

MASTER'S THESIS

**IS TOURISM INFORMATION STILL
SELLABLE? A STUDY CONCERNING
ATTITUDES TOWARDS AND
BEHAVIORAL INTENTION TO USE
THE MOBILE APP OF
OPDAGDANMARK**

MERETE KIRKEGAARD ESBENSEN

Aalborg University / MA Tourism

Supervisor: Karina Madsen Smed

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Abstract

This study takes on the question of whether tourism information is still sellable, seeing that, in this modern world, tourism information can be retrieved online without costs, which have challenged tourism organizations. The study was written in collaboration with the company, OpdagDanmark, who runs an online tourism platform, and shares “*A guide to the best experiences in Denmark*” with their followers on both the social media platforms, Facebook and Instagram, as well as their website and in their mobile app. The company developed a new version of their mobile app, seeing that they aim to generate profits from mobile app subscribers instead of tourism actors. Therefore, possible mobile app subscribers and their likes and dislikes towards the mobile app, as well as their intentions to use it and to subscribe to the paid mobile app subscription, deemed relevant. The company was specifically interested in the followers of their social media platforms, Facebook and Instagram, as they expected them to be willing to pay for the mobile app subscription, as they already engage in what the company offers, and therefore, the examination in this study is concerned with likes and dislikes of the followers, their intention to use it, and their willingness to pay for it. The examination aimed to answer the question regarding whether people already engaging with the company on their social media platforms, as followers, and showcased positive or negative attitudes and behavioral intention to use, also deemed likely or unlikely to pay for the mobile app subscription.

This was examined by interviewing 6 followers of the company, through semi-structured interviews, where the interview guide was conducted based on inspiration from the variables within the Technology of Acceptance Model, as these variables are seen as the most important themes when conducting research concerning technological devices or systems. The interviews were coded based on attitude-related and behavior-related accessible or enduring beliefs, that were either positive or negative, and was analyzed on the basis of an adapted theoretical framework, which both comprises a pre-phase that is related to accessible or enduring beliefs regarding the main themes of tourism information, technology, mobile apps, and OpdagDanmark, as well as aspects from the customer journey phases of discovery, participation, and reflection, which all relates to evaluation of the mobile app. The customer journey phases provide great structure to the examination, as well as the phases relates to values which is inter-correlated with attitudes. Throughout the pre-phase, the discovery, participation, and reflection phases, change in beliefs can contribute to an attitude change, which was examined as well. Lastly, the positive or negative overall attitude and behavioral intention of each

participant was concluded on, and then compared to the participants willingness or unwillingness to pay for the mobile app subscription, and this concluded whether any correlation could be found.

In terms of the overall attitude, it was concluded that all participants showcased a positive overall attitude, whereas different accessible or enduring beliefs were contributing to the overall attitude of each participant, where the most occurring positive beliefs were in regard to the mobile app being “recognizable” and “user friendly”. It was also concluded that 5 participants showcased strong behavioral intention to use, as all indicators of behavioral intention were showcased in positive sense, and only one participant showcased inconsistent behavioral intention. It was further concluded that 5 participants were not willing to pay for the mobile app, and 5 stated that only benefits and discounts were a driver towards payment, whereas the last participant would not pay under any circumstances as information can be found elsewhere. One participant would pay for the mobile app, if it was considered to have further value for him. Therefore, it was concluded that there is no correlation between a positive overall attitudes and strong behavioral intention to use, and the willingness to pay for the mobile app subscription. It is not to say, that the tourism information is not sellable, but that benefits and discounts were drivers for payment, and, from this study, it can be concluded, that the company of OpdagDanmark cannot be certain that followers who engaged with their social media platforms, will be likely to subscribe to the paid version of their mobile app, only on the basis of having engaged with the company, showcasing positive overall attitudes, and strong behavioral intention to use the mobile app.

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Introduction

Tourism is a global phenomenon and industry (Gyr 2010) and is one of the most important forces shaping our world (Cohen & Kennedy 2000 in Higgins-Desbiolles 2004). Therefore, tourism automatically has influence on societies, cultures, politics, and economies, around the world (Gyr 2010), and as a highly competitive global industry, tourism also involves information (Wiener et al. 2019 in Palos-Sanchez et al. 2021), communication, and technological sectors (Reyes-Menendez et al. 2019 in Palos-Sanchez et al. 2021). All these aspects have set the scene for several academic articles and discussions, especially in recent years, where the global pandemic, COVID-19, has challenged its resilience.

For some, tourism is seen as a modern phenomenon, however, people already engaged in tourism a long time ago. It had its beginning, back to before the birth of Christ, where people travelled to visit historic sites for religious purposes mainly (Gyr 2010). Between the 16th and 18th centuries, it was primarily the nobles who were travelling, in search of education and to acquire social graces. In the beginning of the 19th century, innovation within transportation improved mobility, which made it possible for more people to travel. Even though travelling was still mostly for the upper class and privileged parts of society, the middle-class, such as teachers, entrepreneurs, and merchants, began travelling more at this point in time (Gyr 2010).

Seeing that tourism was evolving, more information regarding travelling appeared around the world. In the 18th century, the first tourism articles and books were written for tourists, which comprised knowledge regarding places, attractions, and destinations, worth travelling for (Gyr 2010). This can be seen as the beginning of guides and information sharing concerning places, attractions, and destinations, and this has been evolving ever since with more and more tourism actors in the tourism marketing and tourism information sector. However, in this modern age, some are in trouble, such as DMO's, as the advances within digitalization made people able to seek information on the internet, without any costs, both in terms of knowledge regarding a destination, visuals, booking, routes, transportation, and much more (Hall et al. 2016).

This is where the private tourism organization, OpdagDanmark, comes into the picture. The company runs an online tourism platform, meaning that the company inform and guide tourists towards experiences in Denmark, on their website, social media profiles, as Facebook and Instagram, and in

their mobile app. The company have sought to be innovative and have worked on a new version of their mobile app which is intended as a paid mobile app subscription. A study from 2021 by *Dansk Kyst & Natur Turisme* strongly point to an increase in tourists' use of mobile apps during holidays, and therefore, this kind of innovation might be what can secure the company their followers' attention and loyalty. The study by the organization, *Dansk Kyst & Natur Turisme*, included 3,046 participants from Denmark, Norway, and Germany. The participants were 18 years of age or older. The findings showed that 2/3 of the participants used a mobile app during a vacation, mainly to look for tourism information like hotel, experiences, and transport. It indicates, that people are inclined to use tourism mobile apps on vacation, however, the fact that DMO's are in trouble, as people seek tourism information online without any costs, can indicate that, even though mobile apps gain momentum, tourism information might not be sellable in these modern times, which would be to the detriment of the company of OpdagDanmark.

Last year, I wrote a study in collaboration with OpdagDanmark, which comprised an examination of attitudes in relation to the company's newly developed mobile app, however, the participants for this study was only shown a prototype, as the new version was not developed yet. For the study, 5 people were chosen for interviews, which comprised their beliefs in terms of Danish tourism, technology, and mobile app use, and a real-time evaluation of the prototype of the mobile app. In this study, it was found that 4/5 participants showcased positive attitudes towards the prototype of the mobile app.

Now that the new version of the mobile app has been developed and more details have been planned, such as the mobile app is going to be a paid mobile subscription, it welcomes further questions of significance, which should be examined. Therefore, for this study, the cooperation with OpdagDanmark continues. The aim of this study is to gain an understanding of the followers of the company, and their likes and dislikes in terms of the attributes associated with the mobile app, as this drives them towards positive or negative attitudes, as well as to gain an understanding of the behavior of the followers in terms of using the mobile app in the future and how this does or does correlate with their view on paying for mobile apps, seeing that this research will assist the company in conducting a marketing strategy for their mobile app.

Even though much useful information regarding the followers can be retrieved from the *insight* on the company's social media profiles, this information is mainly factual information, such as demographics, in terms of gender, age, and country of residence. This information assist as useful

information when conducting marketing strategies, however, seeing that this insight is only based on their social media profiles, and not their mobile app, as well as more than demographics are needed to be able to conduct a marketing strategy that targets the right people with emphasis on the relevant mobile app qualities, even though the company's service is something as broad as travel information in Denmark, an examination of the followers experience of the mobile app, their likes and dislikes, as well as examination concerning prediction of behavior, are of significance.

As mentioned earlier, for this study, followers of OpdagDanmark will be selected, which is followers on one of their social media platforms, Facebook or Instagram, since it is the ones from the target group that have an interest in the company and their main product, which is "*A guide for the best experiences in Denmark*" that is of significance in this study. Even though these people are followers, it does not necessarily mean that they want to use the new version of the mobile app or wants to pay for a mobile app subscription, it only indicates that they are interested in experiences in Denmark, and therefore, based on this initial interest, they should be examined in terms of likes and dislikes towards the specific mobile app. To obtain an in-depth understanding of followers' experience of the mobile app, semi-structured interviews will be conducted with 6 selected followers who is either a follower of the company's Facebook or Instagram profile, or both. These interviews will be analyzed based on a theoretical framework that have been conducted by the author of this study, which comprises theory within the field of consumer behavior, namely the customer journey that entails value, attitude, and behavior.

Using this theoretical framework, the examination will be structured in a pre-phase, and the three phases of the customer journey, namely the discovery phase, the participation phase, and the reflection stage. The pre-phase is included to obtain answers related to the followers' accessible and enduring beliefs regarding the themes for the study, namely tourism information, technology, and mobile apps, and the company of OpdagDanmark, as these are the accessible or enduring beliefs that precedes the evaluation of the mobile app, which takes place through discovery, participation, and reflection of the mobile app of OpdagDanmark. This is done, to be able to understand the possible attitude change that may occur from the pre-phase and through the three customer journey phases, where the mobile app is evaluated in real-time. This means, that the customer journey phases pose as the steps that the followers will go through when experiencing the mobile app, and throughout these phases, the attitude and the behavioral intention of the follower will be examined through attitude-

related beliefs and behavior-related beliefs. The attitude-related beliefs are examined seeing that it enables one to understand, at what stage in the experience and evaluation of the mobile app, that the attributes associated with the mobile app are even considered favorable or unfavorable and will result in an either positive or negative overall attitude. The behavior-related beliefs are examined seeing that the revelation of behavior-related beliefs assist in the understanding of the followers' behavioral intention to use the mobile app. In the end, there will be taken account of the followers' overall attitude and behavioral intention to use the mobile app, and how this does or does not correlate with the willingness or unwillingness to pay for the mobile app subscription.

The research question is as follows:

What attitude-related and behavior-related accessible or enduring beliefs drive each follower towards a positive or negative overall attitude and behavioral intention to use the mobile app of OpdagDanmark, and how does this examination correlate with the willingness or unwillingness to pay for the mobile app subscription?

Contextual background

This study is written in collaboration with the online tourism platform, OpdagDanmark. The company was established in 2016 by Lau Starcke-Jensen, whereas Sebastian Birk Søndergaard became a partner in the company in 2019.

The company seeks to provide tourists with the best tourism information in Denmark. Their content consists of articles regarding attractions and experiences, competitions in regard to 'the best of' different experiences and food, such as seaside hotels, pizza, ice-cream, and much more, as well as they provide tourists with an overview of restaurants, experiences, and accommodation through their experience map, which is an interactive map of Denmark that includes all that the company offers information on. Seeing that the company is an online tourism platform, they use their online channels for their content, which is their homepage, Instagram- and Facebook account as well as their mobile app.

The entrepreneurs intend to develop and initiate new ideas to further improve their platform, however, this demands for increased resources. At the moment, the company generates profit by offering marketing packages for tourism actors in Denmark. This includes assistance with optimization and maintenance with their online channels, as well as extensive visibility on the company's own online channels. Furthermore, the company offers merchandise, such as diplomas, for the highest-ranking companies in their competitions. In the future, the company wish to write articles and guides in terms of their own experiences of attractions and destination, and thereby not in relation to who pay for marketing packages and therefore get to have a high-ranking spot on their website. This is the challenge, that the entrepreneurs seek to overcome by developing the new version of their mobile app with a paid mobile subscription, seeing that the income will thereby come from the tourists and not from the tourism actors in Denmark.

In 2022, the organization reached 44.000 followers on Facebook, 22.000 followers on Instagram, and 800.000 visitors on the website, and the entrepreneurs believe that this is an indication of information, recommendations, and guides' popularity and how it might be sellable in the future.

The mobile app is intended to become the main product and should contain all necessary information leading the tourists to their decisions. Not long ago, the entrepreneurs completed their development of the new experience map which will be integrated in the mobile app, and this experience map will be the primary site in the mobile app, without from a site related to their competitions.

Furthermore, the company has developed KlubDanmark which provides the mobile app user with discounts on various experiences, restaurants, and more. KlubDanmark will be uncovered for those who pay for the mobile app subscription, and should add further emphasis on the reason for subscribing to the mobile app. However, this part of the paid subscription is not finished yet and is therefore not included in the examination in the study.

Literature review

For this study, there are three main research areas which are evident to discuss, which is the customer journey, consumer behavior and technology use and acceptance. The customer journey is interesting for this study, seeing that when people experience the product, namely the mobile app, it includes a

“journey” in some sense. There are many different steps related to mobile apps, seeing that it has to be downloaded, there is a front page and many different functionalities, and all of these steps acts as a “journey” for the person in question, and deem to be interesting when you are researching likes and dislikes, seeing that people might experience both pleasing and displeasing elements throughout experiencing the mobile app. Furthermore, seeing that the examination in this study will be concerned with uncovering likes and dislikes of the followers of the company of OpdagDanmark, research concerning attitude formation, attitude change, and the attitude-behavior relation deems to be of significance. However, seeing that the attitude and behavior of people are connected to other concepts within research of the mind of the consumer, this literature review will include a discussion of consumer behavior, and how research and theories involving other concepts than attitude and behavior may assist in answering the research question. Lastly, the aspect of technology use and acceptance will also be discussed, seeing that the study concerns a mobile app which is used on a technological device, and the technology use and acceptance is thereby also deemed to provide perspectives for discussion.

The Customer Journey

The customer journey is constituted of research concerning the steps tourists go through when embarking upon a touristic experience. The concept involves three phases which the tourist will go through, constituted of the pre-trip phase, the actual tourism experience, and the post-purchase phase (Shaw & Williams 2009; Voss & Zomerdijs 2007 in Yachin 2018). During all three phases, the customer can experience encounters with various tourism actors and experience providers, and these encounters can prove to be evident for the outcome of the experience (Sørensen & Jensen 2015 in Yachin 2018). For tourism actors and experience providers, examination of the customer journey poses as important insight into beliefs related to values of the customers, concerning the service or experience they offer, and this insight can, in best case, result in co-creation of experiences and assist the tourism actor or experience provider in innovation, which can lead to satisfaction and loyalty. This notion is supported by researchers within the field of consumer behavior, seeing that researchers state that tourists’ preferences and motivations is essential when creating tourism experiences (Hall & Williams 2008; Hoarau 2016; Marrocu & Paci 2011 in Yachin 2018), they are vital for product and service development (Kumar et al., 2010; Tseng, 2009 in Yachin 2018), and consumer ideas and knowledge are a driver for innovation (Clausen & Madsen, 2014; Williams, 2014 in Yachin 2018).

Seeing that the company of OpdagDanmark developed a new version of their mobile app, being innovative, as a means to create attention and gain loyalty from their followers, the notion that research related to the customer journey, can assist in the co-creation of experiences, which can lead to satisfaction and loyalty, deems interesting for this study.

The *first phase* of the customer journey is the prospective pre-trip period phase where the tourist discovers the product or service and decides to get involved, thereby interacting, by doing information search, and going through decision-making processes. In this phase, the tourists experience value through anticipation, excitement, and daydreaming (Kruger & Saayman 2017; Malone, McKechnie, & Tynan 2017 in Yachin 2018). The *second phase* is the active phase during the experience in question, where the tourist and the tourism actor is at the same place at the same time. In this phase, value comes from participation. The *third phase* is the reflective post-trip phase, and in this phase, value comes from a recollection of the experience, and thinking back on possible satisfaction as well as a possible enhancement of one's self-image through the experience (Yachin 2018).

In customer journey research, authors turn to the concept of value, meaning that the examination is concerned with what creates value for the tourist throughout the three phases, and that may be related to the notion that tourists' experience of value is vital for service development (Yachin 2018). Seeing that value is subjective, tourism actors and experience providers must take account of the tourists' *journey*, if they wish to obtain positive results in terms of development initiatives. Vargo & Lusch (2016) wrote a paper concerning service-dominant logic, where the authors state that, "*a firm cannot deliver value but rather design, develop, and offer value propositions.*" (Vargo & Lusch 2016 in Yachin 2018), meaning that the tourism actors and experience providers must obtain knowledge regarding the tourists' perception of value to offer accurate and relevant value propositions (Yachin 2018).

As earlier mentioned, researchers state that tourists' preferences and motivations are essential when creating tourism experiences (Hall & Williams 2008; Hoarau 2016; Marrocu & Paci 2011 in Yachin 2018), and the concept of value is what guides research concerning the customer journey. This indicates that several aspects of the human mind, such as preferences, motivations, and values, which are concepts within consumer behavior, is of significance when examining tourists' experiences.

Consumer Behavior Research

Cohen et al. (2014) wrote an article concerning the key concepts within consumer behavior in tourism research. These concepts are, according to the authors, the most relevant and researched topics for discussion. The key concepts are *decision-making, values, motivations, attitudes, self-concept and personality, expectations, perceptions, satisfaction, and trust and loyalty*. In the review, the authors state that these key concepts are interrelated and connected in one way or another (Cohen et al. 2014), meaning that one can center one's research around motivations, however, both attitudes and perceptions towards the product or service in question might be a part of the research revolved around motivations. Mill & Morrison (2002) states that travel behavior is a continuous process, and it comprises inter-correlated concepts and stages, meaning that one should not expect to be able to analyze these stages and concepts separately (Mill & Morrison 2002 in Cohen et al. 2014). This indicates that research within the field of consumer behavior can be difficult, as many concept related to the minds of tourists must be examined and cannot be fully separated in examination.

This is further emphasized, seeing that the two key concepts, attitude and behavior, has a deep relation, which has been examined by several researchers. This study is concerned with the likes and dislikes of the followers of the company of OpdagDanmark, and also, to obtain knowledge regarding their willingness or unwillingness to pay for the mobile app subscription, and therefore, the key concepts of attitude and behavior, as well as their relation, deems to be significant for discussion. Ajzen, I. & Fishbein, M. (2000) have written several papers concerning attitude formation and behavior, to provide some perspective and views on the key concepts and their relation. The authors invented the expectancy-value model concerning attitude formation in concern with the connection between beliefs and evaluation, and the Theory of Reasoned Action which later was adapted and renamed the Theory of Planned Behavior, which is in regard to the attitude-behavior relation.

Ajzen & Fishbein (2000) define attitudes as “*a person's degree of favorableness or unfavorableness with respect to a psychological object*” (Ajzen & Fishbein, 2000). Furthermore, they propose a view of the attitude concept as the “*evaluation of an object, concept, or behavior along a dimension of favor or disfavor, good or bad, like or dislike.*” (Ajzen & Fishbein 2000). These definitions indicate that one should view attitudes as an individuals' degree of favorableness (favor, good, like) or unfavorableness (disfavor, bad, dislike) with respect to an object, concept, or a particular behavior. In this study, it indicates that to reveal attitudes, one would examine the followers' degree of

favorableness or unfavorableness with the object, which in this case is the mobile app, the concept which would be online tourism information, and the behavior which would be the active process of interacting with the mobile app and/or the active process of paying for the mobile app subscription. Also, the authors, in relation the expectancy-value model, state that, *“people’s evaluations of, or attitudes toward, an object are determined by their accessible beliefs’ about the object, where a belief is defined as the subjective probability that the object has a certain attribute.”* (Fishbein & Ajzen 1975 in Ajzen & Fishbein 2000), and seeing that beliefs are defined as “the subjective probability that the object has a certain attribute” (Ajzen & Fishbein 2000), one would seek to examine the followers’ stances towards the attributes associated with the mobile app or seek to get the followers to reveal what they view as attributes that are associated with the object in question, which in this case is the mobile app.

In examination of attitudes, the accessible beliefs of the individual in question will assist in understanding the attitude of the individual, but attitudes can change when one is subjected to new information about an object, meaning that one showcases accessible beliefs, but then through evaluation or when retrieving new information, a new attitude can be formed. However, this has later been deemed as an oversimplified perspective on the process (Ajzen & Fishbein 2000).

Moving on to the attitude-behavior relation, it was, in earlier days, proposed that a positive attitude would lead to a positive behavior and that a negative attitude would lead to a negative behavior, however, researchers have since found a weak relation between the two key concepts within consumer behavior (Wicker 1969: see Ajzen 1988; Fishbein & Ajzen 1975 in Ajzen & Fishbein 2000). Ajzen & Fishbein (2000) states that one should look for behavior-specific attitudes, which is attitudes towards a specific behavior, as these are more trustworthy if one attempts to predict a particular behavior (Ajzen & Fishbein 2000). In terms of this study, it indicates that not only attitude-related beliefs regarding tourism information, OpdagDanmark, and the mobile app and its functionalities, should be incorporated in the examination, however, direct questions concerning what the individual in question thinks about using a mobile app for tourism information and the individuals view on paid mobile app subscriptions, namely behavior-related beliefs, are more suitable, if one is attempting to predict the behavior of the individual.

Behavior has been studied based on various perspectives, and the research regarding prediction of behavior has proved to occupy the interest of researchers, seeing that in the end, what people are going to do, it what matters for tourism actors and experience providers. Therefore, the aspect of behavioral intention has been studied by several researchers, and behavioral intention can be defined as, “*a consumer’s tendency to act in a particular way toward products or services.*” (Altunel & Koçak 2017 in Dean & Suhartanto 2019).

Juvan & Dolnicar (2014) examines the concept of behavioral intention in relation to sustainable tourism and the attitude-behavior gap. As mentioned earlier, researchers found the attitude-behavior relation to be weak, and researchers named this weak relation as the attitude-behavior gap. Juvan & Dolnicar (2014) state that theoretical basis for examination into the attitude-behavior gap can be found in Attribution Theory, as the theory points to a possible explanation for the gap, “*the fact that people simply do not see themselves to be the cause of the problem, and therefore do not see behavioural change on their part to be part of the solution* (Juvan & Dolnicar 2014). Seeing that their objective is to examine sustainability issues, which is a more delicate subject for examination, this definition may be more relevant for the authors of the study, than it is deemed to be in this study, meaning that a more vulnerable issue of global scale such as sustainability, cannot be compared to the issue of whether tourism information is sellable and if the mobile app of OpdagDanmark is sellable to the followers of the company. However, the definition emphasizes how people can remove themselves, maybe not even intentionally, from the decision-making process if they do not view themselves as “a part of” the problem that is under scrutiny.

(Feng 2020) studied behavioral intention in the context of students using a tourism mobile app. The author states that the market competition in concern with mobile apps is fierce and that research within behavioral intention might assist companies in maintaining corporate competitiveness (Feng 2020). Feng (2020)’s point of departure is the Theory of Planned Behavior, put forward by Ajzen & Fishbein, however, the author includes behavioral attitudes, perceived behavioral control, subjective norms, and past behavior, whereas behavioral intention is a product of these (Feng 2020). In the study of Feng (2020), the author found that functionalities of the mobile app, word of mouth from surroundings, satisfaction of the mobile app, as well as safe payment service, information reliability, and risk management, can be viewed as important factors (Feng 2020). This study is especially

interesting, seeing that it comprises research of behavioral intention in concern with a tourism mobile app, which relates well to the examination in this study.

Dean & Suhartanto (2019) discuss how motivation plays a role on the relationship between behavioral intention and its determinants, which in their view is experience quality, perceived value, and satisfaction (Dean & Suhartanto 2019). The authors state that strategies, based on the greatest consumer experiences and response, are imperative in this competitive and challenging environment (Dean & Suhartanto 2019), which emphasizes the need for research on behavioral intention, and relates to the notion by Feng (2020) of how research within behavioral intention might assist companies in maintaining corporate competitiveness (Feng 2020). Research comprising examination of behavioral intention is consistent with the Tripartite Theory and the Theory of Reasoned Action (Theory of Planned Behavior), as these theories consider behavior to be a consequence of attitudes (Ajzen 2005 in Dean & Suhartanto 2019).

As mentioned before, Dean & Suhartanto (2019) examines experience quality, satisfaction, and perceived value, but they include the aspect of motivational factors in terms of push-pull factors that depicts motivation. Factors of *experience quality* is seen as escapism, peace of mind, learning, involvement, and recognition, however, these factors are related to their case being concerned with creative tourism and in other cases, other factors may be implemented. Chen & Chen (2010) are concerned with heritage tourism and views experience quality as something that deals with visitor psychological and social reactions to an attraction (Dean & Suhartanto 2019). *Satisfaction* makes visitors keener to recommend and revisit the attraction and is therefore seen as a vital element in behavioral intention (ibid). *Perceived value* comes from a calculation by the visitor in terms of perceived benefits and perceived sacrifices related to a specific product or service (Prebesen, Woo, Chen, & Uysal 2013 in Dean & Suhartanto 2019). This factor of perceived value originated in Equity Theory, which posits that increased perceived value comes from a place where the consumer feel that more is received than sacrificed (or paid) (Dean & Suhartanto 2019). The *push-pull framework* is in regard to motivations for travelling, related to examination of pull motivations (internal) or push motivations (external) (Devesa et al. 2010 in Dean & Suhartanto 2019).

Dean & Suhartanto (2019) include motivations, satisfaction, and value in their research regarding behavioral intention, and research regarding behavioral intention predicts loyalty and defection (Ali

et al. 2016; Mansour & Ariffin 2017 in Dean & Suhartanto 2019) whereas both motivation, behavior, satisfaction, value, and loyalty are key concepts within consumer behavior, and further emphasizes how they are all inter-correlated within research of tourism experience, in one way or another. For this study, theory concerning the attitudes-behavior relation is chosen as the most relevant theoretical perspective, to assist in answering the research question, however, according to the studies and theories discussed in this literature review, attitudes, values, satisfaction, and motivations can assist in predicting behavior which can assist in predicting loyalty and defection.

Technology Use and Acceptance

In modern times, people are, in a sense, able to engage in tourism online, avoiding mobility and costs. People can watch visual content related to touristic adventures, like videos and photographs, and read blogs, guides, and recommendations, regarding tourism destinations and attractions, which might almost act as an perfect equivalent to travelling, as it can bring individuals in a state of travelling, even though the they are not really going anywhere else, than the internet. The capability of smartphones to link people to information, conduct exchange of location-based data, and engage in social “*encounters*” has made it an important tool for tourists, seeing that is poses as a partner in tourism (Cheverst, Davies, Mitchell, Friday & Efstratiou 2000 in Dickinson et al. 2014). Therefore, many tourism mobile apps are emerging on the market, both tourism mobile apps that are tourist-specific apps, travel and transport-related apps, social networking apps, as well as apps which extend networking to things people need. Seeing that the number of mobile apps is increasing, it is influencing tourism travel decisions and behavior (Wang, Park, & Fesenmaier 2011 in Dickinson et al. 2014), and this can indicate the importance of research in the customer journey in terms of what creates value, as well as attitudes towards mobile apps, and their behavioral intention to use them, seeing that the competition is fierce, as was also mentioned by Feng (2020) and Dean & Suhartanto (2019).

Several researchers have examined the adoption of mobile apps, and one theory seeing the explore the adoption of technology is the Unified Theory of Acceptance and Use of Technology model (UTAUT) which unifies the models, Theory of Technology Acceptance (TAM) and the Theory of Reasoned Action (TRA), which was adapted with two new constructs, control beliefs and perceived behavioral control, and was renamed the Theory of Planned Behavior (TPB) (Ajzen 1985; 1991 in Palos-Sanchez et al. 2021). ‘ The authors state that, “*TAM unifies these theories in a special case of*

TRA, where perceived usefulness and perceived ease of use are considered “beliefs and evaluations” that lead to an attitude, which provokes an intention of use, and finally real behavior” (Cheung and Vogel 2013; Joo and Sang 2013 in Palos-Sanchez et al. 2021).

Palos-Sanchez, Saura & Correia (2021) composed a new version of the model, based on the aforementioned, which comprises the variables from the UTAUT model, namely Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Conditions, and the edition of Hedonic Motivation, App Quality, and App User Experience, naming it the UTAUT2 model (Palos-Sanchez et al. 2021). It should be noted that the origin of the model was composed by Venkatesh (2003) and was related to the case of employees and their acceptance of technology (devices and systems) in a workplace, and therefore, the variables are defined in terms of that particular context.

Performance Expectancy can be seen as “(...) the degree to which an individual believes that using the system will help him or her to attain gains in job performance” (Venkatesh et al. 2003 in Dwivedi et al. 2017). It can be argued that this definition is mainly related to performance and gains, that comes from using the device or system, and in this study, it would therefore relate to the degree to which, the follower believes that using the mobile app will help him or her to attain gains, in the context of searching for tourism information.

Effort Expectancy can be seen as “(...) the degree of ease associated with the use of the system” (Venkatesh et al. 2003 in Dwivedi et al. 2017). Therefore, Effort Expectancy could be examined as the followers’ degree of ease with the use of the mobile app.

Social Influence is defined as “(..) the degree to which an individual perceives that important others believe that the individual should use the new system” (Venkatesh et al. 2003 in Dwivedi et al. 2017). This could be examined with the inclusion of the perspective of social surroundings and their believes regarding using mobile the mobile app.

Facilitating Conditions is defined as “(...) the degree to which an individual believes that an organizational and technical infrastructure exists to support use of the system” (Venkatesh et al. 2003 in Dwivedi et al. 2017). Therefore, this could be included in terms of the followers’ views on the technical infrastructure of the mobile app.

Hedonic Motivation can be defined as “the pleasure or enjoyment derived from using a technology” (Venkatesh et al. 2012 in Palos-Sanchez et al. 2021). Hedonic Motivation could be examined in terms of the followers’ pleasing or displeasing experience of using the mobile app.

App Quality is defined as “(...) the user’s perception about the design quality of the tourism app (...)” (Al-Qeisi et al. 2014 in Palos-Sanchez et al. 2021). This could be examined with the perspective of the follower’s perception regarding the initial impression of the mobile app, seeing that perceptions are often related to a rather uninformed impression of an object, as “(...) consumers typically perceive what they are expecting; this is usually based on familiarity, previous experience, values, and motivations (Schiffman & Kanuk, 1997 in Cohen et al. 2014).

App User Experience can be defined as “(...) the user’s experience when using the tourism app thanks to the design of the application (...)” (Al-Qeisi et al. 2014 in Palos-Sanchez et al. 2021). This is closely related to the variable of App Quality, but where App Quality is more concerned with the followers’ perception, the App User Experience is more concerned with the follower’s experience in the context of evaluating the mobile app. Therefore, this variable could be examined by looking into the followers’ experience of the design and its quality through evaluation.

Palos-Sanchez, Saura & Correia (2021) found that The App User Experience and Social Influence was the most significant factors in their study, which highlights the significance of personal relationship in the use of technology (Palos-Sanchez et al. 2021), as was also the case in the study by Feng (2020) who found that word of mouth from surroundings was of significance in terms of behavioral intention (Feng 2020). Also, Palos-Sanchez, Saura & Correia (2021) found that Facilitating Conditions and App Quality influence use behavior but only in a small amount, and the authors therefore suggest marketers to inform users in detail about the attributes and service in their mobile apps, otherwise the consumers will only go for a possible free trial (Ramos et al. 2017 in Palos-Sanchez et al. 2021).

Research within the field of technology use and acceptance, and especially acceptance of mobile apps, is considered to be relevant for this study, seeing that Palos-Sanchez, Saura & Correia (2021) incorporates the Theory of Reasoned Action regarding attitudes, and the study is thereby comprising a combination of research regarding attitude formation and technology acceptance.

Theory

Seeing that this study is concerned with the company's followers' experience of the mobile app, several of the theories and models discussed in the literature review deems relevant, in one way or another, and therefore, an adapted theoretical framework will be used as theoretical ground for the examination in this study, which will be explained later on in this theory section. As a point of departure, a more comprehensive review of the relevant theories and models, which the adapted theoretical framework will consist of, will be presented.

In the literature review, theory concerning the customer journey was discussed. It was found that customer journey theory is concerned with “*journeys*” that entails mobility, where the tourist is expected to discover a tourism attraction, place, or destination in the first phase, to visit the tourism attraction, place, or destination and “participate” in the second phase, and to reflect on the experience in the third phase. It can be argued that one can use the customer journey framework on a non-mobility case as well, as the phases' main characteristics are: discovery of, participation and interaction with, and reflection of, the experience. An individual who experiences a mobile app will move through these phases, seeing that the first phase would include the followers discovery of the mobile app, where value comes from the discovery, the second phase where the follower is surfing through the mobile app, planning and participating, not with the tourism actor, but, in this case, with the functionalities in the mobile app, where value comes from participation, and the third phase, where the follower reflects on the experience with the mobile app and considers satisfaction of use, where value comes from reflection over the experience, meaning possible satisfaction or enhancement of self-image. This adapted customer journey will be included in the theoretical framework, seeing that this perspective, with the follower moving through different phases during the experience of the mobile app, can add structure to the examination, and because the phases are concerned with values of the follower, which is one of the key concepts within consumer behavior, and is evidently inter-correlated with the key concept of attitudes.

Values can be defined as “*an enduring belief that a specific mode of conduct or end-state of existence is personally or socially preferable to an opposite or converse mode*” (Rokeach 1973 in Cohen et al. 2014). The definition indicates that values are related to a certain enduring belief, based on a prediction of a mode of conduct or end-state, that will be preferable for the person in question. Attitudes can be defined as “*a person's degree of favorableness or unfavorableness with respect to*

a psychological object” (Ajzen & Fishbein 2000), and comes from an “*evaluation of an object, concept, or behavior along a dimension of favor or disfavor, good or bad, like or dislike.*” (Ajzen & Fishbein 2000), where the expectancy-model posits that “*people’s evaluations of, or attitudes toward, an object are determined by their accessible beliefs’ about the object, where a belief is defined as the subjective probability that the object has a certain attribute.*” (Fishbein & Ajzen 1975 in Ajzen & Fishbein 2000). This indicates that a positive attitude is related to the accessible beliefs regarding and evaluation of an object in terms of it containing certain attributes which can be viewed as favorable and good. This notion is closely related to the definition of values as being a result of an enduring belief that a mode of conduct or end-state that is personally or socially preferred. Seeing that the definition of attitudes posits that attitudes are related to beliefs in regard to a particular object, concept, or behavior, and the definition of values posits that values are related to beliefs in regard to a certain guideline for conducting oneself, seeing that it involves a “*a specific mode of conduct or end-state of existence (...) is preferable*”, the examination of accessible beliefs (attitudes) and enduring beliefs (values) seem to be overlapping. Furthermore, it may also be argued that a positive attitude regarding an object can lead to a value, seeing that the accessible belief that something is favorable and good can lead to a positive attitude and thereby a personally or socially preferred mode of conduct or end-state. This goes both ways, as values can guide actions, judgments, *attitudes*, and behavior (Crick-Furman & Prentice 2000 in Cohen et al. 2014) and further emphasizes how the key concepts within consumer behavior are inter-correlated in one way or another.

Seeing that values can guide attitudes and attitudes can lead to values, if they are stable over a span of time (Crick-Furman & Prentice 2000; Rokeach 1973 in Cohen et al 2014), these two key concepts pose as influential in the examination of the followers’ experience and evaluation of the mobile app. For this study, the differentiation between an enduring belief that have led to a value and the accessible beliefs that can lead to an attitude is not of importance. However, the examination of how these beliefs can assist in an understanding of the followers’ experience of the mobile app is what will assist in answering the research question, in terms of what drives the followers towards a positive or negative overall attitude.

The connection between an individuals’ beliefs and evaluation of an object has been embodied in the attitude formation model, named the expectancy-value model, which, as mentioned earlier, posits that “*people’s evaluations of, or attitudes toward, an object are determined by their accessible beliefs’*

about the object, where a belief is defined as the subjective probability that the object has a certain attribute.” (Fishbein & Ajzen 1975 in Ajzen & Fishbein 2000). This expectancy-value model deems relevant in terms of examining attitude formation in real-time, seeing that the theory posits that even though people draw on accessible beliefs stored in memory when evaluating an object, there are some cases where the person did not encounter the object before or where new information concerning the object arises, and here, real-time attitude formation sets in. This was seen as an oversimplified perspective (Ajzen & Fishbein 2000), however, seeing that the notion has been embedded in one of the most recognized models of attitude formation, it may deem interesting for this study.

In the definition, it is indicated that through an examination related to the attributes associated with the mobile app, one will be able to understand the evaluations and attitudes of the followers. The term, *attribute*, relates to the characteristics of the object in question, and seeing that people’s evaluation of the attributes associated with the object contributes to the overall attitude, the attributes can be seen as the main drivers, in terms of what contributes to either positive or negative beliefs, which lead to the overall attitude. In this study, the object is the mobile app, and one attribute could be ease of the technological platform. If an individual associates ease of use (attribute) with the mobile app (attitude object), the person may exert a higher degree of favorableness towards the mobile app, and this contributes to the overall attitude.

In examination of the followers’ accessible beliefs and evaluation of the mobile app, one can look for repetition of certain beliefs, whereas beliefs were defined as “*the subjective probability that the object has a certain attribute*” (Ajzen & Fishbein 2000), as repetition is an indicator of the strength of the belief. Seeing that accessible beliefs and evaluation lead to the overall attitude, the strength of the beliefs of the followers are of importance for the outcome of the examination. Also, “*In the case that any change occurs in ones set of accessible beliefs or in the evaluation of the product or service, an attitude change can happen* (Ajzen & Fishbein 2000), which indicates that if one can detect the change in accessible beliefs through an evaluation of an object, one can detect the possible attitude change, and this will be of importance for this study, seeing that the aim is to understand what drives the followers towards a positive or a negative overall attitude in relation to the whole experience of the mobile app of OpdagDanmark.

However, Ajzen & Fishbein (2000) also states that people evaluate on their beliefs regarding the behavior they must exhibit in terms of positive and negative consequences (Ajzen & Fishbein 2000),

which posits that to understand the followers, the researcher must push them to evaluate – not only on the attributes associated with the object – but also on the behavior which is hoped that a positive attitude would lead to. Ajzen & Fishbein (2000) states that one should look for behavior-specific attitudes, which is attitudes towards a specific behavior, as these are more trustworthy when trying to predict a particular behavior (Ajzen & Fishbein 2000). In case of the mobile app, the behavior of importance would be that the followers intended to use the mobile app, but also that they want to pay for the mobile app subscription, and it is therefore their beliefs regarding this behavior that is relevant. This indicates, that to understand what drives the followers towards a positive or negative attitude related to the mobile app, the examination must involve insight into accessible and enduring beliefs before and in evaluation, and to understand what, if something, would make the follower not use the mobile app, the examination must also involve the aspect of the behavior that is wished to occur, which is that the followers download the mobile app and perform the behavior of paying for the mobile app subscription. The Theory of Planned Behavior is used to examine the attitude-behavior relation, and Ajzen & Fishbein (2000) state that “(...) human action is guided by three kinds of considerations: beliefs about the likely consequences of the behavior (behavioral beliefs), beliefs about the normative expectations of others (normative beliefs), and beliefs about the presence of factors that may further or hinder performance of the behavior (control beliefs)” (Ajzen & Fishbein 2000) which concerns examination of behavioral intention to use.

The study by Feng (2020) that was discussed in the literature review, is also related to behavioral intention. He includes behavioral attitude, perceived behavioral control, subjective norms, past behavior, whereas behavioral intention is a product of these (Feng 2020). This study relates to students using mobile apps, and therefore deems applicable to this study, which also concerns the use of a mobile app.

Behavioral attitude is defined as the degree to which a person is pleased with executing a particular behavior, and this influence the personal expectation of positive or negative attributes of the outcome (Ajzen & Fishbein 1975 in Feng 2020), which aligns with the definition of attitudes in concern with favorable or unfavorable views on the object in question. The more positive the attitude is, the more chance of executing the behavior (Ajzen 1991 in Feng 2020). *Subjective norms* are connected to the social stress one can experience when executing the behavior (Terry et al. 1999 in Feng 2020). Therefore, a person's likeliness of executing a behavior also comes from the attitudes of their

surroundings, such as friends and family, and their favorable or unfavorable view will influence the decision-making process (Ajzen 1991 in Feng 2020). *Perceived behavioral control* is related to the degree of personal control, which could be personal economic, time, skills, and so forth (Feng 2020). In the case of this study, perceived behavioral control can relate to the person's view on a paid mobile app subscription, in terms of economic (can I afford it), skills (do I know how to use this technology), and time (do I have time to use it). *Past behavior* is included seeing that peoples past experiences have significant influence on decision-making processes. When a person endures a positive experience with a product or service, the person is keener to use it again (Feng 2020). This relates to Ajzen & Fishbein (2000)'s view on beliefs, where they state that attitudes come from accessible beliefs, and these have been formed through life or is formed automatically when someone is exposed to a new product or service, and/or receives new information regarding the very same (Ajzen & Fishbein 2000). The stronger these indicators of behavioral intention deems to be, the higher the degree of behavioral intention (Ajzen & Fishbein 2000).

Moving on to technology acceptance, the UTAUT2 model, and its unification of theory on beliefs, evaluations, and attitudes, as well as the variables concerning acceptance of technology, seems to include the relevant theoretical ground for the examination in this study. However, seeing that this study concerns a company that only provides online tourism information, and the study only includes followers of the company, it can be contested that this particular group already accepted the use of technology, in terms of using the internet through a mobile phone or a computer, and thereby indicates that the acceptance of technology part might be redundant.

However, the variables from the UTAUT model, namely Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Conditions, and the editions from the adapted UTAUT2 edition, Hedonic Motivation, App Quality and App User Experience, are the main indicators involved in acceptance of technology, and the stronger someone feels about these, the more likely the person will be to perform the particular behavior, meaning to accept and use the technology or system in question (Palos-Sanchez et al. 2021). Therefore, these variables pose as themes of significance in cases of conducting research of attitudes concerning technological devices or systems. Furthermore, the authors state that the adapted and extended model, the UTAUT2 model, is of interest in cases of studying mobile app use seeing that “*this model incorporates several improvements to the original UTAUT model in order to explain the intended use of e-commerce technology, when*

consumers download an app and start to use it” (Palos-Sanchez et al. 2021), and therefore, some aspects from this model might deem relevant for this study after all.

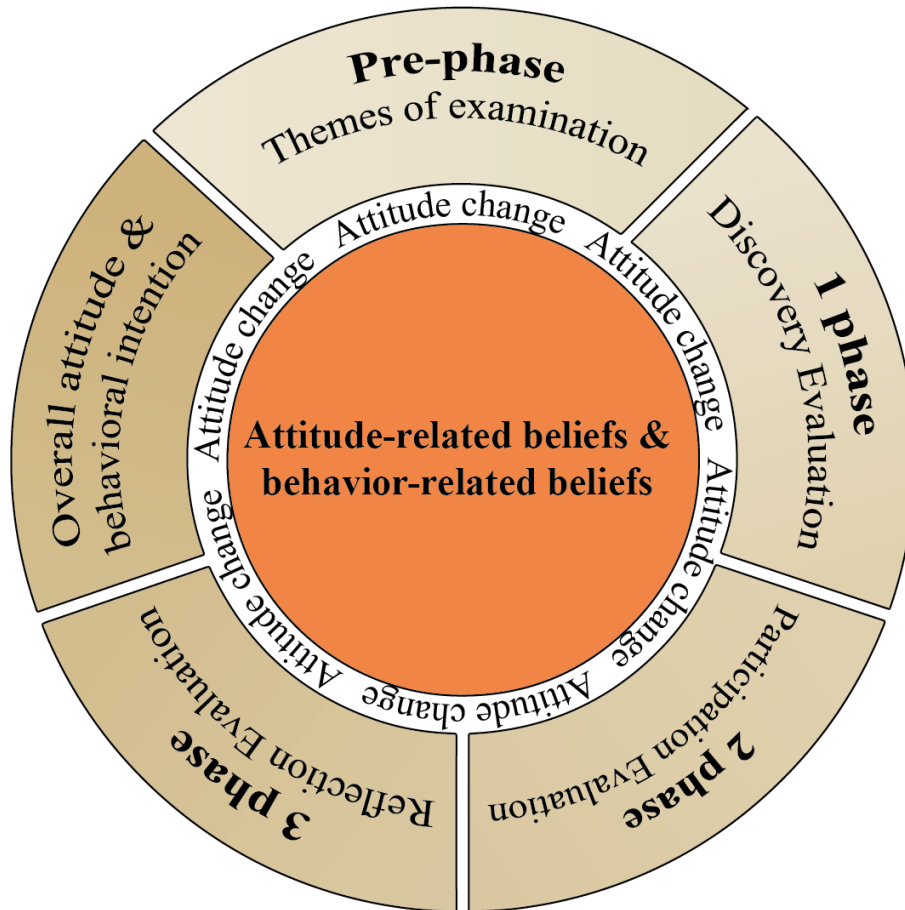
On the basis of this review of the theories and models deemed most relevant for the study, a theoretical framework have been composed, which comprises the phases within the customer journey of discovery, participation, and reflection, which considers the key concept of value, the theory on attitude formation and attitude change related to beliefs and evaluations, as well as the theory on behavioral intention involving behavioral attitude, perceived behavioral control, subjective norms, and past behavior, seeing that a theoretical framework that empowers a particular combination of these theories, will assist in answering the research question.

The theoretical framework comprises a pre-phase that sets the scene for accessible and enduring beliefs of the follower, the customer journey phases, which is discovery, participation, and reflection, all related to an evaluation of the mobile app, which will lead to a conclusion on possible attitude change, the overall attitude, behavioral intention to use, and how the consequence of payment affects the latter. In essence, it deems relevant to obtain an understanding of the followers’ attitude-related accessible beliefs and enduring beliefs in the beginning before evaluation of the mobile app, in a so-called pre-phase, to lay the ground of the followers’ likes and dislikes related to the main themes of this study, namely tourism information and technology, as well as the company, OpdagDanmark.

Hereinafter, it will be possible to examine if any change in attitude-related accessible and enduring beliefs occurs in phase 1, where the follower gets to “discover” the mobile app and evaluate, and in phase 2, where the follower gets to “participate” with the mobile app and evaluate, and in phase 3, where the follower gets to “reflect” on the “journey” which is the experience of the mobile app, and in the end, this examination will assist in a conclusion on the overall attitude of the follower.

The aspects of behavioral intention involving behavioral attitude, perceived behavioral control, subjective norms, and past behavior will be analyzed throughout both the pre-phase and the three phases in the customer journey, in relation to behavior-related beliefs, seeing that these can help determine behavioral intention to use the mobile app. The aim is to achieve an understanding of what drives the followers towards positive or negative overall attitudes and behavioral intention, and to get

an understanding of whether there is any correlation between the overall attitude and the behavioral intention to use, and the willingness or unwillingness to pay for the mobile app subscription.



Methodology

Theory of science

The way people view the world can be explained by their ontological stance. This project is written with a social constructivist view of the world and the people in it. It is based on the idea that everything is socially constructed by people, and that words and sentences gain meaning from the way they are used (Beck 2014) and this ontological stance will be clear throughout this study. In this study, attitudes towards and behavioral intention to use the tourism mobile app is investigated, by examining the attitude-related and behavior-related beliefs concerning the attributes associated with it, and both

the questions and the answers will depend on the interviewers and the interviewees social constructions. That should be understood in the sense that the interviewer and the interviewees will have their own social constructions beforehand about the themes for the examination, seeing that the two might have had different encounters with the themes, and an example could be tourism information, which may have gained several meanings from the way that people have used it. For this study, the interviews will reveal social constructions, but seeing that we create meaning in unity through our life, an interview that is focused on both the revelation of accessible and enduring beliefs regarding tourism information, technology, and the company, OpdagDanmark, as well as the introduction of an object which the interviewee might know of, however, involving the new version of the experience map, have the opportunity of altering, forming, or withholding social constructions of both the interviewee and the interviewer, and form new ones in unity.

The theoretical framework (can be seen on p. 25) is parted into three phases with a pre-phase, whereas the pre-phase is where the accessible and enduring beliefs about the themes, tourism information, technology, and mobile apps, as well as OpdagDanmark, comes to light, and these beliefs have been socially constructed by the individual throughout life, through experiences and people in it. The first phase is where the individual is discovering the mobile app of OpdagDanmark and has their first experience with the front page of the mobile app, the second phase is where the individual is participating with the mobile app, and the third phase, where reflection sets in, and through these phases, an attitude change can be detected, and here the individual in question must draw on accessible and enduring beliefs and the experience with participation. In these three phases, the real-time evaluation occurs, where the individual's evaluations will be based on their views of the world and the object of the mobile app. In this sense, the individual in question and the interviewer creates an understanding of the object in unity based on social constructions, and even though the purpose is to get an understanding of the individual who is being interviewed, the co-creation is valued within social constructivism. From a positivist point of view, this would be an implication, as research is objective and there only exists one truth. However, in a social constructivist view, this co-creation of meanings and an understanding of the world and what exists in the world, is how we form our future, and is therefore valued (Holm 2014).

The main themes, tourism and technology, are in themselves, socially constructed phenomena, which have gained meaning from the way that people see, use, and speak about them. This study will

conclude on attitudes and behavioral intention in terms of responses to a mobile app in the context of tourism, and in this case, there is not one truth, seeing that the aspects of “truth” is not an angle of research within social constructivism, and social constructions depend on the interviewee and the interviewer - and the social constructions they create through how they speak about the phenomenons.

Gergen (1999) set up some ground perspectives, which, in his view, is the core of social constructivism.

(1) There is not necessarily any correlation between the world and our conceptions of the world. That is the case, seeing that language is not, as the positivists thought, a view of reality, but instead a social convention (Holm 2014). In corporation, people have created discourses regarding the world we live in ever since the world came into existence. The reason why some discourses are still not challenged, is because history, which is a hegemonic discourse in itself, have told us, that it is how it is and because other explanations have not been found, or just because it is the hegemonic view of the world. In the social constructivist view, we may be bound by discourses and social conventions, but this is not a “truth”. This study is gravely affected by this thinking, as the individuals’ meanings and understandings of the object in question, is in focus, and the individual will not be restrained by any opinions beforehand, seeing that attitudes are not objective, but subjective views, and beliefs, evaluations, and attitudes of each individual is what this study will conclude on.

(2) Our description of reality comes from the social relations we are in. We create a view of the world in unity (Holm 2014). Once again, it is evident, that the way we speak about the world and the things in it – discourses – are greatly impacting the social constructivist view. Discourses can be contested and challenged by researchers, but from a social constructivist view, it is not possible to contest the fact that we do create meanings of the world by the way we speak about it – in unity. This will also be evident in this study, seeing that it concerns the human mind, and will be analyzed on the basis of a theoretical framework comprised by the researcher, which in the social constructivist view is a valued asset, and thereby the outcome will be, that the interviewee and the interviewer will create an understanding of the object in question in unity. Also, the accessible beliefs of each interviewee will be based on the social constructions formed through life and experiences in unity with the people the interviewee have interacted with and how they have spoken of or interacted with tourism and technology, seeing that these views will have formed social constructions, which will be visible in the interview.

(3) Through our understanding of the world, we form our future. It is our common understanding of the world, which decides what we can and cannot do (Holm 2014). In a way, people are able to set limitations for themselves and others, with the creations of discourses and common understandings of what is possible and what is not. This can relate to much larger issues in the world than what is examined in this study, however, it is still the intention to create an interview situation where no limits are set, and the interviewee will lead the conversation in terms of the individual's view on the matter. Therefore, nothing is expected based on the interviewer's own bias and social constructions, however, seeing that we also create understandings in unity, it is not possible to fully withdraw from biases and own perspectives, which in the social constructivist view is not seen as a limitation.

(4) Our reflections regarding our understanding of the world are vital for our future well-being. Through the problematization of depressed imaginations about each other, we can change the society (Holm 2014). In this age, several issues have been contested due to a growing social constructivist population, where people are seen as independent and individual. It is a discourse that is getting increased attention in these modern times, where not one truth, but several, are visible in societies. People discuss other people's worth and their own, based on race, gender, sexuality, and so forth, and these discussions have only enhanced due to digitalization, where people can "meet" online and create online communities. This challenges social constructions, and through these reflections, our future may change, as other problematizations of depressed imaginations have changed the more developed parts of the world earlier, such as women's rights and slavery, only to mention a few. In this study, the third phase of the theoretical framework is focused on reflections, and these reflections are vital for the innovative developments for the mobile app, thereby not being related to changing depressed imaginations of a large scale, but to locate and change possible depressed imaginations of technology use in tourism.

Qualitative method and study

Most researchers choose to either use qualitative or quantitative method in their studies, however, at one point, the use of mixed methods gained momentum, seeing that it can prove beneficial to apply both quantitative and qualitative methods if it can bring forth further revelations to the research in the study. However, quantitative and qualitative methods are used for different purposes, seeing that Silverman (2020) states that qualitative research is concerned with subjective meanings and

quantitative research is concerned with objective facts (Silverman 2020). Also, Stake (1995) states that there are three main differences between the two, which is “(1) *the distinction between explanation and understanding as the purpose of inquiry*; (2) *the distinction between a personal and impersonal role for the researcher*; and (3) *a distinction between knowledge discovered and knowledge constructed*.” (Jackson et al. 2007).

Lincoln and Guba (1985) mention that qualitative researchers are concerned with what they call “*the human as an instrument*” which means that the focus is on people’s experiences and reflections regarding experiences, whereas the quantitative researchers would rely on a set of finite questions for categorization, meaning that there is little room for open-ended answers and further discussions (Jackson et al. 2007). Furthermore, the qualitative researcher is more interested in the humanistic, interpretive approach, and receives more in-depth information regarding a phenomenon. This also indicates, that in qualitative research, it is most often not generalizable to a wider population, as few participants are chosen for these in-depth studies, whereas a quantitative researcher will have a lot more participants and therefore will be able to draw conclusions on the populations instead (ibid), but the aim of qualitative studies are also not to be generalizable, seeing that the purpose of using this method, is to understand individuals experiences and reflections.

The use of qualitative method has been discussed in several books and academic articles; however, the majority of journal authors assume to have a consensus with about three objectives of conducting qualitative research, which is the following, “(…) *understanding human experience, treating interviews and focus groups as providing direct access to the contents of people’s heads and foregrounding the empathetic skills of the researcher to achieve this*.” (Silverman 2020). This goes well with that “*Qualitative research questions focus chiefly on three areas: language as a means to explore processes of communication and patterns of interaction within particular social groups; description and interpretation of subjective meanings attributed to situations and actions; and theory-building through discovering patterns and connections in qualitative data*.” (Fossey et al. 2002)

Concerning all the above, this study will be comprising a qualitative method, seeing that the researcher uses *the human as an instrument*, searches for subjective meaning with a purpose to understand people’s experiences, social constructions, and individual meanings, with the use of open-ended questions for an in-depth conversation regarding the subject of the study, and this will coded

based on the theoretical framework and analyzed in an interpretive manner with focus on patterns and connections in the data assembled, to answer the research question. In the case that OpdagDanmark sought to obtain an overview regarding travels in Denmark, and how often people travel, which kind of vacation and such, a quantitative method would apply well, as the researcher would “rely on a set of finite questions for categorization” (Jackson et al. 2007), and these facts would provide a great map of the data. However, what will be examined in this study, is the understanding of the followers and their attitude-related and behavior-related beliefs regarding the attributes associated with the mobile app. Therefore, qualitative method where the purpose is to examine “subjective meanings” and “to understand people’s experience” deems to be the best fit for this study. Moreover, qualitative research methods can capture the complexity of people and gain a deeper understanding of people’s needs and expectations (Vaughn, & Turner, C. 2016), which is what the examination in this study aim to.

Sampling

When conducting qualitative research, the data should be information-rich, and therefore, the considerations regarding sampling should be guided concerning appropriateness and adequacy. This indicates, the one should locate the appropriate participants for the examination, which is those that best informs the study. Also, adequacy is important, which could be the adequate information sources, either places, events, people, or something else, to answer the research question best possible (Fossey et al. 2002).

For this study, the interview participants have been chosen due to the following criteria.

- (1) The participant is already a follower of the online tourism platform, OpdagDanmark, on one of their social media platforms, Facebook or Instagram. The criterion for this study is that the participants are interested in the company, their services and “*A guide for the best experiences in Denmark*” before being interviewed, seeing that the company’s main objective is to use the findings to conduct a targeted marketing strategy of their paid mobile app subscription to their followers.
- (2) The participants should be between 20-60 years of age, since it can be seen from the section named *insight* on their social media platforms, Facebook and Instagram, that it is the primary target group for the company.

13 individuals, meeting the criteria, were written to with the following: “Dear X. I am studying a master’s degree in Tourism at Aalborg University, and I am currently writing my thesis in collaboration with OpdagDanmark, which concerns their mobile app. I wonder, if you would be willing to participate in an interview, where questions will be centered around your opinions regarding the mobile app, concerning design, functionalities, and content. The interview will be included in my thesis. Best regards.”

From the 13 individuals, 6 individuals were willing to participate in the interview. The interviews were conducted at the location which fitted the participant best, which was either at the interviewer’s or their residence, and the participants have agreed that the interviews are taped, transcribed, coded, and used in this study, as well as, that the thesis can be downloaded by students and employees at Aalborg University.

Semi-structured interviews

For this study, the uncovering of accessible and enduring, attitude-related and behavior-related beliefs, the following real-time evaluation which takes place through the customer journey phases of discovery, participation, and reflection, and the possible attitude change, is of interest. Different interview methods can be applied to obtain the qualitative data for this examination, and one can choose to either do focus groups or individual interviews. In focus group interviewing, the chosen participants are gathered, and will discuss subjects based on your guidance, and though this kind of interviewing, one can arrange a lot of interesting discussions and interpretations of the subject at hand, where one can get direct insight into how social constructions emerge. However, individual interviewing can, in this case, deem to be more relevant, seeing that the journey of each participant is what the theoretical framework is based on, and therefore, the experience of each participant through their evaluation of the mobile app, is what the conclusion will be formed from.

In terms of individual interviewing, one can conduct structured interviews, semi-structured interviews, or un-structured interviews. Seeing that the examination will follow a specific pattern, namely a pre-phase and the three phases of the consumer journey, an un-structured interview would not be applicable, and the structured interview would leave out the opportunity to ask follow-up questions regarding particularly interesting answers from the participants. Semi-structured interviews

facilitate a focused exploration of a particular subject, seeing that it involves the use of an interview guide and lets the researcher have themes and particular areas of interest for the interview, but it is the participants who take the lead in telling their stories, more than the researcher (Fossey et al. 2002). Also, semi-structured interviews are often preferred as it allows the researcher more flexibility and responsiveness for themes of significance (Jackson et al. 2007). In this study, the journey of the individual is of significance, and therefore, some structure has to be provided, but the examination is also concerned with the interviewees beliefs and should therefore be guided by the interviewee, and seeing that semi-structured interview allow the researcher to focus on certain themes, and at the same time, the interviewees are the ones that take the lead in “telling their stories”, semi-structured interviews has proved to be the best interview method for this study.

For semi-structured interviews, an interview guide is conducted, which comprises a list of questions as well as is designed to be focused but also flexible, creating the everyday conversational style. This is a good way to build an understanding of individuals and their perspectives, expectations, and assumptions regarding the subject in question (Rubin & Rubin, 1995 in Vaughn, & Turner, C. 2016). This aligns with the objective of this study, seeing that the understanding, social constructions, and meanings of the participants are what is of importance, and is what will be analyzed with the use of the adapted theoretical framework concerning accessible and enduring, attitude-related and behavior-related beliefs, and the customer journey phases which includes real-time evaluation (see theoretical framework on p. 25). The interview guide questions have been formed with inspiration from the variables in the UTAUT2 framework, seeing that these variables are viewed as the areas of most importance when conducting research involving a technological device and the acceptance of the very same.

The interview guide can be seen in Appendix 1.

Transcription

The interviews will be transcribed, so that the textual material can be used for the analysis. One can use two methods within transcription, which is the naturalized and denaturalized method.

In naturalized transcription, the researcher is concerned with detail, and this method is often used by conversations analysts, as the aim is to analyze speech patterns in conversations through transcription of turn-taking, overlapping talk, repairs, response tokens, and so forth (Edwards and Lampert 1993; Hutchby and Wooffitt 1998; Jefferson 1985; Ochs 1979 in Oliver et al. 2005).

In denaturalized transcription, the researcher is concerned with the content of the conversation (MacLean et al 2004 in Oliver et al. 2005). This indicates that this transcription method is not concerned with in-depth detail of the social interaction in the conversation, however, merely the content, what is said in the conversation, and the meanings constructed. It is still a method that depicts a full and faithful transcription (Cameron 1996: 33 in Oliver et al. 2005), however, the aspects that a conversation analyst is interested in, like overlapping talk and turn-taking, is not the aim of the denaturalized transcription methodologists. Moreover, using this transcription method, meanings and perceptions in the conversation is what is of interest for the study, and is therefore often used by researchers who do critical discourse analysis or ethnography (Agar 1996; Carspecken 1996; Fairclough 1993 in Oliver et al. 2005).

Seeing that the analysis for this study is concerned with the individuals' beliefs through understanding, meanings, and social constructions, the denaturalized transcription method will be employed. The way the interviewee and the interviewer interact in the conversation scene is not what the analysis will be constituted of, but rather the patterns of meanings that will occur in the interplay between the two, seeing that we will create meaning in unity through language and interaction, based on our own social constructions of the world. The interview transcripts can be seen in Appendix 2.

Coding

Following the transcription, the textual material will be coded on the basis of the theoretical framework. The interview transcriptions will consist of important knowledge which assist in answering the research question, but the interviews may also consist of elements, which are not of interest for the analysis. This will occur, even though the interview guide was conducted on the basis of the UTAUT2 variables and with the theoretical framework in mind, seeing that it is qualitative semi-structured interviews, and therefore, the interviewee is the one that leads the conversation, which is of importance as it is their understanding which is under scrutiny, however, some aspects of

the conversation will deem more relevant for the analysis than others. To uncover and identify the most important and relevant aspects from the conversation in the interview, thematic coding is essential. What is worth analyzing is one of the most challenging aspects of qualitative research, and coding along themes and topics can help to prioritize in the process of analyzing qualitative data (Vaughn, & Turner, C. 2016), such as in the semi-structured interviews conducted for purpose of this study's examination. Saldaña (2014) defines a code as the following:

"A code in qualitative data analysis is most often a word or short phrase that symbolically assigns a summative, salient, essence-capturing, and/or evocative attribute for a portion of language-based or visual data. The data can consist of interview transcripts, participant observation fieldnotes, journals, documents, literature, artifacts, photographs, video, websites, e-mail correspondence, and so on. The portion of data to be coded can (...) range in magnitude from a single word to a full sentence to an entire page of text to a stream of moving images (...) Just as a title represents and captures a book or film or poem's primary content and essence, so does a code represent and capture a datum's primary content and essence." (Saldana, 2009, as cited in Saldaña 2014).

In essence, in this study there will be assigned a code to those parts of the text that symbolically assigns a salient, summative, essence-capturing, and/or evocative attribute in the interview transcripts. Fossey et al. (2002) describes coding as a process where the researcher labels segments of data to identify certain themes or processes. This is effective in two ways, as it lets the researcher locate data of coherence and as it lets the researcher locate patterns, connections, or distinctions between them (Fossey et al. 2002). The process of coding in this study will be based on the theoretical framework of identifying accessible and enduring, attitude-related or behavior-related beliefs. The textual parts of the transcripts, which are coded, will be the ones where the participants either express a positive or negative accessible or enduring, attitude-related or behavior-related belief. Attitudes and the indicators of behavioral intention to use, are constituted of likes or dislikes, favorableness or unfavorableness, in terms of accessible beliefs or enduring beliefs, and evaluation of these in terms of it being a belief concerning attitude or behavior, which can be seen through in the coding of the parts of the textual parts that are either positively or negatively charged.

For this study, the interview transcripts will be coded with the colors pink, yellow, and grey. The pre-phase consists of the examination of accessible beliefs or enduring beliefs regarding tourism information, technology, and the company, OpdagDanmark. The coded statements in the pre-phase

are not deemed to be positive or negative but is rather the basis for the further evaluation and used to draw on, when examining a possible attitude change. Therefore, these statements are coded with the color, pink. In the three phases of evaluation, where phase 1 is discovery, phase 2 is participation, and phase 3 is reflection, the positive statements will be coded with the color, yellow, and the negative statements will be coded with the color, grey. The codes can be seen in Appendix 2.

The semi-structured interviews will be conducted in Danish, and therefore, the parts of the interview transcripts, which will be assigned codes and will be used in the analysis, will be translated from Danish to English by the author of this study.

Analysis

The analysis will comprise a separate analysis of each of the 6 interviews conducted. It will be structured in this way, seeing that the theoretical framework comprises the “journey” that someone will embark upon when trying out a mobile app, and where the pre-phase sets the scene for the accessible and enduring beliefs regarding tourism information, technology, mobile apps, and OpgdagDanmark, the three phases of the “journey” comprise analysis of the evaluation and the attitude-related beliefs and behavior-related beliefs that comes from this evaluation by the participant.

The 1 phase of discovery includes the first impression of the participants and their attitude-related beliefs and behavior-related beliefs in this phase will be analyzed, the 2 phase of participation will build of the participants evaluation in relation to them interacting with the mobile app of OpgdagDanmark and the attitude-related beliefs and behavior-related beliefs will be analyzed, whereas the 3 phase of reflection build on their experience with the mobile app, and here, the attitude-related beliefs and behavior-related beliefs will be analyzed. Also, the 3 phase of reflection will include partial conclusion on each participant’s journeys, in terms of possible attitude change from the pre-phase and through the customer journey phases of experience, as well as their overall attitude and behavioral intention to use.

This analysis will lead to the final revelation of the participants beliefs regarding paying for the mobile app subscription, and how this is or is not affecting, or correlating with the overall attitude and behavioral intention to use.

Interview Participant 1

Pre-Phase – Beliefs regarding themes

Pre-phase	Beliefs regarding themes
Question: "What are your thoughts on technology?"	"I think it is amazing. Obviously, there are pros and cons. But, in relation to tourism and in terms of finding inspiration for travels, it is amazing. As an example, an app like Endomondo, if you are going on a plane to some place, it is a perfect tool, and yes, different other tools to find information, also when you are at the specific place. Something like maps is brilliant. So generally, technology, it facilitates a lot of things."
Question: "What are your thoughts on mobile apps?"	"(...) I think it is easily available. As an example, as I mentioned with something like Google maps. It is really easy to find directions when you open that app. And yes, generally, apps are just easily available, to find information about what you need in any given situation."
Question: "What are your thoughts on using a mobile app to search for tourism information?"	"(...) I think that is good (...) it is clever, that you can open an app. I used that one a lot, what is it called? (...) TripAdvisor. And I also experience, that with various searches, you get to TripAdvisor automatically, but TripAdvisor is brilliant, because it is connected to your location. Then a lot of different suggestions come up, dependent on what one searched for, whether it is a hotel or restaurant or something else."
Question: "Why do you follow OpdagDanmark?"	"I do that, because I think that it is interesting to see what is going on in Denmark. And I am a person who likes to experience a whole lot. So, like that, it is nice to know, what you can experience in Denmark. And I especially think it is interesting to see, like places and destinations. Places of natural beauty where you can go for a lovely walk (...)"
Question: "Have you ever considered to use OpdagDanmarks app?"	"I did not know that OpdagDanmark had a mobile app, I only follow them on Instagram, and is really pleased with that, but now that I am familiar with the fact that they have an app, I think it could be exciting to explore what options that could give."
Question: "What should this kind of app include for you to use it?"	"As I mentioned before, TripAdvisor as an example, I think that one is brilliant (...) I think that there should be some kind of opportunity for searching, and then you have to be able to type in your location or the area you are in (...) Then you can type in Silkeborg, if you are going to Silkeborg in the weekend and see what rating there is on different places you want to visit."

The participant likes technology and thinks that "it facilitates a lot", whereas sites like Endomondo and Google Maps are mentioned as "perfect tools" and mentions Google Maps twice by stating that "something like maps is brilliant" and "(...) as an example, as I mentioned with something like

Google Maps. It is really easy to find directions when you open that app”. Also, TripAdvisor is mentioned more than once, where the participant states that “TripAdvisor is brilliant, because it is connected to your location”, “(...) then a lot of different suggestions comes up, dependent on what one searched for, whether it is a hotel or restaurant or something else” and “as I mentioned before, TripAdvisor as an example, I think that is brilliant (...)”. Seeing that the participant is mentioning both Google Maps and TripAdvisor more than once, repetition sets in, which indicates that the accessible or enduring beliefs regarding these two are strong, and this might be visible in the further evaluation of the mobile app of OpdagDanmark.

The mentioning of Google Maps, TripAdvisor, and Endomondo is linked to behavioral attitude, seeing that the participant, due to his or her positive statements regarding them, seem pleased with executing the behavior of using these sites. These are also linked to past behavior, seeing that the participant has had a positive experience with both Google Maps, TripAdvisor, and Endomondo, and therefore will be keener to use them again, which can prove to be to the deficit of OpdagDanmark as the participant may not be keen to use something else than those in which he or she is already pleased with.

Furthermore, the participant thinks that mobile apps are “easily available” and “perfect for finding information” which is linked to perceived behavioral control, as these statements indicate that the participant finds mobile apps “easy” and therefore posits that the participants perceive herself to have skills, also including the statement that technology is amazing and “facilities a lot”, which could indicate that the participant feels skillful in terms of using technology, and thereby also a mobile app.

The participant states that he or she is “a person who likes to experience a whole lot” and that is the reason for following OpdagDanmark on Instagram, but that the participant did not know that they had a mobile app. However, the participant would give the mobile app a chance now that he or she knows it exists, which is linked to behavioral attitude, seeing that the participant would like to use the mobile app and therefore is pleased with executing this specific behavior.

The participant wants a tourism mobile app to include location and filtration, as the primary functionalities, and when asked the question of what such mobile should include, the participant states “(...) as I mentioned before, TripAdvisor as an example, I think that is brilliant (...)” which indicates that the participant is leaning towards past experiences of what has been positive experiences with

other mobile apps, to answer this question. Therefore, it is linked to past behavior, where the participant had a positive experience with a service or product, and this has a chance of being to the deficit of OpdagDanmark.

Seeing that interview participant 1 have had positive experiences with Endomondo, TripAdvisor, and Google Maps, these are the accessible or enduring beliefs that he or she relates to the questions regarding tourism information, mobile app use and what a mobile app should include. This is related to past behavior, where the individual's past experiences are influencing decision-making processes. The revelation of these accessible or enduring beliefs showcases certain attributes of tourism mobile apps, that can evolve into a positive attitude towards and behavioral intention to the product. Therefore, this have set the scene for the beliefs that may or may not be visible in the evaluation of the mobile app by OpdagDanmark.

Phase 1 – Discovery, evaluation

Phase 1	Positive	Negative
Question: "What is your impression of the design of the front page?"	"You get an impression of, that it is of course Denmark we are dealing with (...) it is recognizable (...)"	
Answer: "But I also think, like, it is very much like Google Maps." followed by the question: "Is that positive or negative?"	"I think it makes sense, that this information comes lightning quick, since you will need this every time."	"(...) Also, I think that it could be interesting to work with, if there is some kind of picture, that create more visual attraction, which provide you with some kind of, all right, here you will find some exceptional experiences, because it is in this specific context. It could, as an example, be a picture of somebody who is having fun with or in any given experience. It could be a picture from "Fårup Sommerland" or something (...)"

The participant showcases positive beliefs in regard to the speed of the information and how it is "recognizable". The participant states that the front page seems similar to Google Maps and seeing that the participant was mentioning Google Maps in the pre-phase, as something that was "brilliant" and "easy", this would indicate that this was a positive statement, related to a positivity towards the

attributes associated with the mobile app of OpdagDanmark. The participant showcases positive beliefs regarding how quickly the information is given but showcases negative beliefs in terms of a lack of visual attraction on the front page. Seeing that it was mentioned, that the participant compared the front page with Google Maps, and the participant showcased strong accessible or enduring beliefs regarding how Google Maps was “brilliant” and “easy”, there is no consistency between this strong belief and how the participant mentions that this mobile app lacks visual attraction, which is interesting and might indicate a change in beliefs, which could lead to an attitude change.

Phase 2 – Participation, evaluation

Phase 2	Positive	Negative
Question: "Can you try to explain your experience with using the filtration?"	"What is very good, is that it is recognizable from a lot of other things, from the typical filtration function seen on different websites, so this thing with recognizability is very important for the user experience. And here it is just super intuitive to enter these different things that you are searching for. It makes good sense, also, returning to first my impression, that you see the whole map of Denmark and then you are placed where you want to get an experience, like for example, Aarhus."	
Question: "What are your thoughts on the design of the mobile app?"	"(...) the informative works very well (...)"	"(...) but I would prefer that there was something that awoke some feelings in me. That I am missing. Because, within this theme of experiences, it could be interesting to play with, how this element could be incorporated as well, because it is a bit unpersonal in my view, seeing that you know this map and the flags and the arrow, so they could play with making it a little bit more their own, with their logo and their colors, but where you can still see that it is the classic map with arrows and such, and then something that drives the emotional feeling (...)"

The participant showcases positive beliefs in regard to the recognizability, as was also mentioned in the discovery phase, and mentioned more than once in the participation phase, with the statements “(...) recognizable from a lot of other things (...)” and “(...) so this thing with recognizability, is very important for the user experience” and therefore showcases a strong accessible or enduring belief. This posits, that even though the participant would want more from the mobile app of OpdagDanmark in terms of initial impression on the front page, than he or she know from Google Maps, the recognizability is still of importance, especially seeing that it has been mentioned more than once as favorable. Moreover, the participant showcases a positive belief in regard to the map in the experience map, and that you get an overview of the place which you intend to visit, stating “It makes good sense, also, returning to first impression, that you see the whole map of Denmark and then you are placed where you want to get an experience, like for example, Aarhus”, thereby also mentioning the first impression, which entails that the participant is not fully in agreement with himself or herself about how the initial impression of the mobile app should look, which once again indicates a change in beliefs and an attitude change.

The participant showcases positive beliefs in regard to the mobile app being intuitive and how the information level was, stating “(...) the informative works very well (...)” and “(...) super intuitive (...)”.

The participant showcases strong negative beliefs in regard to the lack of emotional experience of using the mobile app, stating “(...) also, I think that it could be interesting to work with, if there is some kind of picture, which you create more visual attraction” and “but I would prefer that there were something that awoke some feelings in me, that I am missing” referred to the specific category of experience providers or services, “within this theme of experiences, it could be interesting to play with”. This entails that the participant wants something different than what he or she knows, stating that “because it is a bit impersonal in my view, seeing that you know this map and the flags and the arrow, so they could play with making it a little bit more their own”. This once again indicates a change in beliefs and an overlapping experience of the mobile app, seeing that the participant both want it to look “recognizable”, like Google maps, but that is it also “impersonal” to him or her.

These accessible or enduring beliefs in the participation phase and evaluation do not correlate, and is therefore interesting. The participant mentions recognizability more than once, as a positive element,

and mentions the lack of “visual attraction” and “emotionality” more than once as well, as a negative element, and it is therefore not possible to differentiate between the strongest belief of these two, or determine if an attitude change occurs, seeing that these two non-correlating strong beliefs overlaps in the evaluation.

Phase 3 – Reflection, evaluation

Phase 3	Positive	Negative
Question: “What do you think that your family and friends would think of this mobile app?”	“I think, that they would think the same as I do, that it is very intuitive, and now I am thinking of my mom, who have some difficulties with technology, and she knows, returning to this search function, she knows how to type something in, precisely because it is intuitive, so in that way, I think that it is great to continue working on that, with the setup like now, like the simple setup, also, considering the wide target group.”	
Question: “Now, you should think of both the front page and the experience map, how was your experience with all of the mobile app?”		“(…) And again, that you could play with, of course there should be a common thread, but as I said before, work with some stylistic devices which are telling of OpdagDanmark.”
Question: “How was your experience with the app’s functionalities?”	“Again, I think that the user experience is very good, because there is the information that you need, and as an example, if I want to search for food and drinks, but I also look for accommodation, then I can tick off both options, or just the one. I think that works very well.”	
Question: “Would you use this mobile app?”	“(…) I could imagine doing that (…)”	

<p>Question: "Would you use this mobile app?" Answer: "(...) I could imagine doing that (...)"</p> <p>Question: "Is there any particular reason for that?"</p>	<p>"(...) then you can just quickly and easily open OpdagDanmarks app. Also, what is unique with OpdagDanmark, is that it is only Denmark, rather than TripAdvisor which is in the whole world, more or less, then I would maybe expect there to be more information, because it is only in one country."</p>	<p>"(...) it could be an obvious opportunity to do the classic google search, which I normally do, and then, as a supplement to that, because it is super easy with apps as I said earlier, like Google Maps and TripAdvisor and a lot of other apps, like Safari also have an app, so like, build further on this behavior of searching for information (...)"</p>
<p>Question: "What are your thoughts on paying for a mobile app?"</p>		<p>"I would not pay for, like for example, OpdagDanmarks app, and the reason for that is, that it is too easy for me to search for information elsewhere, on Google where I can do it free of charge. It would have to be because there was some kind of goodwill associated with it, like something where, if you were the type of person that liked these kinds of experiences, you would get something, then you are a member of something with OpdagDanmark, and then you might get discount on Fårup Sommerland or Zoo (...) then there should be a club for benefits, like something else, than just paying for the information. We just live in a time where it is so easy to find information."</p>

The participant showcases positive beliefs in regard to how his or her family and friends would feel about the mobile app, stating that "I think, that they would think the same as I do, that it is very intuitive (...)" and "(...) I think that it is great to continue working on that, with the setup there is now, like the simple setup, also, considering the wide target group." Seeing that the participant states that they would "think the same as I do", it can be interpreted as being linked to subjective norms, as the participant might be keener to use the mobile app, if the attitudes of his or her surroundings, like family and friends, are positive. Therefore, this statement should push the participant towards likeliness of executing the behavior of using the mobile app.

Also, the participant mentions “I think that the user experience is very good, because there is the information that you need (...)” and “I think that works very well.” and these statements showcases positive accessible and enduring beliefs regarding the mobile app.

In the pre-phase the participant mentions that TripAdvisor is “brilliant”, and in this sense, the participant was evaluating on past behavior, but in this reflection stage, the participant is showcasing a positive belief when mentioning something that makes OpdagDanmark “unique”, stating “(...) then you can just quickly and easily open OpdagDanmarks app. Also, what is unique with OpdagDanmark, is that it is only Denmark, rather than TripAdvisor which is in the whole world, more or less, then I would maybe expect there to be more information, because it is only in one country.” Seeing that TripAdvisor is seen as something “brilliant” and that OpdagDanmark is mentioned as being “unique”, it is seen as a positive belief in this case.

However, the participant mentions OpdagDanmark as a supplement, which showcases behavioral attitude in a negative sense, seeing that the participant indicates that he or she would still use the other sites, and OpdagDanmark as a supplement, “(...) it could be an obvious opportunity to do the classic google search, which I normally do, and then, as a supplement to that, because it is super easy with apps as I said earlier, like Google Maps and TripAdvisor and a lot of other apps, like Safari also have an app, so like, build further on this behavior of searching for information (...)” This is, once again, not correlating beliefs by the participant, and it can therefore be difficult to separate, however, the participant showcases positive behavioral attitude in the sense of being likely to use the mobile app, just not as a first choice.

Attitude

The participant showcases positive accessible and enduring beliefs regarding Endomondo, Google Maps, and TripAdvisor, with statements such as Endomondo and Google Maps being “perfect tools”, and Google Maps and TripAdvisor as being “brilliant” and Google maps as being “really easy”. The participant showcases accessible and enduring beliefs regarding technology, stating that it “facilitates a lot” and that mobile apps are “easily available” and “perfect for finding information” and wanting a tourism mobile app to include location and filtration as the main functionalities, as well as mentioning that he or she would like to try the mobile app of OpdagDanmark, which is positive beliefs for the company of OpdagDanmark.

These accessible and enduring beliefs should initially lead to a positive attitude towards the mobile app of OpdagDanmark, seeing that the participant has used tourism sites and liked it, is skillful with technology, and mentions that a tourism mobile app should include location and filtration which the mobile app of OpdagDanmark includes, as well as wanting to try out their mobile app.

This is visible in the discovery phase and the participation phase where the participant is evaluating on the mobile app of OpdagDanmark, as the participant mentions that the mobile app is “recognizable”, which is mentioned more than once and is therefore a strong positive belief of the participant. However, the beliefs of the participants are not fully correlating, with the strong positive belief of the mobile app being “recognizable”, but also showcasing the strong negative belief in terms of the mobile app lacking “visual attraction” and “emotionality” as well as being “unpersonal”. Also, the participant mentions that OpdagDanmark is “unique” and might be better than TripAdvisor, in the sense of only being related to Denmark and not the whole world, but then states that he or she would use the mobile app of OpdagDanmark as a supplement, and thereby not a first choice, which also indicates non-correlating beliefs. However, seeing that these non-correlating beliefs runs concurrent through the *journey*, it is not seen as an attitude change, but merely an inconsistency between negative and positive beliefs.

Without from these non-correlating set of beliefs, the accessible or enduring beliefs of the participant are mainly positive, stating that “It makes good sense, also, returning to first impression, that you see the whole map of Denmark and then you are placed where you want to get an experience, like for example, Aarhus”, “(...) the informative works very well (...)” and “(...) super intuitive (...)”. Therefore, all of this indicates that this participant displays an overall positive attitude towards the mobile app of OpdagDanmark.

Behavioral intention

In case of behavior-related elements, the participant showcases a somewhat negative behavioral attitude and past behavior, in the sense of being pleased with the sites of TripAdvisor, Google Maps, and Endomondo, seeing that this proved to be related to the participant’s evaluation of the mobile app in a negative way, only wanting to use the mobile app of OpdagDanmark as a supplement. However, the participant showcases positive perceived behavioral control in terms of being skillful with technology, positive subjective norms in terms of believing that her surroundings would view the mobile app as “intuitive”, and showcasing positive behavioral attitude in the sense of being willing

to use the mobile app, both mentioned in the pre-phase where he or she was told that it existed and in the reflection phase, where the mobile app had been evaluated through discovery and participation. The participant mentions that she “could imagine” using the mobile app of OpdagDanmark. Therefore, the behavioral intention to use the mobile app is seen as strong.

Consequence of payment

When the consequence of payment comes into the picture, the participant states “I would not pay for, like for example, OpdagDanmarks app, and the reason for that is, that it is too easy for me to search for information elsewhere, on Google where I can do it free of charge (...)”. Seeing that the participant mentions that Google is “easy” and mentioned in the pre-phase that he or she believes that technology “facilitates a lot”, the participant’s negative behavioral attitude towards paying for the mobile app might be related to his or her ease with using technology and thereby other technological platforms, that are “free of charge”.

Goodwill, in terms of discounts, is the breaking point, stating “It would have to be because there was some kind of goodwill associated with it” and “then you are a member of something with OpdagDanmark, and then you might get discount on Fårup Sommerland or Zoo (...) then there should be a club for benefits, like something else, than just paying for the information. We just live in a time where it is so easy to find information.” This indicates, that even though the participant displayed a positive overall attitude, and the behavioral intention to use was seen as strong, this does not indicate that the participant would pay for the mobile app, other than if there was something to save in terms of discounts and benefits in the mobile app, and therefore, there is no correlation between the positive overall attitude and strong behavioral intention, and the willingness to pay for the mobile app.

Interview Participant 2

Pre-Phase – Beliefs regarding themes

Pre-phase	Beliefs regarding themes
Question: "Where do you find your tourism information?" Answer: "Google." Question: "Okay, so there is nothing else that you would use?"	"No, I do not think so. If I am uncertain of something, I just google it, or Instagram."
Question: "What is your thoughts on technology?" Answer: "I feel good about that. I am used to use that." Question: "And you use it in your everyday life?"	"Yes. Almost all the time."
Question: "What are your thoughts on mobile apps?"	"I do not feel like I got that many apps actually (...) I use Messenger and Facebook, and then I use Maps quite often, to get directions, yes, I think that is the ones I use the most."
Question: "What are your thoughts on using a mobile app to search for tourism information?"	"Well, it is nice that everything is assembled in there (...) I do not know, if one could write something or read some about someone who had been there, their experiences or something. Like Google."
Answer: "Maybe find some things that you would not find on Google." Question: "Okay, so in relation to, that on Google you search for something specific?"	"Yes, on Google you see those that have the highest ratings, so if there were someone who had written that there was this place called Mexico or something else, which was very nice in Copenhagen, then it might not come up, because it was not rated that high."
Question: "Why do you follow OpdagDanmark?"	"It is just, when I travel around in Denmark, it is quite good."
Question: "Have you ever considered to use OpdagDanmarks app?"	"Well, I actually have it, but I have not used it very much (...) Yes, I have only looked through it a bit."
Question: "What should this kind of app include for you to use it?"	"I just think that I forget to use apps. I just google it instead, if I am going somewhere, I google what is nearby (...) It is just because, I simply forget to use apps, because when I travel abroad, I can download an app for that too, but I still just use Google (...) it is just easier to look at Google."

The participant mentions Google more than once, "I just google it", "I just google it instead" and "it is just easier to look at Google", and that indicates that this participant is mostly keen to use Google when searching for information of all kinds. This showcase a strong accessible or enduring belief of the participant, seeing that it is mentioned several times. Also, it can be linked to past behavior, seeing

that this participant has had positive experiences with Google, and therefore is mostly keen to use that again, which can influence the later decision-making processes, in terms of using the mobile app of OpdagDanmark, and can prove to be of the deficit of the company. Also, the participant mentions that he or she is mostly using Facebook, Messenger, Instagram, and Google Maps, when he or she is using technological devices, and the participant mentions that he or she likes technology and uses it all the time, which can be linked to perceived behavioral control, seeing that the participant might feel skillful in using technology since the participant is using it “all the time”. However, the participant also mentions not using mobile apps that often, which can be linked to behavioral attitude in a negative sense, seeing that it might indicate that the participant would not be inclined to be pleased with executing the behavior of using the mobile app of OpdagDanmark, and it can be linked to past behavior, seeing that the participant in the past have not used mobile apps very often, and that might indicate that the participant has not had that positive experiences with using mobile apps, and this will influence the decision-making process of using one in the future.

The participant would maybe use a mobile app to search for tourism information, seeing that everything then would be assembled in one place, and because there might be something that could not be found on Google, however, when asked what this mobile app should include, the participant states that he or she just forgets to use apps because of Google. The participant mentions Google, and this statement indicates that the participant thinks that Google have it all, and that to use a mobile app, it should include something else or something different. The statement can also be linked to past behavior, where the positive experience with Google has become a reason for using this as the main source of information search. This can also be seen, when the participant states that a tourism mobile app should include reviews “like Google”, which indicates that the participants beliefs are rooted in the attributes of the information search platform of Google, and therefore access his or her beliefs in terms of these attributes of Google.

Furthermore, the participant downloaded the mobile app of OpdagDanmark before the interview, but has not used it, which can be related to the statements regarding forgetting to use apps as “*it is just easier to look at Google*” which links to past behavior of having used Google more and have had a positive experience with that platform.

Phase 1 – Discovery, evaluation

Phase 1	Positive	Negative
Question: “What is your initial impression of this front page?”		“Now, I had a hard time figuring out what the front page was, so (...) Well, I would say that the front page was the one in the middle (...) well this, it is just a map (...) well, I feel that this one in the middle, what is it called, competitions, that it maybe, yes, it is more like a front page, because it has more information on it.”
Question: ”So it seems strange to enter the experience map as the first thing when you open the app?”		”Yes. I think so. It should just know where I am, and then it should show me something nearby.”

The participant is not showcasing any positive accessible or enduring beliefs in the discovery phase.

The first impression of the participant is negative, seeing that the participant had a hard time figuring out what was the front page already from the beginning, stating “Now, I had a hard time figuring out what the front page was, so (...)”, “(...) well this, it is just a map (...)” and “(...) competitions, that it maybe, yes, it is more like a front page, because it has more information on it.” This can be related to past behavior in the sense that the participant’s past experience of a front page consisting of more information (in terms of not “just” being a map) is what drives the participant to a negative belief in the first impression.

Phase 2 – Participation, evaluation

Phase 2	Positive	Negative
Question: “How was your experience with the design of the experience map?”	”Well, it is a very manageable design, it is easy (...) there was a picture of it, that was positive. That you know how it looks, yes.”	

In the participation phase, the participant showcases positive beliefs in regard to the design of the mobile app, stating that it is “manageable design”, “it is easy” and “(...) there was a picture of it, that was positive. That you know how it looks, yes.” This indicates that something happened from the

phase of discovery and first impression of the mobile app to the phase of participation, which can indicate an attitude change of the participant, seeing that there is detected a change in beliefs.

The participant is not showcasing any negative accessible or enduring beliefs in the participation phase.

Phase 3 – Reflection, evaluation

Phase 3	Positive	Negative
Question: "What do you think that your family and friends would think of this app?"	"Well, I think that they would think that it is very smart (...)"	"(...) but we all just use Google (...) it is like, when we are going somewhere, it is like, oh we can google that."
Question: "Okay, so none of them are using a mobile app to search for tourism information?"		"No, I do not think so. It is not something that I have thought about. I think that we usually just google it. Like, my parents probably have some book about it, which is outdated."
Question: "Now you should think of both the front page and the experience map. How was your experience of the design in the app?"	"I think it was very manageable (...)"	"(...) but I do not know, is there something wrong with my app, because when I open it, there is no filtration?"
Question: "It is coming, it is a whole new version. It just has to be integrated in the app, but it is on a link at the moment."	"Then it makes more sense, that the map is the first thing you see. Now that there is filtration. That makes sense then (...)"	"(...) but I still think that it should be placed in the middle, it would be the one that you most often, everyone else on their phone, it is in the middle you click first if you want to go back to where you came from."
Question: "Okay, you think that there should be some kind of fixed design of an app, which is recognizable?"		"Yes (...) it is like, if it does not begin there, oh there is something wrong with the app. What is happening there."

Question: "How was your experience with the functionalities in the app?"		"Well, they could have a search bottom, because filtration, well, you could call that one search instead or something else, because, well filtration, it makes sense what you can do, but one would look for a search bottom somewhere (...) or then there should be a home bottom called search (...) one in the middle that is called search, because, or just that search sign or, because, that is what you are supposed to begin with."
Question: "Okay, so it should say "search" instead of "filtration"?"		"It should just be there like, it should be a bit large, so it is noticeable."
Question: "What was your experience with the information in the app?"	"I think that was fine, it is similar to Google. It is more manageable, because you do not get all of those pages, that you do not have to look at. It is easy to find what is nearby if you need something."	
Interviewee: "Can you search for power chargers?" Interviewer: "No, unfortunately not I'm afraid."		"That is missing. That is important. We drove around for that, me and my brother, in the weekend, and we could not find any power chargers in Aalborg (...) we googled it and we used that one in the car, which showed where we could charge the car, but then there are two power chargers, and then it did not show others."
Question: "Okay, so it does not have to only include travel information, but should also include other assistance for destinations?"		"Yes. When you are travelling in another town, you will also need these kinds of things. And, well, where you can do grocery shopping, where you can go to the toilet."

Question: "Now I want to ask, is this an app what you would ever consider using? Especially since you mentioned that you do not use apps very much."	"Yes. Well, I use those apps that I find smart, so yes, if I was going somewhere in Denmark, I would certainly use it and see whether they had, well, what was nearby and things like that. If it got that search bottom."	
Question: "What would it take for you to use the app before you search on Google?"		"It had to be as easy to manage, that it became easier than Google."
Question: "And also more information than Google?"	"Yes. But I think they have that, because all those other things are not coming up. It only shows what you have searched for."	
Question: "Okay, what is your thoughts concerning paying for a mobile app?"		"If you had to pay for it, I would not use it."
Question: "Okay, what should the app include for you to pay for it?"		"I do not pay for any apps. I really do not think I do, no (...) I do not feel that it is worth it, because you can always find the information somewhere else (...) well, I cannot think of any other apps that I would pay for. I do not need them, if I have to pay for them."

The participant states that he or she thinks that his or her family and friends would think that the mobile app was "very smart" and this relates to a positive belief linked to subjective norms, seeing that the attitudes of his or her surroundings will influence his or her own attitude towards executing the behavior of using the mobile app.

Also, the participant showcases positive beliefs in regard to how the mobile app works, stating "I think it was very manageable (...)" and "I think that was fine, it is similar to Google. It is more manageable, because you do not get all of those pages, that you do not have to look at. It is easy to find what is nearby, if you are needing something." Seeing that the positive belief regarding how it is "manageable" is mentioned more than once, it showcases a strong positive belief. Also, this statement showcases perceived behavioral control in the positive sense, seeing that the participant has a positive experience of participating with the mobile app through skills within technology, which relates to the

participants accessible or enduring belief showcased in the pre-phase of liking technology and using it “all the time”. Moreover, this can also be linked to behavioral attitude in a positive sense, seeing that the participant believes that the mobile app of OpdagDanmark is more manageable than Google, and seeing that the accessible and enduring beliefs showcased how Google was his or her first choice, this indicates that the participant might be pleased with executing the behavior of using this mobile app.

Furthermore, a misunderstanding between the interviewer and the participant comes to light in this phase, seeing that the participant was not properly informed that the mobile app that the participant had downloaded before the interview was the previous version, and that the experience map that the participant was shown, is the new version and will be integrated in the mobile app. Therefore, the participant showcases a positive belief when being informed that the map will be the front page, with the new functionalities, and this challenges the initial impression in the discovery phase, where the participant was confused as to how this was the actual front page. The participant states “Then it makes more sense, that the map is the first thing you see. Now that there is filtration. That makes sense then (...)”.

The participant is asked what he or she thinks of the information in the mobile app and states “I think that was fine, it is similar to Google.”, which emphasizes how the participant is drawing on the accessible or enduring beliefs, which was visible in the pre-phase, that Google is “easy” and his or her primary source for information searching, in the sense that he or she thinks the information in the mobile app of OpdagDanmark is fine and relates it being fine, with that it is similar to Google.

The participant showcases beliefs regarding how Google is always the first and initial choice for information searching, and in the case of this study being related to the attitudes towards the mobile app of OpdagDanmark, this can be seen as negative belief for the company, seeing that it seems imprinted in the mind of the participant, that he or she and his or her family would not consider to search anywhere else, stating “(...) but we all just use Google (...) it is like, when we are going somewhere, it is like, oh we can google that.” And “It is not something that I have thought about. I think that we usually just google it.”. This is linked to subjective norms, in the sense that it is how it is done in his or her surroundings, and that influence decision-making processes, in terms of using something other than Google for information searching.

As in the discovery phase, the participant mentions that the frontpage bottom should be placed in the middle, and being mentioned more than once, this is a strong negative belief of the participant “(...) but I still think that it should be placed in the middle (...)” and “if it does not begin there, oh there is something wrong with the app. What is happening there.”

Also, the participant showcases negative beliefs in terms of the name of the bottoms in the mobile app, “Well, they could have a search bottom, because filtration, well, you could call that one search instead or something else, because, well filtration, it makes sense what you can do, but one would look for a search bottom somewhere (...)” and “ (...) it should be a bit large, so it is noticeable.”

Attitude

The participant was focused on the benefits of Google, how this was the first initial platform that he or she was thinking about when doing information search, and the participant was not using mobile apps a lot, seeing that he or she “forget to use apps” and “just google instead”. However, the participant was also mentioning that he or she liked technology and uses it “all the time”, that he or she has the old version of the mobile app of OpdagDanmark and that it could be nice to have a tourism mobile app seeing that “everything would be assembled in there”.

In the discovery phase, the participant was confused about what was the actual front page, and this is even though the participant has seen the mobile app before and looked through it, and this lead to negative beliefs showcased in the discovery phase, however, in the participation phase, the participant mentioned that “it is a very manageable design” and “there was a picture of it, that was positive” which showcases positive beliefs regarding the mobile app in the interaction with it, and an attitude change from the discovery phase to the participation phase.

The participant mentioned Google on several occasions, and the beliefs regarding this platform was that it is “easy” and the first choice is a strong belief, but in the evaluation, the participant mentioned that the mobile app is “manageable” several times as well, which therefore indicates a strong positive belief regarding the mobile app of OpdagDanmark. The misunderstanding in the interview, between the interviewer and the participant, resolved in that the negative beliefs regarding the initial impression in the discovery phase was withdrawn, stating “(...) now that there is filtration. That makes sense then (...)”. Therefore, in the analysis of this participants accessible and enduring beliefs, both in the pre-phase and in the evaluation of the mobile app, the overall attitude is seen as positive,

however, the participant does not showcase overly positive beliefs, and this is therefore not seen as a strong overall positive attitude, as many negative beliefs have been showcased throughout the evaluation of the mobile app of OpdagDanmark.

Behavioral intention

In case of behavior-related elements, the participant showcases positive perceived behavioral intention in the sense of being skillful in terms of using technology. Also, the participant's statements are linked to subjective norms in both positive and negative sense, seeing that the participant thinks that family and friends would think that the mobile app "very smart" but also, that they just google everything. The participant showcases negative behavioral attitude in terms of mentioning that he or she "just use google", as if nothing else is considered, and that he or she does not use mobile apps very often, in the pre-phase, however, showcases behavioral attitude in a positive sense in the reflection by stating that the mobile app is more manageable than Google. The participant states that he or she would "certainly use it" when asked if he or she would use the mobile app of OpdagDanmark, even though he or she mentioned in the beginning, that he or she does not use apps very much, stating "(...) Well, I use those apps that I find smart (...)", but also mentions that he or she would only use it if, "It had to be as easy to manage, that it became easier than Google.", which relates to the past behavior with the positive experience of using Google, using it a lot and the participant's surroundings using Google mostly as well, and this lead to a behavioral attitude of being pleased with executing the behavior of using the mobile app of OpdagDanmark, if it became easier than Google, which posits that he or she might look through the mobile app but would probably still use Google as the first choice. However, the participant also mentions that he or she thinks that the mobile app of OpdagDanmark contains more information than Google, in the sense that not a lot of irrelevant searches comes up. Seeing that the participants' statements can deem to be too inconsistent in terms of positive and negative, it is difficult to determine behavioral intention to use, however, seeing that most negatives have been in regard to the dedication to Google, and the participant ends up showcasing the positive behavioral attitude in terms of mentioning that the mobile app is more manageable than Google, it must be seen as a behavioral intention to use in a positive sense.

Consequence of payment

The participant is very clear in regard to the question of payment of mobile app subscriptions, stating “If you had to pay for it, I would not use it.” and “I do not pay for any apps. I really do not think I do, no (...)” explaining this position by stating “I do not feel that it is worth it, because you can always find the information somewhere else (...)” and “I do not need them if I have to pay for them.”. Therefore, seeing that the participant showcased a positive overall attitude, and the behavioral intention was inconsistent but mostly positive, this does not indicate that the participant would pay for the mobile app, and therefore, there is no correlation between a positive overall attitude and a primarily positive behavioral intention, and the willingness to pay for the mobile app.

Interview Participant 3

Pre-Phase – Beliefs regarding themes

Pre-phase	Beliefs regarding themes
Question: "Where do you find your tourism information?"	"Usually, I do that on Facebook, or Google, depending on if it is something that I need to find, then I would probably use Google the most, but otherwise, through adds on Facebook that targets me depending on what I have searched for or shown interest in."
Question: "(...) so it is either a situation where you search for something in particular on Google or then it is a situation where you intend to be inspired from an add?"	"Yes, exactly."
Question: "Okay, what are your thoughts on technology in general?"	"Well, I am working with it, so for me, it is very exciting to see how others evolve technologically as well, So, I think it is cool to see, and be inspired by, how others use technology to, as an example, reach customers who potentially need something, knowledge or to be guided in terms of tourism, or where you can discover this or that, in the most user friendly way, and clever way."
Question: "And it is primarily your computer?"	"Yes, it is only computer. Yes. And phone, but that is more to have some kind of control at home, I do not use it to set up adds or to write material on, it is only to make sure that the post runs as it should or if the e-mail has been sent, and then just drop into my e-mail, but in other cases, it is my computer that I use."
Question: "Okay. What are your thoughts on using a mobile app?"	"(...) Dependent on the industry and what the business is selling, I think there is a great deal of value in apps and the number of products, then there is this loyalty effect and win win for the business, by offering an app for its customers, because you really see that they have shown interest and that they want to follow you, more than just looking up the website or use the link through Facebook and so on (...) But if you have a company that might intend to tell about a lot of events, now we are talking about tourism, that is why I head in that direction, but a lot of events, then it would be nice to be kept up to date through this app, without having to search on Google. But if you know, that, as an example, OpdagDanmark has this app that delivers news on activities and events, then it would be very cool to have this permanent platform, where you can go and find your information. And then you use, this business, OpdagDanmark in this case, as the permanent source."

Question: "(...) if you have apps, is it because that these are by companies that you are especially loyal to?"	"Yes, I would say that it is. It is places where I often shop online, or where I have a social network, or where I search for knowledge within a certain field, here I think that apps are very loyalty conscious, and when you have retrieved this app within this particular area, the customers are holding onto it, or that business or that app, and do not have 20 different apps, which offers the same, then I think they are sticking to the regulars."
Question: "What are your thoughts on using a mobile app to search for travel information?"	"That was exactly, if I was going somewhere to experience something, out travelling or something, then I would use that app to find out what was happening in the area around where I was going, if it was in the summer vacation or if it was a trip for the weekend, then discover if there were any opportunities, some activities, which could be of interest for me or the people I was going with, if there is something that we should go and experience, so in that sense, I would certainly use it to find information about, what is going on in different areas, or maybe even find inspiration to where this vacation should go, if you are that far back in the planning process, where you do not know where you are going yet, that there might be something that can entice you through this app, if there, as an example, were something in Copenhagen in a week, which was really interesting, then it could be nice to say, okay, then we are going to Copenhagen. We know what happens here."
Question: "Okay, so inspiration is important?"	"Yes, I think so. And information of course, about the different prices, times, do you need a ticket, do you not need a ticket, is there something else and so on (...)"
Question: "Why do you follow OpdagDanmark?"	"I do that because I think that they have a lot of interesting posts and a lot of good angles on these events and activities, which they share with their guests, customers, and I think they are really good at keeping people up to date."
Question: "Okay, have you ever considered using OpdagDanmarks app?"	"Yes, I have actually, I have. Especially now where the summer vacation is not that far away, then it is for sure, we talked about holiday homes here in Northern Jutland, so it would definitely be something, where I would have to look if there were any activities that we need to participate in or go and see."
Question: "Okay, what should be included in this app for you to use it?"	"It will have to be as user friendly as possible. It will have to be faster, maybe be able to, it should maybe be some kind of map where you could type in your area, sort of, and then it could show a 40-kilometer radius from what was closest and further. And then you could make a sorting or filtration, filtration opportunity (...) or you could say that is was evening arrangements or an amusement, or something else, so in that way, when you get in, maybe be able to say already, I am going to be in this area, and then get all the activities in that area, without having to, and then be able to use a filtration opportunity through the app."

The participant is mostly using Facebook and Google, which he or she divides in the use of Google for particular searches and the use of Facebook for inspiration. Seeing that the participant is working with IT, the majority of his or her answers regarding tourism information, technology and mobile app

use is related to how it can be beneficial for companies, seeing that the participant might view these themes in that perspective in his or her everyday work life. That can be seen in statements like “So, I think it is cool to see, and be inspired by, how others use technology to, as an example, reach customers who potentially need something, knowledge (...)” and in terms of his or her thoughts regarding mobile apps states that “(...) dependent on the industry and what the business is selling, I think there is a great deal of value in apps and the number of products, then there is this loyalty effect and win win for the business, by offering an app for its customers, because you really see that they have shown interest and that they want to follow you, more than just looking up the website or use the link through Facebook and so on (...)” These answers are mostly referring to the identity of him or her being an employee within IT, but it also links to a high degree of perceived behavioral control, seeing that the participant has skills within IT and uses it both in personal life and work life.

However, some answers are mostly in relation to the participant as a private person, whereas he or she states to like mobile apps, and uses them for shopping, social network and to retrieve knowledge, and would maybe put Google aside to use a mobile app by stating “(..) now we are talking about tourism, that’s why I head in that direction, but a lot of events, then it would be nice to be kept up to date through this app, without having to search on Google”. This connects with the participant stating that he or she follows OpdagDanmark as he or she thinks that the company have “interesting posts” and “a lot of good angles on these arrangements and activities” and because they are good at keeping people up to date, as the participant might be mentioning that, linked to his past behavior of OpdagDanmark being good to keep people up to date, and this leads to, that the participant would use a mobile app instead of Google if it was kept up to date, which indicates positive behavioral attitude.

Also, the participant showcases positive beliefs regarding mobile apps, stating that there is a “great deal of value in apps”, as well as the participant has considered using the mobile app of OpdagDanmark, because he or she is considering going on vacation in Northern Jutland this summer, which is also linked to behavioral attitude, seeing that the participant is pleased with executing the behavior of trying out the mobile app.

The participant would use a tourism mobile app to find experience and for inspiration, and it would have to include prices, and other practical information, it should be user friendly, and contain a map, as well as filtration. The participant mentions inspiration as being important more than once in the

conversation, and states “if you are that far back in the planning process, where you do not know where you are going yet, that there might be something that can entice you through this app”. This indicates that the participant is not only looking for specific information, but likes to get inspired as well, to find things that the participant would not have thought of beforehand. Seeing that the aspect of inspiration is mentioned more than once, it can be seen to be a strong accessible or enduring belief of the participant.

Also, the fact that the participants accessible and enduring belief regarding what a tourism mobile app should include is centered around practical information, a map, and filtration, which the mobile app of OpdagDanmark includes, this has the opportunity of leading to a positive evaluation of the mobile app.

Phase 1 – Discovery, evaluation

Phase 1	Positive	Negative
Question: “Okay. Now I want to ask you, what is your impression of this front page?”	”Exactly, it was exactly what I imagined, that you already can see here how many different activities, so it makes very good sense, and then they are like, they are versatile, in the amount of all of Denmark, if you are in the most northern part of Jutland or south of the fjord, or further down, so, it is not too specific, but it is not major areas as well, which you may not have any interest in, so I think it is fairly defined, so that most of Denmark is covered. It is kind of like I thought it myself, so that I think is positive.”	

As mentioned in the pre-phase, the accessible or enduring beliefs regarding what a tourism mobile app should include, like a map and filtration, would maybe lead to a positive evaluation, and it does, as the participant states “(...) it was exactly what I imagined, that you already can see here how many different activities, so it makes very good sense (...)”, “(...) so I think it is fairly defined, so that most of Denmark is covered.” and “(...) it is kind of like I thought it myself, so that I think is positive.” This might be related to past behavior, as the participant might have had positive experiences with a product or service that includes the aspects which he or she mentions that a tourism mobile app should include.

The participant does not showcase any negative accessible or enduring beliefs in the discovery phase.

Phase 2 – Participation, evaluation

Phase 2	Positive	Negative
Question: “Can you try and use the filtration to search for something specific?”	”Yes, then it has already narrowed it down from many, many 100 to a manageable amount, in the different regions, where they offer this, it is of course not all where there is something, some have been sent a bit further away, but that is because they do not offer this, so that is fine, then you already get insights in what there is in the different areas (...) or if one could, if it, as an example, was a restaurant visit, that one was looking for, then you might replan, when it comes to the destination, if you can see, okay there is nothing in this area and study a bit further south, to see if you should go there instead. It is a good way, also to get inspiration (...) it seems manageable and user friendly, also if you may be in doubt of what to do, as a user.”	
Question: “Okay, would you say that this is comparable with what you mentioned with inspiration?”	”Yes, it kind of is, because you might have thought restaurant or food, but then you see a lot of museums, to mention something, there was something here that I have an interest in, to get that inspiration there, that I also want to look into now that I am in the middle of it but might not have thought about beforehand.”	

In the participation stage, the participant showcases positive beliefs regarding how the platform is “fine”, how you get “insight”, and that it seems “manageable” and “user friendly” and that you are not uncertain of what to do as a user. Also, the participant relates his or her evaluation to the accessible or enduring beliefs regarding inspiration, by stating “(...) if you can see, okay there is nothing in this

area and study a bit further south, to see if you should go there instead. It is a good way, also to get inspiration (...)” and “(...) to get that inspiration there, that I also want to look into now that I am in the middle of it but might not have thought about beforehand.” Seeing that this aspect of inspiration has been mentioned in the pre-phase and in the evaluation of the mobile app, this positive belief can be seen as strong.

The participant does not showcase any negative accessible or enduring beliefs in the participation phase.

Phase 3 – Reflection, evaluation

Phase 3	Positive	Negative
Question: "What do you think that your friends and family would think about this app?"	"I think that they would have, what is it called, the same needs and necessities that I have, yes, a need to use it as I do, if I need, I think they would make use of the same opportunity, to find this information and to be inspired. A bit like the same, that I describe it, with the intent to use an app like this one, to find inspiration for their next destination in Denmark, as an example."	
Question: "(...) when you both consider the front page and the experience map which is going to be integrated, what do you think of the design of the app?"	"I feel like it does have this common thread with the colors, I like that, there is recognizability, that this is OpdagDanmark, who is red and white, and I think that it seemed very, it is sensitive in the good way, like, gentle transitions between the different pages, and the map and the filtration, it is not like these rough, what do you say, change of pictures or menus popping up, it seems very user friendly and such."	
Question: "Okay, and how about the functionalities?"	"(...) the interface, it seems like it works, and it has this kind of mechanical effect in a good way."	
Question: "What are your thoughts on the information in the app? You have not had the chance to read about the different experiences, but your immediate thoughts?"	"No, but I think that it invites to more, than you may have thought yourself, that you needed to know, so it is nice that you can find inspiration and get to think a bit in regard to what you need, or maybe want, or like want to but maybe have not thought about yourself. So, it comes with many ideas and suggestions."	

Question: "Okay, now I would like to know, if you would consider using this app?"	"Yes, I definitely would. I would (...) now I tried it and I think that it was exciting to see how OpdagDanmark, purely work-related, how they use it, because I think it is exciting, when it is someone within the same area of expertise, but definitely also when I have to go on a vacation, then I will go and look for opportunities for me, where I am going."	
Question: "What are your thoughts on paying for mobile apps?"		"I have a hard time with that. Very."
Question: "You are not paying for any apps?"		"I do not recall that I do. I might, I do not think so, no. Well, if there is a service of course, streaming and such, then I do it, that is certain, but then it is a subscription and not the app. But I do not think that I ever bought any apps, to be honest. (...) then it would be something that you could do in the future with a plus subscription or something, where there is something extra or maybe some discounts or something, you know, where one could maybe do some collaboration, then there could be some sense in doing this plus subscription."

Question: "Okay, because I was actually just going to ask you, what a tourism app should include for you to pay for it?"		"Yes. It should maybe be some discounts to some business partners, like restaurants, event or something, and in that way, there is some kind of advantage for the consumer, that you might pay 8 kr. a month, but you can maybe get 20 % on a dinner in Blokhuis, as an example, then, the whole year is already earned in, for this app, and also, that there is a lot of other good discounts that you can use, and the restaurant, they get a new customer also, so it is a win win situation and in that way, yes, do some collaborations with different experience providers."
Question: "Okay, so there had to be something for you to get, other than just information?"		"Certainly, yes. Or else, I would use the 2 minutes or 5 minutes extra on Google, and I think many people would somehow. I really think that you have to have a loyal customer for that amount of service, that people would pay for it, without getting more, it sounds wrong, but yes, I think that you have to have a very loyal customer to have that service running without them getting anything back, moneywise."

The participant believes that his or her friends and family would think the same of the mobile app as him or her, stating "I think that they would have, what is it called, the same needs and necessities that I have, yes, a need to use it as I do (...)" and "(...) I think they would make use of the same opportunity, to find this information and to be inspired." This belief is related to subjective norms in a positive sense, in the sense that the participant will be keener to execute the behavior of using the mobile apps, if his or her surroundings showcase positive attitudes towards it.

Furthermore, the participant goes on by mentioned inspiration once again, stating "(...) I think that it invites to more, than you may have thought yourself, that you needed to know, so it is nice that you can find inspiration (...)" and "(...) it comes with many ideas and suggestions.", which only

emphasizes further how the participant showcases strong positive beliefs in regard to inspiration in mobile apps.

The participant showcases positive beliefs in the reflection regarding the mobile app of OpdagDanmark, by stating that it has a “common thread”, “there is recognizability”, “it is sensitive in a good way, like, gentle transitions”, “it seems very user friendly (...)” and “(...) the interface, it seems like it works, and it has this kind of mechanical effect in a good way.”

Attitude

The accessible and enduring beliefs of the participant is mainly related to his or her work within IT, and therefore, the participant both answers in the sense of his or her own self and his or her work self, or identity. Seeing that the participant works with IT, beliefs concerning technology is that it is positive, and the participant uses mobile apps and thinks that there is “great deal of value in apps”.

The participant does not use the mobile app of OpdagDanmark, but have considered it, and thinks that tourism mobile apps should include practical information, it should be “user friendly”, and contain a map as well as filtration, which set the scene for what the participant expected from this kind of mobile app. The accessible and enduring beliefs in the pre-phase correlates with the participant showcasing positive beliefs in the discovery phase, where he or she mentions that “it was exactly what I imagined” and “it is kind of what I thought it myself, so that is positive”, and in the participation stage, where the participant mentions that it is “manageable” and “user friendly”. The participant mentions how inspiration is important in the pre-phase, and this is mentioned several times throughout the evaluation as well. Therefore, the participant showcases strong positive beliefs in terms of the mobile app being “user friendly” and being able to inspire. The participant did not showcase any negative beliefs in the evaluation of the mobile app, and therefore, in the analysis of this participants accessible and enduring beliefs, both in the pre-phase and in the evaluation of the mobile app, the overall attitude is positive.

Behavioral intention

In case of behavior-related elements, the participant showcased perceived behavioral control in a positive sense, in terms of working with IT and having skills within the technological field. Also, the participants' statements related to past behavior in a positive way, in the sense that he or she believes that OpdagDanmark is good at keeping people up to date. The participant also showcased behavioral attitude in a positive way seeing that it was stated that he or she would rather have a channel through a mobile app than Google, and last but not least, the participants' statements also referred to subjective norms in a positive sense, seeing that the participant mentions that his or her family and friends would have the same positive beliefs regarding the mobile app as he or she has. The participant would like to use the mobile app of OpdagDanmark, stating "Yes, I definitely would. I would (...)" whereas the participant states that he or she thinks it was nice to see how OpdagDanmark developed their mobile app, and this indicates once again, how the participant answers both as his or her own self and his or her work self, "now I tried it and I think that it was exciting to see how OpdagDanmark, purely work-related, how they use it, because I think it is exciting, when it is someone within the same area of expertise, but definitely also when I have to go on a vacation, then I will go and look for opportunities for me, where I am going." but the participant also mentions how he or she would use the mobile app as a private person. Therefore, this participant's behavioral intention to use the mobile app is deemed as strong.

Consequence of payment

However, when it comes to payment of the mobile app, the participant states "I have a hard time with that. Very." and the participant does not recall paying for any mobile apps. The participant mentions that this tourism mobile app should only be a paid app subscription if it contained discounts, stating "(...) then it would be something that you could do in the future with a plus subscription or something, where there is something extra or maybe some discounts or something (...)", and this could be in relation to the company collaborating with restaurants and events. The participant states "(...) or else, I would use the 2 minutes or 5 minutes extra on Google, and I think many people would somehow (...)" which may be related to perceived behavioral control of him or her having skills within IT and having time to search on Google. Also, the participant mentions that "I think that you have to have a very loyal customer to have that service running without them getting anything back, moneywise.", meaning that the participant thinks that there should be something, in terms of money and not only information, which the user gets back, when paying for mobile app subscriptions like this.

Interview Participant 4

Pre-Phase – Beliefs regarding themes

Pre-phase	Beliefs regarding themes
Question: "Where do you find your tourism information?"	"Well, I am so lucky that I actually have OpdagDanmarks app, so sometimes I use that. It is great for inspiration if you are going for a trip in Denmark. And in other cases, I would use Google, google ahead, read about the different businesses on Trustpilot, which may have some relevance for it as well."
Question: "Okay, so Trustpilot is also a part of it?"	"Yes, it is. It is always important with some kind of trustworthiness, especially when it is purchases like this, then you want to feel even more secure, like there is kept track of things."
Question: "What are your thoughts on technology?"	"Well, it provides me with some opportunities. You get some opportunities that you did not have when you go 50 years back in time, they did not have the same technologies at that point in time that we have today. We can do anything from our phones, or from the computer, so we are covered, whether it is familiar relationships around the world, you are only one click away now, so it is favorable that we have the opportunities we do."
Question: "Okay, what technology do you use in your everyday life?"	"Like many others, I use the social media. Sitting and chilling a bit, sometimes a bit, unnecessary, when I think about it, at Facebook or Instagram and things like that, to make time move faster (...) but maybe you just want to be somewhere else, then you would maybe sit and look through social media."
Question: "What are your thoughts on mobile apps?"	"Well, I think they are smart, they cover some kind of need that you have, and makes the user journey and the user friendliness easier, when it comes to the particular thing that they offer in the app. So, it is just some tool that makes it easier to be human and maybe cover ones needs and the information that one needs in any given situation (...) The majority of the apps that I have on my phone, that is, ordinary social media, Facebook, Instagram, and like, news media, travel apps, OpdagDanmarks as an example, yes. Something like that."
Question: "But apps, do you use them for information or entertainment primarily?"	"It is primarily entertainment I think, but also information to some degree."
Question: "What are your thoughts on using a mobile app to search for travel information?"	"I think it is super. I think it is a good idea, and it is something that the majority of people that have an economy, and is in a situation where they can travel, that they probably have a smartphone and therefore, they also have apps, so I think it makes great sense, in that way."

Question: "Why do you follow OpdagDanmark?"	"I do that because I like to travel in the country and get inspired by different things, and to see what is going on different places, and then OpdagDanmark is a pretty good opportunity to get assembled a little of everything."
Question: "What should this kind of app include for you to use it?"	"I would like to say, that it, to begin with, would have to include some filters, some things that makes it easier to search in the app, where I feel like that it has relevance for me (...) where I can filtrate and specify my wishes, that would be a super start on a good customer journey."

The participant uses Google to search for information, and the mobile app of OpdagDanmark to be inspired, and is fond of Trustpilot seeing that "It is always important with some kind of trustworthiness, especially when it is purchases like this, then you want to feel even more secure, like there are kept track of things" which entails that this participant seeks security and is thoughtful before purchasing an item.

The participant thinks that technology provides opportunities, and that people can do anything from a computer or a phone, stating that we are only "one click away". Also, the participant mentions that he or she thinks that mobile apps are "smart" and that "they cover some kind of need you have", "makes the user journey and user friendliness easier" and "makes it easier to be human". This refers to perceived behavioral control, seeing that the statements indicate that the participant likes technology and thinks that it makes life easier. If the participant did not know how to use technology, meaning that the participant lacked skills, he or she would probably not think that technology provided opportunities and that mobile apps were smart and "makes it easier to be human". This also relates to behavioral attitude, seeing that the participant showcases these positive views on mobile apps and is thereby expected to be pleased with executing the behavior of using this type of technology.

The participant follows OpdagDanmark seeing that he or she likes to travel in Denmark and likes to be inspired, and because the company assembles different experiences. Also, the participant already has the mobile app from OpdagDanmark, and uses it from time to time, which indicates that the participant already has some accessible beliefs regarding this particular mobile app. The accessible beliefs regarding the old version of the mobile app are that it has a little bit of everything, which posits a positive attitude towards the old version of the mobile app from the beginning. Also, this relates to past behavior, seeing that the participant has used this product and service, and had a positive

experience with it, which will influence his decision-making processes in terms of using the new version of the mobile app.

The participant states that a mobile app should include the possibility of filtration, because it makes it easier to search.

Phase 1 – Discovery, evaluation

Phase 1	Positive	Negative
Question: “Now I want to know, what your impression is of this front page, in terms of the design?”	“Well, I think that it looks magnificent. First of all, it reminds me a little bit of Airbnb (...) Well, I think that it makes good sense, when you have an app that, like, it makes good sense that you get this map, when you provide a service and an app that covers something nationwide, then it is already a good way, to relate to what I said before with finding something that fits my needs, then I would probably zoom in on Svendborg, if I would like to take a trip to Svendborg or something, so I think that it makes great sense, and again, it is something that provides a good start to the customer journey.”	

The participant showcases positive beliefs in regard to the front page of the mobile app, stating “(...) I think that it looks magnificent (...)”. Also, in the pre-phase, the participant mentioned that mobile apps “cover some kind of need you have” and that they “make the user journey easier”, and follow this up in the discovery phase by stating “(...) it makes good sense that you get this map, when you provide a service and an app that covers something nationwide, then it is already a good way, to relate to what I said before with finding something that fits my needs (...)” and “it is something that provides a good start to the customer journey.”, which indicates that the attributes of the front page of the mobile app of OpdagDanmark contributes to positive accessible beliefs of the participant.

Also, there is recognition, as the participant states “it reminds me a little bit of Airbnb (...)” which comes right after the statement of it looking “magnificent” which therefore indicates that it is a

positive belief of the participant, and that recognition is valued. This can be linked to past behavior, seeing that the participant may have had a positive experience with Airbnb, and therefore recognizes the structure of their mobile app, as a positive aspect, and this experience influences the decision-making process of using the mobile app of OpdagDanmark.

The participant does not showcase any negative accessible or enduring beliefs in the discovery phase.

Phase 2 – Participation, evaluation

Phase 2	Positive	Negative
Question: "Is it confusing that you do not have to fill in all of them?"		"It confused me a bit in the beginning, and because I had chosen what I was looking for, and the other choices were there beforehand, so maybe that could be optimized in some way, with when I choose something, that I, as an example, choose that I am looking for activities on Funen and islands, then the other attractions or the other choices, were excluded."
Question: "So now you can see what is shown based on your filtration."	"It looks nice, it is what you need, so I think it was a super start."	
Question: "How was your experience with the filtration function?"	"Well, I think that is works fine, and it is straightforward, and that is was is typically needed to change peoples' minds or to get someone to do something, it has to be easy. And that has proved successful here (...) Now, it was specifically hiking trails at Funen that I was looking for and it makes good sense. It looks like, it is a man who is walking and hiking."	

In the participation stage, the participant showcases positive beliefs in regard to the experience map stating that "It looks nice, it is what you need, so I think it was a super start (...)" and "(...) I think that is works fine, and it is straightforward (...)" and "(...) it has to be easy. And that is proved successful here (...)". Seeing that the participant states that a mobile app "has to be easy" might relate

to past behavior, seeing that the participant might have had experience with apps that were easy and therefore this influences decision-making in the case of using this mobile app.

The participant was confused in the beginning, when using the filtration, seeing that it worked differently than he or she expected, stating “It confused me a bit in the beginning, and because I had chosen what I was looking for, and the other choices were there beforehand (...)” leading to “(...) maybe that could be optimized in some way (...)”.

Phase 3 – Reflection, evaluation

Phase 3	Positive	Negative
Question: "What do you think that your family and friends would think of this app?"	"I think that they would think kind of the same as me. The app is, what you showed me before, it is easy and manageable, and as long as it is easy and manageable, I think that everybody can use it, regardless of gender and age."	"Generation, that is a question, like, if my grandmother would be able to use it."
Question: "Now you should think about the front page and the experience map, how was your overall experience of the design in the app?"	"Well, it has, I think it has been very straightforward, and again, it is important for me, and I think it is also important for others, when you are trying to cover a need and there is an app that offers something, then I think it is important that it is easy, and that it is easy to use, that you do not have to think too much, when it comes to how it works, and what should I do here, then you get tired even before you start, but in OpdagDanmarks app, I think that it is successful to a good start, with a setup and the design that have been developed, I just think that it makes really good sense."	
Question: "What are your thoughts on the functionalities?"	"I think that it worked super, with the filtration exactly, also as I mentioned in the beginning of our conversation, it was something that I valued highly, there was of course a little improvement opportunity with the filtration, when you choose something specific that you are looking for, and then scroll down, it confused me a bit that the other choices was still there, but it did not ruin my experience."	

Question: "How was your experience of the information in the app?"	"Well, I think that the information looked, it looked nice, it was accurate, and I was able to quickly get an overview of the information that I wanted, so that was once again a good experience."	
Question: "Did it seem like there was a lot or not so much to choose between?"	"I would like to say, that there was a fair amount. Instead of either saying a little or a lot. I think that there were what you needed and what you were looking for."	
Question: "Would you consider using this app with the new experience map?"	"Well, I definitely think that I would like to use the new app with the new functionalities and the map, because once again, I think that it makes really, really good sense, that it is an app what covers a need which can be found in the whole country, so the map is just a huge plus for the experience for me, so it is definitely a better experience now than before, not that it was bad before, but now it is even better and more optimized."	
Question: "What is it, that you think is working so well?"	"That it is manageable, and it is quick to see where the different services, if you can call it that, they are offered. As an example, the hiking trails at Funen, it is easy to zoom in and see which areas they are in and what opportunities there are in the specific areas."	

Question: "What are your thoughts on paying for an app?"	"If the service is good enough, if that makes sense, that depends, it may be a matter of preference, then I may think that it is fine, then I would not mind. If it is clear to me, that the paid subscription offers me some value, which I would be willing to pay x kr. for each month or each year, then I cannot see any reasons for not doing it."	
Question: "If you had to pay for this kind of app, what should it include?"	"I think, that it should include some things that I cannot get access to as a common citizen, without having to use relatively much time on it, and doing a lot of information searching on Google as an example (...) yes, some specific things, then I would consider to pay for the app, in the case that it is something that I have a particular interest in and know that I will be realizing or using in the future, then I feel like I am getting something for my money. As an example, if you compare it to Spotify, then I feel like I am getting a lot of value for the 79 or 99 kr. which I pay every month."	
The interviewee mentions Spotify and how it has great value. Question: "Because you use it a lot?"	"Because I use it a lot yes, and because they give me something, that I would not be able to get elsewhere, of course there are also their user experience, it is easy and it is lovely to use, but it gives me access to different albums, whether I want to listen to a song from Kenya or some British rap, what do I know, so everything is assembled, and they have been able to make it easy."	

The participant believes that his or her friends and family would think of the mobile app in the same way as he or she does, stating "I think that they would think kind of the same as me. The app is, what you showed me before, it is easy and manageable, and as long as it is easy and manageable, I think

that everybody can use it, regardless of gender and age.” This relates to subjective norms in a positive sense, seeing that the participant believes that his or her surroundings would perceive the mobile app in the same way as him or her, and therefore, there are no social stress connected with using this mobile app, meaning that the participant, in this sense, is likely to execute the behavior of using the mobile app. Also, seeing that the participant mentions that it is “easy” once again, this can be seen as a strong positive belief of the participant, as it is mentioned more than once in the evaluation.

Furthermore, the participant showcases positive beliefs in regard to the mobile app and states that it is “straightforward” and that this is important. The participant also states, that “you do not have to think too much, when it comes to how it works”, and “(...) in OpdagDanmarks app, I think that it is successful to a good start, with a setup and the design that have been developed, I just think that it makes really good sense.” In the evaluation, the participant mentioned that the mobile app was “straightforward” more than once, and this can thereby be seen as a strong positive belief.

Filtration was deemed as an important accessible and enduring beliefs in the pre-phase, and the attributes of this mobile app of OpdagDanmark supports these beliefs about what attributes a tourism mobile app should include, and the participant states “I think that it worked super, with the filtration exactly, also as I mentioned in the beginning of our conversation, it was something that I valued highly.”

Information was, “(...) I think that the information looked, it looked nice, it was accurate, and I was able to quickly get an overview of the information that I wanted, so that was once again a good experience.” as well as “(...) I think that there were what you needed and what you were looking for.” which is seen as positive beliefs of the participant, in terms of “accuracy” and “quick overview”.

Only one negative belief was showcased by the participant through evaluation, when it is stated that “Generation, that is a question, like, if my grandmother would be able to use it.” which is seen to relate to how the older generations did not grow up with technology and thereby is not as skillful in that sense, as the younger generations. However, the participant still stated that “(...) as long as it is easy and manageable, I think that everybody can use it, regardless of gender and age.”

The participant mentions that there was a little optimization opportunity in the filtration, however, that it did not “ruin my experience” which is therefore not considered as a negative belief of the participant.

Attitude

The participant is mostly using Google, the mobile app of OpdagDanmark, and Trustpilot when looking for tourism information, and in terms of the last mentioned, the participant stated that trustworthiness was of importance. Seeing that the participant has the mobile app of OpdagDanmark, it indicates that the participant already had some accessible or enduring beliefs regarding the old version of the mobile app of OpdagDanmark.

The participant thinks that technology provides opportunities, and that mobile apps are “smart”, “cover some kind of need that you have” and “makes the user journey and user friendliness easier”, which were all aspects that were mentioned later, as aspects which was found in the mobile app of OpdagDanmark, and therefore the accessible or enduring beliefs discovered in the pre-phase aligned with the evaluation. Also, the participant mentioned that he or she would like a tourism mobile app to include filtration, as it makes it easier to search for information, and in the evaluation, the participant showcased a mainly positive experience with the filtration, which leads to a positive belief regarding the attributes of this mobile app. Seeing that the participants experience with the old version of the mobile app of OpdagDanmark was positive, it might have affected his or her evaluation of the new version of the mobile app in this study.

The participant was mainly positive in regard to the mobile app and its attributes, with statements such as “(...) I think that it looks magnificent (...)”, “It looks nice, it is what you need, so I think it was a super start (...)” and “(...) I think that it works fine, and it is straightforward (...)”.

The only negative beliefs regarding the attributes of the mobile app were showcased in the confusion of how the filtration worked, but the participant mentioned that “but it did not ruin my experience” No change in beliefs were detected, seeing that the beliefs regarding the attributes of the mobile app were mainly positive through evaluation, therefore, there was no attitude change detected, and the overall attitude of the participant is seen as positive.

Behavioral intention

In case of behavior-related elements, the participant showcased perceived behavioral intention in a positive sense, seeing that he or she likes technology and asserts skills of using it. Also, the participant showcased positive behavioral attitude in the sense of stating that mobile apps cover needs, wants, and makes it easier to be human. Also, the participant's statements can relate to past behavior in a positive sense, in terms of having used the mobile app of OpdagDanmark and thinking that it has "a bit of everything", having had a positive experience with Airbnb and thinking that the front page in the mobile app was "recognizable" when comparing them, as well as thinking that mobile apps should be easy and stating that the mobile app of OpdagDanmarks meets this criteria. Furthermore, statements of the participant related to subjective norms in a positive sense, seeing that he or she believes that family and friends would have the same views on the mobile app that he or she does, as "easy" and "manageable". The participant also states that he or she would use the mobile app, stating "(...) I definitely think that I would like to use the new app with the new functionalities and the map, because once again, I think that it makes really, really good sense, that it is an app what covers a need which can be found in the whole country (...)". Therefore, this participant is considered to have a strong behavioral intention to use the mobile app.

Consequence of payment

The participant is not dismissive of the question of paying for the mobile apps, as long as it includes some specific things, stating "If the service is good enough" and "(...) if it is clear to me, that the paid subscription offers me some value (...)". Also, the participant mentions that it should include something that you cannot get access to as a common citizen, it should not be time consuming as Google is, and everything should be easy and possible to assemble in one place. This indicates, that there can be found correlation between the positive overall attitude and strong behavioral intention to use, and the willingness to pay for the mobile app.

Interview Participant 5

Pre-Phase – Beliefs regarding themes

Pre-phase	Beliefs regarding themes
Question: "Where do you find your tourism information?"	"Usually, if I am going to travel, as an example, I think I normally begin with a google search, on the given place, as an example, if I was going to Barcelona, then I would probably write "Barcelona travel tips" or something else, and then, then there will be those, those classic ones, what is it called, TripAdvisor, with some suggestions for sights, nice places for food, but sometimes, I also feel like there are these travel blogs online, if you just search and scroll far down (...) Sometimes, it can be Instagram, then I can, as an example, write Barcelona (...) and then a lot of pictures will show, and then I might think that something looks nice, and then I will look for where it is, so this is also a place where I look."
Question: "What are your thoughts on technology?"	"Well, my thoughts are, that I use it a lot, it is a huge part of my everyday life. Especially the mobile phone, I always have that on me, and it is my primary technology source. It is the one that I use the most. I am not a technology nerd, but I like to have it with me, and to find information."
Question: "What are your thoughts on mobile apps?"	"That I am okay with, I have a lot of apps, that I use for different things. Depending on what they are for. Either mobile bank (...) it can be clothes, like H&M as an example, their app, so I have a lot of apps that I use, if the opportunity is there, instead of having to go to the internet, I would rather have an app."
Question: "What apps are you using the most?"	"That is Instagram, Messenger og Snapchat."
Question: "What are your thoughts on using a mobile app to search for travel information?"	"I think that it could be something that I would use. In the case of there being enough information concerning what I am seeking. Depending on where I am going and whether I feel that the app is sufficient, and it provides me with the same information like on, as an example, Google would, then I would probably use that app, yes."
Question: "Why are you following OpdagDanmark?"	"Well, as I mentioned earlier, I am a huge supporter of and user of Instagram, and I like that, in my feed, there are examples of, as an example, where you can go or generally nice places, and then I can be like, I want to go there, so I think it is, inspiration maybe (...) so, as an example, if I found a nice picture, then it could be a place where I thought, okay, I should write this down on my list of places I have to visit."

Question: "Have you considered using OpdagDanmarks app?"	"No."
Question: "What should this app include for you to use it? Now we have talked a bit about, that there should be enough information and such?"	"For me, it should be the visuals again, there should be pictures of the different things that you can experience or see, so visuals of what it is, and then there should be some description of what it is, and of course where it is, location and so on, but there should also be some comments, maybe from the other users of the app, who shares their, what can you say, opinions and tips to the place."
Question: "Is it because, that the reviews, that someone said that it was good, that means something?"	"Yes, I think so. Then I know that I am not wasting my time by driving to the specific place. Maybe also, if they could say, that in this area there is a nice ice cream shop, or something, then you would get more information about it."

The participant mentions that he or she uses Google, Instagram, TripAdvisor, and travel blogs, when searching for travel information. Visuals are important for this participant, seeing that he or she mentions it more than once, and states "(...) and then a lot of pictures will show, and then I might think that something looks nice", "if I found a nice picture, then I could be a place where I thought, okay, it should write this down on my list of places I have to visit" and "For me, it should be the visuals again, there should be pictures of the different things that you can experience or see, so visuals of what it is." The repetition of this belief indicates that it is a strong belief of the participant.

The participant uses technology a lot and always have his or her phone on her. The participant is not a technology nerd but likes technology in general. This relates to perceived behavioral control, seeing that the participant likes technology and uses it as lot and therefore showcases skills in terms of using technology. The participant also likes mobile apps and have a lot of them, such as mobile apps for shopping, Instagram, Messenger, Snap Chat, as the most used ones. The participants states that he or she would rather have an mobile app for something in particular, than searching through the internet, but would only use tourism mobile app if it contained sufficient information, stating that it should contain information "like Google". This is related to past behavior of having used Google and being positive in terms of its attributes, however, seeing that the participant also has positive past experiences with mobile apps, the participant seems to be keen on mobile apps, because it is easier, but it still should include as much information as Google. Also, this relates to behavioral attitude, as the participant is pleased with executing the behavior of using a mobile app, however, the expectation of the positive attribute of information load has to be there, or else Google will be preferred.

The participant would use a mobile tourism app if it included visuals, descriptions, location, some comments from other users, stating “(...) who shares their, what can you say, opinions and tips to the place” because “(...) then I know that I am not wasting my time by driving to the specific place. Maybe also, if they could say, that in this area there is a nice ice cream shop, or something, then you would get more information about it.”

The participant is following OpdagDanmark on Instagram, to see nice places and to get inspired, which once again emphasizes the participant’s need for visuals, also in the statement “(...) I am a huge supporter of and user of Instagram, and I like that, in my feed, there are examples of, as an example, where you can go or generally nice places (...)”. The participant has not considered using the company’s mobile app.

Phase 1 – Discovery, evaluation

Phase 1	Positive	Negative
Question: “What is your impression in terms of the design of this front page?”	”Well, my immediate impression is that it is very, well it is a map, a map of Denmark, but it is also, it looks like something recognizable from other apps and sites, as an example, now I am in Aalborg, so now I know fairly well where to click (...) so I think it is manageable and recognizable.”	
Question: “And that it reminds you of other apps, is that a good or a bad thing?”	”Yes, that is a good thing. I think so. That you do not just enter something that is totally strange to you, where you get confused. I think, that if there was something that I could not recognize or navigate in, I would not use the app.”	

In the discovery phase, the participant showcases positive beliefs in regard to the front page being “recognizable” and “manageable”, stating. “(...) my immediate impression is that it is very, well it is a map, a map of Denmark, but it is also, it looks like something recognizable from other apps and sites (...)”, “(...) so I think it is manageable and recognizable.” and “I think, that if there was something that I could not recognize or navigate in, I would not use the app.” This indicates that recognizability is a strong positive belief of the participant, both in terms of the repetition but also in

terms of indicating that he or she would not use a mobile app if it was not recognizable. Seeing that the participant mentions that this mobile app of OpdagDanmark is “recognizable”, and that he or she would not use a mobile app if it was not, this statement showcases a positive belief regarding the mobile app and may be linked to behavioral attitude, seeing that the participant might be pleased with executing the behavior of using the mobile app of OpdagDanmark, as it contains this aspect.

The participant does not showcase any negative accessible or enduring beliefs in the discovery phase.

Phase 2 – Participation, evaluation

Phase 2	Positive	Negative
Question: ”What is something that you could consider searching for?”		“I do not know why, but my first thought is, these ones where it says 99+, I am feeling like oh no, I almost cannot cope with it, because there are way too much information in there (...) It is, I would feel like that I clicked on it, and then there would be way to much that I had to scroll through to find something, so I might click on the one that says 42, it is also based on my location, where I live, but generally yes, I think that this with 99+, it seems unmanageable to me.”
Question: ”Can you try to click on the filtration down here and search for something specific?”	”Yes, once again, it is very recognizable, this with, that I can zoom in and I can see where the different things are (...) so I think that it is very, I can see, that when I click on this filtration, then it seems more manageable to me, compared to what I am actually seeking.”	
Question: ”What are your thoughts on the experience map in terms of the design?”	“Well, you can say, that it looks like many other apps, and it is this standardized map of Denmark in some way. In some way, it is nice, because now I am saying it again, but it is recognizable (...)”	“(...) in some way, you could have spiced it up a bit. Well, something visual in some way, which was not disturbing, with a lot of colors or something like that, that is not what I mean, but maybe made it a bit nicer to look at. But at the same time, keep on to this, this view you know from other apps.”

The participant showcases positive beliefs in regard to recognizability, stating “(...) once again, it is very recognizable (...)” and “(...) it is nice, because now I am saying it again, but it is recognizable (...)”, and this emphasizes how this is a strong positive belief of the participant, as it has been mentioned several times through evaluation.

The participant showcases a negative belief related to how much information the mobile app is containing, stating “(...) these ones where it says 99+, I am feeling like oh no, I almost cannot cope with it, because there are way too much information in there (...)” which is not consistent with what the participant mentioned in the pre-phase, with only wanting to use a mobile app, if it contained as much information as Google, and this might indicate a change of beliefs, which could lead to a attitude change of the participant.

Also, the participant thinks that the experience map lacks visual attraction, stating “(...) in some way, you could have spiced it up a bit. Well, something visual in some way, which was not disturbing, with a lot of colors or something like that, that is not what I mean, but maybe made it a bit nicer to look at (...)” This can be related to the strong positive accessible or enduring belief of the participant in terms of the importance of visuals.

Phase 3 – Reflection, evaluation

Phase 3	Positive	Negative
Question: "What do you think that your friends and family would think of this app?"	"Well, all of my girlfriends and guy friends, primarily my girlfriends maybe, would probably use it, seeing that we often take trips and like to get out and try something new, and I also think that, as an example, my parents would think that it was a nice app."	
Question: "What do you think about the functionality in the app?"	"It just worked (...) there was nothing to find fault with (...) again, it is similar to other apps, so I know how to navigate in it, so for me, it is fine, the quicker I can get the information, without having to scroll back and forth, the better I think it is."	
Question: "How do you think that the information was in the app?"	"I think that it was divided a lot, like many others, now I think of that one again, TripAdvisor, that it has the same functionalities or filtration opportunities in terms of activities, or food, I cannot remember what it was, but there was many of these common things, which you probably would search for. So, I think that it was kind of fine."	
Question: "Would you consider using this app?"	"Yes, possibly. I would probably think of downloading it, and then try to see, like giving it a go, and if there were something, that, like I thought was exciting in the app, then I would probably use it."	

<p>Question: "What are your thoughts on paying for an app?"</p>		<p>"It is not for me. It is not, I do not think that I ever had an app which I had to pay for, so to be honest, well if I had to pay for it, I would not have done it. Then I would have used Google, my old friend (...) from what I have seen now, I think that I get, well the same information, that I could get for free on Google. It might take one more minute, or something, but I have the idea that I would get the same information."</p>
<p>Question: "What should this app include for you to pay for it?"</p>		<p>"Then it had to be because I got something in return (...) I do not know, 25 kr. discount on the ice cream shop, Guf & Kugler, or something, well something where there were some monthly, it could, as an example, be monthly stuff, like you got an notification saying that this month, you get 25 kr. discounts or 20 % discount to, yes as an example, ice cream shops or some restaurant or something else, an experience. I think something like that would be something that spoke to me, before I would begin to pay money for it, I would feel like I got something from it (...) I do not expect to get it all back at all. Maybe half of the payment. Just because, you do of course pay for a service, by using the app and finding information, but again, for me, it would be enough to have Google by my side. So, if I had to pay, it had to be for the information and the service, but I would also need to have something back moneywise."</p>

In the reflection stage, the participant is positive in regard to how his or her friends and family would view the mobile app, stating "(...) all of my girlfriends and guy friends, primarily my girlfriends maybe, would probably use it, seeing that we often take trips and likes to get out and try something new, and I also think that, as an example, my parents would think that it was a nice app." This is

linked to subjective norms in a positive way, seeing that the if the participants' surroundings think the same as he or she does, there is no social stress connected with executing the behavior of using the mobile app, and therefore, this influences the decision-making process in a positive way.

The participant also showcases positive beliefs, once again, in regard to its recognizability, stating "I think so, it just worked (...) there was nothing to find fault with (...) again, it is similar to other apps, so I know how to navigate in it." This is linked to perceived behavioral control in a positive sense, seeing that the participant mentions that he or she knows how to navigate in it, and therefore feel skillful in that sense, and this has positive effect on behavioral intention to use. The participant also mentions how this mobile app contains the same functionalities as TripAdvisor, and follows this with "(...) So, I think that it was kind of fine.", emphasizing the positive belief regarding recognizability. Furthermore, the participant states "the quicker I can get the information, without having to scroll back and forth, the better I think it is.", which also related to perceived behavioral control, of not wanting to waste time on searching, and therefore showcasing positive beliefs in concern with that it is not the circumstance in this case.

Attitude

The participant mainly uses Google, TripAdvisor, and travel blogs to search for tourism information, and uses Instagram for inspiration, seeing that the participant showcases strong beliefs regarding visuals and how this attracts his or her attention. The participant showcases positive beliefs in regard to technology and uses it a lot, likes mobile apps, and would rather use a mobile app for information search than searching on the internet for it, however, it has to contain sufficient information "like Google". The participant wants a tourism mobile app to include visuals, descriptions, location, and reviews of the experiences. Also, the participant wants to get inspired and therefore follows OpdagDanmark on Instagram, but has not considered using their mobile app.

There is inconsistency between the accessible or enduring belief of only wanting to use mobile apps if they contain as much information as Google, and then, in the participation phase, showcasing negative beliefs in concern with how the mobile app contains too much information, which could indicate an attitude change. However, this could be related to the design of the mobile app and its experience map, meaning the way the information is displayed in the mobile app, more than it is related to the volume of the information, especially seeing that the strong accessible or enduring belief

of the participant concerning the importance of visuals can relate to this statement, and the participant also mentions how there is a lack of visual attraction in the mobile app. Also, seeing that the participant through evaluation, in the reflection phase, mentions “recognizability” more than once, it can indicate that this strong positive belief might be stronger than the negative belief of the mobile app lacking visual attraction and displaying too much information in the beginning. The participant mainly showcases positive beliefs, stating “It just worked (...)”, “(...) there was nothing to find fault with (...)” and “ (...) I think it was kind of fine”. This indicates that the participant was mainly positive regarding the attributes of the mobile app, in the pre-phase concerning technology, mobile apps, and in the evaluation in terms of it being “recognizable” and “fine”. The positive beliefs of this participant in regard to the attributes associated with the mobile app indicate that the participants overall attitude is positive.

Behavioral intention

In case of behavior-related elements, the participant showcased perceived behavioral control in a positive way, seeing that, in the pre-phase, the participant states that he or she uses technology a lot and thereby showcases skills. Also, in the evaluation, the participant mentioned that he or she knows how to navigate in the mobile app, which also refers to perceived behavioral control in a positive sense. In terms of behavioral attitude, a statement of the participant showcases positive behavioral attitude in terms of using mobile apps a lot and wanting to use mobile apps rather than Google, if they contain “sufficient” information, and not wanting to use mobile apps that did not include recognizability following the statement that this mobile app of OpdagDanmark does. The participant’s statements refer to past behavior in a way that is difficult to determine as either positive or negative, stating that the participant would not use mobile apps if they were not sufficient as Google, meaning that Google is probably the first choice, however, in the evaluation stating that it has too much information, which is inconsistent, however, this could be related to the design, seeing that the participant showcases strong positive beliefs regarding visuals. The participant is positive in terms of downloading the mobile app and using it, stating “(...) I would probably think of downloading it, and then try to see, like giving it a go.” Therefore, the behavioral intention to use the mobile app of OpdagDanmark can be seen as strong.

Consequence of payment

When the consequence of payment comes into the picture, the participant states “It is not for me. It is not, I do not think that I ever had an app which is had to pay for, so to be honest, well if I had to pay for it, I would not have done it. Then I would have used Google, my old friend (...)” and “ (...) from what I have seen now, I think that I get, well the same information, that I could get for free on Google.” Also, the participant mentions something that can be related to perceived behavioral control in a negative way for the company of OpdagDanmark, concerning time and skill, stating “It might take one more minute, or something, but I have the idea that I would get the same information.”, which it related to receiving the same information on Google.

The participant would only consider to pay for the mobile app, if there were included discounts in one way or another, stating “I think that something like that would be something that spoke to me, before I would begin to pay money for it, I would feel like I got something from it (...)” and “ (...) you do of course pay for a service, by using the app and finding information, but again, for me, it would be enough to have Google by my side. So if I had to pay, it had to be for the information and the service, but I would also need to have something back moneywise.”

Interview Participant 6

Pre-Phase – Beliefs regarding themes

Pre-phase	Beliefs regarding themes
Question: “Where do you find your tourism information?”	“(…) Google first, and I just think, what comes up, on Google, you always click on the first page that pops up, then from there, I think that, OpdagDanmark among others (…) Yes, exactly, something like that. Many reviews, user reviews, what people say about the things, because I feel like that is more reliable, but yes.”
Question: ”What are your thoughts on technology?”	“Smart, if it is user friendly, if it is not, not very good (…) I really think that you can get very far with technology to everything, but it has to work, and it has to be something proper.”
Question: “What are your thoughts on mobile apps?”	“Well, also smart. Well, you can almost get an app for everything now, I am actually a supporter of it, not just smart, well, I just started in fitness, and I have the fitness world app, yes, I think that you are like, it is maybe cooler to have a channel this way through and be able to search here, than on the world wide web.”
Question: ”Why are you following OpdagDanmark?”	“(…) then a lot of good content about and ideas to what you can do comes up, so yes, based on that, you can get inspired to maybe do something that you have not considered yourself, yes.”
Question: “Have you ever considered using OpdagDanmarks app?”	“Yes, I have worked a bit with it during my education, in a class called IKT and design, and here we got some insight in this app, I did not know it before, I did not know about OpdagDanmark before the summer of 2021, so yes, but here, we got a case, where we should try to make it more attractive, I do not remember exactly what it was, but based on that, I am a bit biased because I saw how it could be better, but it is good as it is now.”
Question: “What should this kind of app include for you to use it?”	“Definitely a search function, for like cities, which could lead to something like top best suggestions of what is nice this place, reviews, pictures, like, a mix of different things, something like Google meeting Instagram, sort of, I think could be exciting.”

The participant uses Google, and OpdagDanmark, to search for tourism information, and believes that technology is smart, only if it is user friendly, which might indicate past behavior where not user-friendly technology have formed a negative accessible belief concerning some technology. This can be related to behavioral attitude, seeing that the participant may have had experience with technology where the negative attributes of it influenced the need for technology to be user friendly, thereby

entailing that this participant will only showcase positive behavioral intention, and be pleased of executing the behavior of using the mobile app, if it is “user friendly” and “smart”.

The participant is likes user reviews, mentioning that it creates “reliability”.

The participant thinks that mobile apps are smart and mentions that he or she is a supporter of mobile apps. Also, the participant mentions that it is easier to have a channel through a mobile app than on the internet. The participant follows OpdagDanmark for ideas and inspiration and has considered using their app, seeing that he or she have worked with it during his or her education in innovation, and mentions that he or she is biased in that way, “but it is good as it is now”. This also relates to behavioral attitude, seeing that the participant thinks that the mobile app is good, and thereby does not compare it to earlier experiences of not user friendly apps, as well as having considered to use the mobile app, which entails that the participant is pleased with executing the behavior of using this particular mobile app.

The participant would use a tourism mobile app if it included a search function, top suggestions for cities, what is nice to see, reviews, pictures, like a mix of all of these aspects. The participant mentions that it would be good if it was “(...) something like Google meeting Instagram, sort of, I think could be exciting”. This is linked to past behavior, seeing that the participants’ beliefs regarding what a tourism mobile app should include is based on two platforms which the participant has had positive experiences with, and this therefore influence the decision-making processes of using a new mobile app.

Phase 1 – Discovery, evaluation

Phase 1	Positive	Negative
Question: “What is your impression of the design of this front page?”	“Well fine. Short answer. Well good, I feel like, that this pin is something that you know from, I do not know if it is Google or something similar, but, that you know what to do, like click on.”	
Question: “It is recognizable?”	“Yes, exactly.”	

The participant showcases positive beliefs regarding the design of the front page, stating that it was “fine” and “good” and stating that “(...) this pin is something that you know from, I do not know if

it is Google or something similar, but, that you know what to do (...)” which indicates recognizability from other sites or mobile apps. This relates to past behavior and perceived behavioral control in a positive way, in the sense that the participant thinks it is “good” and follows this statement by stating that he or she knows what to do, seeing that the participant knows it from somewhere else, which indicates a former positive experience and skill. However, seeing that the discovery phase includes the front page of the old version of the mobile app, which the participant has seen and knows of, it should be noted that it might not be the same beliefs displayed, as it would be, in the case where the participant had seen the front page for the first time.

The participant does not showcase any negative accessible or enduring beliefs in the discovery phase.

Phase 2 – Participation, evaluation

Phase 2	Positive	Negative
Question: “How was your experience with using the filtration?”	“Easy, very easy and fast. Cool with those options, because you can feel like, what keywords should I search for, so very manageable, and there were subcategories to it, yes. User friendly.”	
Question: “How was your experience of the experience map, how did it look?”	“Pretty, I think so. It fits to OpdagDanmark, the name, the map and Denmark, that makes good sense. Yes, I do not know exactly, not because it is groundbreaking, but it is what you can expect I think, and it is pretty, it is not something from year 2000 internet, bad graphics, but good graphics also mean a lot for an app. I think that I am almost inclined to drop an app, if it has poor quality, because you just feel like it would be difficult to use, I think.”	

The participant tries out the new version of the experience map, which the participant has not seen before, and therefore, this part of the evaluation includes “new information” in terms of a new site. The participant showcases positive beliefs, stating that it is “Easy, very easy and fast (...)”. Also, the participant mentions that it is “(...) Cool with those options, because you can feel like, what keywords

should I search for (...) and this relates to getting assistance or being inspired with suggestions, which correlates with the participant's accessible or enduring belief concerning what the mobile app should include. Also, the participant mentioned, in the pre-phase, that technology should be user friendly and is only "smart" if it is user friendly, and it is therefore a strong positive belief that occurs when the participant mentions that it is "(...) very manageable, and there were subcategories to it, yes. User friendly."

Furthermore, the participant showcases positive beliefs in terms of the design and the common thread, stating "Pretty, I think so. It fits to OpdagDanmark, the name, the map and Denmark, that makes good sense (...)". The participant does not think that the mobile app is "groundbreaking" but that is "what you can expect" and that it is "pretty". The last mentioned, that it is "pretty" is a positive belief that has deemed specifically important the participant, as the he or she also states "(...) I think that I am almost inclined to drop an app, if it has poor quality, because, you just feel like it would be difficult to use." The participant mentions that the mobile app is "pretty" more than once, and this can be seen as a strong positive belief of the participant.

The participant does not showcase any negative accessible or enduring beliefs in the participation phase, however, the belief of the participant that the mobile app is not "groundbreaking" and "is what you can expect" can be considered somewhat negative, seeing that the participant does not seem overly positive, however, seeing that the participant mentions that it is "pretty" and that "poor quality" could make the participant quit using a mobile app, it is seen as a positive statement all in all.

Phase 3 – Reflection, evaluation

Phase 3	Positive	Negative
Question: “Okay, what do you think that your friends and family would think of this app?”	“Friends are like me I think, also thinking that it is fine and easy to use and stuff like that. Family, probably the same with siblings, but like, they would be able to figure out how to use it. My parents are not very technologically savvy, but again, if it is like that, I do not know if they would understand the filtration, yes, I do not know if they would, so the search bottom would make it more logical, but as soon as you are in there, I think they would be able to figure it out, like choosing this, and yes.”	”
Question: “Now, I am thinking of the overall experience of both the front page and the experience map, how was your experience of the app then?”	“Well very, like red and that, but minimalistic in a way (...) again, it does what it should do, so there is nothing negative to say about it, I do not think so, like it is fine, and it fits with the logo and that, all of the aesthetics is very fine, yes.”	“(…) I am having a difficult time with some of the icons down here, it is the middle one, it is a funny shape of an icon, and like, very simple, there could be some more content here (...) on the front page of the app, it was clear that there were only 3 different options, so there should be more, so you feel like you can use it for more.”
Question: “What are your thoughts on the functionality?”	“It works just fine. I love this function where you can click on an area, because then you get closer and closer, like when you had to find test centers, this is where I am, and what can I do here.”	
Question: “And what about the information in the app?”	“Yes, sufficient. Fine I think.”	

Interviewee: "Can you read about the different things?" Interviewer: "Yes."	"Yes, but that is good, because that would be my only demand, that you would have to be able to see the extent of it."	
Question: "Would you consider using this app?"	"Yes, definitely. I would do that, I think (...)"	"But it is also hard to let go of Google, because you can do anything there, like, it is a huge competitor, but yes."
Question: "What are your thoughts on paying for mobile apps?"		"Well, yes, I do not know if I would use money on an app. Especially this kind of app, because of Google, which you can use just as well, and there are reviews on Google about the different places, so I think, that I would find it difficult, even though it was 9 kr. a month, I am not that committed to it, I think that it is a niche group of people who would do it. On the other hand, if there were benefits associated with it, if you could say, okay if you pay this, then we have a collaboration here, and you would get something, but I think that it is difficult, especially with my market segment, to make it like a paid monthly subscription."

The participant mentions that his or her friends would probably be like him or her in the sense that they would think that the mobile app was "fine" and "easy". This links to subjective norms in a positive way and will push the behavioral intention to use the mobile app in a positive direction, meaning that the participant's idea of his or her friends' attitudes towards the mobile app will have positive impact on the participant's own decision-making regarding using the mobile app.

The participant states "(...) My parents are not very technologically savvy, but again, if it is like that, I do not know if they would understand the filtration, yes, I do not know if they would, so the search bottom would make it more logical, but as soon as you are in there, I think they would be able to figure it out (...)" which might be linked to the participant's belief regarding the mobile app being "easy" and thereby thinking that even her parents, who are not "technologically savvy", meaning that their degree of perceived behavioral control in terms of skills is low, would be able to figure it out.

Also, the participant showcases positive beliefs in terms of the design of the mobile app, stating “(...) it does what it should do, so there is nothing negative to say about it (...)”, “(...) all of the aesthetics are very fine (...)” and “It works just fine. I love this function where you can click on an area, because then you get closer and closer (...)”. The statement concerning how the mobile app does what it should do, and therefore there is nothing negative to say about it, is as the statement in the participation stage, on the edge of being neutral, seeing that it could be seen as both positive and negative, however, seeing that the statement that follows includes “it is fine and it fits with the logo and that” it is deemed as a more positive belief than neutral or negative belief.

The participant asks if he or she will be able to read about different experiences, and the answer is yes, where she states “Yes, but that is good, because that would be my only demand, that you would have to be able to see the extent of it.”, which may be linked to behavioral attitude, seeing that if this is the “only demand” concerning the mobile app, the participant should be pleased with executing the behavior of using it.

The participant showcases negative beliefs in terms of the icons, stating “(...) I am having a difficult time with some of the icons down here (...)” and “(...) it is a funny shape of an icon, and like, very simple, there could be some more content here (...)”.

In the discovery phase, the participant showcased positive beliefs stating that it was “fine” and “you know what to do“, however, in the reflection stage, the participant has re-considered the satisfaction of this experience, stating “(...) on the front page of the app, it was clear that there were only 3 different options, so there should be more, so you feel like you can use it for more.”, which indicates that the participant may think that there is not enough information in the mobile app to use it, and this is linked to behavioral attitude in a negative sense, seeing that the experience of the attribute of information being not good enough, can influence the degree to which the participant will be pleased with executing the behavior of using the mobile app, and this might indicate an attitude change between the discovery phase and the reflection stage.

Attitude

The participant likes technology, only if it is user friendly, is a supporter of mobile apps and rather wants to use a mobile app than the internet, as well as having considered using the mobile app of OpdagDanmark as the participant knows the company from a case during his or her education. The participant’s thought on tourism mobile apps is that they should be a mix of Instagram and Google.

The participant showcases strong positive beliefs in regard to how the mobile app is “pretty” and that it is “easy”, and there is a strong connection between how the participant would only use technology if it was “smart” and “user friendly”, and in the evaluation of the mobile app of OpdagDanmark, the participant mentions how it was “user friendly”. However, also mentions that it is not “groundbreaking” and only “what you can expect”, though followed by statements that can be labeled as positive beliefs, like “it is pretty”. Also, the participant showcases strong positive beliefs regarding how it is nice with the options in the mobile app for inspiration, which relates to stating that he or she followed OpdagDanmark for ideas and inspiration, and therefore it deems to be of importance for the participant.

However, the participant showcases an attitude change from the discovery phase to the reflection phase, in terms of stating in the discovery phase that it was “fine” and “you know what to do” and in the reflection phase stating that it was clear, that on the front page only 3 icons were included and there should be more information and opportunities, so you feel like you can use the mobile app for more.

More positive beliefs have been showcased by the participant, and therefore, the overall attitude is seen as positive. However, it should be noted, that several statements were difficult to determine in terms of being positive, negative, or neutral, and was therefore analyzed in the context they were stated in, where a statement that was difficult to determine was followed by something positive, was deemed to constitute a positive belief.

Behavioral intention

In case of behavior-related elements, the participant showcased statements related to past behavior in terms of stating that technology was only smart if it was user friendly, and seeing that it was stated in the evaluation, that the mobile app of OpdagDanmark was user friendly, this is viewed in a positive sense. Also, the participant showcased positive behavioral attitude, in the pre-phase, in terms of using the old version of the mobile app of OpdagDanmark and stating that it was good, but in the evaluation in a negative sense stating that there should be more to choose between. However, the participant also showcased statements related to subjective norms in a positive way, stating that his or her family and friends would think the same of the mobile app as he or she does, stating that it was “fine” and “easy”.

When the participant is asked, whether he or she would use the mobile app, the participant states “Yes, definitely. I would do that, I think (...)”, however, continues with the statement “But it is also hard to let go of Google, because you can do anything there, like, it is a huge competitor, but yes.”, which is consistent with the inconsistency or rather “neutral” beliefs that have been expressed throughout the evaluation in the *journey*. Therefore, seeing that the indicators of behavioral intention to use the mobile app can be seen as inconsistent and neither mainly positive negative, the behavioral intention to use the mobile app is not seen as strong.

Consequence of payment

When it comes to the question of payment of a mobile app, the participant states “I do not know if I would use money on an app. Especially this kind of app, because of Google, which you can use just as well, and there is reviews on Google about the different places.”, and it is interesting, how the participant mentions “especially this kind of app”, however, this might be explained with the statement “(...) I am not that committed to it, I think that it is a niche group of people who would do it (...)”, which indicates that to pay for this kind of mobile app, one would have to be very invested, and it is the belief of the participant, that not many are.

The one aspect that might make the participant interested in paying for tourism mobile app would be benefits, such as discounts, stating “(...) On the other hand, if there were benefits associated with it, if you could say, okay if you pay this, then we have a collaboration here, and you would get something, but I think that it is difficult, especially with my market segment, to make it like a paid monthly subscription.” This indicates that this participant showcased a positive overall attitude, however, an inconsistent behavioral intention to use, which was therefore not seen as strong, and therefore, a correlation between the not strong behavioral intention to use and the unwillingness to pay for the mobile app can be found, whereas the positive overall attitude had no effect on this stance.

Discussion

The theoretical framework based on the pre-phase and the customer journey phases of discovery, participation, and reflection, including accessible and enduring beliefs in regard to attitude-related and behavior-related aspects, posed as a useful framework for examination concerned with obtaining an understanding and an overview of the process that is involved in comprising initial accessible and enduring beliefs and then to evaluate on the actual object in question through different phases, that exerts value in terms of different aspects. This enabled the researcher to locate possible attitude change and to point out exactly when, in the *journey*, this change occurred. One could argue, that one could have asked the followers in the beginning if they were willing to pay for a tourism mobile apps, and in the beginning of the evaluation, if they were willing to pay for this particular mobile app subscription, however, the examination aimed to investigate if any correlation was to be found between the overall attitude and behavioral intention to use a product or service, and the willingness or unwillingness to pay for it, seeing that this research is relevant knowledge for the overall question of whether tourism information is still sellable. Seeing that this research used qualitative method, as a means to explore the meanings, social constructions, and experiences, of the followers, the research in this study is not generalizable for the wider public, but the examination proves that the question of whether tourism information is still sellable should be further analyzed, also seeing that the participants for this study showcased important insight, in terms of their reasons for their willingness or unwillingness to pay for the mobile app.

In this study, it was found that all followers, who were interviewed, showcased positive overall attitudes towards the mobile app, and all, but one, showcased strong behavioral intention to use the mobile app, and that the majority of the participants, 5 out of 6, were not willing to pay for the mobile app, whereas 4 would consider to pay for it, if benefits and discounts were integrated, and 1 would not pay for the mobile app under any circumstances. This indicates, that even though the company has a large number of followers on their social media accounts, Facebook and Instagram, it does not necessarily imply, that the tourism information which the company offers, will be sellable in the future. Furthermore, the study showcased, that if the company intends to conduct marketing for the paid mobile app subscription, the owners should consider marketing their KlubDanmark edition, seeing that this was considered the most important aspect, when the participants in this study explained what would further willingness to pay for the mobile app subscription.

Not one of the participants asked what the mobile app of OpdagDanmark should cost, which is interesting, seeing that it does not seem to be related to perceived behavioral control in terms of economic related to if the followers can afford it, but merely indicates that the reason for the followers not wanting to pay for the mobile app is more concerned with principle or accessible or enduring beliefs that one does not pay for mobile apps, than it is related to the specific price of the mobile app subscription. 3 of the participants also mention that they do not remember ever having paid for a mobile app, and it might thereby be viewed as an enduring belief, which is the belief that have been stable over a span of time. This could be one of the reasons related to why only 1 participant is interested in paying for the mobile app, and why not even a positive experience with a tourism mobile app, can evolve into an positive behavioral intention to pay for the mobile app. If, for some followers, the act of not paying for mobile app is seen as a principle and an enduring belief, and nothing, such as a positive experience and intention to use the service or product, can alter this, it deems challenging for the company of OpdagDanmark, as it indicates, that it is not up to the owners to change this view. Therefore, as discussed earlier, a more comprehensive examination concerning payment of mobile apps could prove useful in this case, seeing that the overall question, “Is tourism information still sellable?” seem to remain unanswered.

Another interesting aspect in this research is, that out of 6 participants, 5 mentioned that their family and friends would think the same of the mobile app as they did, most of them using the phrase “I think that” which indicates that it might not necessarily be something that they have spoken about, in terms of what they expect from tourism mobile apps, but that they all believe that their friends and family would have the same accessible and enduring beliefs as them, in terms of the mobile app of OpdagDanmark. Many reasons for these statements can be discussed, and one of them could be, that the followers are most often in agreement with their close surroundings in terms of several aspects, that they do not want to view something different from their surroundings, and therefore mention aspects in terms of positive or negative qualities because that they believe that their surroundings would view it in that specific way, or that they just think that their views are the correct ones and expect their surroundings to believe the same as them, for that reason only. However, seeing that word of mouth from surrounding was viewed as an important factor in the study by (Feng 2020) on behavioral intention, a more in-depth analysis of how people affect each other in cases of likes and dislikes towards products could prove relevant in the case of attitudes and behavioral intention research.

Conclusion

In terms of **interview participant 1**, it can be concluded that the participant showcased positive accessible beliefs in terms of the mobile app “being intuitive”, “works well”, “speed of information” and “being unique”, however, showcasing inconsistency in terms of having strong positive beliefs regarding “recognizability” and strong negative beliefs regarding “lack of visual attraction” and the mobile app being “in-personal”. This is not seen as an attitude change, seeing that it is concurrent all the way through the evaluation, and therefore is seen as split experience of the participant. Also, the participant states that he or she would use the mobile app as a supplement, meaning that Google, TripAdvisor, and so forth, will still be viewed as the first choices in terms of looking for tourism information. However, all in all, the participant displayed a positive overall attitude, strong behavioral intention to use, however, is not willing to pay for the mobile app, as it is “too easy to find information free of charge” but would consider if benefits and discounts were implemented. Therefore, no correlation between a positive overall attitude and strong behavioral intention to use, and the willingness to pay for the mobile app, can be found.

Interview participant 2 showcased attitude-change from the discovery phase to participation phase in terms of accessible beliefs of the front page, which was deemed to be misunderstanding between the interviewer and the participant and is therefore seen as contributing to positive accessible beliefs in the discovery phase after all. The participant is loyal to Google and mentions how Google is “it is just easier” and “I just google” which indicates a strong positive belief regarding this platform, as a detriment to OpdagDanmark, however, the participant showcases positive accessible beliefs in regard to the mobile app, in the reflection phase, where she states that it is easier than Google since not all the irrelevant aspects comes up, which indicates an attitude change through evaluation. The participant is positive in regard to the mobile app being “manageable”, “easy” and “fine, similar to Google”. All in all, the participant displayed a positive overall attitude and strong behavioral intention to use the mobile app, however, is not willing to pay under any circumstances, seeing that “you can always find the information elsewhere”. Therefore, no correlation between a positive overall attitude and strong behavioral intention to use, and the willingness to pay for the mobile app, can be found.

Interview participant 3 only showcases positive accessible beliefs through the evaluation in terms of attitude-related and behavior-related beliefs, with statements as the mobile app being “manageable”, “user friendly”, and includes “inspiration” which is consistent with his accessible and

enduring beliefs found in the pre-phase regarding the main themes. The participant mentioned that the mobile app should include a map and filtration, and seeing that the app was just as he “imagined”, it might be the reason for the positive evaluation of the mobile app. The participant showcased a positive overall attitude and strong behavioral intention to use, however, is not willing to pay for the mobile app, and do not think that many people would be stating that “only a very loyal customer would” and states that to consider it, the mobile app should contain discounts. Therefore, no correlation between a positive overall attitude and strong behavioral intention to use, and the willingness to pay for the mobile app, can be found.

Interview participant 4 showcased positive accessible beliefs in terms of attitude-related and behavior-related beliefs, throughout the evaluation, apart from one negative belief regarding how the filtration was “confusing” and should be optimized. Therefore, the participant displayed a positive overall attitude and strong behavioral intention to use, and the participant is willing to pay for the mobile app, if there is something special, “not accessible for the normal citizen” that offers value, where he refers to how Spotify is special and valued to him. Therefore, some correlation between a positive overall attitude and strong behavioral intention to use, and the willingness to pay for the mobile app, can be found.

Interview participant 5 showcased strong accessible beliefs regarding “visuals” and “recognizability”, however, showcased inconsistency between only wanting to use mobile apps if it is “sufficient” as Google, but thinking the mobile app of OpdagDanmark contains too much information. This was seen as an attitude change, which happened from the pre-phase to the participation phase, however, in the reflection stage, the participant showcased more positive beliefs in terms of the information being “fine”. The participant displayed a positive overall attitude and strong behavioral intention to use the mobile app, however, is not willing to pay for the mobile app, as she would use Google instead seeing that “it contains the same information for free”, but would consider if discounts were implemented, as there should be something to receive back, money wise. Therefore, no correlation between a positive overall attitude and strong behavioral intention to use, and the willingness to pay for the mobile app, can be found.

Interview participant 6 showcased positive accessible beliefs in regard to rather using a mobile app than Google, but in the reflection phase, stating that it is hard to let go of Google, which indicates

inconsistency and attitude change from the pre-phase to the reflection phase. The participant showcased strong positive beliefs in regard to it being “user friendly” which was mentioned in the pre-phase, as “technology is only smart if it is user friendly” and also showcased strong positive beliefs regarding how inspiration was of importance. An attitude change was detected, from the discovery phase where the participant mentioned that it was “fine” and to the reflection phase where the participant mentioned that there was not enough information in the mobile app, however, showcased positive beliefs in the evaluation in relation to “it works fine” and “aesthetics are fine”. Therefore, the participant displayed a positive overall attitude but inconsistent behavioral intention to use and is not willing to pay for the mobile app, seeing that Google is better, because of reviews which was mentioned as important in the pre-phase, and because the participant is “not that committed to tourism information”. The participant would only pay if there were benefits and discounts implemented in the mobile app. Therefore, no correlation between a positive overall attitude and the inconsistent behavioral intention to use, and the willingness to pay for the mobile app, can be found.

From the examination, it can be concluded, that all participants had a positive overall attitude, and 5 participants had strong behavioral intention to use the mobile app, however, only 1 participant would consider paying for the mobile app as it is, 4 participants would not pay for the mobile app unless benefits and discounts were implemented, and 1 participant would not pay for the mobile app under any circumstances. Therefore, it can be concluded that there is no correlation between a positive overall attitude and strong behavioral intention to use, and the willingness to pay for the mobile app subscription.

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