is "articulated in a more sober and less obvious way than classic racist discourse" and is furthermore "often legitimized and overlooked" (Langgaard Andersen, 2014). This is also supported by Wren (2001) as he argues that "what has made cultural racism in Denmark so damaging is its subtle and almost invisible character". The aforementioned study of discourses in newspaper letters also show how "Danish people are attributed very positive qualities as opposite to ethnic minorities" (Langgaard Andersen, 2014) and that there is a clear attitude of "us and them" supporting the common notion of ethnic minorities being seen as "strangers" who do not "fit" into Danish culture as they are to foreign (Ibid.). This imagined perception of what being Danish means "produces an artificial boundary between the majority and ethnic minorities in Denmark" (Ibid.). According to Langgaard's study, the majority of Danes do not feel there is a problem with racism in Denmark, while at the same time, the majority of Danes feel like their culture is being challenged or even threatened by muslims (Ibid.). Focus often tends to be on how people from other cultures, especially muslims, don't belong as they are too different and have too contrasting values to ever fit into the Danish society. Several scholars, who have examined cultural racism in Denmark, argues that Danes' perception of Denmark as a flat out cultural homogeneous country, both past and present, have resulted in the exclusion and discrimination of ethnic minorities and POC, and has furthermore supported the belief that immigration is a threat to the national identity (Danbolt, 2017; Jensen et al., 2017; Langgaard Andersen, 2014; Wren, 2001). The discrimination against minorities, specifically Muslims, and the Danish perception of equality, has too been acknowledged as an issue outside of the Danish borders, making it an important topic not only in relation to the internal climate in Denmark, but also

externally, in relation to Denmark's image as a tourist destination: "The European Commission against Racism and Intolerance has on several occasions expressed concern about the general climate of intolerance and discrimination against minorities in DK, particularly Muslim minorities." (Jensen et al., 2017).

2.3. Race and Ethnicity Discourses in Contemporary Denmark

As briefly touched upon, Danes often don't want to talk about racism, as it is seen as a difficult and taboo subject, which unfortunately, according to Nielsen-Bobbit (2020), has made room for racism to grow; "suppressing any suggestion that racism, misogyny, or religious intolerance exist in Denmark has, in turn, allowed these prejudices to thrive in intimate and public circles" (Ibid.). This disregard to issues of discrimination has also been made evident in an article by the independent bourgeois newspaper *JyllandsPosten*, where Danish People's Party politician, Søren Espersen, has stated that structural racism does not exist in Denmark, in opposition to non-attached politician member, Sikandar Siddique, who strongly believes there is a need for a civil rights movement against racism in Denmark (Haislund, 2020). This discrepancy of opinions, has additionally been identified in the public racism discourse in Denmark thanks to a survey carried out by the Danish social-liberal newspaper *Politiken* and the Danish television station TV2. Findings show how 32 percent of the respondents completely or predominantly agree that there is widespread racism in Denmark, while 51 percent completely or largely disagreed (Bostrup, 2020). An article by Jensen et. al. (2017) also examines how the concepts of immigration, integration, and racism are debated and addressed in Danish public discourses and policies. They found twofold attitudes; on one hand Danes were seen supporting equal and political rights for immigrants, and on the other hand they found Danes stereotyping and categorizing immigrants as "problems" and "burdens" who does not belong in Denmark and who are not culturally compatible with the Danish identity (Ibid.). These studies demonstrate the need for a reevaluation of the Danish language, to combat the racial discourses in Danish society, hopefully minimizing the gap between the majority and the minorities, a gap that for the time being legitimizes an excluding and discriminating state praxis (Ibid.).

3. Literature review

This chapter presents an overview of previous literature and debates regarding social sustainability and inclusive tourism developments, followed by literature, theories and statistics pertaining to the matters of representation and inclusion in a tourism marketing context. A brief explanation of destination image and branding will furthermore take place. Together, these three sections will provide a deeper and more reflective knowledge to be used as the foundation for the thesis research.

3.1. Social Sustainability

“Tourism is one of the fastest growing and most resilient socioeconomic sectors of our times. Outpacing the world economy over the past decade, in 2019, tourism accounted for 7% of global trade”, stated by Zurab Pololikashvili, Secretary-general, World Tourism Organization. (UNWTO) (UNWTO & G20 Tourism Working Group, 2020). As tourism is one of the largest industries in the world, it consequently has a big impact on the locales where it takes place, both positively and negatively (Boley, 2011). To reduce the negative impacts of tourism, both in respect to the planet and its people, it is extremely important to find ways to make tourism sustainable. Sustainable tourism can be defined as tourism that “takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities” (Saarinen, 2014). The World Tourism Organization (UNWTO) has also recognized the importance of all three aspects of sustainability in relation to developing tourism, as their 2030 agenda for sustainable development, along with the 17 sustainable development goals (SDGs), include goals that embraces both the economic, environmental and social aspects (World Tourism Organization (UNWTO), 2015). Even though there has been an overall growing recognition of the fact that sustainability has three imperatives (Boley, 2011), a clear emphasis on environmental and economic aspects is still present according to Saarinen (2014), who states how “the three “pillars” of sustainability are not often equal” (Ibid.). A literature study examining the concept of social sustainability by Vallance et al.(2011) has clarified how, even though it “included a clear social mandate, the human dimension has been neglected amidst abbreviated references to sustainability that have focused on bio-physical environmental issues, or been subsumed within a discourse that conflated ‘development’ and ‘economic growth’” (Ibid.). The literature review further discusses the limited focus on social sustainability, how it is considered, a concept in chaos, which “severely compromises its importance and utility” (Ibid.). Despite the difficulties of defining social

sustainability, a clarification of the term is considered relevant for this thesis study, and thus, one definition is proposed by Jover & Díaz-Parra (2020) who describes social sustainability through two key concepts “the sustainability of community and social equity, with the latter referring to a society ‘in which there are no “exclusionary” or discriminatory practices hindering individuals from participating economically, socially and politically in society’” (Ibid.). In a tourism context, the social aspect of sustainability has also been connected to the argument that tourism has the ability to act as a social force, which has been heavily discussed by the scholar Higgins-Desbiolles. She believes that “one of the most important benefits of tourism is credited to its ability to promote peace and understanding between people” (Higgins-Desbiolles, 2006). The aforementioned high focus on economic aspects of sustainability in tourism has also been criticized by Higgins-Desbiolles, as she sees the neoliberal view on growth as a limitation to creating more socially sustainable developments: “tourism has succumbed to the effects of “marketisation”, which has been effected by the dominance of “neo-liberal” values in much of the global community [...] tourism is much more than just an “industry”; it is a social force, which if freed from the fetters of “market ideology” can achieve vital aims for all of humanity” (Higgins-Desbiolles, 2006). In a later study, Higgins-Desbiolles (2018) still highlights, and argues, that there is an unequal focus in tourism, in relation to the areas it supports and develops. She describes how the more socially-cultural benefits of tourism have been pushed to the side to make room for business and political interests: “almost gone are the days when tourism authorities might support tourism directed to education, social well-being, inclusion and other non-econometric goals” (Ibid.). This connects to how Rita & António (2020), through their study has “identified differences in race as one of the leading explanations for inequality of access to tourism opportunities” (Ibid.)

3.1.1. *Inclusive Tourism Developments*

Scheyvens & Biddulph (2018) defines inclusive tourism as transformative tourism that concerns itself with “widening the participation of marginalized groups in tourism, on terms that are favourable to them and that might have broader transformative influence within and beyond the tourism industry” (Ibid.). It may be seen as a social force, that can help overcome difficulties that hinders ethnic minorities and marginalized groups in participating in tourism as both consumers and producers, “it challenges stereotypes and calls for appropriate representations, as well as facilitating mutual understanding and respect” (Benjamin et al., 2021). The importance and socio-economic benefits of adopting a more inclusive approach in tourism developments is also emphasized by

Costa et al. (2020) who states that “the tourism ecosystem can be an important tool for social development, as there is a line of thought that suggests that equal access to tourism activity through the application of social measures can promote quality of life” (Ibid.). Scheyvens & Biddulph (2018) furthermore views inclusive developments as a “more holistic concept than inclusive growth, implying an interest in a broader sense of welfare than one simply measured by per capita GDP”. According to Higgins-Desbiolles et al. (2019), embracing this more holistic concept of inclusion may effect, and be difficult for, DMOs as their main focus is destination promotion and growing tourist numbers, often without much consideration to how the business centric approach could damage the social and local milieu, potentially weakening the success of a long-term implementation of tourism (Higgins-Desbiolles et al., 2019). Moreno de la Santa (2020) also emphasizes, through an analysis of the link between inclusive tourism and tourism development, how tourism is an important contributor in relation to building a society where all people feel welcome and included. He defines an inclusive society as one that is “based on respect for all human rights and fundamental freedoms, cultural and religious diversity, social justice and the special needs of vulnerable and disadvantaged groups, democratic participation and the rule of law.” (Ibid.). Through a review of the evolution of thinking of diversity in tourism, Higgins Desbiolles (2020), states how “diversity is essential to the future of tourism to build more just, equitable and sustainable futures”. She emphasizes the power of decolonial thinking for understanding diversity, as well as the importance of the innovative and creative thinking, diversity brings forth, in a rapidly changing world (Ibid.). Moreno de la Santa concurs with this view as he believes that “new models for development that have inclusion at their core need to be adopted, taking up the opportunities offered by a prosperous and growing market (Moreno de la Santa, 2020).

3.2. Representation and Inclusion in Tourism

Inclusion and representation are broad terms, that encompasses several aspects. According to Cambridge English Dictionary inclusion can be defined as: “the act of including someone or something as part of a group, list etc., or a person or thing that is included” (Cambridge Dictionary, n.d.-a) while representation is defined as “a person or organization that speaks, acts, or is present officially for someone else (...) the fact of including different types of people, for example in films, politics, or sport, so that all different groups are represented” (Cambridge Dictionary, n.d.-b). In other words, where representation is more connected to external aspects, e.g. seeing people like yourself portrayed, inclusion is more about active changes internally, e.g. making sure that different

identities are being welcomed and valued in different environments. The one doesn't equal the other though, as an example a tourism business can represent people from marginalized communities in their marketing, but not include or value them in their physical work environment. Nevertheless, the concepts are often used interchangeably, as e.g. representing people from marginalized groups in promotional materials, to some extent may still be understood as an act of inclusive behaviour. Inclusive tourism has been described by the scholars (Benjamin et al., 2021), as one that overcomes barriers to enable marginalized groups to participate meaningfully in tourism as producers and consumers, challenges stereotypes and calls for appropriate representations (Ibid.). To gain a deeper understanding of the concept, it can be divided into two aspects, the internal and the external. The internal aspect for example means having more diverse groups of skilled employees in all different sectors and positions, equal pay to employees who have the same jobs, incorporating diversity into products with the help of a diverse team, having gender friendly bathrooms and removing bias and discrimination from the hiring process. The external aspect relates to marketing, for example through promotion and advertising via both traditional- and social media: "inclusive marketing describes campaigns that embrace diversity by including people from different backgrounds or stories that unique audiences can relate to (..) it refers to the messaging, people, processes and technologies that enable marginalised or underrepresented groups to fully experience and connect with brands" (Accenture, 2019).

3.2.1. *Lack of Danish literature*

While searching for literature and studies on inclusion and representation in the Danish tourism industry, particularly from the context of ethnicity and race and with a heightened focus on marketing, it became clear that it is an area that has not been given much academic attention, which to some extent fits accordingly with the information provided in the previous chapters; the majority of Denmark is ethnic white and there is a common internal consensus, that Denmark is not a racist or excluding country. Thus research looking into these matters have perhaps not seemed relevant or fruitful. Turning the eye towards more global perspectives, discussions and research about inclusion and representation in the tourism industry, or perhaps more the lack thereof, have been manifolded, as "one of the most enduring critiques of tourism in social science discourse relates to its exclusive nature" (Scheyvens & Biddulph, 2018). Most recently the lack of diversity was pointed out in 2021 study by Benjamin et al. (2021): "globally, travel and tourism has been overwhelmingly White-washed, leaving limited room to highlight the experiences of traditionally marginalized racial and

ethnic groups”. Several studies, primarily with a U.S focus, has provided research that supports these statements (e.g. Alderman & Modlin, 2013; Benjamin et al., 2021; Cloquet et al., 2018; Rydzik et al., 2021), among other things, unveiling how the most common represented tourists in tourism promotional materials are white, non-disabled, cis-gendered, heterosexual persons. However, according to Benjamin et. Al (2021), times are slowly starting to change, as an example, literature focusing on the inclusion of African-Americans in Southeastern tourism has seen a rise over the last decade (Ibid.), which give hope that other tourism destinations may follow as well.

3.2.2. *Representation in marketing*

A plethora of studies have shown how tourism marketing overwhelmingly caters to and represents white travelers and is for the most part not inclusive of other races or ethnicities. People of color and people from ethnic minorities often appears as background characters in white travel stories as supported in an article by Moreno de la Santa (2020). He describes how a common trait in tourism advertisements has been the difference in the portrayal of non-white people versus white people. Non-white waiters are often portrayed in the background, serving drinks to a white couple at a table close to either the beach or swimming pool (Ibid.). This perspective is also supported by the scholar Southall, who argues that the tourism marketing narrative surrounding people of color and people from ethnic minorities, for a long time have been, that they were either servants, staff or locals, and not explorers or travelers (Southall 2015 in Dilletta et al., 2019). Equally, black traveler and editor at the travel magazine Here, Tiana Attride has shared an inside perspective on the lack of equal representation in tourism marketing as she describes how “BIPOC (Black, Indigenous, & People of Color) appear as the backdrop to white stories: As safari guides in the Serengeti; as chefs serving up “ethnic” foods; as warm but visually subservient hosts in “off the beaten path” locales. As spectacles of diversity, but never as travelers themselves” (Attride, 2019). From a marketing aspect, the absence and stereotyping of ethnic minorities is one of the most common forms of inferential racism in advertising (Petty, 2003). This leads to a study of destination branding strategies, more specifically an analysis of the marketing campaigns of the Wales Tourist Board, by Pritchard & Morgan (2000) which describes how exclusive and stereotypical representations may be linked to a destinations’ social and political identity: “the nature of the representations used in marketing campaigns do not simply reflect destination marketers’ (and advertising agencies’) responses to a dynamic external environment, they are also constructed expressions of destinations’ cultural and political identities” (Ibid.). In other words, a destination’s culture, both social and political, has an

impact on tourism marketing materials, and vice versa. Representations in tourism marketing materials can thus be understood as a type of mirror of the identity of that destination. Looking at this from a different perspective, Dolnicar (2007) and Tsiotsou & Goldsmith (2014) have described how tourist destination managers often represent and market their destinations based on their biggest tourist markets and what those markets will be most attracted to, examined through different market segment analyses (Ibid.). In other words, promotional materials will showcase a destinations most marketable and favorable assets based on the views of their most visited tourists. This type of destination promotion may lead to a narrow and limited understanding of what the destination entails, and the identity of it, as as described in a study by Burton & Klemm (2011): “cultural brokers, travel intermediaries, including tour operators, media organizations and advertisers act as mediators between hosts and guests by selectively identifying segments of the culture to be shared with outsiders [...] the imagery of a particular place and the characteristics of the people that cultural brokers promote in publicity do not always reflect reality, and can be based on outmoded, stereotypical views of cultural heritage” (Ibid.). A study by Buzinde et al. (2006) discusses why representing some voices and faces in tourism marketing, and excluding others can be damaging: “tourism portrayals restrain power by authorizing the few to speak for the rest [...] due to its representational hegemony, this imagery alters events, places, and people since it makes claims on a particular reality and, arguably, affects people’s lives, rights, and positions in a given society (Ibid.). The power of tourism promotional materials, more specifically the power of visual images, is also discussed by Jenkins (2003), through the concept of “the circle of representation”, understood as a hermeneutic circle, where tourism images are shared, and thus perpetuated. The circle of representation may be one of the issues of not sharing and portraying more diversity in tourism marketing materials. If the same images of a destination are promoted in destination marketing materials, a certain image of the destination will form, and as it is shared again and again, it becomes difficult for other representations to come through. Jenkins describes how these powerful images can have an impact on society too, both politically and socially: “the idea that particular visual images circulate within a culture and become imbued with particular meanings, associations and values is not new and is common across various disciplines [...] the images held by any individual are influenced by the images circulating in their culture and place myths are constructed via images of place promotion” (Ibid.).

As marketing is about, among other things, promoting and selling a product, gaining profit and growing customer engagement (Terech, 2018; Woodruff, 2004), inclusive marketing has for the most part not been a priority for marketers. But marketers may need to focus more attention towards inclusive and diverse marketing to meet consumer demands and expectations, as UNWTO has discovered the modern consumer demands diversity and equity: “new conscious consumers demand products and services that are based on their new worldviews and values of social justice” (World Tourism Organization (UNWTO), 2016). Surveys carried out by Statista in the U.S have highlighted the demand for more racial representation, and the impact of diversity representation, in advertising. One survey demonstrated how 55 percent of respondents aged 18-34 were in favor for more racial diversity in ads (Guttmann, 2020). Similarly another survey revealed that “40 percent of Hispanic respondents stated that they have stopped supporting a brand because their advertising did not represent their identity” (Statista Research Department, 2019), and at the same time “58 percent of respondents identifying as LGBTQ+ said they ended supporting a brand because its advertising did not represent their community” (Ibid.). The scholars Burton & Klemm similarly discovered, in a study of travel brochures in Britain, that “ethnic minority members do feel that they are marginalized within travel brochures and may be more predisposed towards the product if images of their own ethnic group were more visible” (Klemm, 2002 as cited in Burton & Klemm, 2011). These realities have also been emphasized in a large study by Facebook, that studied people’s attitudes toward diversity in online advertising and the current state of representation (Alcantara, 2021). Results from the study, which was based on a survey of 1,200 people, a review of more than 1,200 brand lift studies and an analysis conducted of more than 1,000 Facebook video ads, show that “representation is still a major issue – and by not catering to, or considering these elements, advertisers could be failing to reach broader audiences. By failing to maximize inclusion, advertisers are also failing to maximize reach and resonance with their campaign” (Ibid.). Moreover, the survey results revealed that “54% of consumers surveyed said they do not feel fully culturally represented in online advertising [...] members of diverse communities often feel most impacted” (Ibid.). It was also found that diversity and inclusion often benefits advertisers, as people expect brands to develop campaigns that are diverse and inclusive, which in turn drives customer purchase and loyalty: “59% of consumers polled said they are more loyal to brands that stand for diversity and inclusion in online advertising [...] 71% expect brands to promote diversity and inclusion in their online advertising (Ibid.). The consulting company Accenture, has equally identified tourists’ growing interest in diversity and inclusion through a survey of more than 2,700

consumers from the airline, cruise and lodging segments across the United States, Canada and the United Kingdom (Dillon, 2019). The results show that many travel providers do not prioritize inclusion and diversity, and thus, they do not benefit from the benefits these practices could bring; “Our new research reveals just how important fostering a culture of inclusion and diversity (I&D) is for attracting and retaining customers” (Ibid.). To bring forth some of the most important results; “74% care about whether the company offers a range of products and services to make those in their diverse segment feel included. [...] over one-third (37%) of all travelers agree that providers too often overlook factors like age, ability, ethnicity, gender, gender identity and expression, religion, and sexual orientation when planning the environment or experience they offer” and “2 in 5 travelers care about public disclosures of diversity statistics, advertising images or the diversity of front-line employees” (Ibid.). These surveys and strategies show that tourism businesses and organizations may benefit from implementing a more inclusive, diverse and consumer-oriented marketing approach in relation to both growth and profit, by also growing tourist loyalty and satisfaction.

3.3. Destination Image and Branding

DMOs are considered key players in developing their respective destinations, with some of their main responsibilities being promotion and coordination, strategically marketing their destination to new potential visitors, and maintain current ones, to increase the overall tourism influx at a destination, providing economic benefits to the community and its member as well as improve the life quality for locals (Upadhyay, 2014; Blain et al., 2005). Hankinson (2007) and Jamrozny (2007) explain how DMOs are one of the main contributors in creating and maintaining a positively destination brand, and further managing the marketing activities of this brand i.e. branding. The branding should help attract tourists by making them perceive the destination in a certain way i.e. the destination image.

One of the most well-known definitions of a brand is proposed by the American Marketing Association, who describes a brand as “a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors” (Kasapi & Cela, 2017). In a tourism context, this could be translated into a destination's identity, its key features and specific attributes. This for example be particular heritage sights, positive cultural features or social values, especially in relation to the city,

Kasapi & Sela, explains: “cities own an array of features, such as culture, art, heritage, or natural resources [...] these features work together towards creating a differentiated image in the minds of consumers” (Ibid.). This created image of the destination i.e. the destination image, is most commonly described as: ‘the sum of beliefs, ideas and impressions that a person has of a destination’ (Crompton, 1979, as cited in (Ekinci & Branding, 2003). Due to how a “destination image has a strong influence on visitors’ perceptions of place, and ultimately visit intentions” (Ryu et al., 2013), it is important for destination managers e.g. DMOs, keep up a good image, which means creating a destination brand and marketing it, in a way that meets consumer demands and expectations. This is considered of high importance, as a positive image may encourage people to visit a destination, while a negative image can end up hurting the destination in terms of visitor numbers affecting the overall economic growth and profit of the destination (Oliveira & Huertas-Roig, 2019). Destination marketing is by Pike & Page (2014) argued to be: “a pillar of the future growth and sustainability of tourism destinations in an increasingly globalised and competitive market for tourists” (Ibid.). In terms of understanding the relationship between a destination brand and marketing Kasapi & Cela (2017), have offered a short explanation. They describe a destination brand as “identifying the destination’s strongest and most competitively appealing assets in the eyes of its prospective visitors” (Ibid.), while marketing is about “building a story from these that makes the destination stand out above its competitors, and running this narrative consistently through all marketing communications” (Ibid.). In other words, a destination brand could be considered the identity of the destination, while destination marketing is how e.g. a DMOs chooses to market that identity, how they construct the narrative of the destination.

In today’s global world it is particularly important for destinations to have competitive advantage over each other, so they end up the destination of choice, in a sea of similar destinations in terms of attraction and features. In order to be “the chosen one”, they must develop and portray features that differentiate them from other destinations, their unique identity. Branding is seen as an important tool in destination marketing for achieving this, and one heavily used by DMOs to portray a destinations attributes and unique features, and to create a brand narrative that resonates with potential consumers, “in the ever more competitive tourism marketplace, destinations are increasingly adopting branding techniques to craft an identity which emphasises the uniqueness of their product” (Ekinci & Branding, 2003). As competitiveness in the tourism marketplace increases, and as many destinations consists of similar features and attractions, a strong destination branding

strategy becomes necessary in the creation and management of a distinctive and appealing destination image (Ekinici & Branding, 2003) and in order to present unique selling points that are sustainable, believable and relevant (Blain et. al., 2005). Through a study of 409 DMOs, with that aim of clarifying destination branding from a theoretical as well as empirical perspective, Blain et al. (2005) has come up with an enhanced definition for destination branding, which clarifies it as:

“the marketing activities (1) that support the creation of a name, symbol, logo, word mark or other graphic that both identifies and differentiates a destination; (2) that convey the promise of a memorable travel experience that is uniquely associated with the destination; and (3) that serve to consolidate and reinforce the recollection of pleasurable memories of the destination experience, all with the intent purpose of creating an image that influences consumers’ decisions to visit the destination in question, as opposed to an alternative one” (Ibid.).

This definition argues that branding is not only about promoting and communicating a destinations characteristics and attributes and the factors which sets it apart from other destinations, it also entails promises of unique and memorable experiences for tourists. It furthermore emphasizes how branding can assist in creating a destination image that positively influence consumer destination choices. It is important to acknowledge that there are a lot of factors in which the DMO do not have power over, e.g. in relation to how locals will treat visitors, and how they influence tourists experiences, as argued by Kasapi & Cela (2017), in order to maintain a positive destination brand, it is imperative that people in the destination are “behaving in a way that reflects the destination’s brand values (friendly, unorthodox, creative etc.), and particularly the destination’s ‘frontline ambassadors’ (Ibid.). It is important to be aware of the difficulties of managing and shaping a destinations image, and how DMOs are only one of the factors, that influences a destinations image.

4. Theoretical Framework

On the basis of the literature review, I've constructed a theoretical framework, that will help frame and structure my analysis. The most important aspects and theories, and most relevant knowledge I've gained through the literature review, is presented in bullet points. The first section contain the bullet points, that will act as the foundation for what I will be looking at, in my analysis of WoCo strategies, likewise the second section will have the same function in relation to the analysis of Fb posts. The bullet points in the last section is primarily used in the final discussion.

4.1. Social Sustainability and Inclusive Tourism Developments

- There needs to be a more holistic understanding of sustainability, less focus on economic sustainability and more focus on social sustainability. New models for development that have inclusion at their core need to be adopted, taking up the opportunities offered by a prosperous and growing market (Moreno de la Santa, 2020)
- Social sustainability can be understood through two key concepts “the sustainability of community and social equity, with the latter referring to a society ‘in which there are no “exclusionary” or discriminatory practices hindering individuals from participating economically, socially and politically in society” Jover & Díaz-Parra (2020).
- Inclusive developments “challenges stereotypes and calls for appropriate representations, as well as facilitating mutual understanding and respect” (Benjamin et al., 2021).
- Inclusive development is transformative tourism. Organizations and businesses should concern themselves with “widening the participation of marginalized groups in tourism, on terms that are favourable to them and that might have broader transformative influence within and beyond the tourism industry” Scheyvens & Biddulph (2018)
- Tourism is an important contributor in relation to building a society where all people feel welcome and included: inclusive society is one that is “based on respect for all human rights and fundamental freedoms, cultural and religious diversity”, and moreover “diversity is essential to the future of tourism to build more just, equitable and sustainable futures”

4.1.1. *Sustainable Development Goals*

Three of the SDGs are considered relevant to mention when analyzing the presence of socially sustainable initiatives and developments:

- Goal nr. 10 advocates reducing inequality based on, among others, race and ethnicity and supports how “tourism can be a powerful tool for community development and reducing inequalities if it engages local populations and all key stakeholders in its development (World Tourism Organization (UNWTO), 2015)
- Goal nr. 11 states that “a city that is not good for its citizens is not good for tourists” (Ibid.), and moreover highlights how sustainable tourism “has the potential to advance urban infrastructure and universal accessibility, promote regeneration of areas in decay and preserve cultural and natural heritage, assets on which tourism depends.” (Ibid.)
- Goal nr. 16 centers the importance of providing justice for all, promoting peaceful and inclusive societies as well as building effective, accountable and inclusive institutions that can strengthen cultural identities; “the sector can foster multicultural and inter-faith tolerance and understanding, laying the foundation for more peaceful societies [...] which benefits and engages local communities” (Ibid.)

4.2. Representation and Inclusion in Marketing

- Portray diverse people with different racial and ethnic appearances, and represent them in varied roles e.g. as tourists, locals, shop-owners, business-owners or outdoor enthusiasts
- Give all people a voice: “Tourism portrayals restrain power by authorizing the few to speak for the rest [...] due to its representational hegemony, this imagery alters events, places, and people since it makes claims on a particular reality and, arguably, affects people’s lives, rights, and positions in a given society” (Buzinde et al., 2006)
- Be aware of stereotyping and discrimination. “The absence and stereotyping of ethnic minorities is one of the most common forms of inferential racism in advertising” (Petty, 2003).
- Be a mirror of reality: who is included and excluded based on the different cultures and ethnicities in the country? “The imagery of a particular place and the characteristics of the

people that cultural brokers promote in publicity do not always reflect reality, and can be based on outmoded, stereotypical views of cultural heritage” (Burton & Klemm, 2011)

4.2.1. *Scheyvens & Biddulph’s conceptual framework for inclusive tourism*

Scheyvens and Biddulph conceptual framework for inclusive tourism is an analytical concept. It consist of six different elements “which may constitute lines of inquiry in investigations of tourism’s inclusiveness” (Biddulph & Scheyvens, 2018; Scheyvens & Biddulph, 2018) Scheyvens and Biddulph asks: Who is included and excluded? On what terms? With what significance? (Ibid.). Four components where included in the framework:

- Facilitating self-representations by those who are marginalized or oppressed, so their stories can be told and their culture represented in ways that are meaningful to them
- Challenging dominant power relations
- Providing opportunities for new places to be on the tourism map
- Encouraging learning, exchange and mutually beneficial relationships which promote understanding and respect between ‘hosts’ and ‘guests’

4.3. Destination Image and Branding

- Social sustainability has gained focus, a high demand for inclusion, diversity and equity among consumers, also in marketing, there are new world views of justice. There is now more support for businesses that are inclusive, diverse and just on social matters (Alcantara, 2021; Dillon, 2019)
- Tourism businesses and organizations may benefit from implementing a more inclusive, diverse and consumer-oriented marketing approach in relation to both growth and profit, by also growing tourist loyalty and satisfaction (Ibid.).
- Not being inclusive and diverse may damage a business or organizations brand and image. It is important for destination managers to keep up a good image, which means creating a destination brand and marketing it, in a way that meets consumer demands and expectations
- A positive image may encourage people to visit a destination, while a negative image can end up hurting the destination in terms of visitor numbers affecting the overall economic growth and profit of the destination (Licsandru & Cui, 2018, 2019)

5. Methodology

This chapter starts with an explanation of the philosophical foundation of this thesis research, followed up by a description of the methodological decisions made, both in regards to the employed research design and methods. Finally the limitations of the research will be accounted for.

5.1. Philosophy of Science

As a starting point in discussing this thesis' ontological, epistemological, and methodological stance, the paradigm issues related to the chosen research approach, i.e. mixed methods research, are important to acknowledge. The concept of mixed methods research, and how it is employed in this thesis' research, will be elaborated further in a following section, but a brief understanding of the term is offered by Hall (2013) "the term 'mixed methods' has come to be used to refer to the use of two or more methods in a research project yielding both qualitative and quantitative data" (Ibid.). Qualitative methods are often seen as belonging to the philosophy of social constructivism, and quantitative methods belonging to the philosophy of positivism (Kivunja & Kuyini, 2017). The issues, debated by several scholars, revolve around the paradoxical nature of combining these methods and the paradigms linked to them, as they, for a long time have been understood as immiscible; "a problem for mixed methods researchers is finding a rationale for combining qualitative and quantitative data in the face of seemingly incompatible paradigms underpinning them. Indeed it has been claimed that mixed methods are not possible due to the incompatibility of the paradigms underlying them" (Hall, 2013). McChesney (2021), has also addressed the complexity of this issue: "if paradigms for quantitative and qualitative methods are different but cannot be combined, then mixed methods research becomes (philosophically) impossible, meaningless, or (at best) logically inconsistent" (Ibid.). In order to make sense of paradigms for mixed methods research, we need to move beyond the uncritical acceptance of these contested ideas (Ibid.). McChesney has however, in a recent article on this topic, disclosed that a large amount of recent literature has disrupted these firmly established understandings of paradigms and research methods, exposing their unnecessary restrictive and simplistic nature" (McChesney, 2021). In the search for more appropriate paradigms that could legitimate "the use of mixed methods comparable to the paradigms that have been widely accepted as justifying the use of quantitative and qualitative methods separately" (Hall, 2013) and moreover as it is believed that the two methods can "come together to build on their complementary strengths and weaknesses" (Shannon-Baker, 2016), other

approaches and paradigms have emerged. Hall (2013) argues that “a single paradigm can indeed provide a justification for mixed methods” (Ibid.), and expresses how particularly two paradigms are highly compatible with mixed methods research, the pragmatic and transformative paradigm.

The pragmatic paradigm is a worldview that “focuses on “what works” rather than what might be considered absolutely and objectively “true” or “real”” (Frey, 2018). After an investigation into the different matters of this approach, and after reading several critiques of it e.g. by Hall (2013); “pragmatism fails to give a coherent rationale for mixed methods due to its lack of a clear definition of ‘what works’” (Ibid.), it was however not deemed an appropriate stance for this thesis. Alternatively, the transformative paradigm is characterized by “the intentional collaboration with minority and marginalized groups or those whose voice is not typically heard on particular issues (Shannon-Baker, 2016). It directs attention to “the lives and experiences of marginalized groups such as women, ethnic/racial minorities [...]”, this means, paying attention to power, privilege, and voice throughout the research process (Mertens, 2012). In this thesis research, a questionnaire-based survey is employed to gain perspectives from people who identifies as a person of colour, or/and as a part of an ethnic minority in Denmark, thus this paradigm did at first glance seem more fitting. However, as “theoretical frameworks, methods, and the researcher all must have strong relationships to the communities involved (Shannon-Baker, 2016) and the paradigm is “is limited to a small subset of all social research and for this reason cannot be considered as a paradigm for mixed methods (Hall, 2013), I will not assume a transformative position for this research, as the questionnaire was only a very small part of my research, and I did not find the collaboration with ethnic minorities extensive enough to base the approach of the research on it. Despite this, it is important to acknowledge that the overall message of this approach will be present during this entire thesis’ research, being that “it emphasizes considering who is being left out, what groups are being targeted, and how researchers label/recruit/treat” (Shannon-Baker, 2016), specifically the purpose of addressing “social inequities in order to enact positive social change related to oppression, power, and privilege.” (Ibid.) will also be a primary aim of this thesis.

So, what are the ontological and epistemological positions of this research? Since qualitative methods were the primary methods employed in this thesis research, and as all collected data for this thesis, both qualitative and quantitative, have been interpreted, they can all be connected to the constructivist paradigm (interchangeably termed interpretivist), since it sees reality as interpreted “through a “sense-making” process rather than a hypothesis testing process” (Kivunja & Kuyini,

2017). Creswell (2007) explains how a researcher who uses qualitative methods to study multiple and complex views, where interpretation is essential in order to reach conclusions about the research question, often will undertake a constructivist approach. This approach is chosen as it is considered “well-suited for exploring hidden reasons behind complex, interrelated, or multifaceted social processes” (Bhattacharjee, 2012), as this research topic is considered to be. In accordance with the constructivist approach, I took a subjectivist epistemological position, being that I am deeply involved in the analysis and interpretation of data, through my own knowledge and pre-understandings of the chosen sources, as described by Kivunja & Kuyini (2017), “the researcher makes meaning of their data through their own thinking and cognitive processing of data” (Ibid.).

5.2. Mixed Methods

The concept of mixed methods research can in short be explained as research that “combines elements of qualitative and quantitative research approaches (use of qualitative and quantitative viewpoints, data collection, analysis, inference techniques) for the broad purposes of breadth and depth of understanding and corroboration” (Gunasekare, 2013). In order to examine this thesis research question, and reach conclusions about it, qualitative and quantitative research methods were employed. From the viewpoint of Gunasekare (2013): “it is wise to collect multiple sets of data using different research methods, epistemologies, and approaches in such a way that the resulting mixture or combination has complementary strengths and non overlapping weaknesses”. This could also support the notion, that using several methods may increase the validity and reliability of the research. In agreement with this view, the identified problem and the object under examination i.e. Danish tourism marketing, will be examined from two different perspectives. Combining both methods was a strategic choice taken, as they each addresses different aspects of the research question. The research is thus divided into two parts, which will be further elaborated.

5.3. The Hermeneutic Spiral

The hermeneutic spiral is an approach used to reach understandings of a phenomenon or topic. Knowledge is gained through a spiral movement, where both theory and data is continually revisited, until a higher understanding of the topic is reached. One explanation is presented by Butler (1998), with references to Heidegger (Heidegger, 1976 in Butler, 1998): “When a phenomenon is 'present-at-hand' to an actor, he/she will possess a prejudice-laden pre understanding of it. Through a dialectic process he/she will identify its 'parts'. [...] each part will be interpreted

and its meaning and relationship to the whole consolidated into an emergent understanding of the phenomenon. In cycling through the 'circle of understanding', each 'part' will be consolidated, and in so doing different perspectives will emerge the horizons of interpreter and phenomenon will gradually fuse" (Ibid.). The hermeneutic spiral is an approach that permeate this thesis research, as I have gained knowledge, by moving back and forth between different sections and interpretations, gradually gaining new understandings. As Butler (1998) too have stated: "social action and situations can also be understood and read as texts; hence, hermeneutic philosophy and theory may be employed in the social sciences to examine, describe and understand social phenomena". This support the usefulness of this approach for my research. The hermeneutic approach emphasises subjective interpretations, as a means to gain in-depth understandings of the chosen topic, which according to Guba & Lincoln (1994) connects well with the constructivist research approach. My own pre-understandings and knowledge of the thesis topic can be seen as the starting point of the spiral, which have led me to my problem area. Data was then collected, giving me new insights and knowledge. The next step was gathering relevant literature and creating the theoretical framework. New knowledge and theories about my topic made me aware of what to specifically look for in the analysis of data, in relation to reaching conclusions about my research questions. Data was then analyzed based on the established theoretical framework, which led to new knowledge and interpretations. Finally, the new knowledge obtained from the analyses was interpreted and compared in an overall discussion of the findings, with the incorporation of relevant literature and theory presented in the literature review and theoretical framework. As a result of the spiral, I have continually obtained new understandings and new interpretations of the topic, which ends with me reaching enough knowledge to answer my proposed problem formulation.

5.4. Research Design

Bryman (2015) have stated that studies employing mixed methods research, will often have a dominant method present, either the qualitative or quantitative. In this thesis research, a case study of WoCo will serve as the dominant part of this thesis research. Within the case study, qualitative methods are applied, to analyse in what ways WoCo have included and represented diverse ethnicities in their marketing and to what extent they focus on the social equity aspect of social sustainability, through secondary data collected from WoCo's Fb posts, and marketing strategies. According to Bryman (2015) a constructivistic paradigm seeks to understand the meaning behind human behaviour in a social context and furthermore, it believes that the world is interpreted

through an engagement with the environment under which the researcher is examining (Ibid.). Thus supported by these statements, a constructivist ontology is employed in the study of WoCo as it can be translated into a way of understanding the subjective world of human experience (Guba & Lincoln, 1989 in (Kivunja & Kuyini, 2017)), through the organizations actions, messages, strategies, and goals, and how they combine, as also supported by Flyvbjerg (2006) who views case study research as a valuable method in recognizing the deeper motives of a destinations stakeholders. The content published by WoCo, both their strategies and Fb posts, is seen as an extension of their identity, their viewpoints and behaviour. While the strategies may be considered an expression of their aims and intended initiatives, the Fb posts can be interpreted as their actual practice. The second part of the research consists of a small-scale questionnaire-based survey with the purpose of examining how people identifying as a part of an ethnic minority or a person of color in Denmark, perceive the level of inclusion and representation of diverse ethnicities in Danish Tourism marketing. The survey was carried out, to include primary data and personal information and opinions, that could provide valuable insights, and help shed a light on a different stakeholder group's perspectives. The rationale behind choosing and mixing these particular research method can be linked to a statement by Long (2011) "In social science we cannot expect to know things precisely, but the more times we examine something in different ways the more we increase our chances of understanding what we are studying" (Ibid.). This particularly applies when dealing with complex topics: "the purpose of a mixed methods research is to provide a more complex understanding of a phenomenon that would otherwise not have been accessible by using one approach alone" (Shannon-Baker, 2016). Mixed methods research has been considered especially useful when studying complex phenomena or issues, as it can give more nuanced data and broader insights (Hall, 2013). Thus, a deeper understanding and examination of the research topic can be gained through studying it from more and different perspectives i.e. through different research methods. As this thesis research topic is rather unexplored in Danish tourism academia, using multiple methods in the collection and analysis of data, allowed me to get a deeper and multifaceted perspective which could not be obtained elsewhere, as literature regarding this particular topic was almost non-existent. Mertens (2012) supports this idea, as she explains how "transformative mixed methodologies provide a mechanism for addressing the complexities of research in culturally complex settings that can provide a basis for social change" Mertens (2012).

It is important to acknowledge that the constructivist worldview subscribes to the multiple nature of reality, meaning that no absolute truths can be obtained. Reality, i.e. the social world, is thus understood through an interpretation of several different views and truths. In line with this view, the researcher of this thesis understands the social world through the interpretation of these “truths”, i.e. the opinions provided by the participants of the survey, and the actions and behavior of WoCo (Bryman, 2016). Based on an interpretation of these “truths”, the researcher will construct her own meaning of reality (Goulding, 1999). As I am participating in the construction of what is being researched, my own subjective perceptions and interpretations, based on my own beliefs, life and background, will influence how knowledge and reality is constructed and thus, shape the interpretation and findings of this research (Bryman, 2015).

In order to clarify the research design, a visual presentation have been created, inspired by exploratory and mixed methods research design diagrams by Alcantara (2021) and Snelson (2016). Exploratory research is research that is: “investigating a problem that has not been studied or thoroughly investigated in the past” (Scheyvens & Biddulph, 2018), and it is “usually conducted to have a better understanding of the existing problem, but usually doesn't lead to a conclusive result” (Ibid.). As the topic of this thesis is rather unexplored, and as I did not have much knowledge about it beforehand, the exploratory research approach was applied, in order to gain more knowledge about how Danish tourism marketing include and represent diverse ethnicities.



Figure 1. Diagram of the thesis' research design.

5.4.1. Case study

As just described, the first part of the thesis research draws on a single case study of the official DMO of Copenhagen, WonderfulCopenhagen. A case study was chosen as one of the two research strategies employed in examining the research question, as it is often used in research that wishes to “fulfill case/place-specific purposes in terms of a study's stated objectives or research questions, which are directly related to a site, organization, or locality under scrutiny” (Mills et al., 2010). A case study allows the researcher to focus on “interpretation rather than quantification; an emphasis on subjectivity rather than objectivity” (Kohlbacher, 2006), which is deemed valuable in the study of complex topics such as representation, diversity and inclusion. A single case study design was

adopted, as it, being a more narrow study, enables the researcher to explore and gain an in-depth knowledge of a specific real-world case and phenomenon, as this topic is (Bryman, 2016). The case of WoCo was deemed fruitful enough to stand alone, and furthermore, as this thesis wishes to examine specific circumstances within a single chosen organization, I did not feel the need to compare and measure WoCo against other organizations. The appeal of using this particular research method is also connected to how case studies are rooted in real life situations, thus, they have the potential to facilitate real change and contribute in making the organization under scrutiny aware of new possible and useful developments. WoCo is a non-profit organization, funded by various contributions from among other the capital region of Denmark, private businesses and public institutions (VisitCopenhagen, 2021). Being the largest and most diverse city in Denmark, it is often by Danes perceived as the city with most diversity and openness towards different kinds of people. The researcher found it interesting to explore if this in any way comes through in WoCo marketing materials. As previously mentioned, in order to gain a more thoroughly examination of the case, two different methods of collecting and analysing secondary data is employed.

5.4.1.1. Strategies

Data from WoCo two latest marketing strategies, published on their official website will be collected and analyzed. I will examine to what extent their intended initiatives and aims focuses on socially sustainable developments, especially the aspect of social equity. The two strategies are, Comeback Copenhagen, a 2021 plan for recovering tourism in the capital consisting of 23 pages, and Tourism for Good, a 15 pages 2019-2021 plan for reaching WoCo ambition to further sustainable tourism and destination development based on the 2030 SDG's. They can both be retrieved in PDF-format from WoCo website (WonderfulCopenhagen, n.d., 2021). Tourism for Good is published in English, while Comeback Copenhagen is published in Danish, and thus citations from this strategy will be translated by me. The aim of examining WoCo two latest strategies is to gain a broader insight into who have been included and thought of in WoCo tourism development and recovery plans. For instance, are developments that benefits local ethnic minorities and communities considered in the strategies, and how do especially the Tourism for Good strategy commit to the socially inclusive aspects of the SDGs?

5.4.1.2. Facebook posts

The second method utilized within the case study, focuses attention on WoCo's promotional materials on SoMe. Data is collected directly from WoCo official Fb page (VisitCopenhagen, 2021) (called VisitCopenhagen, as they use both of the names), from publicly available posts, and analyzed through a thematic analysis. The method of purposive sampling was employed in the collection of Fb post, as it enables the researcher to identify the most valuable data for the research with specific criteria in mind (Ditchfield & Meredith, 2018; Flick, 2014). The sample was based on a particular time-frame and type of posts. In order to gain a potent enough sample that could credibly validate the results of the analysis, and furthermore examine if the posts varied over time, in relation to the degree of representation and inclusion of diverse ethnicities, a 12 months time-frame was chosen. The strategic decisions behind this sample were made to ensure that an actual image of WoCo recent marketing efforts on Fb were present. The data collection was initiated on the 11th of May 2021, collecting the most recent available data and proceeding backward in chronological order, ending on the 11th of May 2020, in fact coinciding with the exact month, where most of the global racism and social inequality protests began. In order to gain some context for the analysis, all posts in this time frame were included into the overall sample, though, due to the scope and aim of the research, only posts that contained visual materials i.e. images and videos, where peoples skin or face were clearly visible, were included in the main part of the analysis. This criteria was significant, as the analysis focuses on visual representations. As the researcher cannot know the origin of the people portrayed in the posts, it is important to clarify, that the analysis will not try and put a stamp on people from whom their ethnicity and race cannot be known, but instead concentrate on visuals. It is acknowledged that this selection will solely be based on my assessment and is therefore exposed to subjective and imprecise categorizations. The sampling process resulted in a dataset of 132 posts, wherefrom 60 posts contained people that were clearly visible, and thus, only these 60 posts went through a more extensive analysis and interpretation.

5.4.2. Questionnaire-based survey

In the second part of the research, primary data was collected by means of a questionnaire-based survey. One of the reason behind employing this method, is the fact that questionnaires are one of the most commonly used methods in social science research, when it comes to examining and understanding how societies work, while testing theories (Groves et al., 2004). Moreover, questionnaires are very frequently used for reporting participants' background and demographic

information, behaviors, opinions, attitudes, and future intentions or aspiration (Young, 2015) which is also the main aim of this survey. The purpose of the survey is to gain an understanding of how people, identifying as a part of an ethnic minority and/or a person of colour in Denmark, perceive and views the level of inclusion and representation of ethnically diverse people in Danish tourism marketing. The questionnaire also provided a deeper understanding of whether or not the respondents themselves feel included and represented in Danish tourism marketing and how important this matter is to them. The questions constructed for the survey were carefully thought of and discussed with peers, in order to ensure that fruitful data would come from the answers, and thus be of value in reaching conclusions about the research question; “when properly constructed and responsibly administered, questionnaires become a vital instrument by which statements can be made about specific groups or people or entire populations” (Roopa & Rani 2012). The strength of using this particular research method to help answer the research question, can be found in its ability to collect several perspectives, that can assist in gaining knowledge about how ethnic minorities living in Denmark views the Danish tourism industry and its marketing measures in relation to diversity and inclusion. It is important to note, that due to the low response rate of this survey, the researcher does not aim for generalisability beyond the sample. The data from the sample is not to be seen as representative of the population, but instead the survey may be viewed as a small scale pilot study, with the intent of developing and testing a research instrument, that possibly could be implemented in a larger scale study. Examining the behaviour and opinion of people who could both be categorized as tourist and locals in the Danish tourism sphere adds another layer to the study, and provides the researcher with different and more personal point of views, insuring that the research question will not only be addressed through a single examination and position.

5.4.2.1. Design

The questionnaire was designed through Google Analytics, as the platform was easy to understand and gave the opportunity of distributing the questionnaire via a link, which made it straightforward and easy-accessible for respondents. As it could not be known if the respondents spoke Danish, the questionnaire was both designed in English and then translated by the researcher to Danish. The survey was made up of an introduction with general information about the survey and thesis topic, and 18 questions of various lengths, complexity and type. Given the fact that respondent error can be minimized if the survey is easy to understand and complete, and moreover “must be designed to

keep respondents motivated to provide optimal answers” Couper, (2000), the researcher made a great effort out of formulating questions that conformed to that. The format of the questions within the survey were a mix of both closed and open-ended questions, scaled questions, and multiple choice questions (Roopa & Rani, 2012). The first five questions of the survey consist of mostly closed questions, aimed at acquiring personal and demographic information on the respondents, such as gender, age, nationality, ethnicity, race and postcode (to make sure they in fact live in Denmark). This information gives the researcher knowledge about the respondents background and how they identify themselves, which is crucial in order to answer the research question. The next three questions, one closed and two multiple-choice questions, revolves around the respondents behaviour as domestic tourists in Denmark. The last 10 questions of the survey all relate to the topic of inclusion, representation and diversity in the Danish tourism industry and Danish tourism marketing, from a race and ethnicity context. The multiple-choice questions and likert scales questions included provide knowledge of how the respondents see Denmark as a destination, how important this matter is to the respondents, to what degree the respondents feel included and represented, how they perceive Danish tourism marketing and their expectations towards tourism brands and organizations. A test run of the finished questionnaire was carried out with the help from friends and family, to make sure the questions were easy to understand. The complete questionnaire can be found online in English (Fey, 2021b) and Danish (Fey, 2021a). The responses to the questionnaire can be found in Appendix B.

5.4.2.2. Distribution and sample

When designing a survey it is important to be aware of what demographical segment that will be most suited for the topic (Bryman, 2016). Based on the research question of the thesis, this survey will focus on gaining perspectives from a specific population, being respondents identifying as a part of an ethnic minority and/or person on colour in Denmark. In order to reach respondents with this identification, different groups on Facebook, where members were seemingly belonging to an ethnic minority, were contacted. To name a few: Pakistanis in Denmark, Irakere I Danmark, Africa in Denmark, Tyrker der bor i Danmark, Mino Danmark, Black Lives Matter Denmark, Nigerians in Denmark, Muslimer i Danmark, Det Syriske Kulturinstitut i Danmark. A total of 32 groups were contacted, most of them having between 1000 and 4000 members. As the groups were private, I sent a Fb message to the groups directly, if possible, and if not, a message was sent to the admins of the groups. Unfortunately most of the admins and groups did not reply. Only a total of five groups

replied and were kind enough to share the survey. They were: Afghans in Denmark, Mino Karrierenetværk, Muslimer I det multikulturelle og multireligiøse samfund, Tyrkisk Kulturcenter, and Mediegruppen for Somaliere I DK. Although the five groups were of a substantial size, not many members of the groups responded. The survey was also shared on the my personal LinkedIn and Facebook profile, with a note explaining how I was only looking for respondents who identified themselves as being a part of an ethnic minority or/and person of colour in Denmark, in hope of gaining a few more respondents. Despite the outreach, only a total of 51 responses were collected for analysis. Collecting data through a survey thus turned out to be more difficult than expected, and the goal of reaching a minimum of 100 replies was not met.

5.4.3. *Data analysis*

The overall analyses of WoCo strategies and Fb posts as well as the questionnaire-based survey are based on the theoretical framework presented in a previous chapter. Nevertheless, where the framework functions as a theoretical foundation that highlights and guides what exactly I am looking for and examining in the different analyses, this section will explain the structural guidelines behind the analyses, how the empirical data is observed and categorized in a specific and systematic way, and how it is connected to the theoretical framework. A thematic analysis is “a method for identifying, analysing and reporting patterns (themes) within data” (Braun & Clarke, 2006). There is two ways of identifying these themes or pattern, an inductive, or a deductive. An inductive analysis is a process where the collected data is coded without trying to “fit it into a preexisting coding frame, or the researcher’s analytic preconceptions”. This analysis is thus data-driven. However, as also noted by Braun & Clarke (2006), “researchers cannot free themselves of their theoretical and epistemological commitments, and data are not coded in an epistemological vacuum”. The deductive analysis, also described as a theoretical thematic analysis, is more explicitly driven by the researchers theoretical interest in the topic. It tends to “provide less a rich description of the data overall, and more a detailed analysis of some aspect of the data” (Ibid.). As this thesis research is based on a hermeneutic approach, the structure that underlies the analysis of data is neither entirely inductive or deductive, but instead a mix of the two.

The qualitative strand of data collected from the strategies and Fb posts, was mainly analyzed through a deductive approach, as pre-existing themes were already somewhat created, driven by the theoretical framework. As argued by Braun & Clarke (2006), a thematic analysis can also provide a more detailed and nuanced account of one particular theme within the data: “This might relate to a

specific question or area of interest within the data”. Thus, as I was interested in ethnic diversity and social equity, I first analyzed the data for any portrayals, or themes, related to these matters, without paying attention to other themes that may be present in the overall data. However, both the strategies and the Fb post was also, to some extent inductively analyzed, to gain an understanding of the major themes of the materials, as it was deemed relevant knowledge in order to both discuss their primary focus areas, and also, to provide a context. Furthermore, the Fb posts, that through the deductive analysis was coded under the theme of ethnic diversity, were additionally inductively analyzed on its own, to look for particular patterns in these posts, in regards to how diverse ethnicities were represented. This last part of the analysis allowed me to “to develop a model or theory about the underlying structure of experiences” (Ibid.), and can be connected to how Creswell (2014) have suggested that within a constructive philosophical understanding: “the process of qualitative research is largely inductive; the inquirer generates meaning from the data collected in the field” (Ibid.). In relation to the questionnaire-based survey, each of the questions asked, and thus the responses, were placed into one of three categories, based on the subject they entailed, thus following a deductive approach, as the questionnaire was also constructed based on the problem formulation and the pre-knowledge of the researcher. Conclusively, it is important to note, that I, as a researcher, acknowledge the active role I play in “identifying patterns/themes, selecting which are of interest, and reporting them to the readers” (Braun & Clarke, 2006).

5.5. Limitations and Validity

Despite its contribution in gaining different perspectives, and thus a deeper knowledge, on the degree of representation and inclusion of diverse ethnicities in Danish Tourism marketing, this research is not without limitations.

5.5.1. *Case study*

In the analysis of WoCo Fb posts I, as a researcher, did the coding and the categorization of data, thus it might seem highly subjective. My findings may differ from the intentions and ideas WoCo may have had with their posted content. However as this thesis is based on an interpretative epistemology, interpretation is seen as an important part of the research: “the researcher makes meaning of their data through their own thinking and cognitive processing of data” (Kivunja & Kuyini, 2017). It is acknowledged that my own worldviews can play a part in interpreting the data, resulting in findings that, to some extent are emphasized by my own subjective interpretations..

Moreover, as the visuals in the posts, and the people portrayed in them, were categorized based on my views, the choices could be biased, as also described by Burton & Klemm, (2011) a difficulty is related to “the ability to accurately identify racial and ethnic origin from an analysis of visual media. The number of Mixed Race individuals in many societies is undermining ‘pure’ ethnic and racial categories sometimes making it difficult to make a precise identification.” (Ibid.). It is acknowledged that we all have biases, whether we are conscience of them or not. I have taken some measures to avoid perpetuating these possible biases, by discussing the visual images, I was most unclear of how to categorize, with a couple of other persons, to gain their perspectives as well.

5.5.2. Questionnaire

Another limitation concerns the applied method of questionnaire-based survey, as it contained some difficulties and disadvantages. It is important to acknowledge some of the validity uncertainties, that could have had an influence on the respondent’s responses and thus the conclusions reached based on these responses. In this case, I’ve discovered some validity uncertainties pertaining to my survey that will now be revealed. *External validity*, revolves around to what degree the findings from the questionnaire can make generalizations about the topic under scrutiny (Navarro & Foxcroft, 2019). One of the possible lack of external validity revolves around if the 51 respondents in fact meet the sample criteria chosen for this thesis. Even though the questionnaire was distributed in Facebook groups, that arguably was made for members from ethnic minorities in Denmark, there still exists a risk that some of the respondents in fact, do not belong to the desired targeted group of this survey. Another, that is worth mentioning, is the uncertainties related to the responses given. It can never be known for certain if the respondents have answered “truthfully”, if answers were given based on assumptions, biases or perhaps based on how they wish or think the reality looks like. Some might have answered without giving much thought to the questions or the answers they have given, as they felt it time-consuming, as argued by Bryman (2016), “questionnaire respondents are more likely than respondents in interviews to become tired of answering questions that are not very salient to them and that they perceive as boring.” (Bryman, 2016, p. 223). Another aspect, is how self-completion questionnaire offers no help to the respondents, if they e.g. do not understand a question. This is one of the difficulties and disadvantages of my questionnaire-based survey. As this is a complex subject, both for me to write about in terms of making sure the questions were not formulated in a way that could offend someone, there existed some difficulties in phrasing questions clearly. Thus, as the questions may also have been difficult to comprehend for the respondents,

different interpretations of the questions may have been obtained, and some respondents may have perceived the questions in other ways than they were intended by me, which could lead to a sample member providing a response that is not to some extent useful.

It is also important to acknowledge some of the limitations that revolves around the translation of the questionnaire. As the questionnaire was originally written in English, and then translated to Danish, some of the meaning may have gotten lost in translation. I want to acknowledge and illuminate, that the translation may have been to hasted, and thus, re-reading it now, I have found that some of the translations to Danish may not have been precise enough, and thus, there is a small possibility that the respondents have understood a couple of the questions in slightly different ways. These limitations also relates to *construct validity* (Navarro & Foxcroft, 2019), which revolves around whether or not the questions you want answered are asked in a way, that will gain the responses that you seek, if they are answered “correctly”, in relation to the information you wanted to get, or if the responses have given answers that are not useful for your research. My questionnaire may contain weaknesses on this area, as described above. I acknowledge that the data collected from the questionnaire, is not representative of the population of people from ethnic minorities in Denmark. The findings from the survey will not be used for making generalizations, and it cannot make “over-claims for what data from a small sample can really say about a population” (Young, 2015). Instead the data will give an idea of some of the opinions and behaviors of a small sample of the sampled population, and it may be used as a pilot-study for other researchers to build on. The results of the research can thus still help in understanding and generating ideas for similar examinations. The findings from this study could be relevant for DMOs, as it could give them an idea of some of the benefits and importance of inclusive and diverse marketing.

5.5.3. *Future research*

My study can point to the fact that more research is needed in this area, to fully understand the level of inclusion and diversity in Danish tourism marketing. The questionnaire also points to how an investigation that digs deeper into the overall inclusion and diversity of the Danish industry could be of relevance, as some of the respondents expressed that they did not feel included in it. A single case study was employed in this thesis research, and thus only one organization’s marketing actions have been studied. Additional investigation of other tourism organizations or businesses in Denmark, and their marketing, is recommended in order to gain a more comprehensive

understanding of Danish tourism marketing and how they include and represent diverse ethnicities. Future research may also focus on a gaining a more broad and large sample, both in relation to gaining more responses, and in relation to having respondents that are more diverse in terms of age, gender and ethnicity. Similar research could be conducted with other groups of consumers, such as LGBTQI+ consumers or people with disabilities, to investigate how they are, and to what extent they feel, included in Danish tourism marketing. This could broaden the examination of inclusive marketing. If more time was available, I would also have liked to interviewed WoCo, to gain their perspective. This thesis calls for more academic research on this area, that could help build a more solid theoretical ground for the implementation of more inclusive and diverse marketing. Moreover, as it can be hard to convey feelings and emotions through questionnaires, it could also be relevant for future research similar to this, to conduct interviews with people from ethnic minorities in Denmark, to gain a deeper insight to their point of views, e.g. if lack of representation and inclusion in Danish tourism marketing is something that has an effect on them. It could also have been interesting to distribute a questionnaire to people outside of Denmark, who has traveled in Denmark, or more specifically Copenhagen, to gain insights about how they view the Danish tourism industry, and its marketing, in relation to inclusion and representation of diverse ethnicities.

6. Analysis

6.1. Strategies

The newest released strategy from WoCo, “Comeback Copenhagen” (CC) is a “joint 2021 plan for the recovery of the capital's tourism” (WonderfulCopenhagen, 2021). The strategy was created in collaboration with The Ministry of Business Affairs, The Municipality of Copenhagen, VisitDenmark and with the involvement of Copenhagen's tourism industry and cultural life. The strategy consists of four major themes, which reflects both the current and more longterm challenges Copenhagen face, both as a tourism destination and -industry. They are: 1) Sustainable tourism behaviour as a key competitive factor, 2) Tourism for the benefit of the capital and its inhabitants, 3) Adjustment to a new market situation and 4) The tourists and the tourism turnover back to the capital. The four themes are addressed by 12 initiatives, which are the main ambitions and course of actions for the recovery plan and development of Copenhagen as a tourist destination. The second strategy, “Tourism for Good” (TFG) was first made public on WoCo website through a press release on the 22nd of May 2019 (WonderfulCopenhagen, 2019). The strategy, starts off by stating how: “Wonderful Copenhagen's ambition for 2030 is that tourism in Greater Copenhagen positively impacts local and global sustainable development”. To realize this ambition, WoCo have outlined four focus areas, that defines their priorities for the period of 2019-2021, each with their own set of specific defined targets and actions, as well as a description of how they will contribute in reaching some of the 2030 SDGs. The four areas are: 1) Broadening tourism, 2) Tourism choices matter, 3) Partnerships for good and 4) Leading by example.

After several thorough readings and re-readings of the CC strategy, a pattern seemed to emerge, one where the matters of social sustainability, cultural diversity and inclusion were noticeably absent. As this strategy is created as a recovery plan, to help kickstart tourism after corona lock-downs, it is no surprise that the main goals of it, is to attract more tourists and thus gain tourism revenue, all the while taking precautionary measures in relation to the coronavirus-situation. These goals were thus also discovered as two of the main themes in the strategy. Though the words *inclusion* and *diversity* were not mentioned in the strategy, the word *sustainability* were. However, the majority of the associations with the words, were related to economic or environmental aspects:

“A new app [...] that should make visible and create demand for the industry’s green opportunities in the capital and thus influence the guests behaviour in a more sustainable direction”, “The plan should contribute to restoring tourism in a sustainable way, that secures economic growth, support among citizens and a reduced environmental- and climate footprint”; “Sustainable tourism behavior as a key competitive factor”; “Sustainability is an international competitive parameter in tourism”; “Tourists must be guided to find sustainable alternatives that can reduce the individual guest’s climate footprint at the destination”; “The initiative must help to attract guests, inspire them to make green choices in their experiences”

As emphasized, sustainability seems to be predominantly linked to environmental and economic aspects, only a few statements in the strategy relates to social sustainability, in the context of local benefits, which will be elaborated further on. Moreover, there is a strong focus on how environmental initiatives can be a catalyst for economic growth. This connection has also been highlighted and criticized by Higgins-Desbiolles et al. (2019) in a study of one of WonderfulCopenhagens previous strategies named “Localhood”. In her study, which presents a conceptual consideration of issues of degrowth in tourism, she describes how the strategy “captured the inherent contradiction between the “veneer” of sustainability that is presented to gain support for tourism and the centrality of the growth agenda which is still at the core of tourism policy and planning.” (Ibid.). This is not to say, that WoCo are not serious about their environmental initiatives, but, as just described, there seems to be a discrepancy between the two. In the Tourism For Good strategy, sustainability is a focal point throughout the strategy, and in contrast to the CC strategy, all four of their focus areas contains initiatives and statements which mentions all three pillars of sustainability:

“If you look close enough at the value chains of tourism globally, you will find social issues, over-consumption of natural resources and impacts on climate change”; “If tourism consumption and behaviour are managed responsibly, we will lower the negative environmental, social and economic impacts of tourist”; “Tourism has both positive and negative impacts on the three bottom lines, which is why sustainability efforts must include all three”; “The journey to managing tourism in a responsible way for the common good of both locals, travellers and planet”.

From these statements it can be argued that WoCo is aware of the importance of implementing holistic sustainable initiatives. The words *social* and *locals* are mentioned several times in the strategy, and it seems that the initiatives are directed towards how locals will benefit from tourism in relation to making their city more green, accessible and overall “better”, as well as new developments should minimize crowded tourists areas, most likely with the intent of lessening the impact tourists have on local’s lives:

“A reality where tourism contributes positively to society, to building better cities and destinations for locals and visitors alike and where tourism is a driver of positive change”; “We want to avoid a future [...] where locals are alienated from certain places, while other places see none of the benefits of tourism”; “When we develop the destination’s facilities to benefit both travellers and locals, tourism will contribute to inclusive and sustainable urbanisation with sustainable infrastructure and universal access”.

This shows how WoCo are aware of the importance of also targeting social sustainability issues. Inclusion is mentioned in one of the statements, it is however in relation to infrastructure, and not, or at least not explicitly stated, in relation to the inclusion of marginalized communities, or inclusion, in the way that is understood in SDG nr. 16: “building effective, accountable and inclusive institutions that can strengthen cultural identities”. The initiatives in the TFG strategy aims to create “regular opportunities for locals to be involved in tourism development”, and moreover they will conduct “a yearly analysis of the locals’ view on tourism and tourism development”. This initiative complies well to SDG nr. 10, that states how “Tourism can be a powerful tool for community development and reducing inequalities if it engages local populations and all key stakeholders in its development” (World Tourism Organization (UNWTO), 2015). One question to take up in the discussion is, who are these locals they talk about? The focus on local involvement points to how WoCo are aware of the impact locals can have on tourism, both positively and negatively, as also made apparent with their focus on the negative aspects of visitor pressure “In other European cities, the pressure of tourism is already creating conflict between locals and travellers.”. Besides the statements that focuses on including locals, only two statements explicitly targets the matters of social inclusion in the TFG strategy. The first states how WoCo will be “an organisation that consider social inclusion in its recruitment”, and furthermore they will

“promote co-operation on how tourism can contribute to social cohesion and the implementation of social policies”. These goals are admirable and important, it is however unfortunate that no further insights are given in relation to how they plan on going about doing it. No initiatives furthermore directly describes or revolves around the specific aspect of widening the participation of marginalized groups, in a way that is favorable to them, or providing opportunities for new places to be on the tourism map (Scheyvens & Biddulph, 2018), or in other ways engaging or including local ethnic communities. It is also stated By WoCo themselves, in the TFG strategy, that the SDG nr. 10, reduced inequalities, and SDG nr. 16, peace, justice and strong institutions, are goals that they will have low or no impact on.

The focus on locals, and how they benefit the destination is also mentioned, however a small theme, in the Comeback Copenhagen Strategy with statements as:

“Local support is a prerequisite for continued growth in tourism and the restoration of tourism in the capital must take place in a way where tensions between tourists and locals in frequently visited places are met”; “Tourism must be developed for the benefit of both citizens, tourists and the capital; and this places demands on e.g. dispersal of tourists and a focus on the positive effects of tourists”.

The strong emphasis on initiatives that are beneficial for locals, that involves them and takes their views into consideration, the highlighting of the positive aspects of tourists, as well as the awareness of combating possible tensions between locals and tourists, also mentioned in the TFG strategy in relation to the negative impact overtourism can have on the local-traveler relationship, shows that WoCo are attentive of the locals in Copenhagen. It may also be, that they are aware of how it is “bad for business” to have unhappy locals, in relation to how they may be an asset in promoting the destination. It is important that they are involved and content, and not a problem, as Kasapi & Cela (2017) have argued, in order to maintain a positive destination brand, it is imperative that people in the destination are “behaving in a way that reflects the destination’s brand values” (Ibid.). Though evidently the two strategies are, in a big or small degree, directing attention towards socially sustainable aspects, it seems that, especially the CC strategy, highlights socially sustainable aspects in a context of growth, especially the statement: “Local support is a prerequisite for continued growth in tourism”. Especially for a place like Copenhagen, Denmark, where one of the primary promotional values are connected to the happiness of it’s citizens, unhappy locals, that do

not give their support, may effect the destination economically, as it scatters the promotion and image of Denmark, and thus also Copenhagen, as the home of “the worlds happiest people”. These statements show how the new strategies and initiatives of WoCo, may not only be focusing on humanitarian deeds and good ethics, but also on deeper business motives.

One of the main themes in both of the strategies were arguably and without a doubt, economic gain, through the aspects of profit and growth. In the end, WoCo is a business, and it is therefore not surprising that they have a strong focus on these aspects. Both of the strategies have a repetitive focus on economic growth, visitor attraction and competitiveness. Particularly in the CC strategy, several initiatives and statements strongly and explicitly focuses on tourism turnover and growth: “There is a need to attract tourists and create tourism turnover and growth in the capital area as quickly as possible”; “Get the tourists to stay longer and consume more”. Similarly, the importance of having competitive advantage is frequently mentioned in several of their initiatives:

“The initiatives should support the capital in maintaining its international market position in a future with tougher international competition”; The initiatives should contribute in getting tourists back to the capital as soon as possible and equip the tourism industry for international competition”; “Getting them to choose Copenhagen over the international competitors”; “Strengthen the future competitiveness of tourism”; “Stand strong in the new competitive situation”; “Strengthen the capital's international competitive position”.

The TFG strategy similarly also has a strong focus on competition: “others already have equally good offers as sustainable destinations”, “other urban destinations around the world are developing fast”, “secure the position as an ambitious urban destination”, “Copenhagen may be seen as a sustainability role model which others may choose to follow”.

To emphasize the most important findings of this analysis, initiatives or statements that revolved around inclusion of ethnic minorities or in other ways contributed to tourism developments in marginalized local communities were not present. It can also be argued that none of the SDG's highlighted in the theoretical framework were considered, e.g. nr. 10 that revolves around “reducing inequality based on, among others, race, ethnicity, origin and religion”. Although there was a focus on social sustainability, it was still minimal in contrast to economic and environmental aspects.

6.2. Facebook Posts

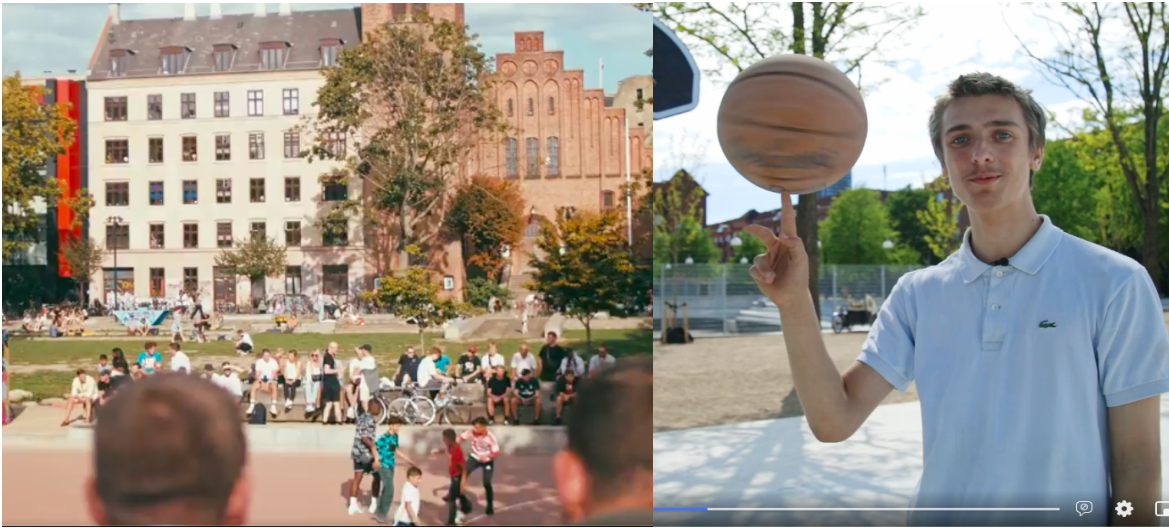
To obtain a deeper context, a thematic analysis of all the 132 posts produced by WoCo (or as they call themselves of Fb (VisitCopenhagen, 2021) was carried out, which led to a deeper understanding themes among the posts. The themes most commonly found were: 1) Park and Recreation, 2) Architecture and Design, 3) Restaurants, Hotels and Shops, 4) Cultural and Historical Attractions, Museum and Art, 5) Bicycles, and 6) Neighbourhoods narratives. The themes gathered, will not be further explained, as their purpose merely is to give important knowledge on what WoCo most dominant branding themes are, and thus, the brand image they are trying to portray. This will be further discussed in the analysis. Out of the total of 132 Fb posts from WoCo, only 65 post were analysed in terms of examining representation of ethnic diversity, as they were the only posts portraying visible people, from which visual characteristics could be interpreted. An initial analysis of the 65 posts, revealed that people were mainly portrayed as either bicycling, enjoying food, experiencing cultural sights or doing recreational activities. There is a theme of *togetherness* and *hygge* going through all the posts. WoCo seems to have created content around certain topics, or narratives, revolving Copenhagen, portraying the city as a fun, cozy, innovative, artistic, and historic city. Diving into the analysis of ethnic diversity, the examination first and foremost revealed that, the vast majority of people represented in the posts were white, or light-skinned, with light-colored hair. All 65 posts contained people with these similar characteristics, this type of ethnic appearance was the most dominant one in each of the posts. In other words, there seemed to be an overrepresentation of people with similar ethnic traits in terms of skin- and hair colour, while people with different ethnic traits or appearances were less represented.

Based on a very broad initial analysis and categorization of the 65 posts, posts that contained any, both very obvious and very narrowly interpreted, sign of ethnic diversity, were counted as a post containing diversity, which resulted in 20 “ethnically diverse” posts out of the total of 65 posts. From this it can be argued that diverse ethnicities are present in approximately one-third of the WoCo posts, as people with different appearances than the majority of the population, were included in these posts. That being said it is important to recognize that representation and inclusion in marketing aren’t to be measured in numbers alone or should be based on revealing if different groups are portrayed equally. Instead, a deeper look into *how* people are included and represented is needed in order to gain a more holistic understanding of the relationship between who is included and excluded, on what terms, with what significance, what roles they represent and if this picture

reflects reality, as also presented in Scheyvens & Biddulph's framework for inclusive tourism (Scheyvens & Biddulph, 2018). As described by Benjamin et al., 2021, inclusive tourism is one that "overcomes barriers to enable marginalized groups to participate meaningfully in tourism as producers and consumers, challenges stereotypes and calls for appropriate representations" (Ibid.; emphasis added). Thus, to gain a deeper understanding of exactly how these the 20 posts, that contains some aspect of ethnic diversity, are made up, the posts were analysed a second time more extensively. The posts were divided into four themes, each covering a different level of representation in the posts, based on how Moreno de la Santa (2020) have found that "a common trait in tourism advertisements has been the difference in the portrayal of non-white people versus white people" (Ibid.), and a study by Southall (Southall 2015 in Dillette et al., 2019) argues that the tourism marketing narrative surrounding people of color and people from ethnic minorities, for a long time have been, that they were either servants, staff or locals, and not explorers or travelers (Ibid.). How the people, who appeared visually diverse from the majority of white light-haired persons, are represented in the posts contra how people from the majority are represented, is explored. The analysis will look into the role people with ethnically diverse appearances portray as either an *extra*, are they mainly in the background or represented as one in a crowd of many; a *cameo*, are they only featured shortly; a *supporting role*, are they foregrounded in the picture or clearly portrayed in a clip; a *leading role*, are they the most obvious and primary visible part or narrative, taking up half or more of the given space.

6.2.1. *An extra (4 posts)*

In four of the posts, an almost invisible degree of diverse ethnicities was portrayed through the visible representation of a few people who could be perceived as being from an ethnic minority in Denmark. They were either portrayed in the background, as part of a crowd or only in a blink of an eye in a video shot (A121, A114, A48, A10). An example is post A121, which is a video about the neighbourhood of Vesterbro. The main person portrayed, and the only one given a voice, is a white, blond, blue-eyed man uttering a "Welcome to Vesterbro". The only diversity found in this clip is a less than a second clip, of a group of boys of colour, playing football in the background.



(A121)

(A121)

A second example is post A114, another video, posted on the last day of the year as a recap of the year that had gone by. Out of the approximately 30 various lengths clips the video consists of, only a couple of them portray diverse ethnicities. Moreover there seemed to form a picture of who was commonly positioned in more leisurely, cultural and “touristy” activities, and who was not. Assumably white, ethnic Danes were seen jumping into the harbour, kayaking, swimming in pools of nice hotels, exploring a museum, making christmas decorations, at what seems to be one of the very hip new paint-your-own-ceramic coffee shops and as a traveler with a suitcase on the train. While people with darker skin colours and darker hair were present in the roles of ballet-dancers, a man in a suit in what looks like an office building and a cook, making bread of some sort. Even though white, ethnic people were also portrayed as waiters in three of the shots, there was no portrayal of people with darker skin or hair, enjoying some more leisurely or “touristy” activities as e.g. swimming, enjoying or being creative with art. It appears paradoxical, that a destination labelled as a place for everyone, as also mentioned in one of the videos posted “*I have room for you all*” (A46) and a city rich on diversity and culture, does not seem to represent, or show a greater understanding of, the fact that enjoyment of leisure, cultural and sports activities is not only reserved for white, ethnic Danes. Copenhagen may be a place for everyone, but by not portraying people from different ethnicities in different “touristy” and leisure roles e.g. enjoying a warm summer day swimming in the harbour, or drinking a hot drink at a hip coffee shop, the narrative falls short. Are these people portrayed also the “takers” of Copenhagen's wonder, or merely the “givers”, who contribute in keeping the culturally diverse and vibrant brand alive.



All snapshots from A114)

6.2.2. *A cameo (5 posts)*

In this theme diverse ethnicities, were somewhat more visible. However, although people with appearances that differ from an ethnic white, light-haired Dane, are represented with bigger roles or more screen-time, there is still a recurring theme in how these people are portrayed and what significance they hold in the greater narrative of the brand story. Like in the previous posts, they are commonly seen as people who gives service to others, either in terms of waiting or as a manufacturer of goods in a shop (A129, A89, A111, A9, A74). Again, this is not to say that white, ethnic Danes aren't also portrayed in these roles, as they definitely are, instead the intent is to illuminate the narrow, and to some extent stereotypical representation of the spheres, in which

people with different characteristics than the majority in Denmark are mainly represented. That being said, two of the posts in this category (A9, A74) portray a man, a woman and a child with white skin and dark hair at a museum, who may not conform entirely to the stereotypical image of white, ethnic Danish people. It is not my aim to make any assumptions about their actual ethnicities, but in any case, the absence of people of colour being represented as taking part in tourist or leisure activities, in these five posts, remains clear.



(A129)



(A89)



(A111)

6.2.3. *A supporting role (4 posts)*

The posts included in this theme showed a higher level of diversity, in other words, people with different appearances than the Danish majority had a bigger part in these posts, as they were portrayed as some of the clearly visible people in the pictures or videos. Though some of the posts still portrayed them in servicing roles e.g. a dark haired and brown-eyed girl serving coffee (A118) and a brown-haired, coloured man working at a ceramics shop (A12), the two other posts in this theme showcased different settings. In post A82, a video portrays four people with diverse hair colours sitting around a table, enjoying drinks and food. Again it is not possible nor desirable to try to determine their actual ethnicity, what their depiction does emphasize, is a portrayal of diversity, not conforming to a stereotypical image of all white, blonde, blue-eyed, ethnic Danes. While positively showcasing diversity, it is still presented in a narrow way in relation e.g. portraying people with diverse skin colours.



(A12)

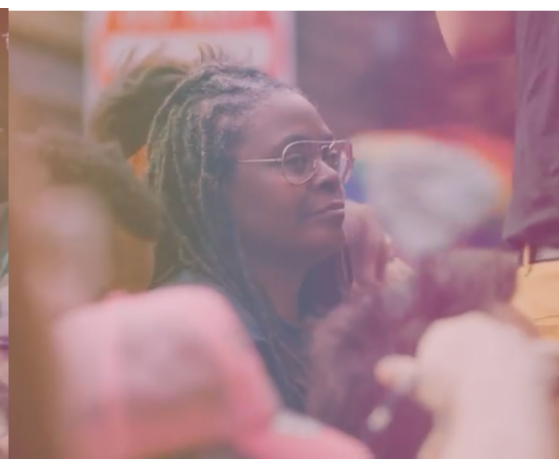


(A82)

The last post sorted into this category contains a video which was especially diverse, due to it being a promotional video for World Pride 2021 (a different kind of diversity and inclusion was thus present, that of gender and sexuality). The majority of the clips in the video represented white people, but nevertheless two of the clips presented racial diversity, as they included a clear and centred representation of a person of colour.



(A106)



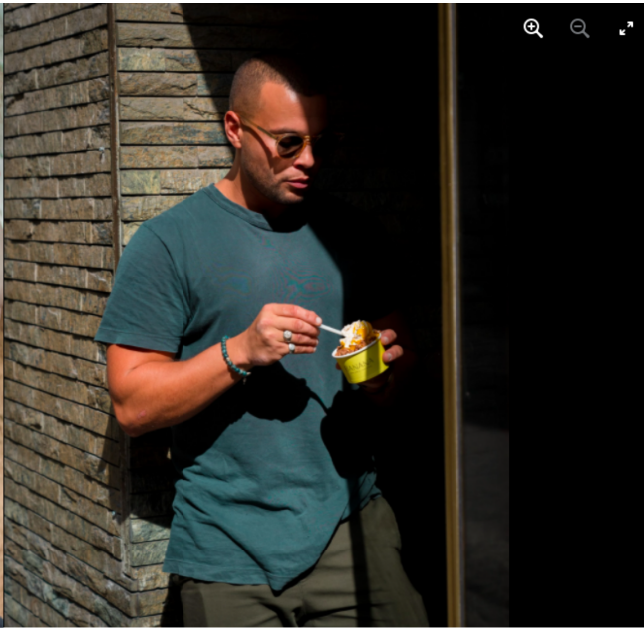
(A106)

6.2.4. *A leading role (7 posts)*

As the posts so far have revealed, ethnic diversity is very rarely portrayed in WoCo posts, and those that represent some level of ethnic diversity, tends to include the people that stands out from the majority, in certain ways. They are for the most part portrayed for less than a second, as a small part of a larger narrative, in the background, or in the role as different kinds of employees or workers, craftsmen or entertainers. The posts included in this theme, a leading role, arguably represented diverse ethnicities to a greater extent. As an example, in one of the posts, a picture is shared that portrays a dark haired, warm skin-toned man bicycling next to a blond woman (A62), which could be argued as a bigger portrayal of diversity, as one two people are represented, and they have different features. However, it could also be argued, that this picture, is in fact not representing this dark-haired man as a leading role, due to how the picture is taken from behind, a bit far away, and only his side is showing. He is not front and center, represented as the main narrative. A different post have shared pictures of an ice-cream shop (A97), from which one one the pictures are focused on a non-white man eating an ice-cream. Another post contains several pictures that very clearly depicts two black children looking at animals (A76). Besides the fact that, the people portrayed in these posts are the main objects in and narratives of the pictures, the posts also have in common that the people depicted, are in different roles than most of the people represented in the previous posts examined. The are assigned the roles of explorers, tourists, foodies and general culture- and leisure seekers. Two of the post in this category have represented non-ethnic Danes in “serving” or entertainment roles, one showcasing a chef, an assumeably asian man, who have won an award (A119), and one portraying the ballet dancers, who were also represented in a previously mentioned post, just now, they are the main narrative of the video (A96).



(A76)



(A97)

Finally, is two videos, that by far has the largest display of ethnic diversity as they, all the way through, represent people with various skin colours, different hair colour and type, clothing style and age to name a few of the things that differentiates them. Not only are people with many different ethnicities and appearances represented, they are also more included, as you get a more direct and personal narrative from these videos. The first video (A46), starts out with quick snapshots of people with diverse appearances. Different skin colours are represented as well as different hair colours, some have black hair, some light-brown and some blonde or white. The rest of the video, like much of the content of the other posts by WoCo, mainly revolves around showcasing monuments and architecture, leisure activities, events, food experiences and different areas of the city with among other things, vibrant streets and cultural life. It can be argued that the main narrative and focus of the video is to portray Copenhagens sights and attractions, and to brand Cph as a lively, cozy, innovative and interesting city. The main focus does not seem to be the portrayal of diverse ethnicities or narrating diverse stories of the people of the town. Nevertheless, ethnic diversity do come trough in some of the clips, where people with diverse appearances are portrayed, also in various roles. As an example, a woman with black hair and asian characteristics is portrayed in a bed at a hotel, a coloured, dark-haired man is portrayed enjoying some food, as well as a red-haired, white man is portrayed as a chef cooking food. People depicted doing sport or

leisure activities as e.g. swimming, paddle boarding, running, gardening or cycling still mainly remains white people.



(All snapshots from A46)

The video just discussed may be seen as a more indirect portrayal of ethnic diversity, as it has a bigger focus on selling the city of Cph through promoting “touristy” attractions and sights. However, the second video in this category is more explicit and by far the most diverse and inclusive one in terms of portraying ethnic diversity (A107). The narrative is almost exclusively focused on giving a more personal and ethnically diverse representation of Copenhagen and its citizens, more specifically the neighborhood of Nørrebro. The video was created by Samsøe

Samsøe, a Danish clothing brand, and shared by WoCo on their Fb page, it is thus not created by WoCo but still it may be seen as an extension of their views, since they actively shared it on their page. Many different kinds of ethnicities are represented in this video. They are portrayed in various roles, as they can be seen enjoying food, sitting at a cafe, skating, dancing, waitering or just walking down the streets. The people depicted have very diverse appearances. Both white men and woman, men and women of colour, people with blond, black, brown hair, as well as straight hair, curly hair and braids, and a woman wearing a hijab, are portrayed. Some of the clips in the video also presents the name of the restaurants the people are eating at, promoting these places, that from look of the videoclips, are owned by people of colour. Moreover in each of the clips, the people portrayed are describing what Nørrebro means to them through voice-overs. This gives a more personal feel to the portrayals, and further, by giving them a narrative and voice of their own, it goes beyond just representation, and can arguably be categorized as an example of inclusive marketing.

(All snapshots from A107)



6.3. Questionnaire Results

The questionnaire consisted of 18 questions, mainly in the format of closed-ended, scaled and multiple-choice, which have all been divided into three categories, that will form the structure of this chapter. They are: 1) Personal information, 2) Destination Denmark and domestic tourists, 3) Danish tourism marketing.

6.3.1. Personal information

The findings showed that 72,55% of the respondents identified as women, and 25,49% identified as men, leaving 1,96% that preferred not to disclose their gender identity i.e. one person. In terms of age, by far the largest group of respondents were between 25 and 34 years old (62,75%), followed by respondents between the age 18 and 24, and 35 and 44 (both 13,73%). The dominant age groups do correlate nicely with the most active age groups on social media, which was the medium used to distribute this questionnaire. The findings also show that the respondents mainly live in the Capital region of Denmark (52,94%) followed by The North Denmark region (13,73%). This is deemed highly relevant and useful, as this thesis also studies the DMO of the Danish Capital, WonderfulCopenhagen, which is located in the capital region of Denmark. The two following questions asked about the respondents nationality and how they would best describe themselves in term of ethnicity.

HOW WOULD YOU BEST DESCRIBE YOURSELF?			
Answer	Amount	Percentage (%) of total amount	(Respondents with this answer)
White	14	27,45	3, 4, 5, 7, 8, 18, 20, 23, 30, 31, 34, 35, 36, 45
Inuit (Kalaallit)	1	1,96	29
Black or African-American	2	3,92	26, 41
Hispanic, Latino or Spanish origin	1	1,96	17
Asian	10	19,61	2, 6, 8, 12, 14, 21, 28, 38, 42, 49
Middle Eastern or North African	23	45,1	1, 9, 10, 11, 13, 15, 17, 19, 22, 24, 25, 32, 33, 39, 40, 43, 44, 46, 47, 48, 49, 50, 51
Other	6	11,76	8, 16, 27, 37, 42, 46
Respondents with more than one answer	5	9,8	8, 17, 42, 46, 49

Table 4 – Perceived origin (Appendix B)

45,1% of the respondents describe themselves as Middle Eastern or North African, 27,45% as White and 19,61% as Asian. Only 1 person described themselves as an Inuit, one as a Hispanic, Latino or with Spanish origin and two described themselves as Black or African-American. 6 person answered “other” and thus their ethnicity is not known. As this question about ethnicities was a multiple-choice question, five of the respondents described themselves as belonging to two groups. In relation to this questions, it has been noted that the categories could have been created more precisely, as “Asian” refers to the people from the continent of Asia, and likewise North African refers to the country of North Africa, while Middle Eastern refers to a geopolitical and cultural area that covers some areas of Asia as well, and thus, some respondents may fit into more categories than one, which they also had the opportunity to choose. Nevertheless, a more clear categorisation could have made it easier to interpret the data. E.g. only 9 respondents described themselves as Asian, when in fact 20 of the respondents have an Asian nationality, which will be elaborated next. The open-ended question “What is your nationality” gave many different answers, and not all of them were clear, e.g. some have written Danish-Tamil or Danish-Kurdish. As Tamil or Kurdish is not a nationality, one could assume that what they meant was that their nationality is Danish, but their ethnicity are Tamil or Kurdish. One way this could also have been avoided, and thus statistical uncertainties could have been diminished clear answers could have been received, was a reformulation of the question, or an extension, e.g. the questions could have also asked “what does it say in your passport under nationality?”. Furthermore it could have been relevant to have a question, that asked specifically about the respondents ethnicity. Where nationality can be understood as a more juridical term, ethnicity is more culturally-bound and self-describing, and may perhaps have been more relevant for this thesis research. However, 39 of the respondents have a European nationality, 20 an Asian nationality, 2 an African nationality and 2 a North American nationality. One person answered “Vendelbo” which is not a nationality, but the term used to describe people from the northern part of Denmark, and one answered “Mixed”, though she did not clarify what the mix of nationalities were. The most common nationality belonging to the category of European nationality, are Bosnian (5,88%) and Danish (33,33). Apart from the respondents who only answered Danish, there is furthermore 12 respondents who wrote Danish as one of their answers, e.g. Danish-Somali or Danish-Afghan. In total, 14 people answered, in one way or another, that they have mixed nationalities. The most common in the category of Asian nationality are

Afghan (7,84%). The rest of the respondents were very spread out, but to name a few, some of the other nationalities present were Syrian, Palestinian, Turkish and Iraqi.

6.3.2. *Destination Denmark and domestic tourists*

The questions in this category revolves around the respondents domestic tourism behaviour, as well as their opinions about Denmark in the context of inclusion and diversity. The findings demonstrated that 49,02% of the respondents travel domestically for leisure or tourism purposes 2 to 4 times a year i.e. almost half of them. The next most dominant groups were those who answered “*once per year or less*” (17,65%) and “*4-6 times per year*” (17,65%). Moreover 56,86% of the respondents answered that they sometimes participate in tourism activities in Denmark e.g. hiking, concerts, group-tours, museum visits, city walks, or festivals, and also when asked, if they want to participate in tourism activities in Denmark, 74,51% answered “*yes*”, in comparison to 1,96% that answered “*no*”, and 23,53% that answered that they haven’t thought about it. These findings points to the fact that domestic travel and tourism activities in Denmark is rather common and also desired by the respondents of this survey.

The results of the questionnaire also revealed that it, to a large degree, was important to the respondents that Denmark is an inclusive and welcoming destination for all races and ethnicities, as well as it was important to them that Denmarks destination image in one of cultural diversity and inclusion. This shows that almost all of the respondents both cared about the internal aspect, if people of different ethnicities and races are included and feel welcome in Denmark, as well as the external, that Denmark is perceived and portrayed as a destination that is culturally diverse and inclusive, which also point to the importance of inclusive marketing in terms of creating a destination image that is positively acknowledged by locals.

HOW IMPORTANT IS IT TO YOU, THAT DENMARK IS AN INCLUSIVE AND WELCOMING DESTINATION FOR ALL RACES AND ETHNICITIES?			
Answer	Amount	Percentage (%) of total amount	(Respondents with this answer)
1 (Not important)	4	7,84	21, 29, 36, 37

2	0	0	-
3	2	3,92	4, 30
4	15	29,41	3, 11, 12, 14, 15, 16, 17, 18, 38, 39, 42, 43, 44, 45, 51
5 (Very important)	30	58,82	1, 2, 5, 6, 7, 8, 9, 10, 13, 19, 20, 22, 23, 24, 25, 26, 27, 28, 31, 32, 33, 34, 35, 40, 41, 46, 47, 48, 49, 50

Table 9 – Importance of inclusion regarding race and ethnicity (Appendix B)

Lastly, when asked to choose the statements about Denmark as a tourist destination, that they believed were most correct, a small divide appeared. While one statement was most common: “Denmark is showing signs of excluding actions and discrimination towards other races and ethnicities than white Danish” (47,06%), two other statements were also chosen several times by the respondents, statements that depicted Denmark in a more positive, welcoming and inclusive light. As the statement “Denmark is welcoming of tourists of all races and ethnicities” was chosen by 31,37% of the respondents and the statement “Denmark is focusing a lot of attention towards being inclusive and representative of all races and ethnicities” was chosen by 19,61% of the total respondents.

6.3.3. Danish tourism marketing

The intent of the following questions was to gain an understanding of how the respondents views Danish tourism marketing in different scenarios relating to inclusion and representation of ethnic minorities and people of colour. Also, the questions should help illuminate how important these matters are to the respondents and whether or not they themselves find it important to be culturally represented. Findings from the first question in this category show that the respondents based on their ethnicity and race, in a large degree, do not feel included and represented in Danish tourism marketing. On the likert-scale provided between 1-5, where 1 was “*I do not feel represented or included at all*” and 5 was “*I feel very represented and included*”, 35,29% of the respondents chose 1, and 17,65% chose 2. It was made apparent that the scale tipped in a certain direction, as the majority of the respondents, from their point of view to a varying degree, did not feel represented or included in Danish tourism marketing, based on their ethnicity and race. Related to this question, when asked, how important it was for the respondents to see themselves culturally represented in tourism marketing, 43,14% answered that it was fairly important to them, and 15,69% that it was

very important. In the opposite direction, 31,37% responded that it was not very important to them, while 9,8% responded that it was not important at all to them.

BASED ON YOUR ETHNICITY/RACE, TO WHAT DEGREE DO YOU FEEL INCLUDED AND REPRESENTED IN DANISH TOURISM MARKETING?			
Answer	Amount	Percentage (%) of total amount	(Respondents with this answer)
1 – I do not feel represented or included at all	18	35,29	5, 6, 7, 8, 10, 13, 17, 22, 30, 31, 33, 35, 38, 42, 43, 44, 49, 51
2	9	17,65	1, 2, 3, 9, 15, 26, 37, 41, 46
3	13	25,49	12, 14, 16, 19, 21, 24, 25, 28, 29, 32, 40, 47, 48
4	6	11,76	4, 11, 18, 20, 45, 50
5 – I feel very represented and included	5	9,8	23, 27, 34, 36, 39

Table 12 – Perceived sense of representation in tourism marketing (Appendix B)

In order to gain knowledge about the respondents' perceptions of Danish tourism marketing in relation to inclusion of diverse ethnicities and races, the respondents were asked how inclusive they thought Danish tourism marketing is of people of colour and ethnic minorities. The results on the likert-scale revealed that the majority of the respondents (39,22%) found themselves right in between, at a 3, where 1 was "not inclusive at all", and 5 was "very inclusive". The next most dominant group answered 2 (31,37%), followed by respondent who answered 1 (19,61%). Only 1 person chose 5 i.e. very inclusive, and 4 persons choose 4 (7,84%). Another question, which entailed different statements that the respondents should choose from, also looked into similar matters as the previous question. The two most dominant answers, in other words the two statements that was chosen by most respondents, was "Danish tourism marketing is inclusive of some races and ethnicities and exclusive towards others" (41,18%) and "Danish tourism marketing is not inclusive and diverse in relation to race and ethnicity" (33,33%). These statements points to a tendency that Danish tourism marketing is portraying exclusive behaviour towards some races and

ethnicities, and all in all, a larger portion of the respondents believe that they are in fact effectuating excluding behaviour in general. Other findings that connects to this are revealed through a question, that asked the respondents about whether or not they have noticed persons of different races or ethnicities than ethnic Danish people included in Danish tourism marketing. The responses were given in the following ways: “Haven’t thought about it” (29,41%), “Almost never” (25,49%), “Never” (23,53%), “Yes sometimes” (19,61%), and “Yes” (1,96%).

FROM YOUR POINT OF VIEW, HOW INCLUSIVE IS DANISH TOURISM MARKETING OF PEOPLE OF COLOR AND ETHNIC MINORITIES?			
Answer	Amount	Percentage (%) of total amount	(Respondents with this answer)
1 – Not at all inclusive	10	19,61	6, 8, 10, 22, 33, 37, 38, 46, 49, 51
2	16	31,37	1, 2, 7, 11, 13, 15, 17, 19, 28, 30, 31, 35, 42, 43, 44, 50
3	20	39,22	5, 9, 12, 14, 16, 18, 20, 21, 23, 24, 25, 26, 29, 32, 34, 39, 40, 41, 47, 48
4	4	7,84	3, 4, 27, 45
5 – Very inclusive	1	1,96	36

Table 13 – Perceived level of inclusion of people of color and ethnic minorities in tourism marketing (Appendix B).

Diving more deeply in to the specifics of tourism organizations and brands, the findings also revealed that 62,75% of the respondents expect tourism organizations and brands to promote cultural diversity and inclusion, while 11, 76% don’t think they have to and 25,49% did not have an opinion about it. Likewise, 45,1% of the respondents do not think about whether or not a tourism brand or organization have a culturally diverse and inclusive profile when they purchase products or services from them, though the same amount, alas, 45,1% of the respondents do think about it, and even more so, as they have answered that they are more likely to buy products and services from brands and organizations that have a culturally diverse and inclusive profile.

7. Discussion

This chapter will discuss the main findings from the analyses, based on knowledge gained from this thesis' background chapter and literature review. Possible marketing development initiatives will also be discussed and recommended, both from the aspect of economic growth and from a socio-cultural perspective. It is important to acknowledge that the suggestions given in the next chapters, should not serve as guidelines, but may be used as an ideation on what to think about, marketing-wise in relation to diverse and inclusive marketing, which may also help when it comes to marketing to new target markets.

7.1. The Socio-cultural Perspective

The analysis of the strategies showed that the Tourism For Good strategy, which was launched before the corona pandemic, has a higher focus on social sustainability, than their newest released strategy Comeback Copenhagen from 2021. However, none of their initiatives explicitly revolved around making developments that would benefit ethnic minority communities in Denmark or help combat ethnic and racial inequity in the Tourism industry. WoCo stated that they wanted “a reality where tourism contributes positively to society, to building better cities and destinations for locals and visitors alike and where tourism is a driver of positive change”, though it seems that the positive changes that should contribute to building a better society in Copenhagen, are limited to certain aspects. UNWTH has stated how “tourism can be a powerful tool for community development and reducing inequalities if it engages local populations and all key stakeholders in its development” (World Tourism Organization (UNWTO), 2015), but by not having implemented tourism developments goals that aims at having positive impacts on local ethnic minorities in Copenhagen, these areas and communities will miss out on opportunities that could support them, which may be especially needed in this time of economic crisis. The video by Samsøe Samsøe, that was shared on Fb by WoCo, portrayed, and gave the names of, restaurants that were owned by people from, presumably, ethnic minorities in Denmark. This may result in more costumers for the these restaurants, as people who watched the video may be inspired to visit them. Though this research has criticized portraying people from e.g. ethnic minorities in stereotyped roles, such as “servants”, there is a difference between doing it a few times, in ways that may benefit these people e.g. in this case it may support their businesses, and doing it over and over again in a superficial manner, that does not benefit the people portrayed, or their community. Inclusive tourism

developments could lead to more economic sustainability for local minorities, e.g. by focusing on marketing more ethnically diverse places in a destination, as well as representing businesses owned by people from ethnic minorities, as discussed in Scheyvens & Biddulph's (2018) framework for inclusive tourism it may help in "providing opportunities for new places to be on the tourism map" (Ibid.).

Based on the results from the questionnaire, almost half of the respondents, who were mainly from the Copenhagen area, feels that Denmark is showing signs of excluding actions and discrimination towards other races and ethnicities than white, ethnic Danes. Also, the majority of the respondents do not feel included or represented in Danish tourism marketing, which connects to the analysis of the Fb posts, that revealed, that the portrayal of diverse ethnicities in promotional materials was rather low. Although 20 out of the 65 Fb posts contained some sort of ethnic diversity, these findings were made with a very broad categorization of what ethnic diversity may look like, and often, the presence of people who looked different from the majority were just showed for half of a second, walking by, in the background or otherwise not truly represented. Moreover, these posts often portrayed people that looked different from the majority in specific "minor", and somewhat, stereotypical roles. Seven of the posts were categorized as particularly representative of ethnic diversity, which should be acknowledged. However, some of them were still rather superficial, e.g. the one representing a dark-haired man riding his bicycle, or the picture of the chef who one an award. Only the Samsøe Samsøe video was truly inclusive, as it was the only one that gave people that differs from the majority a voice, a narrative and portrayed them in many various roles. Thus, based on these findings and arguments, I would describe the level of inclusion and representation of diverse ethnicities in WoCo Fb posts as rather low. Also as they are not, in relation to Scheyvens & Biddulph's (2018) framework for inclusive tourism, "challenging dominant power relations", nor are they "facilitating self-representations by those who are marginalized or oppressed, so their stories can be told and their culture represented in ways that are meaningful to them" (Ibid.).

The questionnaire responses also revealed that 41,18% of the respondents believed that Danish tourism marketing is inclusive of some races and ethnicities, and exclusive of others. Though it was not stated exactly *which* ethnicities they meant were included and which were not, it can be argued, that the ethnicities they viewed as being included were ethnic white Danes. This argument is based on how this question may be understood in the context of the other questions asked, and the fact that 25 out of the 51 respondents, answered that they never, or almost never, see people of different

racess or ethnicities than white, ethnic Danes included in Danish tourism marketing, while 15 answered that they haven't thought about it. The lack of inclusive and holistic portrayals of diverse ethnicities, may have negative impacts on those who are not included, that goes further than just the Tourism sphere as explained by Licsandru & Cui (2018):

“Marketing communications are “socio-political artefacts” (Borgerson & Schroeder, 2002, p. 570) from which consumers draw their status in the host society [...] depictions in media shape individual self-perceptions and social relations (Bailey, 2006). Thus, when one's ethnicity is constantly excluded from marketing communications, there is a high risk that he/she will experience feelings of non-acceptance within the society. This, in turn, may engender belongingness and perceptions of fit within the host country” (Ibid.).

The connection between exclusive marketing communications and feelings of non-acceptance within the society, have also been acknowledged by Buzinde et al. (2006): “by promoting attitudes and values that are ingrained in dominant ideologies, pictorial depictions reward the social realities of ethnic majority groups and systematically devalue those of minorities” (Ibid.). Based on these arguments and the analysis of WoCo Fb posts, it can be argued that, if people who look different from the majority in Copenhagen, are to perceive their status in the Danish society based on how they see themselves represented in WoCo marketing materials, they are not given a particularly significant role in society, and neither are they seen in the same light, or given the same roles as white, ethnic Danes. As discussed in the Background chapter of this thesis, some people in Denmark believe that structural racism is present in Denmark, as well as studies e.g. that of Danbolt (2017), showcased how some Danes are stereotyping and categorizing immigrants as “problems” and “burdens” who does not belong in Denmark and who are not culturally compatible with the Danish identity (Ibid.). Especially discrimination and prejudices towards muslims, is present in the Danish society: “the majority of Danes feel like their culture is being challenged or even threatened by muslims” (Langgaard Andersen, 2014); “the European Commission against Racism and Intolerance has on several occasions expressed concern about the general climate of intolerance and discrimination against minorities in DK, particularly Muslim minorities.” (Jensen et al., 2017). Portraying people from diverse ethnicities in Danish tourism marketing e.g. people with diverse skin colours, hair structures and women wearing hijabs, as portrayed in the aforementioned Samsøe

Samsøe video, may help combat some of the racial discourses in the Danish society, hopefully minimizing the gap between the majority and the minorities, a gap that for the time being “legitimizes an excluding and discriminating state praxis” (Jensen et al., 2017). Moreover, the fact that people who look different from the majority were not represented in “touristy roles” in WoCo Fb posts, may make those that differs from the stereotypical “Danish” appearance, feel like they don’t belong or are not welcomed in these touristic spaces and places in Denmark. The questionnaire results showed that 74,51% of the respondents wants to participate in tourism or leisure activities in Denmark, thus, it is important that they feel welcomed in those tourism spaces as well. If a person who looks different from the majority, do not see themselves represented as a local, who enjoy food in the park or go swimming in the harbour, their identification with being a “real” Dane, and a “true” local living in Copenhagen may be damaged. Many of the respondents in the questionnaire described themselves as being Danish, thus, it is important to extend the understanding of what a Dane looks like, both to people living inside, and outside of Denmark, as “this imagined perception of what being Danish means “produces an artificial boundary between the majority and ethnic minorities in Denmark” and furthermore supports “the common notion of ethnic minorities being seen as “strangers” who do not “fit” into Danish culture as they are too foreign” (Langgaard Andersen, 2014).

It is acknowledged that Danish tourism marketing alone may not be powerful enough to create massive changes in society in relation to inclusion and discrimination, however: “the cultural significance of language and imagery is far wider than merely the impact of seeing a photograph in a brochure” (Pritchard & Morgan, 2000). Focusing on developing socially inclusive destination marketing may perhaps not have the same power as “real-life” inclusive developments, but nevertheless it *can* play an important part in contributing to an overall more inclusive society, as described in the study by Licsandru & Cui (2019):

“Exposing individuals from the mainstream ethnic background to diversity through marketing communications may lead to erasure of ethnic barriers and ethnic categorizations, towards a more inclusive society, based on acceptance and friendship [...] Marketing communications tailored to the diverse audience become, therefore, means of representation and social recognition of the ethnic individuals within the

society, giving them a sense of involvement in and contribution to the broader society beyond their ethnic groups/communities.” (Ibid.).

Danish destination marketers may unintentionally play a part in reinforcing discrimination and racial and ethnic inequity in the Danish society by not giving more consideration and attention to representation, and in what ways they represent, ethnic diversity in their marketing. Pritchard & Morgan (2000), have argued that: “representations used in destination marketing are not value-free expressions of a place's identity, instead, they are the culmination of historical, social, economic and political processes and reveal much about the social construction of space, cultural change, identity and discourse” (Ibid.). This can be exemplified, based on the analyses of data, in two ways. First, as presented in the Background chapter, the National Integration Barometer of Denmark reveals that 45% of non-western descendants and immigrants have experienced discrimination in 2020 based on their ethnicity (National Integration Barometer, 2020), however Danes generally identify themselves as a tolerant, liberal, humanitarian, democratic, progressive and open minded people (Danbolt, 2017; Jensen et al., 2017). Also, in a survey with people living in Denmark by Bostrup (2020), 51 percent completely or largely disagreed that there is widespread racism in Denmark. Looking at the responses from the questionnaires, 47,06% believe that Denmark is showing signs of excluding actions and discrimination towards other races and ethnicities than white, ethnic Danes and 35,29% have responded that they do not feel included or represented at all in Danish tourism marketing based on their ethnicity or race. Arguably, this shows that WoCo marketing materials to some extent are constructed expressions of Denmark's cultural and political identity, an identity where discrimination and exclusion is still somewhat present in society.

As described by Higgins-Desbiolles (2006) “tourism is, without a doubt, one of the most important forces shaping our world, however UNWTO has stated in their Global Report on the Transformative Power of Tourism that: “tourism's potential as one of the most important forces shaping our world (Cohen & Kennedy, 2000) and an awareness of its transformative capacities have been often overshadowed by the discourse of tourism as an ‘industry’ (Higgins-Desbiolles, 2006).” (World Tourism Organization (UNWTO), 2016). It was clear that economic losses due to the corona pandemic, has made WoCo, in their CC strategy, focus almost all of their attention towards gaining profit, to get the Danish tourism industry back on its feet. However, the TFG strategy outlines “the scope for what Wonderful Copenhagen can and will do to develop the destination when sustainable growth is the only relevant kind of growth”. This statement seems to be somewhat forgotten in their

new CC strategy, as it can be argued that, despite the focus on environmental sustainability, which often was linked to growth aspects and seen as a competitive factor as e.g. with the statement “a strong focus on how environmental initiatives can be a catalyst for economic growth”, WoCo are to some extent still “fixated on marketing agendas, turning away from any commitments previously held of tourism, recreation and leisure for social cohesion, inclusivity and well-being. [...] economic sustainability trumps all other aspects of sustainability” (Higgins-Desbiolles, 2018). The analysis of the strategies, especially the CC strategy, also highlighted that WoCo are aware of the importance of having content locals, that sees tourism as a positive development. They may whole heartedly care about their locals, but the way that they describe the developments that should benefit locals, it may seem that it also, and perhaps mainly, serves a business purpose. As stated by Higgins-Desbiolles (2018) in her analysis of WoCo’s Localhood strategy “while references to sustainable tourism may appear sporadically in their corporate publications, whole paragraphs and pages outline growth strategies and creating a business-friendly environment” (Ibid.). The CC strategy mentions that they will be “an organisation that consider social inclusion in its recruitment”, and furthermore “promote co-operation on how tourism can contribute to social cohesion and the implementation of social policies”, and the TFG strategy states that it will create “regular opportunities for locals to be involved in tourism development”, and moreover they will conduct “a yearly analysis of the locals’ view on tourism and tourism development”. These quoted goals and initiatives are all admirable and important. It is however unfortunate that no further insights are given in relation to how they plan on going about doing any of it, and if they are focused on also gaining views from diverse ethnicities in Denmark. Upon looking through the first key performance indicator status of the TFG strategy presented in October 2020 on WoCo web-site, almost 1 ½ years after the strategy was released, that the only new insights that was given in relation to this statement, was that social inclusion is an “important part of our recruitment process and we are dedicated to maintaining the importance of social inclusion in recruitment processes”. Again no statistics or “evidence” was given on how they are working with this goal. Including people from local ethnic minorities in tourism developments, and gaining their view on the Danish tourism industry, and its marketing, could foster more positive views, and result in tourism developments that are beneficial for local minority communities as well. WoCo could perhaps start, as the TFG strategy itself states, “broadening tourism”, however not only in the geographical sense as they describe it, but in a socially inclusive sense, where the developments, and the planning behind it, goes beyond including mainly white ethnic Danes, and their views, but instead make sure

that diverse people, places and communities in Copenhagen will benefit from its tourism developments. This is especially relevant, considering how WoCo themselves, in the CC strategy, emphasizes the significance of culture and cultural attractions: “culture is a key competitive parameter for the capital in the competition for tourist attention”. This specific initiative, number 5, is aimed at strengthening the cultural life in Copenhagen, as it is seen as a central competitive component in rebuilding tourism and “securing a creative and exciting city for the locals”. Showcasing the different cultures and ethnicities in Denmark, and giving them a narrative and a voice, will most likely be a positive development, as it shows people that Copenhagen has a diverse culture, which is often a positive trait that attracts tourists, as “the very foundation of travel is discovery, engaging with people from different cultures, races, ethnic groups, genders, and viewpoint (Francis, 2020). One way, that Danish tourism marketing could make people from ethnic minorities in Denmark feel more included is by portraying more ethnic diversity in their marketing, as Licsandru & Cui (2019) have found that participants in their interview, who were from ethnic minorities in the UK, drew from advertising imagery to “infer their position in the society and how included they are. One informant suggested that multi-ethnic embedded advertisements “send the message that we are in an inclusive society” (Sonia, African, 4 years in the UK). By portraying everyone together, the sense of belonging among individuals of ethnic background can be felt and reinforced” (Ibid.).

Diving a bit more into WoCo’s promotion of Copenhagen on Fb. When scrolling through the feed, one could easily get the sense that only white people are represented. If ethnic diversity is not present to the extent that one may easily “spot” it, it is hard to argue that the degree of representation and inclusion of diverse ethnicities is high in these Facebook posts. If people who look different from the majority are “hidden” in the background of a picture or video, or are mainly portrayed as waiters or in working situations, it may perhaps meet the requirements of representing a precise percentage of the demographic i.e. 1 out of 11 people, who are from non-western minorities in Denmark, but that doesn’t necessarily mean that WoCo marketing is representing and including people from diverse ethnicities sufficiently. Inclusion and representation in marketing is not about making a quota or about equality. It is about equity, it is about making sure that people are also represented in the *right way*. Returning to the initial thoughts of this argument. If, when scrolling, only 1 out of 11 posts on WoCo Facebook page represent e.g. let’s say, a person of colour, even if that person is represented as a “lead character”, one could still argue that the main image that WoCo presents will be lacking in diversity. This may be argued based on the fact that, in the 132 post examined in this sample, there is approximately one month between every 11th post. If one

month, and sometimes several months go by, in between people of colour, or people from ethnic minorities are represented and included in WoCo promotional materials, chances are, that the overall image of the materials, and thus the destination, do not express diversity and inclusion of diverse ethnicities. Moreover, this scenario was put forth with the idea that, the picture or video that included a person of colour, represented that person as the “lead character”. Then, imagine if the same person was instead represented in a “supporting role”, or merely as “an extra”. Thus, one may point to the importance of having a constant presence of diverse ethnicities to reach true diversity and inclusion, not 50%, and not 9%. It is not about making a quota, one might imagine WoCo having a “diversity month” like the “Black history month”, and then for the remainder of the 11 months of the year completely ignoring the subject. It needs to be sustained throughout the year. This thesis does not argue that, there should be an equal representation, which may meet a quota, but leaves the rest of the year completely void of diversity.. It is about plain visibility, in other words, having clear representations of people who differs from the white, ethnic majority in Denmark, and making sure those representations are inclusive in terms of portraying diverse roles, and not succumbing to stereotypes. As stated by Biddulph & Scheyvens, 2018: “If a narrow group of stakeholders are included in a tokenistic way in order to create the impression of progress, or if some marginalized people are included but in a superficial manner – as represented in the literature by terms such as green-wash, pink-wash – then tourism is not being inclusive in any meaningful way. It is, to borrow the terms used by Marques and Utting (2010), ameliorative rather than transformative” (Ibid.). In a study by Buzinde et al (2006) that analyzed ethnic/racial representations in Canadian brochures by DMOs, it has been acknowledged that even though genuine care may have been taken by the DMOs in representing visible minorities, like WoCo may also have taken, “the limited assigned roles were nonetheless reflective of the asymmetry of sociocultural power relations between minority and majority groups. [...] the restriction of representations solely to prescribed roles is limiting, since it provides the viewer with a distorted perception of the host population, while making claims about national identity”. (Ibid.). This quote is strikingly accurate in describing the case of WoCo and its portrayal of ethnic diversity in Fb posts. Minorities need to be given a voice so they can tell their own stories about Denmark. In a study by Buzinde et al. (2006) it is explained why representing some voices and faces in tourism marketing, and excluding others can be damaging: “tourism portrayals restrain power by authorizing the few to speak for the rest [...] due to its representational hegemony, this imagery alters events, places, and people since it makes claims on a particular reality and, arguably, affects

people's lives, rights, and positions in a given society (Ibid.). With this statement, one could also argue the importance of making sure every tourist can find someone who shares the same values or looks like them in Danish tourism marketing, as this could most likely assist in making them feel welcome and giving them a sense of belonging at the destination. From a marketing aspect, the absence and stereotyping of ethnic minorities is one of the most common forms of inferential racism in advertising (Petty, 2003), which is problematic as it may perpetuate a white perspective and gaze, excluding consumers from marginalized communities, who too uses tourism products and places. Denmark is predominantly made up of white, ethnic Danes, however, as mentioned previously, every 7th person in Denmark is an immigrant or descendant, and every 11th person in Denmark is an immigrant or descendant from a non-western country. And looking directly at Copenhagen, that number is elevated, as 15% of the inhabitants in Copenhagen are immigrants and descendants from a non-western countries. Danish tourism marketing should be reflective of that reality. What WoCo portrays is a somewhat skewed picture of reality. Based on the responses in the questionnaire, especially question 13 and 17 (Appendix B), it can be argued that the majority of the respondents don't perceive Danish tourism marketing as being inclusive in relation to race and ethnicity, while some find Danish tourism marketing inclusive of some races and ethnicities, but exclusive towards others. When asked if the respondents notice persons of different races/ethnicities than white, ethnic Danish people included in Danish Tourism Marketing, the two response-categories that were chosen the most, were *I haven't thought about it* and *almost never*. These statistics show how it is dominantly white faces and voices that are included and represented in Danish tourism marketing. By perpetuating this "homogeneous white gaze" that caters to mostly white people, Danish tourism marketing is continuing to cater to mostly white tourists, which can leave out huge markets of people of other skin colours, and moreover may give force to the stereotype that only white people travel, where they instead could assist in changing the narrative about *who* is a tourists, and what a tourist looks like. Higgins Desbiolles (2020) furthermore describe how this narrative can be changed, by "changing the way we market certain destinations and inviting diverse voices to take up space in the travel industry", as "travelers come from an array of races, ethnicities, shapes, sexualities, genders, and a million other traits" (Ibid.). The analysis of WoCo Fb posts, revealed that they too have a tendency to give voice and screen time to mainly white people.

The point of this is nevertheless, that tourists wan't to see people like them at the destination they are considering traveling to, so that they know, that they are welcome: "tourism is about reducing uncertainty around what to expect from a destination or service. It is also about creating an

environment where all people feel welcome and included” (Moreno de la Santa, 2020) Moreover, tourism marketing that represents diverse ethnicities and races, will most likely also make it easier for ALL people to visualize themselves at the destination, so that some tourists, are not forced to imagine themselves in the place of others, this may in turn, give competitive advantage over other destinations. As argued by Licsandru & Cui (2019): “Individuals constantly judge whether they are accepted, respected and recognized by others by drawing on cues provided in media and advertising” (Ibid.), which can also be paralleled to Tourism and destination marketing. If the destination, through their marketing, do not give any cue that e.g. people of colour are living or traveling to the destination, it may give the idea that they are not accepted or recognized. This is further supported by Licsandru & Cui in their study, where they emphasize views from individuals of distinct ethnicity in a majority white society:

“One respondent said that diverse marketing imagery could transmit information about how welcoming and friendly one country was towards foreigners: “if I go to a new country and I see for instance that they have like big publicity outdoor and everything that have more mixed people I do feel more comfortable in the country, especially if it is the first time I am there” (Nicole, Latin with European Influence, 6 years in the UK)” (Ibid.).

Burton & Klemm (2011) also states that research has revealed how “tourist spaces dominated by the ‘white gaze’ can be threatening for non-whites, indicating that tourist spaces are not neutral, but ‘racialized territories’”. Thus by portraying more diverse ethnicities in marketing, WoCo may help extend the understanding of who is a tourists, and create a foundation for a more welcoming destination image, where tourists of all colours and ethnicities may feel secure and wanted.

These findings should not depict Danish tourism marketing as hostile towards other ethnicities than Ethnic Danish, nor that it have been their intent to not want to portray diverse ethnicities, or choosing not to be diverse or inclusive, instead, they should highlight that there has been, and still is a lack of focus directed at these matters. The findings point to how inclusion and diversity have had very little presence in WoCo minds when doing their marketing, both the strategies and their posts, perhaps relating it may be due to how there has not been a particularly high discourse about these matters in the Danish tourism industry. Or, that most people in Denmark, as presented in the Background chapter, do not believe that racism is a problem in Denmark. What I am attacking with

this thesis is the lacking discourse, not WoCo per se, they are merely an example of some of the more deeply routed issues. As Denmark is still a country where white, blonde and blue-eyed people make up the majority, it would also not be a true depiction of the destination if Danish tourism marketing was overrepresented by people of colour. There needs to be a balance. It is hence more about the fact that not everybody portrayed in Danish tourism marketing should be white and blond. It is about diversity, showcasing, through marketing, how the “rest” of Denmark looks like, people who differs from the majority. Representation is to some extent about portraying the reality of the destination, but like revealed in the case of WoCo, marketing representations do not always reflect the true reality of a place. This can be related to the destination brand, and the act of branding Denmark as a tourists destination, where marketers are emphasizing Denmarks “best features”, and what makes them “unique”, which may not always be what is true.

7.2. The Economic Growth Perspective

Although this thesis arguments so far have been founded on the ethical and social aspects of including more diverse ethnicities in WoCO marketing materials, and in general in Danish tourism marketing, it is not all about justice and ethics. There are also several economic benefits that could justify why it also makes good business-sense for Danish tourism marketing to become more diverse and inclusive of diverse ethnicities and races. The ethical and social aspect is also somewhat present in WoCo minds, but, it is made clear through the analyses of WoCo strategies and Fb posts, that they are, first and foremost, promoting a business, where growth and economic profit is their primary concerns. Thus, it is important to also discuss what marketers may gain by including and representing more diverse ethnicities in their marketing, which will now be discussed.

The analysis of WoCo marketing strategies revealed that WoCo understands the importance of having competitive advantage in a growing market, and especially now when tourism is to restart after corona lockdowns. WoCo repetitively mentioned different initiatives that should help develop Copenhagen in a way that made tourists choose Copenhagen over other destinations with similar attractions. In their CC strategy they describe how it “demands new ways of thinking and innovative solutions”. One of the most important factors related to attracting tourists, making them choose one destination over another, is having a positive destination brand and image. The analysis of the strategies showed that WoCo also is aware of the importance of having a positive brand, as they focus attention towards limiting local-tourist conflicts and also e.g. with statements stating that

they will: “develop a tool kit for hotels and venues enabling them to tell the destination’s story on sustainability”, which can point to how they are emphasizing sustainability in the narrative about Copenhagen, as it will most likely have a positive effect on tourists, being a highly discussed topic in modern society. Kasapi & Cela (2017) have stated how “living in a world where competition is fierce, it is about time to start thinking about finding new ways to improve the image of the city with the purpose of attracting visitors (Ibid.), they also describe how “City branding is understood as the means both for achieving competitive advantage in order to increase inward investment and tourism” (Kavaratzis, 2004 cited in Kasapi & Cela (2017).

Danish tourism marketers could benefit business-wise from representing more diverse ethnicities in their marketing as it may result in a more inclusive and positive destination brand and image, which are important factors for general growth, as it can influence how visitors perceive the destination and thus their travel choices. Studies have shown how companies who are more inclusive and diverse actually benefits from it in terms of growth and profit, for example in relation to how people are more likely to buy a product, in this case the destination, if they feel they are included or represented in the marketing. It is important for consumers to see someone who looks like them in marketing, and tourism marketing is no different: “Ethnic minority members do feel that they are marginalized within travel brochures and may be more predisposed towards the product if images of their own ethnic group were more visible. (Klemm, 2002 as cited in Burton & Klemm, 2011). Seeing someone who looks like you at a destination, will give a sense of belonging. In other words, diverse marketing helps reassure people of all ethnicities and races that they will be welcome. This is also why it is a good idea to work with, or share content from, influencers from different ethnicities and races, on destinations social media pages, perhaps give voice to someone from an ethnic minority in Denmark, and let them share their advice on Copenhagen’s best features, as also emphasized by Scheyvens & Biddulph (2018) in their inclusive tourism framework, where they encourage “facilitating self-representations by those who are marginalized or oppressed, so their stories can be told and their culture represented in ways that are meaningful to them” (Ibid.)

UNWTO have stated that consumer demands are changing (World Tourism Organization (UNWTO), 2016). Consumers are becoming more aware of inequality and injustice in society, especially in relation to race and ethnicity. As several statistics presented in the literature review have shown (Alcantara, 2021; Burton & Klemm, 2011; Dillon, 2019; Guttman, 2020), consumers are demanding more inclusive marketing, and are aware of these matters when looking at

businesses and organizations (Ibid.). This has resulted in a heightened awareness of these matters, and has affected how destinations, in fact whole countries are perceived also in a tourism context: “it seems that incorporating inclusive and diverse branding and marketing strategies might become fundamental for tourism stakeholders to stay abreast in a competitive market, hence relevant for the consumers.” (Accenture, 2019; Dillon, 2019). This have also recently been supported by Costa et al (2020): “in the current competitiveness framework and facing the actual challenge of COVID-19, devising clear inclusiveness policies for destinations and organizations can be a differentiating and distinctive factor. Tourism will increasingly tend to follow the evolution of thinking and must be able to respond to a public more concerned with and attentive to social issues” (Ibid.).

The heightened consumer focus on inclusive tourism brands was also present in the questionnaire-based survey, as 45,1% of the respondents responded “Yes”, when asked if they were more likely to purchase products/services from tourism brands or organizations with a culturally diverse and inclusive profile, and 62,75% answered “Yes, I think it is important” when asked “Do you expect tourism organizations and brands to promote cultural diversity and inclusion?”. Directing attention towards these matters could thus be of importance, both in terms of current and future tourists, as it can have an impact of their destination choices. These studies have also shown how brands and businesses who are inclusive and diverse gain more profit and growth than those in their same field who are not, and that people are more likely to choose businesses who have a higher focus on diversity and inclusion than those who do not, as also argued by Licsandru & Cui (2019): “Multi-ethnic embedded marketing [...] show that the brand is more inclusive, more welcoming and more accepting towards ethnic consumers, which leads to positive response to advertising and implicitly enhanced brand equity, brand respect and purchase intentions.” (Ibid.). WoCo may benefit from representing more diverse ethnicities in their marketing e.g. in relation to how diverse and inclusive marketing can grow tourist loyalty and satisfaction. When brands address representation, it has a range of positive effects, including helping to drive purchases and loyalty (Accenture, 2019), which was also supported in Licsandru & Cui’s study: “One African participant mentioned that even when a black person was not portrayed in the advertisement, he felt included only by seeing that the brand was open to diversity and featured multicultural cues in its adverts” (Licsandru & Cui, 2019). As competition between tourism destinations has increased, it is now more than ever important to comprehend tourists’ demand and expectations, in order to create a brand that can gain the attention of consumers. Thus, diverse and inclusive marketing could possibly bring more economic growth,

as tourists may chose a product i.e. a destination, that has an inclusive and diverse profile and image over one that hasn't. People want businesses to do better and develop campaigns that are diverse and inclusive, by failing to maximize inclusion, advertisers are also failing to maximize reach and resonance with their campaigns (Dillon, 2019). By being more diverse, Denmark may also be seen as a more modern and innovative country, that most likely will attract different types of people. It may help spark interest in Denmark as a tourists destination, attracting tourists from different countries than those who normally visit.

Denmarks biggest market is Germany followed by Norway, Sweden, The Netherlands and Great Britain (VisitDenmark, 2020), and thus, it is perhaps no surprise that Danish marketing materials mainly targets and caters to people from these countries, by portraying people who has similar ethnicities and appearances as visitors from these countries. However, these countries, especially Germany and Great Britain, also has a lot of people that have different ethnicities than their majority, people who look "different" from the majority, and they may also be looking at Danish tourism marketing, thus, it can be argued that diversity in marketing materials are important, also, based on Denmarks target markets. As discussed, consumer demands and expectations are changing. And so are the faces of tourism. U.S focused research has shown that the African-American diaspora spend 63 billion dollars annually in travel dollars, Mexican-American's 73 billion annually, Muslims 170 billion and the Latinx community 56 billion Buzinde et al., 2006; Chio et al., 2020; Dillette et al., 2019; Höck, 2017 & Morse, 2019 as cited in Benjamin et al., 2021). Moreover, according to Higgins Desbiolles (2020), people from China, India and developing countries from the global south are also traveling far and in growing numbers. Denmark could potentially "tap into" these markets, in relation to attracting more tourists to Denmark, consumers with tourist-dollars, that may be valuable in relation to growing the Danish tourism industry. As these tourist numbers are rising, it is now more than ever, important for Danish tourism companies and organizations to focus on becoming more inclusive and diverse, as it may potentially attract these "new diverse" tourist markets. In this discussion of diversity and inclusion in Danish tourism marketing, it is important to acknowledge that, destination marketing and branding is about promoting what makes Denmark, and in this case Copenhagen, unique:

"All branding tries to endow a product with a specific and more distinctive identity, and that is, in essence, what most city marketing seeks to do for cities. A place needs to be

differentiated through a unique brand identity if it wants to be, first, recognized as existing, secondly, perceived in the minds of place customers as possessing qualities superior to those of competitors and, thirdly, consumed in a manner commensurate with the objectives of the place” (Kasapi & Cela, 2017).

A part of what makes Denmark unique is the blond and blue-eyed white, ethnic Danes. It is one of the big “selling-points” in the promotion of Denmark. It is one of the most significant factors, that makes Denmark, and thus Copenhagen, different from many other destinations in the world, and thus, attractive in the eyes of people from other places in the world, as one of the key-factors in wanting to travel is experiencing difference. A country where the majority of the population is blue-eyed, blond and white, and also, the happiest on earth. This is often what the narrative of Denmark is built on, the narrative people are told. It is most likely the story that most people think of, when they think of Denmark. This clear image and brand narrative was also revealed, through the thematic analysis of WoCo Fb posts, as the main themes were linked to food, architecture, bicycling and leisure activities, among others. The posts were mainly portraying happy people, mainly white and blond, eating, swimming, talking, being together in large groups, the “hygge”-aspect.

As discussed in the literature review, destination branding strategies, focuses on specific segments to portray in marketing, particular assets of the destination: “cultural brokers, travel intermediaries, including tour operators, media organizations and advertisers act as mediators between hosts and guests by selectively identifying segments of the culture to be shared with outsiders” (Burton & Klemm, 2011). As the majority in Denmark are still blonde and blue-eyed white, ethnic Danes, they are obviously overrepresented in marketing materials promoting Denmark. The results of the questionnaire, also showed that 25,49% of the respondents almost never noticed persons of different ethnicities/races than white, ethnic Danish people included in Danish tourism marketing, and 23,53% answered that they never noticed it. By focusing on a certain identity and ethnicity, others will likely be excluded, descending to exactly that label, otherness, as they do not fit into the certain narrative or identity the destination is trying to convey. WoCo are, by not being more inclusive of diverse ethnicities in their Fb posts, excluding people in the narrative of Denmark, excluding other important aspects of what Denmark is made of, and who it is made of. By minimizing the role of ethnic minorities in the Danish society, a part of the story and identity of Denmark is left untold. What makes Denmark unique is important, as long as it doesn’t become a stereotypical image of Denmark and Danish identity, that overshadows the actual reality of Denmark: “The imagery of a

particular place and the characteristics of the people that cultural brokers promote in publicity do not always reflect reality, and can be based on outmoded, stereotypical views of cultural heritage” (Burton & Klemm, 2011). Even though Denmark is rather homogeneous, and mainly made up of white, ethnic Danes, it is not the whole truth. As discussed, 14.0% of the total population in Denmark is made up of immigrants or descendants of immigrants. Especially Copenhagen has ethnic diversity, and its diversity is growing (Københavns Kommune, 2020), so one may believe that Copenhagen would have an interest in portraying a picture of Copenhagen that is more true to reality, in terms of what kind of different identities and ethnicities you normally, on a day out in Copenhagen will see walking down the street. However, DMOs are not alone in changing the destination image. There are many other factors that can shape the destination image, and it can therefore be difficult for DMOs to control a destination's image. DMOs cannot promise that the destination brand, and the image tourists perceive, will be what meets them, or lives up to the expectations they have, when they visit the destination as “such a complex experience is difficult to guarantee every time, given the variable nature of tourism products and the fact that all its elements are not under the control, or even the direct influence, of the DMO” (Blain et al., 2005). However: “although the promise is not necessarily a guarantee, it extends a degree of comfort to visitors, as they can more fully and accurately anticipate their imminent or upcoming vacation experience. As with other service organizations, if the promise cannot be delivered, the visitor is dissatisfied” (Blain et al., 2005).

The matters of inclusive marketing is a difficult area to enter, and one must be aware of pitfalls, so that implementing diverse ethnicities does not become an act of tokenism, cultural appropriation or stereotyping. Especially it can be problematic as a white, ethnic Dane, and for a destination which majority is rather homogeneous white to understand how to best market to people from different ethnicities and races. That is why hiring people who are e.g. in the case of WoCo, not a white, ethnic Dane, to help with the marketing could be smart. As an example, people from ethnic minorities in Denmark will most likely have deeper, different, and more personal insights on how to best market in a diverse and inclusive way. Hiring people from ethnic minorities in Copenhagen to help with marketing ethnic diversity in promotional materials will most likely give better results. As mentioned, diversity in Copenhagen is greater than anywhere else in Denmark, so finding people of diverse ethnicities and races to assist WoCo in transitioning into more inclusive and diverse marketing will most likely not be a problem. By hiring people of diverse ethnicities, WoCo will also be

inclusive from a more internal aspect, as discussed in the literature review. On the subject of diversity in the work place, WoCo themselves stated in their CC strategy that they, and their cultural partners, should “think innovatively in relation to what experiences they could offer to new target groups. A study by Accenture (Dillon, 2019), revealed that diversity, and equality, sparks creativity and innovation in a work-space.

“Diversity remains a critical building block to unleashing innovation [...] While the impact of diversity factors alone on an innovation mindset is significant, it is much higher when combined with a culture of equality. In the most-equal and diverse cultures, an innovation mindset is 11 times greater than in the least-equal and diverse cultures” (Ibid.).

WoCo could then think about, how hiring people from diverse ethnicity may actually help them in becoming more innovative. This may also, first of all make a difference for the people who you include, and second, it may emphasize that your organization is in fact not doing “green” washing.

One of the challenges for DMOs when it comes to pushing the common perceptions of Denmark without altering what is also the destinations unique selling-points, altering too much with the brand image. It is not about disregarding the features that makes Denmark unique, as erasing the main selling-points of Denmark may result in Denmark losing the competitive advantage they have, or lead to a loss of loyal tourists, that do not resonate with the new brand image. It is however about making sure that the portrayals of pleasure and enjoyment do not get “mobilized in the sustaining of a whitewashed image of Danish national community” (Danbolt, 2017). There exists a fine line, between being unique to attract tourists, and being too unique (too white) as it may alienate certain markets, make tourists, who do not see themselves represented in Danish tourism marketing, think that they are not welcome. As also described by Burton & Klemm (2011) “Advertisers also need to undertake this activity without alienating their main target market of white consumers, in order to prevent a ‘white backlash’” (Ibid.). Denmark is still a rather small and homogenous country, where people to some extent are afraid the world outside, afraid of changes, thus safeguarding Denmark, and what is considered “Danish” is deemed of high importance for many Danes. As mentioned earlier, societal developments towards equity and inclusion may generate turmoil, as the Danish people and society in general possibly will find it difficult to let go of structural racism, that challenges how “things have always been”, connected to Danish nostalgia, and also, due to the fear

of cultural change. Considering how the questionnaire results revealed that 47,06% believe that Denmark is showing signs of excluding actions and discrimination towards other races and ethnicities than white, ethnic Danes, and that 32% percent of the respondents in a racism-survey in Denmark stated, that they completely or predominantly agree that there is widespread racism in Denmark, one could argue that perhaps one of DMOs concerns also related to how portraying more diversity in their marketing materials may effect them. In contrast, the fact that WoCo did not portray more diversity in their marketing materials than they did, one could also argue that they are supporting the current state of color-blindness in Denmark (Jensen, 2017). In their strategy WoCo states how “Copenhagen is known as a sustainable city with [...] acceptance of diversities and as a safe city for visitors.” While this may be true there seems to be no interest in supplying evidence for this statement. It is, as mentioned, known that Copenhagen is diverse, but to categorically say that there is an acceptance of diversity is to look past the lack of diversity and acceptance of ethnic minorities in Denmark, especially muslims.

8. Conclusion

From the examination of WoCo Fb post and strategies and the results from the questionnaire it can be argued that Danish Tourism marketing are including and representing diverse ethnicities in very limited and narrow ways. Inclusion and representation of diverse ethnicities was not very common in WoCO Fb posts. The majority of the posts, portrayed people who were white and blond. People, who looked different from the majority were present in some of the posts, however, they were mainly portrayed for less than a second, as a small part of a larger narrative, in the background, or in the role as different kinds of employees or workers, craftsmen or entertainers. People who visually appeared to be ethnic Danes were more commonly represented in roles as explorers, tourists, foodies and general culture- and leisure seekers. People who looked different from the majority, were often not represented in these roles, except for a handful of posts, that represented a higher amount of different kinds of ethnicities, and also, portrayed them in different roles. The analysis of WoCo strategies also revealed that development initiatives that may directly benefit local ethnic minorities were not included in these marketing materials. The social equity aspect of social sustainability was also given a minimum of attention, only mentioned once in relation to hiring processes. None of the SDG's, that particularly revolves around inclusion, diversity and reducing inequality based on, among others thing race and ethnicity, were considered. There was a focus on social sustainability, but it was minimal in contrast to economic and environmental aspects. Almost half of the questionnaire respondents felt that Denmark is showing signs of excluding actions and discrimination towards other races and ethnicities than white, ethnic Danes, most of them, do also not feel included or represented in Danish tourism marketing. The majority of the respondents do not perceive Danish tourism marketing as being inclusive in relation to race and ethnicity, while some also find Danish tourism marketing inclusive of some races and ethnicities, but exclusive towards others. Including more diversity and inclusion in relation to race and ethnicity in Danish tourism marketing could yield benefits from both a socio-cultural and business-aspect. It may help attract "new diverse" tourist markets, create a more positive destination image and gain more profit and growth by meeting consumers demands, that are focused on inclusion and diversity. The lack of diversity and inclusion in Danish tourism marketing may have a negative influence on how ethnic minorities and people of color living in Denmark see themselves, their identity and their feeling of belongingness, and also how tourists views Denmark in relation to feeling welcome. Including more diverse ethnicities in Danish tourism marketing, could help change this.

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Appendix

A – VisitCopenhagen's Facebook Posts

Retrieved from (VisitCopenhagen, 2021).

Post nr.	Name	Date	Code
1	Hidden gem alert...	May 11 th 2021	A1
2	Distinctive, sophisticated and green...	May 8 th 2021	A2
3	There's a T. rex in town...	May 4 th 2021	A3
4	Biking into May like...	May 1 st 2021	A4
5	Toldboden is not a bad place...	April 30 th 2021	A5
6	When spring shows its face...	April 28 th 2021	A6
7	A true Copenhagen classic...	April 25 th 2021	A7
8	As if @framaph wasn't...	April 23 rd 2021	A8
9	Today is a special day...	April 21 st 2021	A9
10	Street art, spring feelings...	April 14 th 2021	A10
11	Great Copenhagen architecture...	April 7 th 2021	A11
12	Unusual shopping experience...	April 4 th 2021	A12
13	Since 1901, the breathtakingly...	April 2 nd 2021	A13
14	Spot a Copenhagener biking...	March 31 st 2021	A14
15	Now here's a bright spot...	March 27 th 2021	A15
16	Now here's a solid place...	March 26 th 2021	A16
17	You don't have to walk...	March 24 th 2021	A17
18	Is anyone out there excited...	March 20 th 2021	A18
19	That daily Nørrebro commute...	March 18 th 2021	A19
20	A view with a hue...	March 14 th 2021	A20
21	Feels like time traveling...	March 12 th 2021	A21
22	Hidden heroes of the city...	March 10 th 2021	A22
23	With vast corona restrictions...	March 7 th 2021	A23
24	Whether you'll use them as...	March 5 th 2021	A24
25	Some things never change...	February 27 th 2021	A25
26	Tomorrow is the last day of...	February 26 th 2021	A26
27	Now here's a brilliant spot...	February 25 th 2021	A27
28	A different excursion could...	February 23 rd 2021	A28
29	Daily Mail have explored...	February 20 th 2021	A29
30	Chief City Architect of...	February 18 th 2021	A30
31	Skis and sledges are...	February 16 th 2021	A31
32	A local favourite among...	February 15 th 2021	A32
33	A walk around The Citadel...	February 13 th 2021	A33
34	Fueling up on fresh air...	February 11 th 2021	A34
35	We miss panting and the...	February 9 th 2021	A35
36	Not the worst backdrop...	February 7 th 2021	A36
37	A true Copenhagen classic...	February 5 th 2021	A37
38	When it's much more than...	February 4 th 2021	A38

39	Culture Trip know what's...	February 3 rd 2021	A39
40	This time of year...	January 29 th 2021	A40
41	If you're an outdoorsy...	January 25 th 2021	A41
42	Longing for an interesting...	January 23 rd 2021	A42
43	Today we're celebrating...	January 18 th 2021	A43
44	Grab a coffee and take...	January 15 th 2021	A44
45	While it isn't possible to visit...	January 13 th 2021	A45
46	Guess we could all use a...	January 8 th 2021	A46
47	The always picturesque...	January 6 th 2021	A47
48	What a year it's been...	December 31 st 2020	A48
49	In Copenhagen, spectacular...	December 29 th 2020	A49
50	The streets are still sparkling...	December 26 th 2020	A50
51	Merry Christmas everyone...	December 24 th 2020	A51
52	Last-minute preparations...	December 22 nd 2020	A52
53	Well if it isn't an early...	December 19 th 2020	A53
54	There's always that one...	December 17 th 2020	A54
55	Bikes and mouthwatering food...	December 15 th 2020	A55
56	The twinkling Christmas lights...	December 12 th 2020	A56
57	Architecture is the framework...	December 11 th 2020	A57
58	Even a rainy day can't stop...	December 6 th 2020	A58
59	This canal-side street probably...	December 4 th 2020	A59
60	Just in: Alchemist is the best...	December 1 st 2020	A60
61	Get ready for it...	November 29 th 2020	A61
62	Vehicle of choice...	November 27 th 2020	A62
63	Modern architecture and urban...	November 26 th 2020	A63
64	National Geographic just added...	November 17 th 2020	A64
65	Compared to Copenhagens other...	November 16 th 2020	A65
66	Fall in Copenhagen at its finest...	November 15 th 2020	A66
67	A chilly November day like...	November 13 th 2020	A67
68	Three different Copenhagen...	November 8 th 2020	A68
69	A quiet Copenhagen moment...	November 6 th 2020	A69
70	The electric harbour...	November 4 th 2020	A70
71	Many of Copenhagen's hotels	October 24 th 2020	A71
72	Autumny afternoon stroll...	October 23 rd 2020	A72
73	Now here's a cool place...	October 22 nd 2020	A73
74	Now, this is a perfect...	October 17 th 2020	A74
75	There's a new sustainable...	October 16 th 2020	A75
76	Hidden gem alert...	October 14 th 2020	A76
77	Ready for a new week...	October 11 th 2020	A77
78	"Nørrebro has never-sleeps...	October 9 th 2020	A78
79	Long blazing a gastronomic...	October 8 th 2020	A79
80	Kender du Kulturkvarteret...	October 6 th 2020	A80
81	Have you heard of...	October 4 th 2020	A81
82	Copenhagen Beer Week kicks...	October 2 nd 2020	A82
83	Check out the story of...	September 29 th 2020	A83
84	Vesterbro...	September 25 th 2020	A84

85	Heading home from work...	September 22 nd 2020	A85
86	Copenhagen is a city of...	September 19 th 2020	A86
87	Hiding among the Christianshavn...	September 16 th 2020	A87
88	If you stop by the harbour...	September 14 th 2020	A88
89	Wondering what the best...	September 12 th 2020	A89
90	Now that's a sunrise...	September 11 th 2020	A90
91	Autumn is here...	September 9 th 2020	A91
92	Dreaming of staying...	September 7 th 2020	A92
93	The coolest student...	September 6 th 2020	A93
94	Woof...	September 4 th 2020	A94
95	Calling all lovers of...	September 2 nd 2020	A95
96	Copenhagen sets the scene...	September 1 st 2020	A96
97	Utterly delicious ice cream...	August 30 th 2020	A97
98	Whether you're new in town...	August 27 th 2020	A98
99	Thought CopenHill Urban...	August 25 th 2020	A99
100	The combination of exploration...	August 23 rd 2020	A100
101	No matter where in Copenhagen...	August 19 th 2020	A101
102	Dreamt about visiting Copenhagen...	August 17 th 2020	A102
103	In Copenhagen, you will find...	August 16 th 2020	A103
104	Copenhagen Harbour has gotten...	August 15 th 2020	A104
105	A new craze has left its mark...	August 13 th 2020	A105
106	Exactly one year from now...	August 12 th 2020	A106
107	Casually cool Nørrebro is...	August 12 th 2020	A107
108	Denmark has been a design...	August 11 th 2020	A108
109	If a warm and sunny...	August 8 th 2020	A109
110	The summer weather...	August 6 th 2020	A110
111	Now here's a hidden...	August 5 th 2020	A111
112	Beach holiday or city...	August 3 rd 2020	A112
113	Who's up for a golden...	July 31 st 2020	A113
114	If these summer shots...	July 29 th 2020	A114
115	Now there are a whole...	July 27 th 2020	A115
116	There's something brewing	July 24 th 2020	A116
117	If you're looking for...	July 22 nd 2020	A117
118	If you're looking for a...	July 20 th 2020	A118
119	Follow the ones who know...	July 18 th 2020	A119
120	This temporary extension...	July 15 th 2020	A120
121	"Velkommen til Vesterbro"...	July 13 th 2020	A121
122	Cisternerne and Studio...	July 12 th 2020	A122
123	The seafaring vibes of...	July 10 th 2020	A123
124	There's a tiny enclave...	July 8 th 2020	A124
125	The list of things to love...	July 6 th 2020	A125
126	There are numerous...	July 3 rd 2020	A126
127	Who would've thought...	June 30 th 2020	A127
128	There is a new...	June 27 th 2020	A128
129	Filled to the brim...	June 25 th 2020	A129
130	Amazing how a piece of...	June 18 th 2020	A130

131	Heading home from work...	June 8 th 2020	A131
132	The Copenhagen museums...	May 30 th 2020.	A132

B – Questionnaire

WHAT GENDER DO YOU IDENTITY AS?			
Answer	Amount	Percentage (%) of total amount	(Respondents with this answer)
Woman	37	72,55	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 14, 15, 16, 17, 19, 20, 21, 22, 23, 24, 25, 27, 31, 32, 34, 35, 36, 38, 41, 43, 44, 45, 46, 47, 48
Man	13	25,49	13, 18, 26, 28, 29, 30, 33, 37, 39, 40, 42, 49, 50, 51
Non-binary	0	-	-
Prefer not to disclose	1	1,96	37
Other	0	-	-

Table 1 – Gender distribution

WHAT IS YOUR AGE?			
Answer	Amount	Percentage (%) of total amount	(Respondents with this answer)
Under 18	0	-	-
18-24	7	13,73	1, 2, 3, 25, 40, 41, 42
25-34	32	62,75	4, 5, 6, 7, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 21, 22, 23, 26, 28, 30, 31, 33, 35, 36, 38, 39, 45, 47, 48, 49, 51
35-44	7	13,73	8, 24, 29, 32, 37, 46, 50
45-54	3	5,88	34, 43, 44
55-64	2	3,92	20, 27
65 and over	0	-	-

Table 2 – Age distribution

WHAT IS YOUR NATIONALITY?			
Answer	Amount	Percentage (%) of total amount	(Respondents with this answer)

Afghan	4	7,84	1, 2, 16, 17
Slovenian	1	1,96	3
Hungarian	1	1,96	4
Danish	17	33,33	9, 12, 14, 21, 22, 23, 24, 25, 27, 28, 34, 36, 39, 42, 45, 47, 48
Bosnian	3	5,88	18, 31, 35
Syrian	1	1,96	20
American	1	1,96	26
Greenlandic	1	1,96	29
Turkish	1	1,96	30
Palestinian	2	3,92	33, 51
Iranian	2	3,92	43, 44
Kurdish	1	1,96	50
Vendelbo	1	1,96	37
Danish-Tamil	2	3,92	6, 38
Danish-Serbian	2	3,92	5, 7
Danish-Moroccan	1	1,96	10
Danish-Kurdish	1	1,96	11
Danish- Iraqi	2	3,92	13, 32
Danish-Palestinian	1	1,96	40
Danish-Somali	1	1,96	41
Danish-Turkish	1	1,96	46
Danish-Afghan	1	1,96	49
Danish-Iranian	1	1,96	19
Mixed	1	1,96	8
Did not answer	1	1,96	15

Table 3 – Nationality distribution

HOW WOULD YOU BEST DESCRIBE YOURSELF?			
Answer	Amount	Percentage (%) of total amount	(Respondents with this answer)
White	14	27,45	3, 4, 5, 7, 8, 18, 20, 23, 30, 31, 34, 35, 36, 45
Inuit (Kalaallit)	1	1,96	29
Black or African-American	2	3,92	26, 41
Hispanic, Latino or Spanish origin	1	1,96	17
Asian	10	19,61	2, 6, 8, 12, 14, 21, 28, 38, 42, 49
Middle Eastern or North African	23	45,1	1, 9, 10, 11, 13, 15, 17, 19, 22, 24, 25, 32, 33, 39, 40, 43, 44, 46, 47, 48, 49, 50, 51
Other	6	11,76	8, 16, 27, 37, 42, 46
Respondents with more than one answer	5	9,8	8, 17, 42, 46, 49

Table 4 – Perceived origin

WHAT IS YOUR POSTCODE?		
Answer	Amount	Percentage (%) of total amount
1754	1	1,96
1962	1	1,96
2000	2	3,92
2100	2	3,92
2200	3	5,88
2300	3	5,88
2400	3	5,88
2450	1	1,96

2500	2	3,92
2600	1	1,96
2630	1	1,96
2635	1	1,96
2700	2	3,92
2720	1	1,96
2860	1	1,96
2950	1	1,96
3400	1	1,96
3911	1	1,96
4600	1	1,96
4700	2	3,92
5000	1	1,96
5300	1	1,96
6000	3	5,88
7000	1	1,96
8000	3	5,88
8240	2	3,92
8361	1	1,96
9000	3	5,88
9330	1	1,96
9400	1	1,96
9690	1	1,96
9900	1	1,96
<i>Did not answer</i>	<i>1</i>	<i>1,96</i>

Table 5 – Postcode overview

HOW OFTEN DO YOU UNDER NORMAL CIRCUMSTANCES TRAVEL DOMESTICALLY FOR LEISURE AND TOURISM PURPOSES?			
Answer	Amount	Percentage (%) of total amount	(Respondents with this answer)
Never	1	1,96	5
Once per year or less	9	17,65	6, 9, 12, 14, 16, 21, 37, 38, 41
2-4 times per year	25	49,02	1, 2, 4, 7, 8, 10, 11, 15, 17, 18, 19, 20, 22, 23, 29, 30, 32, 34, 42, 43, 44, 45, 46, 49, 51
4-6 times per year	9	17,65	3, 13, 24, 26, 27, 31, 35, 47, 48
6-12 times per year	4	7,84	28, 36, 40, 50
12+ times per year	3	5,88	25, 33, 39

Table 6 – Domestic travel overview

DO YOU UNDER NORMAL CIRCUMSTANCES PARTICIPATE IN TOURISM ACTIVITIES IN DENMARK OF ANY KIND?			
Answer	Amount	Percentage (%) of total amount	(Respondents with this answer)
Often	8	15,69	3, 9, 28, 39, 45, 49, 50, 51
Sometimes	29	56,86	4, 5, 6, 8, 13, 14, 16, 18, 19, 20, 22, 23, 24, 25, 26, 27, 29, 31, 32, 33, 34, 35, 36, 40, 41, 42, 43, 44, 46
Rarely	12	23,53	1, 2, 7, 10, 12, 17, 21, 30, 37, 38, 47, 48
Never	2	3,92	11, 15

Table 7 – Participation in tourism activities

DO YOU WANT TO PARTICIPATE IN TOURISM ACTIVITIES IN DENMARK?			
Answer	Amount	Percentage (%) of total amount	(Respondents with this answer)

Yes	38	74,51	1, 3, 5, 6, 8, 9, 10, 11, 12, 13, 14, 16, 19, 20, 22, 23, 24, 26, 27, 28, 30, 31, 32, 33, 34, 35, 36, 38, 39, 40, 42, 43, 44, 45, 47, 48, 49, 50
No	1	1,96	37
I haven't thought about it	12	23,53	2, 4, 7, 15, 17, 18, 21, 25, 29, 41, 46, 51

Table 8 – Interest in tourism activities

HOW IMPORTANT IS IT TO YOU, THAT DENMARK IS AN INCLUSIVE AND WELCOMING DESTINATION FOR ALL RACES AND ETHNICITIES?			
Answer	Amount	Percentage (%) of total amount	(Respondents with this answer)
1 (Not important)	4	7,84	21, 29, 36, 37
2	0	0	-
3	2	3,92	4, 30
4	15	29,41	3, 11, 12, 14, 15, 16, 17, 18, 38, 39, 42, 43, 44, 45, 51
5 (Very important)	30	58,82	1, 2, 5, 6, 7, 8, 9, 10, 13, 19, 20, 22, 23, 24, 25, 26, 27, 28, 31, 32, 33, 34, 35, 40, 41, 46, 47, 48, 49, 50

Table 9 – Importance of inclusion regarding race and ethnicity

HOW IMPORTANT IS IT TO YOU THAT DENMARKS DESTINATION IMAGE IS ONE OF CULTURAL DIVERSITY AND INCLUSION?			
Answer	Amount	Percentage (%) of total amount	(Respondents with this answer)
1 (Not important)	3	5,88	21, 29, 36
2	1	1,96	37
3	4	7,84	4, 17, 18, 30
4	15	29,41	2, 3, 5, 7, 11, 12, 14, 15, 16, 24, 27, 39, 40, 42, 45

5 (Very important)	28	54,9	1, 6, 8, 9, 10, 13, 19, 20, 22, 23, 25, 26, 28, 31, 32, 33, 34, 35, 38, 41, 43, 44, 46, 47, 48, 49, 50, 51
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Table 10 – Importance of Denmark's destination image

WHICH STATEMENTS DO YOU FIND MOST CORRECT? DENMARK, AS A TOURIST DESTINATION IS:			
Answer	Amount	Percentage (%) of total amount	(Respondents with this answer)
... welcoming of tourists of all races and ethnicities	16	31,37	2, 3, 4, 6, 11, 14, 15, 21, 24, 26, 27, 32, 36, 47, 48, 50
... focusing a lot of attention towards being inclusive and representative of all races and ethnicities	10	19,61	7, 16, 18, 22, 29, 31, 35, 36, 42, 45
... showing signs of excluding actions and discrimination towards other races and ethnicities than white Danish	24	47,06	1, 6, 9, 11, 12, 13, 17, 19, 20, 23, 25, 28, 33, 34, 38, 39, 40, 41, 43, 44, 45, 46, 49, 51
... perceived as being a racist tourist destination	5	9,8	8, 10, 12, 30, 37
Respondents with more than one answer	5	9,8	6, 11, 12, 36, 45
Respondents that has given two contradictory answers	2	3,92	6, 11

Table 11 – Perceived destination image

BASED ON YOUR ETHNICITY/RACE, TO WHAT DEGREE DO YOU FEEL INCLUDED

AND REPRESENTED IN DANISH TOURISM MARKETING?			
Answer	Amount	Percentage (%) of total amount	(Respondents with this answer)
1 – I do not feel represented or included at all	18	35,29	5, 6, 7, 8, 10, 13, 17, 22, 30, 31, 33, 35, 38, 42, 43, 44, 49, 51
2	9	17,65	1, 2, 3, 9, 15, 26, 37, 41, 46
3	13	25,49	12, 14, 16, 19, 21, 24, 25, 28, 29, 32, 40, 47, 48
4	6	11,76	4, 11, 18, 20, 45, 50
5 – I feel very represented and included	5	9,8	23, 27, 34, 36, 39

Table 12 – Perceived sense of representation in tourism marketing

FROM YOUR POINT OF VIEW, HOW INCLUSIVE IS DANISH TOURISM MARKETING OF PEOPLE OF COLOR AND ETHNIC MINORITIES?			
Answer	Amount	Percentage (%) of total amount	(Respondents with this answer)
1 – Not at all inclusive	10	19,61	6, 8, 10, 22, 33, 37, 38, 46, 49, 51
2	16	31,37	1, 2, 7, 11, 13, 15, 17, 19, 28, 30, 31, 35, 42, 43, 44, 50
3	20	39,22	5, 9, 12, 14, 16, 18, 20, 21, 23, 24, 25, 26, 29, 32, 34, 39, 40, 41, 47, 48
4	4	7,84	3, 4, 27, 45
5 – Very inclusive	1	1,96	36

Table 13 – Perceived level of inclusion of people of color and ethnic minorities in tourism marketing

HOW IMPORTANT IS IT TO YOU, THAT YOU SEE YOURSELF CULTURALLY REPRESENTED IN TOURISM MARKETING?			
Answer	Amount	Percentage (%) of total	(Respondents with this answer)

		amount	
Very important	8	15,69	6, 19, 20, 22, 25, 41, 42, 46
Fairly important	22	43,14	1, 2, 8, 9, 10, 11, 12, 13, 18, 24, 26, 27, 28, 34, 38, 40, 45, 47, 48, 49, 50, 51
Not very important	16	31,37	3, 4, 5, 7, 14, 15, 16, 17, 23, 31, 32, 33, 35, 39, 43, 44
Not at all important	5	9,8	21, 29, 30, 36, 37

Table 14 – Importance of representation in tourism marketing

DO YOU EXPECT TOURISM ORGANISATIONS AND BRANDS TO PROMOTE CULTURAL DIVERSITY AND INCLUSION?			
Answer	Amount	Percentage (%) of total amount	(Respondents with this answer)
Yes, I think it is important	32	62,75	1, 3, 5, 6, 9, 10, 11, 12, 13, 14, 19, 20, 22, 23, 25, 26, 27, 28, 30, 31, 34, 35, 38, 39, 41, 42, 45, 46, 47, 48, 49, 50
No, I don't think they have to	6	11,76	7, 17, 18, 29, 36, 37
I don't have an opinion about it	13	25,49	2, 4, 8, 15, 16, 21, 24, 32, 33, 40, 43, 44, 51

Table 15 – Expectations regarding promotion from tourism organisations and brands

ARE YOU MORE LIKELY TO PURCHASE PRODUCTS/SERVICES FROM TOURISM BRANDS OR ORGANIZATIONS WITH A CULTURALLY DIVERSE AND INCLUSIVE PROFILE?			
Answer	Amount	Percentage (%) of total amount	(Respondents with this answer)
Yes	23	45,1	1, 5, 6, 8, 9, 10, 11, 12, 13, 20, 25, 28, 30, 34, 38, 39, 40, 41, 42, 46, 49, 50, 51
No	3	5,88	17, 29, 36
I don't think about it	23	45,1	2, 3, 4, 7, 15, 16, 18, 19, 21, 22, 23, 24, 26, 27, 31, 32, 33, 35, 43, 44, 45, 47, 48
I don't know	2	3,92	14, 37

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Table 16 – Importance of inclusion in association with purchase of tourism products or services

WHICH STATEMENTS DO YOU FIND MOST CORRECT?			
Answer	Amount	Percentage (%) of total amount	(Respondents with this answer)
Danish tourism marketing is inclusive in relation to race and ethnicity	8	15,69	3, 15, 24, 27, 32, 42, 45, 50
Danish tourism marketing is not inclusive and diverse in relation to race and ethnicity	17	33,33	1, 2, 4, 6, 11, 12, 18, 19, 22, 26, 38, 43, 44, 46, 47, 48, 49
Danish tourism marketing is inclusive of some races and ethnicities and exclusive towards others	21	41,18	7, 8, 9, 10, 12, 13, 16, 17, 19, 20, 23, 25, 28, 30, 33, 34, 39, 41, 42, 45, 51
Danish tourism marketing is showing signs of racism and discrimination	3	5,88	13, 37, 39
I do not agree with any of the above	8	15,69	5, 14, 21, 29, 31, 35, 36, 40
Respondents who have ticked of more than one box	6	11,76	12, 13, 19, 39, 42, 45

Table 17 – Perception of Danish tourism marketing

DO YOU NOTICE PERSONS OF DIFFERENT RACES/ETHNICITIES THAN ETHNIC DANISH PEOPLE INCLUDED IN DANISH TOURISM MARKETING?

Answer	Amount	Percentage (%) of total amount	(Respondents with this answer)
Yes, often	1	1,96	3
Yes, sometimes	10	19,61	7, 10, 12, 17, 20, 24, 25, 27, 32, 37
Almost never	13	25,49	1, 9, 13, 18, 19, 22, 30, 31, 34, 35, 38, 41, 50
Never	12	23,53	4, 6, 8, 11, 14, 16, 26, 29, 43, 44, 46, 49
Haven't thought about it	15	29,41	2, 5, 15, 21, 23, 28, 33, 36, 39, 40, 42, 45, 47, 48, 51

Table 18 – Awareness of inclusion in Danish tourism marketing