



## **A case study on Impact of Consumer Attitudes towards hotdogs stands in Copenhagen**



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## Table of Contents

<b>Introduction .....</b>	<b>8</b>
Background of the study .....	9
Problem Statement .....	12
Objectives of the study.....	13
Research Structure .....	13
<b>Theoretical Framework .....</b>	<b>14</b>
Food tourism .....	14
Importance of Local food in the destination.....	15
Importance of food while travelling .....	17
Food and Consumer Behavior .....	17
Destination food image and behavioral intention .....	18
Tourist's local food consumption attitude in destination.....	19
Price, consumer behavior and destination image .....	21
Impact of food experience on destinations .....	22
Destination's uniqueness and Authentic elements .....	24
Branding of destination through food .....	26
Achieving destination brand from social media .....	27
Placemaking in the destination .....	28
Commodification of food in multicultural dimension.....	29
Local food and street food as a part of placemaking .....	30
The role of proper regulatory framework for place creation.....	32
Stakeholder Collaboration.....	32
Power in Stakeholders Collaboration.....	34
<b>Methodology .....</b>	<b>35</b>
The philosophy of Science: Epistemology.....	35
Interpretivism Approach .....	36
Grounded Theory .....	38
Research Design: Inductive approach.....	38
Case Study .....	40
Research Area .....	41
Data Collection .....	41

<b>Qualitative Method</b> .....	<b>41</b>
<b>Ethnographic Field Observation</b> .....	<b>42</b>
<b>Semi- structured Interview</b> .....	<b>43</b>
Sample Description of Semi-structured Interview Respondent .....	44
Table for Sample Description of Semi-Structured Interview participants .....	47
<b>Open-Ended Questions</b> .....	<b>48</b>
Open-Ended Questions (#Danishhotdog).....	49
Data Source and Assembly.....	50
<b>Data Sampling</b> .....	<b>51</b>
<b>Identifying Actors/Stakeholders</b> .....	<b>53</b>
<b>Research Positioning</b> .....	<b>56</b>
<b>Triangulation of Knowledge</b> .....	<b>57</b>
<b>Thematic Analysis</b> .....	<b>57</b>
<b>Ethical Consideration</b> .....	<b>58</b>
<b>Validity and Reliability</b> .....	<b>60</b>
<b>Limitation</b> .....	<b>61</b>
<b>Analysis &amp; Discussion</b> .....	<b>63</b>
<b>Factors affecting consumer behavior</b> .....	<b>64</b>
Price as an Important Component of Consumer Behavior.....	64
Impact of Health Consciousness on Consumer Behavior .....	68
Experimentation of new food in Copenhagen .....	71
Relationship between quality of service and consumer behavior.....	74
The Concept of hotdogs in the eye of consumers.....	77
<b>Branding of Copenhagen through street hotdog stands</b> .....	<b>78</b>
Creation of Copenhagen image through hotdogs .....	79
Consumer satisfaction level from hotdog.....	80
Hotdogs consumption behavior and reputation of Copenhagen.....	82
Street hotdogs as a distinctive features of Copenhagen .....	86
<b>Placemaking and Hotdogs in Copenhagen</b> .....	<b>88</b>
Hot dogs as a symbolization of destination .....	88
Uniqueness and place attachment.....	90
Authentic Vibes .....	93
Hotdog as an outdoor food activity .....	95
Importance of food safety and hygiene regulation .....	97
Are the regulatory frameworks hard enough for hotdog stands? .....	98
Tourists' consumption confidence .....	102
Stakeholder collaboration as a placemaking strategy of Hotdog owners .....	104
Hot dog as a competitive advantage of Copenhagen.....	106
Impact of arriving new ethnic or traditional food on street hotdogs .....	109
Hotdogs has no change in their food pattern on this era of Multiculturalism .....	111
<b>Conclusion</b> .....	<b>113</b>
<b>References</b> .....	<b>116</b>
<b>Appendix</b> .....	<b>130</b>
<b>Appendix no. 1: Interview with Allan and his wife, the employee and owner of Allan's Pølser in Kongens Nytorv</b> .....	<b>130</b>

<b>Appendix no. 2: Interview with Katja, the employee of FodCold Stands, City Hall Square, Rådhuspladsen .....</b>	<b>149</b>
<b>Appendix no. 3: Interview with Joakim Lindahl, student from Food and Nutrition in KU .</b>	<b>173</b>
<b>Appendix No. 4: Pictures from Ethnographic Feildwork .....</b>	<b>183</b>
<b>Appendix No. 5: Questionnaire for Open-Ended survey .....</b>	<b>184</b>
<b>Appendix no. 6: Overview of Online open-ended survey .....</b>	<b>185</b>

## Table of Figures

Figure 1: Normal Hotdogs stands .....	10
Figure 2: The Elements of the Research Process .....	35
Figure 3: Research Philosophy .....	36
Figure 4: Research Design .....	39
Figure 5: Allan and his wife, Luna (The owner and employee of Allan's Pølser .....	45
Figure 6: Allan on his hotdogs stands in Kongens Nytorv .....	45
Figure 7: Katja's hotdogs stands near City Hall Square, Rådhuspladsen .....	46
Figure 8: Reflection of historical monuments with traditional street food .....	46
Figure 9: Joakim, a student from food and Science during Interview .....	47
Figure 10: Description of Semi-structured Interviewee .....	48
Figure 11: Description of Open-ended Questions on #Danishhotdogs .....	50
Figure 12: Stakeholders Description .....	53
Figure 13: Hotdogs stands and the church as Uniqueness in Copenhagen .....	92
Figure 14: Uniqueness in a sense of historical reflection .....	92
Figure 15: Observation near Christianshavns .....	183
Figure 16: Katja while interviewing .....	183
Figure 17: Allan on his wagon near Kongens Nytorv .....	184
Figure 18: Observation near Rådhuspladsen .....	184

## **Abstract**

The main aim of this paper is to investigate the reasons behind the declining number of hot dogs stands around the Copenhagen area and the impact of consumer behavior towards hotdog stands. A Mixed qualitative method was used for the collection of data and case study approaches had been used to examine the consumer behavior, branding and placemaking of Copenhagen through hotdog stands. Primary data collected through semi-structured interviews, ethnographic field observation and online open-ended questionnaire to view their perceptions and actions towards hotdogs. This case study shows that price, health consciousness, hygiene rules, quality of services and experiment of new food in the destinations are the main factors that change the consumer behavior towards hotdogs. It is also found that hotdogs consumption is not a primary factor for consumers to take a travel decision to Copenhagen but one of the important activities which must not be missed while being in the destination. The consumption of hotdogs in Copenhagen also increases the satisfaction level that creates a positive impression about the destination which enhances the branding of Copenhagen. Furthermore, being in a street over a century symbolize the street cultural of Denmark which reflect unique feature of tourism experience in Copenhagen and provide authentic values to consumers. The attractiveness of Copenhagen has enhanced by the presence of street hotdogs for both domestic and international people which is the result of both top-down and bottom-up placemaking approach.

**Keywords:** Food Tourism, Consumer Behavior, consumption experience, placemaking & Branding

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## Introduction

In the 21st century, gastronomy tourism has become a remarkable movement of the global tourism industry and with the flourish of the tourism industry and its related foodservice entities, street food has become popular due to its combination of local touch and the cultural values of the place (Jeaheng et al., 2023).

Street foods are also a widely popular market due to their low cost and convenience for both demand and suppliers. The common practice of street food is to be prepared and sold in outdoor settings on the streets or in public spaces with poor sanitary conditions (Liu et al., 2014). Freshly prepared meals in a stall or on the wagon on the sidewalk of street are the cultural norms in various parts of the world and a way of getting to learn about the cuisine of the country at a low cost (Globalgluttons & Globalgluttons, 2020). Therefore, it provides protection and promotion of the history and tradition of a destination, and the origin of street foods depends on the cultural and natural environment where the preparation and selling of food mostly happens (Sgroi et. El., 2022).

Most of the countries have already established themselves as popular destinations for street foods and people are enthusiastic to experience locals' food of the countries in the street. Bangkok, Israel, Turkey, France, Mexico, Hong Kong, Malaysia, India, Japan, Singapore, Morocco, and Brazil are some of the countries which are well-known for the best street foods (Heelan, n.d.). Hence street food has been a popular subject for tourism attractions for many tourists in the various destinations (Lee et al., 2019). Street food vending is a relatively usual activity of most cities of developing countries and is outside the protection and regulation of the governments. Due to the informal nature of the business and lack of interest from government, the significant contributions of such activities to the countries have been ignored in many developing countries (Alimi, 2016).

On the other hand, fast food is normally related to the high-income or developed countries where globalization is affirmed (Privitera & Nesci, 2015). The developed countries especially in Western society, street food vending culture can be seen very rarely. In other words, Western part of the world does not have a prevalence of street food vending as much as it does in the



Eastern society. It seems that western society or developed countries have regulated everything in the system and according to urbanization, the unique perspective of different activities is almost wiped out from the country.

However, Denmark as a small but highly developed western country, the concept of street food market has still existed which can be seen in different cities of Denmark such as Reffen Street Food in Copenhagen, Aarhus Street Food in Aarhus, Storms Pakhus in Odense and The Lighthouse Street Food in Aalborg (Cheap Eats in Denmark, n.d.). Various authors have studied the street food vending practice and its risk factors (Alimi, 2016; Winarno & Allain, 1991; Imathiu, 2017; & Huynh-Van et al., 2022), consumer attitudes and consumption behavior (Wiatrowski et al., 2021; Gupta et al., 2018; & Sanlier et al., 2018) towards street food in developing countries. However, very few research studies can be seen in the street food concept of developed countries like Denmark. Therefore, this paper has chosen the case study of street hotdogs in Copenhagen to investigate consumer behavior towards street hotdogs, its impacts on branding and placemaking of the Copenhagen.

## Background of the study

### Copenhagen, Denmark

Copenhagen, the capital city of Denmark situated on Zealand Island, off the country's eastern coast. It is the largest city in Denmark and the political, economic, and cultural hub of the nation, with a population of about 800,000 (*Copenhagen, Denmark - Image of the Week - Earth Watching*, n.d.). Copenhagen is renowned for its beautiful buildings, iconic sites, and top-notch museums and art galleries. The vibrant Nyhavn port, the well-known Little Mermaid statue, and the Amalienborg Palace, the official residence of the Danish royal family, are just a few of the city's well-known landmarks. Furthermore, Copenhagen is recognized for its dynamic food and drink scene, which includes a variety of Michelin-starred restaurants, hip cafes, and exciting pubs and nightclubs. The city is especially well-known for its street food markets, which provide a wide variety of international cuisine and are a favorite hangout for both locals and visitors. Therefore, Copenhagen is a vibrant and culturally diverse city that has plenty to offer to everyone, from iconic landmarks and top-notch museums to cutting-edge design and fantastic cuisine (*Gastronomy in Copenhagen*, n.d.)

Talking about the street food markets, it has gained enormous popularity in Copenhagen, drawing both locals and visitors to the city's numerous food markets and festivals to try the different varieties of food. The city has a thriving street food scene with a wide selection of cuisine, from international specialties to traditional Danish meals. The city also holds a variety of street food festivals throughout the year, such as the annual Copenhagen Cooking and Food Festival (Winther, 2019). Apart from these, in Copenhagen, it's not unusual to see street vendors, especially during the warm summer months when people spend more time outside. The city is home to a wide variety of street vendors who sell everything from food and drink to clothing and souvenirs (Heward, 2021). The pølsevogn, or sausage wagon, is one of Copenhagen's most well-liked varieties of street sellers. They are the only one kind of street vendor which can be seen all year round. These tiny stands, which can be found all throughout the city, sell hotdogs topped with different condiments like ketchup, mustard, fried onion, and remoulade (*The Legendary Tale of Hotdogs in Denmark*, n.d.). Due to their popularity in Danish cuisine as a street food in the city, hotdogs have a close connection to Copenhagen (Kjølberg, 2022).

As a matter of fact, “street food vendors” are a segment of the tourism industry where consumers are frequently attached with the food offerings and judge the place depending on the level of satisfaction they got while consuming street foods or encountering with street vendors entrepreneurs. It has a crucial role in the tourists' experience and satisfaction and is highly sought for the balance between demand and supply side which can be fairly understood by the examination of tourism product or service consumption behaviors of tourists.

As we mentioned earlier, street hotdogs of Copenhagen are one of the best and most popular Danish food which is normally recognized as a Danish Pølser which is selling in the wagon.

### **The Word “Pølsevogn”**



*Figure 1: Normal Hotdogs stands*

A Danish phrase called Pølsevogn means "sausage wagon" in English. Pølsevogn are small stands that specialize in selling classic Danish sausages and hotdogs. They are a beloved component of Copenhagen's street food culture. In Copenhagen, the practice of selling hotdogs from pølsevogn dates to the early 20th century. Today, the city is home to hundreds of these sausage wagons. Pølsevogn are a well-liked hangout for both locals and visitors, and they are frequently situated close to the city's top tourist attractions and nightlife hotspots (Nielsen-Bobbit, 2023).

## **The History of Hotdogs**

Although the origins of hotdogs are unclear, it is thought that they first appeared in Germany in the 15th century. Depending on the place of origin, the Germans are claimed to have produced sausages from a range of meats, including beef, pork, and veal. These sausages were known as "frankfurters" or "wienerwursts." Wienerwursts are from Vienna, Austria, and Frankfurters are from Frankfurt, Germany (Olver, n.d.).

Before the First World War, street hotdogs were a popular food in Germany, and they swiftly spread to Sweden and Norway. But street hotdog vendors didn't arise in Denmark until 1920. Hotdog vendors have been submitting applications to local councils for years in order to sell hotdogs from street carts after restaurants close and until 2:30 in the morning. But they were rejected for a number of reasons. It is disappointing to all those applicants that the administration is worried about traffic and street food. Out of a concern of competition, traditional restaurants which were already existed fought hard before the council to have the applications refused (*The Legendary Tale of Hotdogs in Denmark*, n.d.).

However, being on the lots of struggles to get permission from city council and conflict with traditional restaurants, a Danish man named Charles Svendsen Stevns was ultimately granted permission to start a hotdog stand in Copenhagen in 1920 after running a successful business for ten years in Oslo (then known as Kristiania). Rådhuspladsen, Vesterbro Torv, Norreport, Nørrebro Runddel, Gammeltorv, and Christianshavns Torv were among those places which have a first hotdog stand after getting the permission to open. It was a quite successful business

of hotdogs in Denmark, after few times later they could be purchased not just in the Danish capital but also on the streets of Odense, Aarhus, and Aalborg. Apart from its beginning in 1920s it has huge popularity in the 1930s (Kjølberg, 2022). In the 1940s, the city council changed the law about self-employed people. And, whoever wants to work as a self-employed person in Denmark, one had to show the council that they were disabled or otherwise they had to submit proof that they cannot work in a normal job. The hotdog stands in Copenhagen and other parts of Denmark was significantly impacted by this law because those stands owner come under the self-employed business. After that the hotdog vendors realized that selling hotdogs was more than simply a profession, they started to treat their business more carefully. Until 2000, they were the most like street fast food in Copenhagen. The numbers of hotdogs were almost 10000 during its prime era (*The Legendary Tale of Hotdogs in Denmark*, n.d.; Kjølberg, 2022).

## Problem Statement

Nowadays, more and more people are attracted to local or traditional food. But, Hotdogs, a traditional or a local street food of Denmark are in declining state. Before 2000, hotdogs were extremely popular but recently the number of hotdog stands has declined drastically and only 60 wagons were left on the streets by 2010 in Copenhagen (*The Legendary Tale of Hotdogs in Denmark*, n.d.). These traditional street fast food or local street food businesses are a vital component of Danish Street food culture, but they face numerous difficulties that put their survival in risk. The aim of the paper is to explore the reasons behind the declining number of hot dogs stands around the Copenhagen area. Therefore, a research question has been formulated as follows,

- a. Why has the number of hot dogs stands around Copenhagen declined drastically?

To narrow down the study, authors have focused on consumer behavior to reveal the degree of consumer behavior influence on the hotdog business. And as a matter of fact, consumers are one of the main stakeholders who have a major influence on the management and strategy of a tourism business due to its nature and can contribute on the branding of the destination through their action which directly or indirectly influence plan and policies. Thus, to address the above research question, this paper has developed a sub-question.

- I. How consumer behavior towards hot dog stands affects the street business (hotdog stands) in Copenhagen?
- II. How do consumers play a role in the branding of the hot dog that influences the brand of Copenhagen?
- III. How are Placemaking and street hotdogs interconnected in the context of Copenhagen?

## Objectives of the study

This research objectives of the study paper are to explore the key factors that influence hot dog stands which helps hot dog owners to analyze strength and weakness of the business strategies that need improvement. This research study is a demonstration of how important a small enterprise can be in the branding and placemaking of destinations which is useful for the proper planning of destination management and marketing in the future. This paper also implies the significance of the perseverance and protection of the local/traditional street food to enhance the overall tourism experience in the destination.

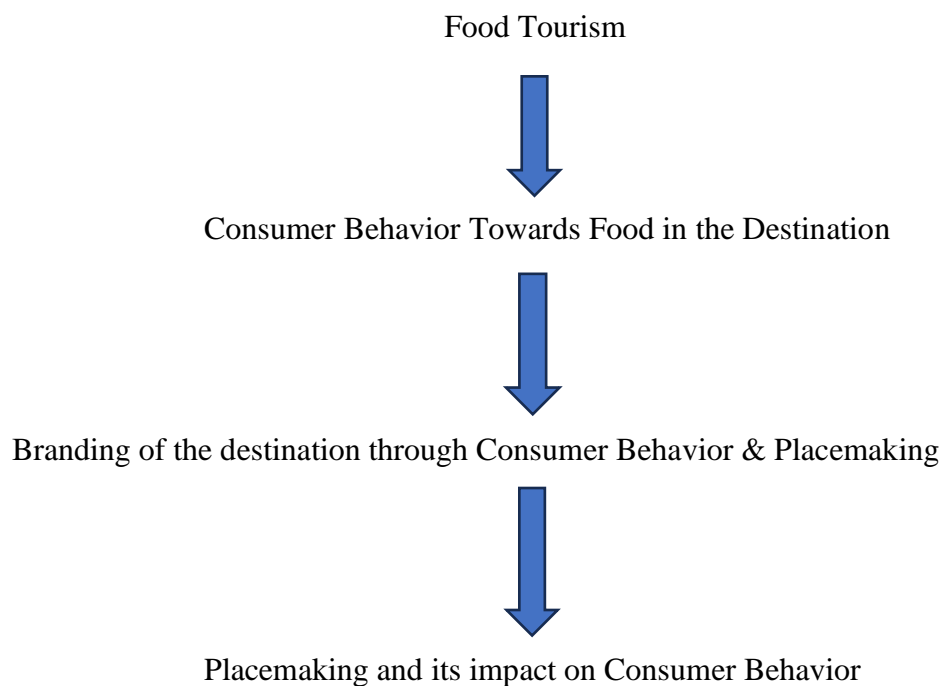
## Research Structure

The research study consists of six different sections. The first section is an introduction which starts with the general concept of food tourism in the destination and ends with street foods in food tourism along with background of the study. The second section consists of a theoretical framework with the list of literature reviews of different authors related to the research study. The third chapter includes all the methodological approaches and the methods of data collection including the reliability and validity and the limitation of the study.

The fourth chapter of the study are the key findings collected from the primary sources of semi-structure interview, open-ended questionnaire, and ethnographic field observation and its analysis. The fifth part of the paper includes discussion of the research study. Finally, the last chapter (sixth) is the conclusion of the research study which provides an overview of the entire study.

## Theoretical Framework

This section explains the different theories that were used in this research study. The theories and concepts of food tourism, different factors that affect consumer behavior, branding and placemaking of the destination through food tourism were mentioned throughout this section.



### Food tourism

Consumption of food is essential for human survival, but it also serves as a major tourist attraction because most people nowadays are more eager to discover new and unforgettable experiences through a range of food (Selwood, 2003). Therefore, food is one of the essential elements of the tourist destination as it is one of the segments of tourism industry called food tourism. It plays important role in the marketing of the destination (Poon, 1993).

Talking about the Food tourism, Hall & Mitchell, on Richards (2015) describes it as a “tourists visiting restaurants, food street areas, food festivals, and food producers to experience the local cuisine and other aspects of the locality.” Food tourism is a segment of tourism which defines the movement or engagement of people to different location for example primary or secondary food producers, food-related festivals, restaurants, street food to experience the unique taste and quality of special food that destination provides to their consumers (Ellis et al., 2018).

Those type of activities also increase the value of the location and represent a positive picture of the place (Bowen, 2021).

Furthermore, food tourism gives destinations an opportunity to introduce travelers to various cuisines with integrated cultural features; this one-of-a-kind experience strengthens the destination's reputation and its sustainability (Quan & Wang, 2004). It also may impact a visitor's overall experience and influence their willingness to return to the destination (Kim et al., 2011). Therefore, the use of food as a marketing technique by various destinations has increased internationally, and the differentiation between their offerings to tourists is becoming less and less visible. This homogeneity of culture is demonstrated by the inclusion of food in marketing tactics by various destinations which create a narrow gap between their offerings. Such a small difference between their offerings increases the predictability and standardization of the food served at various locations, which presents familiarity to the consumer/visitors rather than delivering originality. Local foods that preserve a region's culture and history might reflect a distinct and different feature of the destination to its audience, which will reduce familiarity of food to the consumers /visitors (Stalmirska et al., 2019).

### Importance of Local food in the destination

Local food is commonly described as genuine commodities that vividly represent local traditional culture in addition to serving as a symbol of tourist attractions. Local food is now becoming more and more connected to the economic and environmental sustainability of the community for development (Du Rand & Heath, 2006). Local cuisine has been identified as a crucial element of the travel experience and for the tourism industry. In addition to promoting agricultural activities, opening employment opportunities, and fostering entrepreneurship, local food also makes a destination more attractive, strengthens the destination's brand identity, and fosters local pride in food and related traditions (Zhang et al., 2019). Visitors love to enjoy the consumption of local food and beverages in the destination that can become an attraction (Liang et al., 2013). Research from many authors conclude that a significant percentage of a destination's tourism revenue—nearly one-third of all visitor spending—goes on food (Sims, Okumus et al., Chang et., al., Rand et al., Hall & Sharples on (Zhang et al., 2019).

The living life and cultural belief of the locals can be found in the local cuisine that has been passed down from one generation to the next. As a result, local cuisine and food have been seen as effective promotional instruments for the social and economic growth of destinations (Baldacchino, 2015).

Local cuisine and foods also can communicate local histories and cultures and arouse pleasant recollections since they closely reflect the regional characteristics. Therefore, local foods and cuisines may be a crucial component of a great travel experience as well as the best way for visitors to have a thorough understanding of a location (Tsai, 2016). They also have a special importance since it not only gives visitors an experience but also shows visitors what a place is like and what its culture is like (Du Rand & Heath, 2006).

Many Researchers argue that an emphasis on locally produced items can result in benefits for both tourists and locals. It is well acknowledged that the kind of food available to tourists can have major effects for the economic, cultural, and environmental sustainability of tourism destinations (Sims, 2009). Local food has a major role in the overall tourist experience in the destination as it is unique and valuable source which differentiates it from one to another destination and enhances tourist's experience (Piramanayagam et al., 2020). Local food initiatives are successful in achieving these advantages because they provide a better visitor experience that may introduce consumers to the people and locations engaged in food production. It is possible to encourage the development of goods and services that will promote stability and benefit specific regions for both visitors and locals using tourist's desire for authenticity to transmit the story of food production (Sims, 2009).

More Recently, the consumption of local cultural foods is now seen as a crucial element of tourism and dining while on vacation and becoming more and more of a necessary activity because it provides a sense of different experience than their home place. The research shows that tourists are more enthusiastic about the culinary experiences which are the presentation of local culture of the destination (Söderström, 2022). The research from Gupta & Sajnani (2019), also mentioned that tourists are motivated to experience a destination's cultural flavors and



desire to participate in local customs to have a genuine tourist experience. It is intended to represent a place's culture and could serve as an important marketing tool. (Chang et al., 2010; Gupta & Khanna; du Rand and Heath; Zdemir and Seyitoglu; Henderson on (Gupta & Sajnani, 2019).

### Importance of food while travelling

Food has a significant role while traveling from one place to another but the importance of it depends on the nature of the individuals (Henderson, 2009). Tourists can be partially or completely influenced by the availability of unique food culture of the destination but usually not the primary motivating elements of travelling (Ellis et al., 2018). Local food and food experience for some tourists are not important elements of their holiday planning (Morris et. al., 2021). Some people took food as an essential part of the life and consume food while travelling to the destination while for others, it becomes the pulling force or motivation of travelling to different place and experience the variety of local food that the destination offers. Therefore, food and tourism are interconnected which is the topic of interest for both demand (tourists) and supply (tourism entities) side (Henderson, 2009). Various food-related activities at the destination increase the attractiveness of the place and influence the overall experience of the visitors. It brings tourists closer to the new tastes, flavors, cultures, textures, tradition, history, customs and experiences through special foods and drink of a particular place (Okumus, 2021).

### Food and Consumer Behavior

Many studies have identified the influence of psychological elements on consumer behavior, especially attitudes, have a major role on tourist consumer behavior. Since attitudes and consumer behavior are interconnected to each other's, researchers have employed attitudes of tourist on product and their intention on the tourism food business frequently to reveal the consumer behavior (Rousta & Jamshidi, 2020). It is acknowledged that food is considered as a primary motivating factor of the travelling behavior of tourists (Morris et. al., 2021). Food has a major influence on tourists' beliefs, attitudes, decisions, and behavior in the destinations. The overall travel experience and the satisfaction level of tourists to the destination depends on the

availability of food and drinks and the quality of service. The quality of food and services make a huge impact on how visitors perceive the destination, their future travel plan and health (Henderson, 2009).

A tourists' favorable perception of a particular food at the destination motivates them to consume it and influence others to experience it. The positive behavioral intention derived from the positive experience of culinary services and products (Rousta & Jamshidi, 2020). Hence, the positive food and drink experience produces positive attachment to the destination and pleasant perception of the destination and vice-versa. Local food culture, which is also defined as culinary tourism in the tourism sector, connects both insider and outsider of the destination and hence influences the travel behavior of the tourists. The traditional food culture and food-related activities on the destination are a medium through which travelers get to know about others culture, tradition, information, its people, and destination (Ellis et al., 2018). All these food-related activities contributes on the positive opinion about the destination and influence consumer's decision to select the destination for travel in terms of choosing new location or the re-visit of the same location or promoting it (Rousta & Jamshidi, 2020).

## Destination food image and behavioral intention

The World Tourism Organization defines image as a subjective perception accompanying the multiple projections of the same message transmitter and an aura, an angel, or both. The representation of certain destination through picture has an ability to influence consumer's perceptions, emotion, or cognitive representation. Therefore, destination image is a mental imagination constructed by people through the collection of different ideas or information regarding the destination. Likewise, food image available on different sources influences greatly on the consumer behavioral intention (Rousta & Jamshidi, 2020). The choice of the destination for the visit greatly varies depending on the choices or preferences of visitors and one of the motivational factors can be to taste local cuisine or food-related activities of the destination (Ellis et al., 2018). Some travelers might prefer to taste strange food available in the destination and consume locally grown product in the destination that support local eateries

instead of visiting to the most crowded touristic restaurants while others feel normal to relaxed on the places which are meant for the tourists (Henderson, 2009).

It is believed that food experiences are the source of enjoyment in the holidays period, which enhances the overall satisfaction of tourists. However, satisfaction is a multifaceted concept which can be influenced by food consumption experience and significantly influences the future behavioral intention of tourists (Morris et. al., 2021). The positive image of food or positive food experience enhances the national image, which influences consumers to pick a destination for the next trip that defines the place image. Furthermore, tourism-related activities are influenced by the destination image which is the result of reinforcement of previous consumer attitudes. The favorable consumer attitudes to food-related activities on the destination is constructed through the positive travel experience and generate the possibilities of marketing of the destination through word of mouth and the intention of re-visit the destination (Rousta & Jamshidi, 2020). People tend to explain to other people their travel journey and advise accordingly therefore, image formulated through their travel journey highly impacted the destination image and hence the other people travel decision making. The positive food image constructed by visitors expressed their positive experience to their people and advised them to try the dishes which are only available on the specific destination. In this way, food becomes the motivating factor to strength the positive consumer behavior intention to the destination (Ellis et al., 2018).

### Tourist's local food consumption attitude in destination

Several studies claimed that tourists travel to those places which have already well-recognized and established a reputation as a destination for the experimentation of quality local foods (Lai et al., 2019). The quality of food experience determines the travel experiences of tourists which correspond to achieving the goal of formulation of the favorable image of the food and the destination. The food flavor, food sensory features, and food services are crucial for the tourists while tasting new food in touristic places and essential for the long-term success of the food-related activities.

Thus, the attitude towards the food consumption determined by the quality of food served by the destination (Rousta & Jamshidi, 2020). Different people have different tastes and meanings to food which affect the consumption behavior (Kokkoris & Stavrova, 2021). In addition to the quality of service and quality of food, tourists are more concerned with their health in terms of consumption of new taste (Rousta & Jamshidi, 2020). The health-conscious consumption behaviors of consumers are the result of social and moral meanings of food. Thus, health-conscious people follow a healthy diet, consume seasonal and organic food & fruits. Another result shows that prioritizing local foods, supporting small stores or local markets, and choosing quality over quantity are the discerning eating behaviors of people which have a moral meaning of food (Kokkoris & Stavrova, 2021).

Therefore, it is important to be transparent with the tourists in connection with the preparation and source of foods which create a positive attitudes of food eating experience (Rousta & Jamshidi, 2020). To ensure a pleasant eating experience of food in the destination, it is important to upgrade the food hygiene which increases the tourist's consumption confidence (Henderson, 2009). The promotion of local cuisine cannot lure more visitors to the destination unless there is transparency of the information and embracing the elements that are most important to visitors (Rousta & Jamshidi, 2020). One of the elements of transparency is regulating a system of food hygiene control, inspection, and safety to stop the improper preparation and storage of food (Henderson, 2009).

As a matter of fact, food safety and hygiene are the most important factor of food for tourists who wants to try new food for the first time and have different perception on it which influence health, life, and entire economy of destination as well (Niewczas-Dobrowolska, 2022). Therefore, introduction and implementation of regulation helps to optimize the standard of tourism products and destination image through controlling the chance of getting ill or food poisoning outbreaks and hence increase the flow of tourists to the destination (Henderson, 2009).

There is a clear, strong, and influential relationship between tourist attitudes to local food and travel behavior. The favorable attitude to local cuisine strengthens the destination image and vice-versa that means the destination image relates to the unique product or quality services provided by the destination. Tourists have a desire to be actively involved and experiment with the existential authentic local food consumption which leads to pleasant experiences (Morris et al., 2021). Furthermore, such existential authentic local food consumption experience helps to create an impression of the destination which provides an identity to the destination which lasts longer in visitors mindset. The impression can be cognitive or emotional and can be different from person to person (Rousta & Jamshidi, 2020). The emphasize on the presence of unique regional specialties in the destination is highly recommended which adds to the experimental value of local food (Morris et al., 2021).

### Price, consumer behavior and destination image

Consumer behavior can be influenced by three major factors namely personal, social, and situational factors. The personal factors include tourist personality, self-image, perception, motivation, lifestyle, and age whereas social factors of consumers depend on the social culture and surroundings where we have grown up and have set a certain mentality. The last situational factors consist of time, state of mind, physical and social atmosphere (Fratu, 2011). Pricing of the goods and services also influences consumer behavior, but the concept of price varies from individual to individual depending on their personal, social, and situational factors. The prominent part of the consumption of products and services in the destination is determined by the price and the quality of the product (Rousta & Jamshidi, 2020). The pricing of the product plays an important role in the consumer behavior than food packaging whereas consumer satisfaction is a key factor drives the willingness to repurchase of the products (Zhao et al., 2021). The willingness of the consumers to pay high price equalizes with the high quality of the products and services (Rousta & Jamshidi, 2020) and depends on effective quality certification, authentic product, and the space of the store (Balogh et al., 2016).

In fact, the consumer behavior or willingness to pay high price to the tourism products does not change if the competitor products or manufacturers products are scarce in the market but the abundance availability of produce in the market discourage people to pay high price. Likewise in a competitive market, the high price of the product can permanently lose customers and raise the risk of closing of business (Zhao et al., 2021). However, traditional food products can charge a high price in comparison to other popular alternative food products (Balogh et al., 2016). Research has been conducted on the price comparison between local food and non-local food by Pirog and McCann (2009) and found out that seasonality and weather can attributes to the pricing of local product, but the non-local food products are way cheaper than the local products even during peak seasonality where there is abundance food product in the market (Pirog & McCann, 2009).

According to research, local food plays a great influencing role for tourists in the destination which enhances the level of tourist satisfaction (Morris et al., 2021). In terms of tourism, tourists pay a high price for the local cuisine only when they have a positive attitude towards the local food and feel they are getting high value for their money. Additionally, the attitude of paying high prices to local cuisine arises from the emotional value that consumers demonstrated. Emotional value can be demonstrated in terms of thrill, pleasure, relaxation, joy, happiness, or enjoyment from eating local food. Consumers reflect higher emotional value to tourism products and services when they feel it more pleasurable and satisfying and excel the chances of returning and consuming. The satisfaction level derives from consumption of local cuisine as it is different from the tourist's regular food consumption which accelerates the overall travel experience of tourists and influence the perception of destination (Rousta & Jamshidi, 2020).

### Impact of food experience on destinations

In the research study of Everett and Aitchison (2008), food tourism in Cornwall, Southwest England has been examined through an exploratory case study. The connection between regional identity and culinary tourism has been established and the elements that impact on the relation between these two-study areas have been identified through in-depth interview.

Tourists identified food as cultural artifact with a variety of qualities rather than just a source of nourishment which can be experience in different destination in the form of food trails, events, festivals, and tourist attractions (Everett & Aitchison, 2008).

Badu-Baiden et al. (2022) examined the memorable local food consumption experience of tourists in the destination and its impact on well-being and loyalty. The study revealed that food memories of consumers or travelers have a significant effect on customers' attitude towards food, personal well-being or happiness, and intention to recommend it to others which defined the identity of destination (Badu-Baiden et al., 2022) as well as acknowledged as an essential part of tourists experience in the destination and the motivation of travel journey (Everett & Aitchison, 2008).

The relations between tourists' food experience in Macau, place attachment and destination image as well as impact of food neophobia has been examined (Hsu & Scott, 2020). Food experience helps to create identity of destination and tourist experience through food contributes on the triple bottom line of economic, social, and environmental sustainability (Everett & Aitchison, 2008). However, the social, economic, and environmental sustainability of the destination depends on the positive tourist's food experience in the destination which contribute on the positive destination image and emotional connection to the travelled destination. Such positive attachment influences or strengths the revisit intention of tourists to visited places (Hsu & Scoot, 2020).

Furthermore, food has been explored as a social and cultural relevance in society to develop local people identity, the regional identities, and used as a promotion of destinations which alter the experience of tourists (Everett & Aitchison, 2008). The tourists experience in the new destination also depends on the preconception of food culture of the destination. The perception of local Indonesian food by tourists and the factors behind those pre-visit conception has been examined and explored seven elements that influence their food conception which later positively impact their travel experience if it matches and vice-versa. Staff's attitude, sensory attributes, food uniqueness, local service scopes, food authenticity, food familiarity and food variety are seven elements that influence the travel experience of tourists in new destinations

(Wijaya et al., 2017). If the expectation of the tourists fulfilled by the food experience in the destination, it also preserves cultural history, promote renewal of destination's sociocultural elements, and contribute to combating concern about the homogenization of food culture in worldwide (Everett & Aitchison, 2008).

### Destination's uniqueness and Authentic elements

Growing competition between destinations emphasizes the importance of uniqueness in the destination through various attractions and activities. Food is one of the tourism products which promote destinations that help to distinguish one place from another by travelers (Henderson, 2009). Food is frequently represented as a component of the pleasurable holiday experience rather than a key element that draws the attention of people to new places. However, the constant searching for a new, fresh, genuine experience or alternative travel options by travelers increases the scope of foods offered in the destination and ranks as one of the most essential attractions (Du Rand & Heath, 2006). Furthermore, it also provides a sense of uniqueness and authentic vibes to the tourists.

However, with the wave of multiculturalism, there is less distinction between the food offered in every destination. Therefore, it is necessary to use local food as a tool for positioning of destination in advertising that highlights national and local uniqueness (Henderson, 2009). Food is a component which expresses the notion of community, and the way community people live their life, which is the combination of past and present and has a great influence on tourism experience (Du Rand & Heath, 2006). The mixture of food and the non-food tourist offerings can be seen in the historical places, where people enjoy the utilization of historic structures along with food. Such association cheers people and increases the number of visitors to the destination that promotes the destination competitiveness and thus profit all the partners (Henderson, 2009).

Achieving the loyalty of the customer is not only the utmost priority for the survival of any business entity but for the destination as well because the experience of food consumption enhances the image of the destination. Therefore, tourism businesses should invest in proper



technology, education, and training of employees to maintain consumer relations. Furthermore, it is vital to keep their marketing commitments to establish long-term relations with the consumers (Henderson, 2009). The collaboration of tourism and food industries is essential to develop new products, advertise them together, and raise public understanding of how important food is, to the visitor experience which also amplified the marketing and promotion strategy of food business which connects to travelers. However, it is required to understand the local food tourism resources by destination marketers before promoting it as a uniqueness of the destination to travelers (Henderson, 2009).

The authenticity of the offered product and services lies within the unique features of the destination which is commonly rare to find in other destinations. According to Ellis et al. (2018), tourists visit different locations in search of authentic feelings which are rooted to the destination and enhance the tourists' experience. Furthermore, food offered in the destination has a connection with the identity, placemaking, destination orientation, geography, and taste which portrays the culture of destination. Therefore, from the viewpoint of travelers, food which is embedded with unique characters of the destination justifies the tourism experiences of tourists and helps to establish the identity or memories of destination (Ellis et al., 2018).

When it comes to the searching of authenticity in cuisine, it does not only limit to tourists, however, local people also sought for the authenticity and real touch of the destination. Therefore, local participation and support is essential for the eateries businesses which mitigates the adverse effects of seasonal visitors and provide authentic characters (Henderson, 2009). Furthermore, the authenticity of food offerings in the destination depends on the set of traits a person has and the co-relation between a person's culture that resembles the food serving (Olszanka, 2022). The author furthermore describes that the consideration of authentic goes along with the essence of type, the behavior and decisions made on the base of elements that reflect unique essence of the product which satisfy the mental imagination.

## Branding of destination through food

The abundance presence of local food in the market provides a distinctive feature to the destination in the sense that it must be some connection to the neighborhood and is thus a part of the history and culture of the region (Björk & Kauppinen-Räsänen, 2016). The distinctive characters also flourish the image of the destination and branding it as a unique place to explore. Food provides a competitive advantage to the destination and plays a key component of the branding of a destination or whole nation. A distinct feeling can be created in the destination with the help of unique local food or cuisine of the place. Furthermore, proper communication and relationships should be established to make aware of the distinctiveness and revitalization of destination cuisine through the cuisine identity (Henderson, 2009). For example, street food activities in Rio de Janeiro does not only provide economic advantage to black society women but also preserve the eating habits of diaspora along with the branding itself as a junction to socialize (Teubner, 2019).

As a matter of fact, food consumption is a particular need of every tourist visiting any destination which captures the attention of destination managers, researchers, and marketers. Several destinations use food as a marketing strategy for their businesses by providing unique, authentic, healthy, and tasty culinary experience to the consumers. It is very necessary to address the contribution of local food consumption to the destination because it provides a proper understanding of how visitor perceive new destination and their behavior to the destination which helps to prepare a proper planning for the development of the destination (Rousta & Jamshidi, 2020). Local foods are the representation of local, regional, individual, and individual identities which helps in the branding of the destination and hence improve the perception of a place (Henderson, 2009; Rousta & Jamshidi, 2020). Therefore, it is vital to incorporate with the food policies and plans for the marketing and branding of the destination which favorably impact tourism experience and the brand the destination image.

The various research found that the preference and interest of visitors in local cuisine can have a huge influence on the destination branding as the consumption of local cuisine provides a

variety of emotional, practical, and social benefits that encourage visitors to return or suggest a region to others (Rousta & Jamshidi, 2020).

### Achieving destination brand from social media

The identification of competitive advantage of the destination enhances the brand of the destination achieving the sustainability of the destination. The sustainable competitiveness defines as a potential of the destination to improve the tourism expenditure by increasing the number of visitors, providing memorable and thrilling experiences, making awareness of the destination as well as enhancing the quality of life for residents. It also refers to the provision of all possible services to the consumers and residents along with the protection of resources without compromising the future use (Du Rand & Heath, 2006).

The technological advancement and digital affordability in the present days favor the destination and significantly works as a branding platform for the destination. In the case of the tourism industry, there is a drastic change in the communication of information of destination due to the rapid growth of technology, digital platform, and accessibility of internet service. The changes in tourism industry includes how tourism information is produced, transmitted, interpreted, perceived and how travelers decide what to do before travelling, how they interact with hosts and guest or how they share their experiences after returning home (Su et al., 2021).

Youngsters are more reliable in the modern social media platforms like Instagram and Facebook and share their bad and good experiences which directly influence others (Hanan & Karim, 2015). The presence of social media and its use is common both by consumers and providers which facilitates the exchange of information, materials, and opinion. The interchangeable property of such social media has significant effect on the decision making for the next vacation plan of the tourists and how they perceive the destination (Su et al., 2021) and the positive destination branding is the result of the positive perception and nice comments of social media users who shares their travels photos or stories on the social media and vice-versa (Hanan & Karim, 2015). The use of social media is more practical and comfortable as it

is easily accessible anywhere around the world at a low cost and the voices of the tourists are easily heard and expressed. Destination marketers and management organizations are also heavily relying on social media to convey the message and offering of the destination (Su et al., 2021). Besides social media, visitors also evaluate destination brand with the availability of local cuisine in the destination as it is a physiological and social needs and provides pleasure (Freire & Gertner, 2021).

## Placemaking in the destination

Placemaking is the process of creating public space which is appealing and fascinating to the public because they were enjoyable and improve urban life (Sofield et al., 2017). It has a goal of transforming and enhancing destination's identity including local and regional identities (Dunn et al., 1995). The construction of local image and symbolization of the place through place-making process create solid connection between image and the place identity (Csurgo & Megyesi, 2016) and necessary for the physical and symbolic development of the location (Dunn et al., 1995). In the process of the modification of placemaking planning, it is necessary to engage important stakeholders and to cover their interest and opinion as their lives were affected rigorously (Sofield et al., 2017).

Creation of the place is a continuous process that includes top-down, organized plans of government and authorities as well as users of the place. The responsibility of the creation of place is cooperative work of every individual including government, authorized planners, corporation, business entities, local people, and tourist as well (Su et al., 2021). However, top-down placemaking approaches are more limited to head of the state and professional planner where they control all the planning. In western society, local communities are also considered as a key stakeholder now in the transformation of urban planning, re-design for the recreation of the place (Sofield et al., 2017). Both in top-down and bottom up placemaking planning, it is necessary to cover the voice of important stakeholders who can recreate and represent their location which provides identity of the destination (Csurgo & Megyesi, 2016). Place creation incorporates imaginary, identity and the symbolic meanings of the destination as well as the layout and infrastructure of the place. Continuous need for the new and distinctive tourism

development, creating a more appealing and distinctive identity of the place to the users is necessary (Su et al., 2021). Therefore, placemaking planning should include all the items and services which serve as a symbol and provide both locals and visitors with a sense of place.

In the sector of tourism, the lodging, gastronomy, touristic place, local food production and food products symbolize the place and help in the marketing of the place (Csurgo & Megyesi, 2016). James and Manniche (2017) has studied the growing interest in local food and drink as a tourist experience and gastronomic trend in Denmark and concluded that the launch of new geographical food, “Nordic Cuisine” in Copenhagen started with the top-down approach where government decide all the planning and certification, the operation of these distinct territory’s cuisine are run by excellent restaurants chefs and entrepreneurs which is the important element of bottom up placemaking (James & Mannichhe, 2017).

### Commodification of food in multicultural dimension

The perception and behavior of people towards traditional foods or cuisines determined by the process of the establishment of local dishes in the destination and commodification of it as a key element of the destination (Rousta & Jamshidi, 2020). Ethnic or local foods are the key pathway to promote diversity in food tourism in the multicultural period. Multicultural approach is a gateway to display an alternative knowledge to the public which challenges the Western dominance and pierces the hegemonic hierarchy of knowledge. In terms of market, multiculturalism provides equal opportunity to both minority and dominant group to explore the market and promote their own tradition either in the form of food or another way (Gvion & Trostler, 2008). Major cities around the world are multiethnic, which can be reflected through the cuisine offerings in the market and people are more enthusiastic to explore the novel experience of the destination particularly through cuisine. The proliferation of fast-food restaurants demonstrates the tendency toward global standardization and homogenization which is a current concern of food tourism in all destinations (Henderson, 2009).

To survive for the long run in the multi-cultural dimension, many restaurants operators' positional culinary tradition in the healthy cuisine framework to fit into the market, where the consumers are more concerned with the healthier food option. Chinese restaurants commodified their cooking by following the recent trend in the destination to learn other people's food and its specific characteristics. Another example of the commodification of ethnic food in the multicultural dimension are the cuisine from Middle East and Far Eastern restaurants which are famous for the healthy culinary history (Gvion & Trostler, 2008). In the Innocoast WP3 report of James and Mannichhe (2019), author claimed that the introduction of "New Nordic Cuisine" with different territorial and geographical qualities in Denmark was successful and become an important motivational factor of travelling to Copenhagen for many international tourists.

### Local food and street food as a part of placemaking

Local and regional food culture is a segment of food tourism which serves as one of the key elements and has huge potential to boost the destination's competitive advantage in the long run. It is essentially a proper parameter for tourist development and destination marketing (Du Rand & Heath, 2006). As a matter of destination marketing and development, street food plays a significant role as it often represent local traditional, cultural and create an opportunity to explore a unique cultural experience to tourists and even to normal consumers (Liu et al., 2014). Even if it is beneficial for the economic and social development of the region, there is less number or no street food in many developed cities because of the historically strict laws whereas, in some cases, it has been challenging to abolish the legal restriction on street food (Newman & Burnett, 2013).

In some countries like Zimbabwe, it is illegal to operate street food in street or public space, but people are disobeying the laws and run street food business which in fact is not a problem to progress and sustainable development. It is an alternative street economy which is people friendly and needs some institutional and infrastructural support. Therefore, government need to recognize the importance of such street vendors that helps to reduce the unemployment,

improve urban residents with cheap and indigenous meals and should implement appropriate legislation and code of practice for street food vendors (Njaya, 2014).

The preservation of culinary culture, heritage enhancing the authenticity of the destination through the continuous support from government to the local and regional food tourism resources. Such support emphasizes the expansion and improvement of tourism base, boosting agricultural production and the promotion of local and regional food promotion. Moreover, local people benefited through the establishment and execution of food in local destinations through the set of framework or principle (Du Rand & Heath, 2006). In the tourism industry, food has established a key factor which should not be ignored otherwise it creates an adverse effect on tourists experience as well as to the whole tourism economy (Björk & Kauppinen-Räsänen, 2016). In the research study from Acho-Chi (2002), on street food practice, its characteristics, locational factors that influence socio-spatial distribution, quality of life and the success factors of street food, it is found that it has positive impacts on the urban economy of Cameroon. Such street food practice in Cameroon create job opportunity, generate income, and serve as an emergency food support to poor city and local activities and have a positive impact on national education, health, women empowerment and mainly survival of their family however, still need supportive policy environment that could support street food and have a positive impacts on enhancing the productivity, welfare and income levels of micro-entrepreneurs (Acho-Chi, 2002).

As an important resource of the tourism industry, local or regional food can be implementing as a marketing tool by service providers, destinations, regions, or the tourism business entities including restaurants, hotels, and cafes for the regional development of nation (Björk & Kauppinen-Räsänen, 2016). However, it is important to recognize the concept of regional food (Björk & Kauppinen-Räsänen, 2016) and should follow a set of frameworks which enable stakeholders to work together in harmony and implement marketing strategies for the promotion of local food (Du Rand & Heath, 2006).

## The role of proper regulatory framework for place creation

“With the increasing pace of globalization and tourism, the safety of street foods has become one of the major concerns of public health (Liu et al., 2014).” Not only that, the success of street food vendors in the destination depends on the proper and effective regulatory framework implemented by the government, and enormous support from public. Portland is a perfect example for the success of street food carts in urban space which is the result of both progressive municipal regulations and natural dimension and social qualities of urban space (Newman & Burnett, 2013). The street food safety and hygiene problems arose in China due to the use of poor quality of raw foods due to an improper inspection, poor infrastructure at the street food vending areas and sanitation unawareness therefore, the establishment and implementation of a proper food safety framework and awareness program is essential for the success of such carts in China (Liu et al., 2014).

Similarly, it is important to provide basic infrastructure and services like clean water, garbage bin, public toilets, and proper sanitation to encourage street food vendors for the better practice of food hygiene and safety regulations (Huynh-Van et al., 2022). Many regulations regarding food carts are not enforced in Portland but can be enforced when it is necessary for public health and safety. The simple regulations, low-cost entry, basic requirement for the specific structures or food types and requirement to buy food carts from City of Toronto are some regulatory frameworks for street food carts which allows them to evolve and change the city in a way that encourage interaction and create pleasant urban environment. Such regulatory frameworks make a balance between food safety and flexibility in Portland’s Street food and easy to replicate that also contribute on the success of food cart industry in Portland (Newman & Burnett, 2013).

## Stakeholder Collaboration

Stakeholder collaboration is an important component of sustainable development of the destination where different stakeholders put an effort through active participation to achieve the common goals (Saito & Ruhanen, 2017). Stakeholder collaboration has been considered as



critical for the success of sustainable tourism due to the limited successful attempts of implementation. (McComb et al., 2017). Collaboration theory is very effective to solve the problems of tourism activities in the destination. Due to the nature of tourism, it articulates the mix viewpoints of different independent stakeholders for tourism development (Saito & Ruhanen, 2017).

Various kinds of creative and slower forms of food and drinks collaboration have been seen in the tourism industries between different producers. Festivals are a perfect platform which encourages stakeholder collaboration where different stakeholders, producers, suppliers, and consumers collaborate. It is also a way of promoting and marketing slow business as an attraction and attracting international visitors. Festivals collaboration act as a mediator which promotes locally focused, authentic food and drink and brand the city and cultural offering (Duignan et al., 2018). However, only the implementation of stakeholder collaboration is not enough to minimize the effects and for the success of the tourism activities, but various components related to stakeholder collaboration needed to be addressed throughout the continuous process (McComb et al., 2017).

Maximization of the use of available resources without compromising for future is the main motive of stakeholder's collaboration which can be obtained only when all the components are thoroughly navigated. The stakeholder collaboration is an interactive process by its nature, which makes it easy to comes up with an idea which is effective to solve the problem as well as satisfy the stakeholders. However, shared rules, norms, and structures should be employed to minimize the conflict between stakeholders (Saito & Ruhanen, 2017). For example, festival as a creative opportunity to collaborate with different stakeholders and promote their business but mostly businesspeople who are already in the market are approached first due to the network (Duignan et al., 2018). Stakeholder collaboration can provide a dynamic and adaptable process that offers a framework for multi-stakeholder engagement within a temporary or longer-term structure to enable shared decision-making (Saito & Ruhanen, 2017).

## Power in Stakeholders Collaboration

Power is defined as a capacity to influence one's will or other people's interest which is mostly seen in every household, society, company, within country or outside of country where there is an involvement of more than one social actors (Saito & Ruhanen, 2017). The power relationships and engagement in stakeholders' collaboration has been examined in an English seaside resort setting and found the degree of influence of a stakeholder inside the institution network depends on the position of stakeholders (Kennedy and Augustyn, 2014). Due to the nature of the tourism industry, there is always a struggle for power relations between different stakeholders, and it has a major impact on tourism planning and development. However, not all destination stakeholders have the same power and influence on the decision-making power of collaborative activities (Saito & Ruhanen, 2017). Generally, stakeholder power in the destination is the combination of both government (public) authority and the position of the individual in the society who holds the ability to decide and how believable and respectable his or her idea in society (Marzano & Scott, 2011).

## Methodology

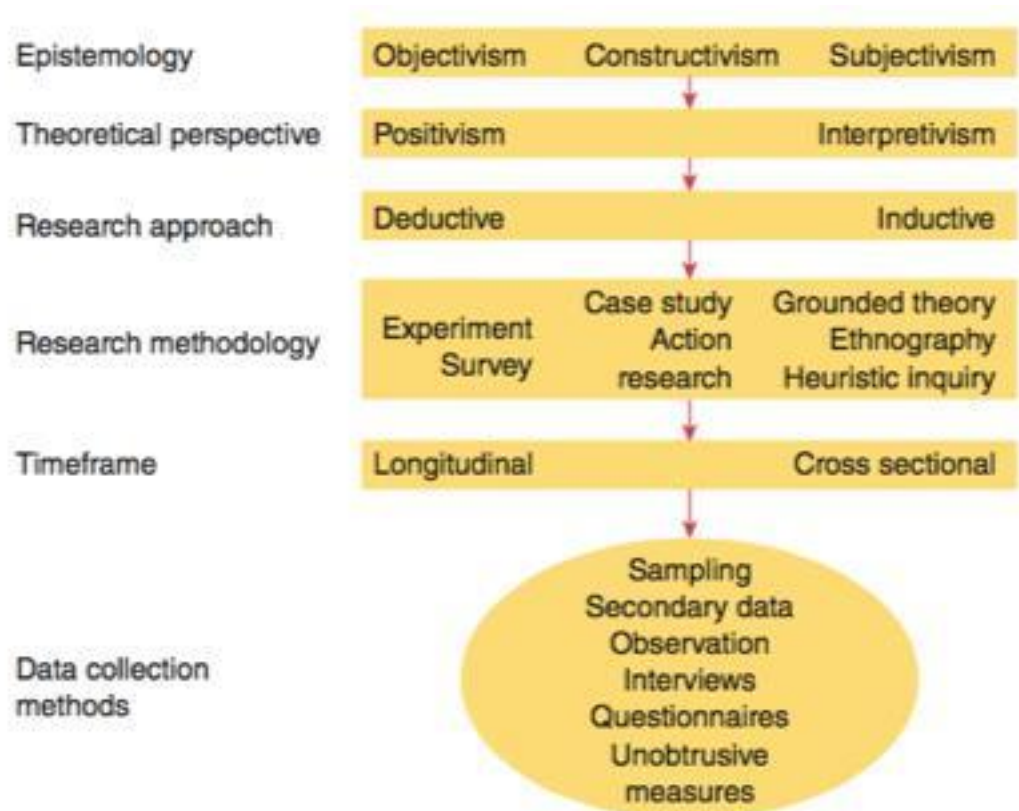


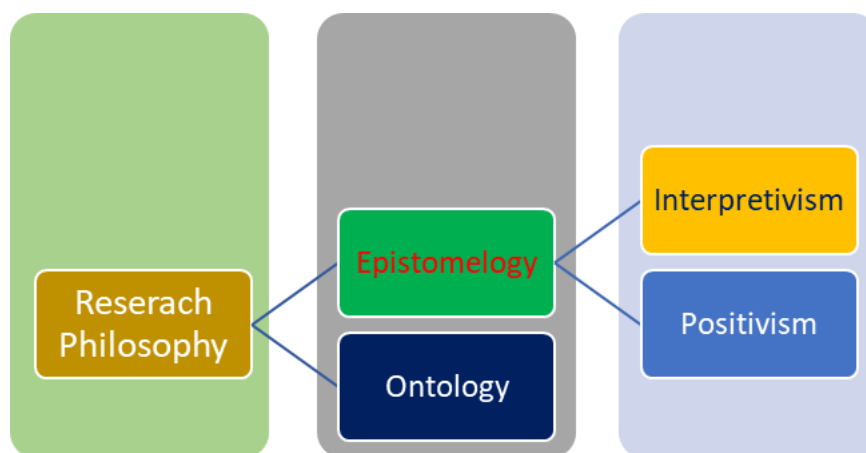
Figure 2: The Elements of the Research Process

Source: Adapted from Gray on (Weibo, 2013)

### The philosophy of Science: Epistemology

Epistemology is a philosophy of science which focuses on the study of the various ways of acquiring knowledge. The researcher's knowledge and perspective on social reality and competence has a significant influence on how the realities are interpreted. Knowledge can be intuitive, practical, or empirical which can be obtained through belief, faith, and observation except intuitive knowledge. The interpretation of data will influence the author's selection of theoretical approaches and way of analysis collected data (Caduri, 2013). The epistemological study consists of interpretivism and positivism which is widely used in both qualitative and quantitative research study. Interpretivism used in qualitative research study which derive wide range of meaning of the social phenomenon (Nunan et al., 2020) which is describe in detail

below. This paper has adopted epistemology as a philosophy of science which enables us to investigate the source of information gathered regarding hotdogs that influence their behavior and perception towards hotdogs consumption. The decreasing number of hotdogs around Copenhagen is a social phenomenon which is a result of continuous interaction between different social actors like consumers, employees, owners, authorities, and many other individuals in society that generates subjective understanding and perception of the situation that might change their behavior. Therefore, it is important to study the factors that affect the changing behavior of social actors to understand the reason behind declining numbers of hotdog stands in Copenhagen.



*Figure 3: Research Philosophy*

## Interpretivism Approach

Interpretivism approach holds an interest on human activities and the differences portrays by their actions in social world (Larsen & Peterson, 2018). Interpretivism believes that the reality of the world is subjective matter, socially embedded and the combination of diverse perspectives which leads to various contributions, particularity, and learning opportunities (Rogers, 2020). Interpretivism allows us to study social reality through the lens of people and emphasize the character and nature of people in social and cultural life through their ideas, thinking, and meaning which they have valued the most (Chowdhury, 2014). There are no single social realities for interpretivist as the reality each individual encounter, experience, perceive and understand is subjective and interpreted from the angle of a unique mindset they have created on their mind which is the result of various important and unavoidable differences

(Packard, 2017). Furthermore, it also emphasizes the evolving and socially constructed dynamic nature of reality in the contemporary world which helps in the implication of policy making. As a concern with the reliability and the validity of the study multiple methodological approach should have a common conclusion which stresses out different perspectives of human through their action rather than structure (Chowdhury, 2014). Various perspectives can be in the form of emotions, feelings, values, historical elements, knowledge, socio-cultural aspects. Such elements help researchers to understand the ongoing process of the social reality rather than finding truthfulness of the study. Interpretivism approach uses relativist epistemology through the combination of different perspectives to understand the scenario at fullest. Case studies, document analysis, conversational analysis, description, grounded theory, focus group, phenomenography, phenomenology, thematic analysis are some interpretivist methods (Farrow,2020).

To meet the objective of research study, interpretivism approach is an appropriate method to gain the knowledge of different studied people. The aim of the study is to investigate the reason behind the decreasing number of hot dogs standing around the Copenhagen area and the survival strategy approaching those who survived in the market. Operating in the main attractive and busy area of Copenhagen, hot dog stands are the central elements which are consciously or unconsciously watch by different stakeholders and have created their own presumption depending on their point of interest, experience, knowledge, idea, thoughts and meaning. The action of an individual depends on how much knowledge, perception and interests do they have towards hot dogs stands. Therefore, it is important to study the collective knowledge of different people's perception on hot dog stands which shape future of these SMEs which has a contribution in tourism industry. Furthermore, to gain the depth knowledge of how people have created mindset of hotdogs it is important to study the perception of hot dog employee, employers, tourists, local people, municipality, and their action towards it because not all individuals think it in a same way. Studying their way of thinking helps to examine the struggle hot dogs are facing in the market and contributes to the finding of appropriate solution for a better future of it.

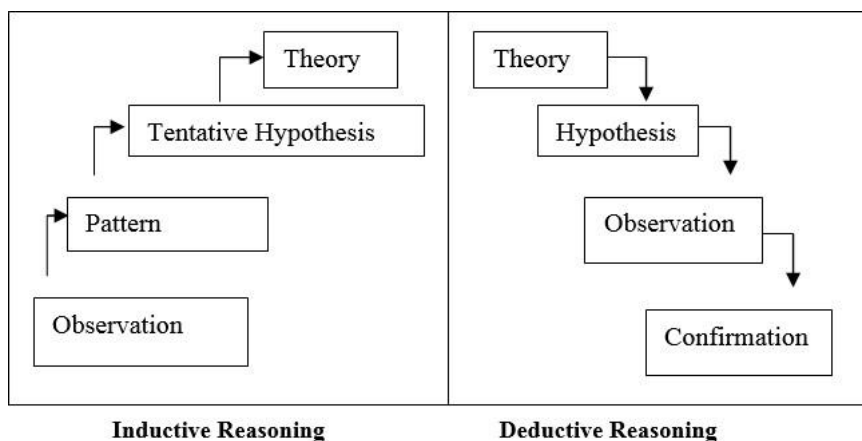
## Grounded Theory

Grounded theory is a research technique which is widely used in qualitative research study. This approach is useful for the formation of new theory through the available empirical evidence rather than examining the hypothesis derived from pre-existing theoretical concept (Dunne, 2011). It is used to examine how different actors understand the same reality rather than testing the hypothesis of actuality (Suddaby, 2006). This theoretical approach requires the collection of data through various methods and the interpretation of gathered data simultaneously which makes it distinctive than other research approaches (Dunne, 2011). Grounded theorists applied a systematic set of procedures for the collection and analyses of collected data which also allow researchers to create new theory based on their intellectual imagination. The important element of grounded theory is that it connects directly with the social phenomena under study (Nunan et al., 2020) which helps to acquire new knowledge about the relationship between the social actors and interaction which create social realities rather than establishing a claim of the reality (Suddaby, 2006). The research paper has adopted grounded theory because researchers had very little knowledge about the hot dog stands which are operating in Copenhagen area prior to the thesis. As a matter of the fact, limited knowledge about the research study topic provides an opportunity to research more with the application of various methodological approach which enable researchers to get data that are enriched with various unknown and interesting information regarding too hotdog stands. The main objective of the research paper is to gain knowledge about the reality of hotdog business which has been impacted by various action of people for example consumer behavior, rules, and regulation, placemaking and branding strategies and collaboration rather than testing if a particular element has an impact on it or not. Therefore, ground theory is an appropriate methodological approach to learn the problem and opportunity of hot dog stand has in their business operation.

## Research Design: Inductive approach

The paper has adopted inductive approach to obtain the aim of the research study which is to investigate the reasons for the declination of Danish hot dogs stands in Copenhagen and the

challenges or pressure faced by those which are able to survive and running their business in Rådhuspladsen, Norreport, Kongens Nytorv and Frederiksberg. The inductive approach does not follow any established qualitative methodologies (Liu, 2016) but is useful for the interpret long textual form of data into brief and condense meaning (Thomas, 2006). The researchers should not involve their knowledge about the study topic and examine the social realities and collect evidence which leads to the formation of new, richer, and renewed meaning (Dahal, et. al., 2022). The long interview obtained from different interviewed people for the study of hot dog stands would be long and meaningful to them. However, to apply those data in the research paper, it should be narrowed down to which is useful for the paper as well as easily understandable which can be done through inductive approach. Furthermore, researchers start with the observation of point of interest of the study topic (Dahal, et al., 2022) which helps to form a relationship between collected data and research objective and provides a framework for analyzing qualitative data which generate valuable, reliable findings (Thomas, 2006). The inductive approach is useful in qualitative study which investigates social life in a natural setting to gain the knowledge of ideas and feelings of those studied, observed, or interviewed people (Chowdhury, 2014). The reason to apply inductive approach is to understand the depth values of the understanding of hot dogs stand around the Copenhagen as researchers have very limited knowledge of the interested area prior to study. This allows researchers to acquire knowledge of hot dog stands which shape the framework of the study and helps to establish a strong research paper which concentrates on the different stakeholder's perception and their actions towards hot dog stands.



*Figure 4: Research Design*

## Case Study

The use of case study is to generalize the subject over various units and fundamentally use in social and life sciences. Case studies is a study of a particular subject, individual, place, a group of people, institution, or a unit in depth and intensively (Heale & Twycross, 2018). Along with the intensive and in-depth study on the subject, case studies are more detailed, rich, and complete to the knowledge of the particularly studied matter (Denzin & Lincoln, 2017). “A case study reveals in-depth understanding of the case or bounded system which involves understanding of an event, activity, process, or one or more individual” (Creswell cited on (VanWynsberghe & Khan, 2007)).

Basically, case studies focus on developmental and environmental factors of the subject. Having said that, “case studies typically evolve in time, often as a string of concrete and interrelated events that occur at such a time, in such a place and that constitute the case when seen as a whole” (Denzin & Lincoln, 2017). The researchers choose a topic on which the problem lies and try to solve it with the help of different techniques like interviews, observation on the field and participants (VanWynsberghe & Khan, 2007).

Case study has adopted in the research study of hot dog stands around Copenhagen as the primary focus of the researchers is to disclose the various factors involved in the decline of hot dogs in the market. Furthermore, researchers are more interested in investigating processes, activities, rules and regulation, customer relation, marketing strategies, surviving technique which illustrate the environment and developing process of hotdog stands with changing time. Therefore, case study is an appropriate methodological approach that enables researchers to focus on specific subjects and other factors that are closely related to the operation and has a great impact on it.

As an independent business running in the open space, it is a social entity which must maintain a relation with different individuals either by satisfying its consumers, collaborating with suppliers, following government’s rules and regulation, and evolving with time. To cover all these elements, case study provides in-depth understanding of the business and disclose a



concrete solution to illuminate the problems they have encounters. Moreover, using case studies in the research study of hotdog stands around Copenhagen means researchers would examine the holistic nature of the business. Moreover, case study allows researchers to examine how the business has been affected by the actions of various people, their perception towards the business and how it can be flourish in the market as a Danish tradition.

## Research Area

The research paper is based on the hot dogs stands, operating in the busy street in Copenhagen area. To be concise to the objective of the paper, this paper has specially focused on the physical area of Norreport, Rådhuspladsen, Frederiksberg, Kongens Nytorv. The reason to choose these four locations is the presence of popular hot dogs stands which are continuously serving for their consumers and central for the domestic and international people's flow. Furthermore, to meet the aim of the research study, "how to standardize the traditional hot dogs to people", reflection or opinion of every individual is very important and hence the population of research area for the study are hot dog owners, employees, kebab owners, consumers, travelers, and local people.

## Data Collection

This section is the important body part of any research project which provides the shape and the quality of entire research paper. It is essential to describe how the data were collected, what approaches are made to access the real data, which sample has been adopted along with the ethical boundaries.

## Qualitative Method

The qualitative method is a method which is used to examine the experience, meaning and perspective of people on a particular subject. Small-group discussions, semi- structured interviews and in-depth interviews are the most used qualitative research methods which are helpful to generate a collection of systematic data. It is also useful for the description and interpretation of visual, textual, and verbal data (Hammarberg et al., 2016). Furthermore,

experience, meaning and perspective on a particular subject can be subjective matters which is not necessary to be same from one person to another therefore it is necessary to cover real data which can be obtained through qualitative research methods (Austin & Sutton, 2014). This paper examined the real struggle hot dog street food vendors have been facing with the emergence of multi-cultural food in Copenhagen and interested to dig into various reasons they are failed to recognize with modernization.

Furthermore, this paper's main objective is to produce an appropriate solution which can be useful for the hotdog vendors, municipalities, and local people. To answer the objective of the paper, it is important to cover perspective from different people with different positions in society. As a food stall, different versions of ideas, meanings, values, and perspective would be generated because every individual observed it differently. For example, the way of viewing hotdogs stall by its owner differs from its employee, customers, local people, competitors, and municipalities. Moreover, one might have high importance on one element of it whereas others have high importance and interest on the other elements of the street vendors like hot dogs stands. Therefore, qualitative research methods are an appropriate method for the study of hot dog streets vendors in Copenhagen which enables authors to collect reliable data from various participant's experience, meaning, values and priorities.

## Ethnographic Field Observation

Ethnographic field observation is a qualitative method which is widely used by researchers to collect practical information of everyday life of people's action, behavior and surroundings related to topic through their personal observation (Hoey, 2014). This method is appropriate for sensitive topics which do not require personal interaction with studied group of people, therefore data can be gathered without interfering other people life and activities (Alder & Alder on (Li,2008)). In addition to gathering data without interfering with others' lives, it provides researchers with rich, detailed information of unknown or little-known facts of sensitive topics (Li, 2008).

These methods mainly focused on the observation of different action or activities of people in daily basis in real life, hence provides researchers an opportunity to collect real, authentic, and enriched qualitative data which cannot be from other methods ((Homan cited on (Li, 2008))). To obtain reliable information related to hotdog stands around Copenhagen, observation of different scenarios in the location is a very useful method for the study. The information gathered from other sources or methods can be subjective or biased based on their perception or position in the society or organization which influence the authenticity of data.

Therefore, researchers have adopted ethnographic field observation which enables authors to analyze the gap on the provided information. For example, how people in busy streets of Copenhagen act in real life without interruption might not match with the detailed information they have provided while doing constructive interviews with certain period, location, and person. Furthermore, as a part of community, researchers positioned themselves as a participant for the study and have some perception regarding the topic. However, the perception of researchers might influence on the overall paper therefore, instead of impacting data, researchers has prioritized to observe the social phenomena in the studied location and gather data, which is relevant, natural, and reliable in real life.

### Semi- structured Interview

Semi-structured Interview is the most useful qualitative research method which enables us to collect reliable data in the form of text or verbal. It is an appropriate approach for the collection of data that enables authors to gain subjective views on specific matters from people (McIntosh & Morse, 2015) or from the relevant group of people which has different perception on same matters and can provides background stories and different information (Hammarberg et al., 2016).

Furthermore, to collect new and experimental data relevant to the topic of interest, it includes all key informants who have different versions of perception, views, interest, experience, attitudes, belief, and priorities to the same situation. Different versions of information of the same matters enables researchers to compare collected data with the data generate from other

sources and validate the findings (DeJonckheere & Vaughn, 2019). For the rich data collection, researchers have adopted semi-structured interviews with key informants to the study. Firstly, to gain the detail information about the hot dog street vendor's situation and their problems, researchers have included hot dog employees in the study because they are the one who would encounter with many people in a daily basis and create enormous background stories which is appropriate for the study of their situation for this paper. Secondly, hot dogs stand owners are interviewed semi-structurally who has greater amount of information regarding to the current problem they are facing for the survival of business and legal operation of hot dog vendors in Copenhagen. Semi-structure interview enables to gain trust of participants by making them comfortable with general questions and then going deeply into personal and sensitive matters (DeJonckheera & Vaughn, 2019). Doing semi-structured interview with hot dog owners after hot dog's employees provides researchers flexibility to go into deeper and detailed conversation by building trust with owners as authors has already established a good relationship with their employees. Another consideration of collecting data through semi-structured interview was local people, consumers who has a greater influence on the operation of hot dog business in Copenhagen and has different belief, experience, attitudes, and view on street vendors in Copenhagen. Therefore, semi-structure interview is an appropriate method for the study of hot dog street vendors in Copenhagen by including various stakeholders who have different versions of stories and ideas regarding the topic.

### Sample Description of Semi-structured Interview Respondent

Qualitative method was used in this research study so, semi-structure interview is one of the major approaches to collect primary data. Thus, the semi-structured interview with 3 people who are directly or indirectly related with food and hotdog stands in Denmark were collected inside the area of Copenhagen.

For the ethical Consideration, the respondents were asked by the researchers whether their name and other things should be hidden but they replied that they were completely fine on using their name on such kind of study and they also mentioned that they were very happy to

take part in such kind of thesis where they can express their ideas, views, knowledge about Hotdogs. The interview is attached in this thesis in the section, Appendix in a Pdf format.

1. Allan and Luna, hotdog owner and employee of Allan's Pølser: Allan is an owner of the Allan's Pølser who run his hotdog stands with the collaboration of Steff Houlberg, one of the suppliers of products in Denmark. Luna is the wife of Allan and an employee of Allan's Pølser. They have been operating a kind of family business for 10 years after Allan lost his IT job due to financial crisis in 2008/9. Their hotdog is in the park of Kongens Nytorv. Both are Danish in which Allan is fluent in English, but Luna feels difficult to speak in English. Therefore, he helped Luna to translate her words to English for our interview. Allan and his wife had huge knowledge related to Danish hotdog's history and current situation.



*Figure 5: Allan and his wife, Luna (The owner and employee of Allan's Pølser)*



*Figure 6: Allan on his hotdogs stands in Kongens Nytorv*



2. Katja, Employer at FODKOLD, Langelinie: Katja is an employee of FODKOLD hotdog stands near Rådhuspladsen metro station. She has been working since 2008 in this business, so she had lots of knowledge about the hotdog stands in Copenhagen. She is Danish and quite good on English too.



*Figure 7: Katja's hotdogs stands near City Hall Square, Rådhuspladsen*



*Figure 8: Reflection of historical monuments with traditional street food*

3. Joakim Lindahl, Student from Food and Nutrition Science, Copenhagen University:  
Joakim is a Danish guy who is from Solrød Strand who is studying Food and Nutrition Science in University of Copenhagen.



*Figure 9: Joakim, a student from food and Science during Interview*

Table for Sample Description of Semi-Structured Interview participants

<b>Respondent</b>	<b>Name</b>	<b>Age</b>	<b>Position</b>	<b>Business/Faculty</b>	<b>Date of Interview</b>
1	Allan	62	Owner	Allan's Pølser	21 <sup>st</sup> March 2023
2	Luna	59	Employee	Allan's Pølser	21 <sup>st</sup> March 2023
3	Katja	35	Employee of FODKOLD	FODKOLD	30 <sup>th</sup> March 2023
4	Joakim	24	Student of	Food and Nutrition Science in University of Copenhagen	8 <sup>th</sup> March 2023

*Figure 10: Description of Semi-structured Interviewee*

## Open-Ended Questions

Open-Ended questions are a very relevant qualitative method for the collection of data which provides flexibility to participants to provide information related to topic without the interruption and face-to-face contact (Albudaiwi, 2017). The questions can be structurally constructed in a way where much broader questions come first to make participants understand the theme of the topic and gradually narrow down the subject to investigate specific issues. It is a very useful technique which allows participants to know about the topic and prepare for it before directing into more direct and concise questions of the topic (Ferrario & Stantcheva, 2022). Open-ended questions are the most important technique to gather diverse data from participants because it allows informants to be rational and explore their thoughts rather than picking a set of specific determined answers from the questions. Therefore, open-ended questions methods are mostly relevant for qualitative and exploratory research studies that give researchers power to analyze the problem holistic and comprehensively (Albudaiwi, 2017). The collection of diverse data through different people's perception is very necessary for the research study like hot dog stands in streets because it is the central part of the business which are operating in the street by independent owners. Several independent people like consumers, sidewalk people, domestic and international people encounter hot dog stands in the street of Copenhagen on a regular basis and have different views, concepts, interests, beliefs, and



experience. Also, different organization such as their competitors, municipalities, entrepreneurs, and other enterprises are also constantly watching their steps which is very important to study to reflect how different stakeholders perceive them and how does their perception pose a threat or opportunity to them. However, it is very hard, inappropriate, and unethical to interrupt them and ask to provide 15-20 minutes for informal conversation related to the topic. Nobody like to be disturbed while they are doing their business, passing by the street, or enjoying their time thus the collection of information by interrupting others time would not be valuable or meaning for the study as they would either answer in a hurry or do not provide real data to avoid the problem. Therefore, sending open-ended questionnaires would be useful for this research topic which allows authors to gather meaningful data from different people who have a fear of being open directly to the interviewers. To connect with studied groups and gather rational information from different people, the paper has utilized the popularity of social media i.e., Instagram. Furthermore, to be specific, authors have followed #danishhotdogs where there were more than 100 posts regarding hotdog consumption, preparation and other activities related to it and have contacted to people who had shared their experience of hotdog in Copenhagen.

#### Open-Ended Questions (#Danishhotdog)

Open-ended Questionnaire is also one of the approaches of Qualitative method to collect primary data through online sources. Semi-structured interview is conducted with direct interaction with the respondent, but open-ended Questionnaire are done through online resources without direct interactions. In this research study, Open-Ended Questions was conducted in Instagram with different users who posted the pictures at #danishhotdogs. The Questionnaire is sent to more than 35 users in #danishhotdogs in Instagram but 20 of them responded in which those 10 were the appropriate one for this research study in which they deliver about the consumer behavior and decision-making process towards hotdogs in Copenhagen. For privacy reasons, the name and their details were changed.

Respondent	Name	Age	Nationality
1	Anja Subin Larsen	20	Denmark
2	Trine Malou Bo Rasmussen	48	Denmark
3	Bianca Muresan	24	Romania
4	Izabela Dzhurelova	21	France
5.	Carolina	28	United States of America
6.	Youku P. Pederson	22	Denmark
7.	Jasmine	28	Denmark
8.	Kaya	47	Denmark
9.	Tonni Jensen	31	Denmark
10.	Adrain	31	France

*Figure 11: Description of Open-ended Questions on #Danishhotdogs*

#### Data Source and Assembly

The questionnaire survey was designed through Aalborg University' SurveyXact to collect online data from the respondents. The questionnaire was related to consumer behavior, their decision-making process and branding of Copenhagen through hotdogs. The Questionnaire was sent to the Instagram users who posted their picture on #danishhotdogs. The survey was sent to more than 35 users from March 1 and March 25 to which only 20 of them replied. In those 20 respondents, 10 of them were only the appropriate data for this research study because they have completed the survey. Those 10 respondents have clearly answered with brief explanation which helps authors to analyze their data with the literature. The survey answers were included in the section, Appendix in Pdf format.

## Data Sampling

It is a critical process to choose a studied sample data in research study as covering whole population is unrealistic, impractical, and inefficient (Marshall, 1996). Purposeful sampling is one of the sampling methods which is commonly used in qualitative research study for the identification and selection of expertise to the topic of interest for the optimization of limited resources (Palinkas et al., 2015). It consists of the process of identification and selection of the most efficient, knowledgeable, and experienced candidate who can provide insights to the topic that are helpful to answer the research question (Marshall, 1996; Palinkas et al., 2005).

This sampling process provides researchers participants who are perfectly fit to the studied group even though the size of the sample is small. Additionally, researchers' judgement plays a key role for the identification and selection of participants who are closely relatable to the researched topic (Aarhus Universiteit, n.d.). Apart from experience and knowledge, researchers choose the participants accordance to the availability and excitement to participate, able to communicate, and deliver the emotion and thoughts in an understanding way in purposeful sampling (Palinkas et al., 2005). One of the techniques of purposive sampling is heterogeneous sampling which includes various kinds of perspectives or attributes related to a topic. The attributes can be behaviors, experiences, people, business, or situation (Vijayamohan, 2023).

The sample selection for the research study on hotdog stands around Copenhagen area, researchers employ the purposive sampling and concentrate on the small size of the sample population which represents back to the whole population of studied group. The identification and selection of key informants or participants are based on the judgement of researchers who believe the sample size perfectly fits the studied group according to their relevance to the knowledge and experience.

At the first stage, brainstorm about the possible key informants to the research study and acquire basic knowledge through the observation of natural setting of hot dog stands in the field. The possibility of an appropriate fit to the study has been strength through field

observation which provides an overview of key informants for the study. A sample of at least 8 hot dog vendors employees were approached in the field and 4 hot dog stand owners were approached through telephone and e-mail. Since the size of the sample population is small, it is necessary to choose key participants wisely based on the convenience. However, the sense of judgmental approach was already there as researchers make sure to choose key informants who know the business in-depth.

Therefore, researchers had decided to interview hot dog employees and owners who are closely related to street business and have more knowledge and experience of it. The advantage of purposefully sampling hot dog employees and owners is that they have depth knowledge of operating business, handling customers, taxes, rules, and regulation as well as consumer behavior. It is rare that researchers could get all approached individuals are interested to contribute with the study, therefore researchers had excluded those who did not show least interest on the study and those who ignore the request.

Second stage consists of distributing open-ended questionnaires to hot dog lovers who have been to Denmark, tasted hotdog and share their experience to Instagram group called “#Danishhotdog”. The aim of distributing open-ended questionnaires at “#Danishhotdog” was to connect with the right segment of customers who have various experience towards the consumption of hot dog in Copenhagen. The paper has aim to investigate the situation of hot dog stands around Copenhagen through the lens of consumers as well which includes their behavior, intention, perception, action, motivation, and belief towards hot dog stands. Therefore, engaging with the right informants is necessary for the paper which can be supplied through the Instagram group. Furthermore, customers of hot dogs are the combination of domestic and international tourists with whom researchers find inappropriate to intervene their time and impractical to carry interview. Thus, social media like Instagram plays an important role in engaging with relevant groups of people who have different stories of hot dog that are relevant to the paper.

The third stage of sampling data includes Copenhagen municipality which is responsible for the management of street vendor in Copenhagen. To access the information from the perspective of public authorities, authors have examined various information available on the digital platform that are relevant and important. Acquiring detailed knowledge through the lens of municipality is relevant for the paper because it helps authors to uncover the strategies implemented by authorities which are responsible for the betterment of traditional hot dog stands.

## Identifying Actors/Stakeholders

This section has defined the different actors or stakeholders who were essential and involved in this research study. There are many stakeholders who were either directly or indirectly involved with Hotdog in Copenhagen. Some of them were involved in the study and they are Owner and Employee of Hotdog stands around Copenhagen, Local businesses, Supplier of Hotdogs products, Student from Food and Nutrition Science, Local people (born and raised in Copenhagen), Tourist who were in Copenhagen while doing field observation and Social Media Influencer who posted in Instagram.

### Stakeholder's Description

S.N.	Name of Stakeholders	Position of Stakeholders
1	Allan	Owner of Hotdog Stands
2	Luna & Katja	Employee of Hotdog stands
3	Joakim Lindahl	Student of Food & Nutrition
4	Anja, Tonni, Kaya, Jasmine & Trina	Local People/Danish
5	Bianca, Carolina, Adrian & Izabella	International Tourist
6	Youku	Social Media influencer
7	Steffs Houlberg, Langeline, Tulip & DOP	Local Business Supplier

*Figure 12: Stakeholders Description*

## **Why are those stakeholders important for this Thesis?**

### **Business Owner:**

Allan is the business owner or Hotdog owner of Allan's Pølser. He had a wagon in the park of Kongens Nytorv. The hotdogs current condition and other stuff should be analyzed in this study, so the perception of Allan is important. Allan had huge knowledge of Danish Hotdogs. He is running his business for more than 10 years. The researcher got the knowledge from Allan regarding Consumer behavior, their decision-making process, ways and impact of branding and marketing of the destination through street food.

### **Business Employee:**

Employees are the ones who directly face the consumer and interact with them. Luna and Katja are employees of Hotdog stands in Copenhagen. They were working in this field since long time and have well experienced about the Danish hotdogs and its history and current scenario and customer segments and their behavior and decision-making process.

### **Food specialist/Student:**

This research study is related to food tourism. The researcher also should also collect data from food specialist or student about the condition and status of Danish hotdogs in Copenhagen. So, to get the perception from the food specialist/student about the traditional street food hotdogs, Joakim Lindahl was appropriate respondents in which he explained about the people's behavior and their decision of choosing food in terms of hygiene, price and so on.

### **Local People:**

In this paper, those who were born and raised in Copenhagen are called as Local people. They are selected for this research study because they are the one who have knowledge of Copenhagen city, Danish Hotdog, Hotdog stands in the street and so on. Anja and Katja are the

Local people in this paper. They have shared their ideas, knowledge, and views about Danish hotdogs in the stands and its benefit for the destination branding, marketing and placemaking.

### **International Tourist:**

Here in this paper, those who visit or stay Copenhagen for a limited period are denoted as international tourists. They are also important for the destination because they can be the source of branding by revisiting the destination or telling their friends and families to visit the destination. Here in this paper, Bianca and Izabella are the international tourist who were from Romania and Greece respectively. The researcher had also gained idea and knowledge about the consumer behavior and their decision-making process towards traditional street food, Hotdogs in Denmark.

### **Social Media Influencer:**

Social Media is one of the essential elements for the development of the destination. It helps in branding, marketing and placemaking of the destination. So, in this research study, social media influencer is also one of the important stakeholders. Youku was categorized as a social media influencer because she had lots of followers in Instagram and posted lots of pictures on #danishhotdogs in Instagram. The researcher had gained idea and knowledge about her behavior and decision-making process towards traditional street food, Hotdogs in Denmark.

### **Local Business Supplier:**

The hotdog vendors have their own business supplier for purchasing of their products. Their products like Oil, Butter, Bread, Sausages, Dipping's like Mayonnaise, Ketchup, Sennep (Mustard dressing), and Remoulade and vegetables like onion either raw or fried. Some of the popular suppliers in Copenhagen are Steff's Houlberg, Langeline, Tulip and DOP. They also have their name on all the wagons so that the consumer can see where the products have been bought from.

So, they are also one of the important elements for this project. The researcher has decided to define them as an indirect actor for this research study because they were not directly involved in this paper, but the other respondents had mentioned their name quite a lot of times.

## Research Positioning

This research study collected data through ethnographic fieldwork observation, semi-structured interview, online open-ended questionnaires from Instagram users who had posted pictures on #Danishhotdoglovers. In all these three situations, the research positioning of researchers has not been fixed and changes drastically.

Being as an international student from Nepal, the status makes it appropriate to participate as tourists for this research which helps to do ethnographic field observation. As a tourist or unknown to street hotdog culture, we were shocked with the concept of street food market in developed country like Denmark at first. Ethnographic field observation allowed us to experience the taste of hotdogs in the street along with the chance of getting close contact to the employees or other consumers in the destination. Observe everything personally allowed us to feel the atmosphere, conditions, getting to know about the small details like the pricing of hotdogs in different stands, their way of preparing food to customers, presentation of wagons and a way of convincing target interviewers for their participation. Basically, we had all the power in the ethnographic field observation because it poses a freedom to carry out when we were ready and in our flexible time which is completely different from semi-structured interviews.

The research positioning in the semi-structured interview had been critical because we had to approach every possible respondent and had to convince them to participate in the research process. After finding and convincing possible participants, we had to schedule our time with the flexibility of our respondent's time and in some cases having a difficulty to re-schedule of the meeting due to overlapping meeting time with other interviewees. It was not only challenged for selection and time- management but it was tough financially and location-wise as well because we had to agree on every term, they had represented to us. In this sense, in semi-structured interviews, the power of researchers had shifted entirely from personal to other people and had to consider other's flexibility otherwise being a risk of back stepping from participants. However, it helped us to get into a topic in detail with the informants and learned valuable information which was useful for the study.



As a matter of fact, open-ended questionnaires were different from both ethnographic fieldwork and semi-structured interviews because it had provided both researchers and participants freedom and flexibility. Even if it was an easier way to collect data in terms of time and effort and hold a power neutral position for both researchers and participants, it had a greater chance of being ignored by possible participants. Additionally, some of the data collected from open-ended questionnaires was not useful due to the lack of proper information. Therefore, the nature of all these three methods were different and we had to change our pattern each time while using the different methods.

## Triangulation of Knowledge

It is an epistemological claim referred to as "triangulation" which helps to analyze findings by using different mixed methods (Moran-Ellis et al., 2006) or in a general, it is the process of applying several theories, approaches, and data sets inside a study to improve the quality which is known as triangulation of knowledge (Boll et al., 2022). We have been implementing triangulation of knowledge in the study using three different qualitative methods, ethnographic field observations, semi-structured interviews, and online open-ended questionnaires with various theories of consumer behavior, branding and placemaking of the destination. The data collection through various methodological approaches can be cross verified, which is an important aspect of triangulation. Furthermore, conducting triangulation of knowledge for the collection of data through various methods provides enriched information of the topics which is not answered through a single method. As this paper has used different theories, methods, and data, triangulation is a necessity which works as an effective technique for the analysis of collected data by comparing findings with theories.

## Thematic Analysis

Thematic analysis is one of the crucial elements for researchers while using grounded theory in their research study. According to Braun & Clarke (2013), thematic analysis is a process of doing analysis where the researcher first familiarizes with the data and those data need to be coded and start searching theme for the data which is useful for analytical writing (Braun &

Clarke, 2013). Therefore, thematic analyses in a simple form, often referred to as "themes," focus on discovering and characterizing implicit and explicit concepts within the data rather than just counting particular words or phrases. For those particular terms and expressions which were generated through the respondents were well interpreted and coded which is very important. Those codified terms and phrases were used to do thematic analysis for the research study (Guest et al., 2012).

In context of our study, it is primarily based on Danish hotdogs in Copenhagen regarding consumer attitudes, branding and street hotdog as a placemaking approach for Copenhagen. As this research study has adopted grounded theory to develop the new concept regarding street hotdog stands, data were collected through different qualitative methods at first. To get a detailed overview of the collected data, we interpret the data and generate a concept from it. Through that concept, we have created a theme for the analysis of the data that connects with the relevant theories we have used to answer the research question.

## Ethical Consideration

Ethical consideration is the important part of every research where authors should pay greater attention throughout the whole research process. During the research process research should contact and work with different people who can contribute to the paper, therefore, setting a certain boundary and working ethically is the necessity of the good research paper. Participants show sensitive and personal information to interviewers therefore, respect, flexibility, protection of image, consent, sentiment, and sensitivity of the issue are some area of ethical behavior researchers should be aware of even before and after the study process. Researchers should make sure their participants or information who provides stories to the interested topic should be cheated or violated. Providing security of their information giver's identity is also another ethical consideration researchers should keep it in mind throughout the whole process of the study (DiCicco-Bloom & Crabtree, 2006).

In this paper, researchers are highly concerned with the ethical boundaries throughout the research study process. To gain access to good empirical data, different stakeholders like hot

dog's employees, owners, Copenhagen municipality, international and Dane tourists have been approached. Therefore, researchers have been polite, patient, and delivered detailed information regarding the topic of interest beforehand which has a vital role to make them participants for the study. Researchers are mainly concerned about the interest and flexibility of the participants and provide them with the power to choose a location, time, day, and plan accordingly.

Furthermore, researchers were aware that not all individuals feel comfortable with one specific method. Some individuals were more open and felt comfortable for the direct interview whereas others were a little extrovert and felt secure to provide information in a written form. Having consideration with such situation, authors have planned before the start of approaching people and provide them power to choose the method according to interviewee's point of interest and comfortability. Moreover, participants have been fully informed about their rights and privacy consent including the purpose of the study.

Compensating participants in return for valuable information to the study is a common and practical way to gain trust and proper number of participants. It also balances power between informants and interviewers (Head, 2009). Considering the compensation of the participants, researchers have supplied informants rights of getting compensation either in the form of monetary value or the traditional Nepali food, free coffee, and croissants which necessary for the research study. However, sometimes compensating people is unethical as the concept of compensation can be a more subjective thing. Some people take it as an appreciation, and some take it as an offensive way (Head, 2009). To avoid such conflict, researchers have asked participants the way they want to be acknowledged.

However, the authorized person of Copenhagen municipalities who is responsible for the street vendors has been contacted through e-mail after thorough research on their website. Thanks to the advancement of the technology which emerges the new digital platform and one can search for information from the home and appeal for help without disturbing the study group and wasting researcher's valuable time.

Researchers have especially alert with the concept of not disturbing participants personal space and environment therefore kindly approach them with smile and waiting patiently for an appropriate time even in the field and asking for a visiting card. All these considerations have been applied to all individuals who were appropriate for the study whether they were hot dog employees, owners, or tourists. Authors have even thankful to those who stopped by and listened to the purpose of the study even though they were unable to be the part of the study and showed a nice gesture to them.

The difficulty faced while doing interviews with hotdog owner/employee was the language barrier which limits researchers to be active in the interview process. As an international student, researcher had a lack of Danish language knowledge and hot dog stands have been operated by old age people who have difficulty on long conversation in English. Even though participants showed happy emotions about being studied by international students, the language barrier posed a greater challenge for both of us. Therefore, seeking some help from a person who can speak both Danish and English is necessity for the research study. As an ethical consideration, researchers could not force anybody to get involved in the study as a mediator. However, researchers can approach their Danish friends as much as possible thus researchers applied such approach for the help. In the process of approaching friends to be a mediator between researchers and hot dog owners, one of the friends of researcher had shown interest in it and helped to collect data by participating in the semi-structured interview. However, on a day of our scheduled meeting with Luna, her husband Allan who is the owner of one of the hotdogs stands who can communicate in English also participate on the interview which makes us easier for the collection of data.

## Validity and Reliability

The research paper should have both validity and reliability which denotes the quality of research study and increase the credibility of the finding by other researchers. These two factors are important in qualitative research, especially where the judgement of the researchers influences the interpretation of the data and hence the shape of the study. The validity of research study means the correctness of findings through genuine data and proper way of

acquiring it. Internal and external validity are two kinds of validity which are used to measure the significance of the research study. Internal validity defines the accuracy of findings in relation to reality whereas external validity applicable for other groups of people (Brink, 1993). Validity of the paper in any form also means the honesty, truthfulness, applicability of used methodologies to gather data and the accuracy of findings which reflect the reality (Noble & Smith, 2015). The reliability of the research paper depends on the repetition, consistency and stability of the participants perception and the ability of researchers to gather data through different methods (Brink, 1993).

The research paper is highly concerned with the reliability and the validity of the study. For the reliability of the research study, researchers adopted a mixed method for the collection of the data to ensure the accuracy and the creditability of the collected data. To verify the solidarity of gathered data, researchers analyzed through the lens of different individuals on a specific topic of interest which defines the reality of hot dog vendors. Furthermore, ethnographic field observation has been carried out to support the consistency and validity of data.

In relation to the validity of the research paper, the collected data through mix-method represent the condition of hot dog stands around Copenhagen. Furthermore, empirical data collected from different methods provide the findings which answer the research question. The paper had concentrated on the study of the condition of hot dog stand around Copenhagen through the lens of owners, consumers, and municipalities, therefore, this paper is valid for them as well.

## Limitation

There are various limitations throughout the research study which cannot be denied. The first limitation of the study is time management as we have allocated one whole month “March” for the collection of data which starts with ethnographic fieldwork including selection of respondents and the interpretation of collected data that is not enough for the proper collection of data. Initially, it was hard and frustrating period for us to get a potential respondent to

participate in our study due to the language barriers. Furthermore, we had to schedule the interview time according to the respondents who were convinced to participate in the study due to which we had to wait longer time than we expected. This paper also lacks the viewpoints and contribution of public authorities like Copenhagen municipalities as our interviews request through e-mails had not been answered by the person who is responsible for the street vendors management. Therefore, all the relevant information regarding public authorities was gathered through the consumers and hotdogs personals only, which does not provide a clear view of the realities. Lastly, the study had been entirely focused on consumer behavior and their perception towards hotdogs, but we had to depend on the online methods for collection of data from consumers which limit us to get a depth viewpoint of consumers.

## Analysis & Discussion

This section analyzes the findings collected from different respondents and the observations carried out in the destination concerning the main topic “hotdogs stand” by researchers. By observing the collected data, it is required to code the long sentences into a meaningful word which reflects the message relies on the whole statements. The long sentences of the responders which have similar meanings and views are coded into a word which provides a concept that later generates a theme of the analysis topic.

Basically, the theme of the topic for the analysis mapped out and consumer behavior, its impact on branding and the placemaking of the destination has been adopted because repeated words throughout the findings were uniqueness, authenticity, expensive, cheap, healthy, non-healthy, hygienic, social media, word of mouth, travel experience, quality of service, hungry, festivals participation, new cultural food, hygiene control and sanitation, smell, vision, hygge extra which is interconnected with those three theoretical concept. Those three topics are appropriate to study for the hotdogs stand around Copenhagen because Copenhagen hotdog stands have a rise, fall, and rise history which has a deep connection with demand side (consumers). Street food has also posed a risk of getting ill, but this study does not examine the relationship between consumption and risk factors because many streets food literature has already investigated which is applicable to any street food around the world. Therefore, authors have not gone through risk factor segments and tried to investigate the way of perceiving the business and the influence of changing time on the shape of any entities.

Consumer behavior and satisfaction has a major influence on the rise and fall of business, especially traditional business as modernization and globalization hit the world most. Therefore, consumers behavior has been chosen for the theoretical concept to analyze the findings which helps to provide a clear view of the factors that influence their changing behavior of hotdog consumption. Furthermore, consumer behavior has been a major attribute on the branding of the destination in many countries, therefore the impact of consumer behavior on destination branding has been also analyzed.

Lastly, placemaking of the destination has been chosen to reflect the attribution of top-down and bottom-up approach. To make a proper and appropriate place, both governments and public plays a significant role therefore, various kinds of rules and regulation governments must implement, and the owner or public should follow to make pleasant environment for citizens. Therefore, this study also analyzed on the way the Danish rules and regulation towards street hotdogs that impact on both the hotdogs owners and the destination, and the activities implemented by hotdogs owners to mitigate a problem they have been facing for several years.

### Factors affecting consumer behavior

The coding of the collected interview and open-ended questionnaires findings discover three main factors which have a fundamental component for the consumer behavior during their trip to any place. The way people have held a set of values or perception on their mind before or after the trip anywhere are the main influencing factors to change their behavior during the travel period in the destination. To know about the different perception people, have towards hotdogs, authors have asked a question “How do you see street hot dogs in Copenhagen?” Or “What kind of attitude do you have towards hot dogs?”.

The different attributions of consumer behavior towards hot dogs stands around Copenhagen have been observed through our findings. Mostly, price of the hotdogs, easy access, health choices, lifestyle, quality service, and experiment of new food are the frequent occurring answers from our respondents. Therefore, this segment has mentioned all the factors that affect the consumer behavior.

### Price as an Important Component of Consumer Behavior

The consumption of tourism products and services in the destination depends on the price and quality of the offered products in the location but the willingness to pay price on the offered goods and services depends on the personal, social and situation psychology of a person (Fratu, 2022) which varies from one person to another (Rousta & Jamshidi, 2020). Different respondents have different version of answers regarding the pricing of hotdogs and their consumption behavior in the Copenhagen area. As a matter of fact, cheap, overpriced, affordable, great taste, efforts of employees, hygienic and local cultural food are the frequent



occurring of words from our respondent based on their understanding and experience which provide a price theme as an important component of consumer behavior.

People who came to Copenhagen for the first time and want to experiment with new experiences found street hotdogs as a new activity. Such kinds of people had already created a mentality of doing something new in the visited destination and allocated their budget. Those people who had such a mentality see street hotdogs as a chance of experimenting with traditional food in public places therefore they felt street hotdogs cheaper, which was expressed by some of our respondents.

*.... It was a very nice experience while consuming hotdogs because the price was cheaper, and the taste was very good.....(Carolina)*

*.....It is comparatively cheaper than other products and it tastes really good and contains protein and minerals..... (Trine)*

However, other people perceived the rate of small portion of hot dog is overpriced but still intended to pay high price to hotdogs. For those who wants to consume hotdogs even though they felt it is overpriced had multiple reasons which overshadowed the pricing of hot dogs. As explained by Zhao et al. (2021), the price of tourism products has strong effects on consumer behavior but psychologically, people believe to get higher quality of goods and services with the higher price of products and services (Rousta & Jamshidi, 2020) which was also reflected in our research study. The consumer behavior towards the pricing of hotdogs is also like the findings of Rousta & Jamshidi which means people do not give priority to price if they are satisfied with the food service, quality of food, high safety measures and craving of that food. Our respondents felt that they were getting high quality hotdogs even in public spaces where they could enjoy food as well as the environment that provided them with a sense of maximum utilization of the money they had paid for food. Furthermore, some consumer also valued the efforts of hotdogs employee who had happily prepared the hotdog which become an inspiration to pay high amount of money for a single piece of hotdogs whereas other thought that the flavor or taste, hygiene standards, quality of food products played a significant role for the willingness

to pay more than average price. Moreover, craving and convenience are also other factors which influence people to pay more.

*.....because they also give lots of effort to make the food and makes us happy...(Trine)*

*....as long as it provides good taste and it's hygienic, I am ready to pay more...(Carolina)*

*..... I would definitely pay a premium price for high quality food if I were satisfied with the taste and the quality of the food. Also I will consider the safety measures while preparing hotdogs....(Youku P. Pederson)*

*.... Due to convenience, price as well as too.....(Jasmine)*

*.... I used to have it a lot before Corona but for a few years I think it is overpricing. So, I used to have it sometime nowadays when I feel crave.... (Tonni Jensen)*

Additionally, authentic product, location of the food providers and the effective quality certification (Balogh et al., 2016) and scare of product in the market (Zhao et al., 2021) has also contribution on the mentality of paying high price for the products. In the context of local or traditional food, the price of it is higher than the alternative food products even in the peak season where there is abundance of food products in the market (Pirog & McCann, 2019). When we asked our respondents about the reason to eat hotdogs in Copenhagen, they had respondents like this.

*..... whenever I travelled to foreign countries, I like to try the local cultural food to experience the food and culture of that country. So, for getting cultural experience I eat hotdogs at first... (Izabela Dzhurelova)*

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From the above statement international consumers who visit new countries are always curious to learn about the visited destination's cultural and traditional values which can also get from the food experience in the destination. Street hotdogs consumption experience provides a unique food experience to international visitors through which they can feel the food

authenticity. Their priority of consuming any local or traditional food in a new destination was not the price of the products but the values attached to the products, which makes them pay more price for the product as stated by (Balogh et al., 2016). From the ethnographic field observation, we also analyzed that the price of the small portion of hotdogs is little bit pricy than the other fast-food like McDonalds and Burger Kings. Most of the hot dog stands are standing in the busy street of Copenhagen where thousands of people roam around and very attractive to the international travelers which provides them an opportunity to show their 100 years of long traditional hotdog experience. Providing authentic and long historical food experience also adds value to street hotdogs that increases their price which is like the findings of (Pirog & McCann, 2019).

However, other respondents have another view on this matter.

*..... I think also the price has a lot to do with it usually if you need a kebab, you get a lot more food for your money because there's just more in a kebab than there is in the traditional hot dog or in a piece of fried bread with some toppings on it.....(Joakim)*

The above statement explained that hotdog was way more expensive than the other fast-food option which also provides indoor facilities. He believed instead of paying more price for a piece of bread with sausage and topping, paying for kebab would be a great eating behavior. The reason behind his concept is that it is not a wise decision to pay more and still does not satisfy the hunger. From the above analysis regarding the price of hotdog and consumer behavior, we concluded that people pay attention to the price very carefully while deciding for the food intake or food selection in the destination. But not all people value the pricing of the products in the same way as their priority might be different from one another. Furthermore, authentic, and traditional food offerings in places which are people-friendly also add value to food by consumer that make food over-price. For those who do not often eat hotdogs and those whose hotdog consumption experience is new, they feel the price of hotdog is affordable and there are also people who are willing to pay a high price for street hotdogs as they find they are safe and hygienic, quality of food & service. However, those who want to consume it more

often feel it is overpriced as it is not a new experience for them and can find more other options at the same price.

### Impact of Health Consciousness on Consumer Behavior

People who tend to be more health conscious while consuming food in the travel destination have social and moral values and tendency to consume organic, seasonal foods and fruits as well as following healthy diet. Supporting local or traditional foods and small local vendors are the definition of social meaning of food which is the result of social influence however prioritizing quality over quantity defines the value provides by an individual to the food which has moral meaning and can differ from person to person (Kokkoris & Stavrava, 2021). When we asked our respondents “How healthy do they think to have hotdogs?”, we got enormous responses.

*From a nutritional perspective hot dog are not healthy it's white bread with sausage that is filled with a lot of fat, the sauces are not healthy it is ketchup and sennep is not that bad and remoulade which is either made from a lot of sugar and tomatoes or mayonnaise and even more sugar so from a purely like nutritional perspective hot dogs are not healthy. .... but I think that even with we are having a health craze in Denmark and a lot of people want to be healthier and the fact that hot dogs are not healthy is definitely the reason to decrease into that market. ....Danes throughout the last 20 years have become more interested in food from other cultures you you've seen a movement where things like sushi today is one of the most popular take away foods in Denmark of a total and 20 years ago people would be thinking raw fish that's disgusting I would never eat raw fish I would always cook my fish why would they eat raw fish and that's just been a change in in the way we perceive things .....(Joakim)*

*.....that's an issue too because it's not the healthiest food if you eat it rarely it's fine but it's not good if you eat it every day or every week or but in Denmark we ate a lot of sausage I think back in the 1920s and the 1930s and I think so other past the time we got more vegetables and foreign food mixed and then some focus on who is getting ill and who is getting diabetes who and why and then you would not eat that so often so people are getting older today and*

*there's a reason why also so if you variate you your food for example you would live longer maybe than if you eat hot dog everyday it is not good for health..... (Katja)*

From the two above statements, we came to know that many Danes are more concerned with their physical health nowadays and very specific to their food consumption. The shifting of health consciousness of Danes changes the pattern of food intake with the following healthier diet which illustrates the consumer behavior of healthy people by (Kokkoris & Stavrava, 2021). Such social changes in terms of health, the perception towards hotdog intake has been changed which is also explained by the statement quoted by our other respondents.

*.... In my childhood, I used to eat hotdogs more often but now I do not eat it as I am more concerned with healthier food options and try to avoid unhealthy food..... (Katja)*

*.....Health and Safety is always a prime concern to me. So with regards to hygiene, it should be important.....(Jasmine)*

As mentioned above, the more people tend to follow or be conscious about their health, they tend to avoid fast-food options which can be easily available in the market and try to consume food which has high nutritional value. The social change in Denmark prefer to consume sushi as a healthier food option if they want to consume outside of their house and do not feel hotdog as a healthy food which is also supported by our other respondents.

*.... I feel the street food does not make my digestion good, so I rather ignore those... (Izabela Dzhurelova)*

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*...I am very much concern about safe and hygienic because it would make you sick whole vacation period due to improper digestion.... (Trine)*

*.... I think they are not healthy as it increases cholesterol due to oily stuffs, but they are definitely hygienic than kebab because I can see live when they are making food. So, I choose hotdogs over Kebab or any other street foods... (Izabela Dzhurelova)*

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*...I don't think they are healthy. It is lot of fat and sugar. I think it is not good.... (Carolina)*

However, other respondents feel even though hotdogs are sold in the street, it is a healthier option which does not hamper people's health. Those people who believe hotdog as a healthy option have a perception that Denmark has a very strict rules and regulation regarding to food safety and health which helps them to believe that all the hotdog's vendors are operating by following the rules and regulation and does not even cross the moral value. Another people are also convinced that the pork meat which was used for sausage had a higher protein and was used in high quality food products.

*.... I think they are healthy because they follow the rules and regulations. The perception of people is that they are in street, so they think it is unhygienic.... (Youku P. Pederson)*

*.... I think it's healthier because it contains a larger portion of protein due to pork and beef meat.... (Jasmine).*

*.... Compare to other local food I think hotdogs are healthy because it does not include anything that we cannot eat. All is the bread, sausage, and dressings.... (Tonni Jensen)*

A mix of concerns had been expressed for hotdogs which are operating around the Copenhagen area. Some people believe hotdogs are not generally a healthy portion of food intake and should be ignored as it is openly exposed in the open environment which is not healthy enough. Similarly, the food ingredients used for the preparation of hotdogs are not good for the digestive system and might have a risk of increasing cholesterol level. Such kind of views for hotdogs are the representation of social changes in society. The revolution in society changes the mindset and the behavior of people who are now more concerned with their health and act wisely in terms of food intake and food choices. The more people are concerned with their

health and lifestyle, the more negative impacts on the street hotdogs business as there is less and a smaller number of hotdog consumers as they shifted their food choices from hotdogs to healthier food option in the market like Sushi. In contrast, the other half of the respondents feel hotdogs are the healthier food choices because the sausages are mostly made up of pork meat which contains lots of minerals that are beneficial for the human body.

The reason who feels hotdogs in Copenhagen are healthy fast-food have a valid social meaning because they are aware of the strict health rules of Denmark. Such awareness has already created an image in their mindset that, if it is not healthier food options and has a major impact on the human body, then the government of Denmark should not allow them to continue hotdogs business in the public space. That means that Country's image has a major influence on the selection and consumption of hotdogs as well. Presuming hotdogs are either healthy or unhealthy by consumers is the result of social influences which portray social values of the food but act according to their perception defines the moral values of food they have.

### Experimentation of new food in Copenhagen

People as social animals change their acts and behavior according to the time, situation, and physical environment. From our findings, we found out that while travelling to the place, people want to experiment with food which is popular in the destination therefore, people sometimes skip their viewpoints on food and are enthusiastic to consume new food.

People tend to give more importance to the taste of food while trying a new food in the visited places rather than just conscious about the healthier aspects of food. People who prefer taste over health emphasize the flavor of food, food sensory features like smell, visionary effect of food and the food services which also define the success of any food-related activities of the destination (Rousta & Jamshidi, 2020) which is also seen in this case study. As hotdogs are in the main street of the Copenhagen area and one of the popular street foods as well. Those hotdog wagons can be mainly seen in busy streets of touristic places like Norreport, Christianshavns, Kongens Nytorv and many other places. Many domestic and international or

random people bypass this area frequently and notice the presence of hotdog stands. While passing by the street, vision does not only help to see the existence of hotdogs but also can easily get attention of people with the sensory elements like smell which increase the appetite level and make them feel hungry. Such a feeling of hunger makes them interested in experimenting with hot dogs. Many of our respondents expressed that they consume hotdogs in different locations of Copenhagen because they felt hunger whenever they smelled the hotdogs in the street.

*.....i had tried Hotdog in Copenhagen. I had tried the one near round tour in Kultorvet, Norreport. I was so hungry, and those smells of hotdogs motivates me to eat..... (Trine)*

*.... Yes, I have tried at Norreport because I was hungry.... (Youku P. Pederson)*

*.... The smells and vision all over the city motivated me to try hotdogs in Copenhagen which I really enjoyed having it. My experience was pleasant, it is good and easy to eat. It's just a very Danish fast food. It's savory, sweet, sour, Quick and Easy.....(Carolina)*

*.... No need to recommend this food. People just follow smell and vision and try from those stands in the city when they are roaming around city.....(Adrian)*

The above statement illustrates that even though people follow strict diet and are more concerned with their food intake, the physical environment and situations compel them to eat hotdogs while roaming around the Copenhagen area with their friends and family. Other respondent supported the statement of above respondent and explained that, if one goes to the street food market, and consumes the food, this means people do not always think about the consequences of having street food, but they just act according to their mood and impulse in a physical state of mind.

*.... I think it's not healthy but while choosing street food nobody thinks about the health. They maybe attracted through smell, vision, or hunger.....(Kaya).*



Furthermore, besides the visionary and sensory effect for the consumption of hotdogs in the street, food attachment, quality of food and services also plays a significant role. One of our respondents told that he used to have hotdogs since his childhood and has a special attachment with street hotdogs which makes him crave hotdogs when he comes back to Copenhagen. This showed that those who built a memory with hotdogs would not always think about its side effect and grab a piece of hotdog from his/her favorable wagon to recall those memories.

*.... I am not street food typo but when I am in Copenhagen, I would love to have Danish hotdogs in the streets because I love this since my childhood. They are attached to me so much. The smell is the one I like the most... (Trine)*

Such attachment has been frequently observed by our another respondent Katja, who is the employee of hotdog stands nearby City Hall square in Rådhuspladsen. The same people come back to her wagon frequently specifically because she knows how they want their hotdogs and does not have to explain to her. Similarly, she expressed that many of their customers felt safe to consume from her wagon because she has successfully represented herself as a genuine person who believes employee should serve same quality of food to their customers that an employee can also consume. Such an attitude also represents her dedication towards her customers who visited her wagon more regularly to satisfy their craving for hotdogs without any hesitation.

*...it depends on their friends, and I have a lot of kids who come back to have hotdogs in my wagon you know I have the same children and they're very sweet... (Katja)*

Furthermore, people have a major influence on their family and friends on the experiment of new food which is also one of the situational factors of consumer behavior. One of our respondents expressed that his family made him taste the hotdog and other respondents mentioned his teacher become an influencer to experiment with the hotdogs in Christianshavns while they were on school field trips. That means that people experiment with hotdogs by the influence of their surrounding family or other members who already know about hotdogs and if they like the taste of it then consume it sometimes when they get the chance as a cheat food as well.

.....*because it tastes good, and we can have fun while eating with friends... ((Jasmine))*

.... *When we are field trip from school, I told my teacher to try hotdogs and after that all the students tried in Christianshavns which was so delicious..... (Tonni Jensen)*

From the above analysis, we found that even if people are more aware of their health while consuming food in the destination, the situational scenario has a significant role on their behavior. The situational scenario can be an influence of family or friends, quality of food service, employee behavior, food attachment or sensory elements which compel people to fulfil their desire of having hotdogs in Copenhagen.

#### Relationship between quality of service and consumer behavior

Consumer perception is influenced by the social culture, mentality and the social environment which consequently impact on consumer behavior. From the findings, we explored that quality of service provided by the employee or owner of the hotdog has a high degree of influence on consumption behavior therefore in this section we have categorized quality of service of hotdogs vendors as a social environment which describes the consumer perception towards hotdogs and consequently defines to the consumer behavior. People's perception of the destination heavily relies on the quality of services and quality of food products they had when they traveled to the new destination. The perception arises in many forms and can influence a person's belief, attitude, decision making process. Moreover, the overall experience of tourists in the destination can be totally driven by the availability of food and drinks and the quality of the services (Henderson, 2009). The quality of service has huge impacts on consumers in terms of choosing food in the destination. The high-quality food and service from employee/owner increases the level of consumer satisfaction in the visited destination which describes overall experience of food and drinks in the destination. Allan, one of our respondents of our research study is the owner of Allan Pølser in Kongens Nytorv. When we asked him about "How do you make sure that you have provide a quality of service to your consumers?" In response to this question, he answered like this.

*....I choose the employee who has the knowledge and can contribute some information to the customer as well yes so it's basically a link with the tradition of the hot dogs because some people are interested to know about the tradition of hotdogs right so if we have an employee who has the knowledge about it and the if the that's such kind of customer come and encounter what kind of this how does it evolve then she is the one who can you know represent the tradition of hotdogs and she will be impressed and that also brand the Copenhagen.....(Allan)*

According to him, the consumer's overall food experience does not depend only on the food provided by the providers but also depends on how employees interact with the consumers and how much knowledge does he/she delivers to the consumer if needed. He further explained that hotdogs wagons hold a long year of historical values and represent a Danish food tradition therefore, a person who represents it or who operates it has a great influence on the overall consumer's traditional food consumption experience. Additionally, being in the central of tourist's area, many tourists come whose intention is not only to consume Denmark's famous street hotdogs but also to learn about its origin and other related stories. Thus, he believes hiring employees who have enough knowledge of hotdogs history and traditions is a win-win situation for both consumers and businesses as it provides a positive impression to the consumers. Such an impression defines the quality of services that Allan's Pølser wagon have provides which helps consumers to change their perception towards street vendors like hotdogs. Similarly, it also helps them to decide on which wagon to choose for their next hotdog consumption. In support of the statement of Allan, Katja, employee of the hotdog wagon at the city hall square quoted like this.

*...I get a lot of compliments. Yeah I do but it's easy because they come to me because they like my food so it's point I know what I remember a lot of the regular customers so I can remember what they are eating and that's also a point that they don't have to make their what's it called but they don't have to tell me I know what they want on top of it also I can remember and I have also a lot of young customers who come back to have hotdogs in my wagon you know I have the same children and they're very sweet... (Katja)*

As a matter of fact, the behavior, attitude, and interactive personality of employees defines the consumer behavior towards any business entity explained by Katja. If the consumer feels comfortable with the service of food providers, the intention of consumers revisiting the same food providers increases, which impacts the success of business too. Furthermore, Katja felt that it does not only influence on the consumer behavior through the quality of services they get but also inspires hotdogs owners or employees to connect more with their customers if they get back the same consumer and complement them.

From the viewpoint of consumers, we have acknowledged that consumers also felt in a same manner as follows.

*...By myself but I have heard that hotdog is one of the most famous foods of Denmark. I don't know it was a cultured thing. When i went to buy in Norreport the employee perceived me a foreigner maybe, so he describes me a lot about hotdogs and its attachment with Denmark... (Tonni Jensen)*

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The above statement of the consumer illustrates that quality of service can also be delivered through the employee which shapes the overall experience of the hotdog's consumption. Along with the knowledge about the history and tradition of food, the employee/owner also possesses good behavior like politeness, smiley, good communication skills which also helps in the decision-making process of the consumer. Other respondents expressed that he had a quite pleasant experience with hotdog employees as they possess positive attitude and interactive behavior that defines the positive hotdog consumption experience and motivates them to go same wagon if they crave for the hotdog.

*...I've never had a bad experience with a hot dog employee they always really nice really sweet and seeing the passionate about making whatever it is that I'm ordering actually delicious. I've had like maybe once or twice which one was in kind of like just tired but people who are at work are usually just tired which would make sense, but I definitely think that like the whole experience of being in a hot dog stand enhances the ability the whole experience of getting a hot dog..... (Joakim)*

*.... I love to enjoy on same wagon near round tower because the owner/employee I guess employee is very friendly and polite and it also has better taste.... (Tonni Jensen)*

Therefore, the quality of food and services in the destination determines the behavior of consumer which is the result of consumer satisfaction level. The quality of service can also derive from the attitude of employees towards their consumers, acknowledging consumer's need and engagement qualities of employees to their customers. Such kind of services help consumers to have an overall positive experience which can influence their revisit intention and positive attitude towards business. In our research study, hotdog employees and owners have put lots of effort to satisfy their customer's street food experience besides only offering traditional food and generating income. Such engagement and dedication of employees towards their consumers intensify the positive beliefs and attitude towards hotdogs that consequently impact on the consumer behavior.

#### The Concept of hotdogs in the eye of consumers

There is a mixture of concepts of food availability in the destination among people (Kokkoris & Stavrova, 2021). Most people express food as a basic factor for daily life and does not have any specific values while traveling to new destination but for some individuals, food is the primary motivating factor to take a travel decision (Ellis et al., 2018). Additionally, for those who perceive food as a motivating factor of traveling, they prefer to experience local or traditional food offering of the destination (Henderson, 2019). To analyze the interconnection between hotdog and the travel decision, we have raised a question, "What do you think about Danish Street hotdogs and how often do you consume it and when?" In response to this question many respondents answered like this.

*..... i have tried many. It is a part of experience me to try Danish cultural food which we cannot miss. it is hard to miss a hotdog stand in the centre of Copenhagen....(Jasmine)*

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*I would say "Copenhagen's unique features". They are unique property of the city, People imagine city along with hotdogs wagon.....(Kaya)*

*Danish hotdogs are popular street food, and it reflects danish traditions because it is attractive and contains variety of sausages and sauce which gives more flavour to the consumers....(Jasmine).*

*..I am not street food typo but when I am in Copenhagen, I would love to have Danish hotdogs in the streets because I just want to have it when I am in town... (Trine)*

By analyzing through the statement of Kokkoris & Stavrorra (2021), in the context of hotdogs of Copenhagen, we have discovered that most of the consumers know about the importance of hotdogs and their traditional values. Many responded expressed it as part of Danish Street culture, unique feature, attraction for tourists but none of them have told that they visit Copenhagen just to taste a piece of bread with sausage and toppings which means there is no mix perception towards the hotdog availability in the destination as said Kokkoris & Stavrorro (2021). Furthermore, hotdogs as a street food are not a primary motivational factor to take a travel decision to Copenhagen to any respondents but almost all respondents said it become a primary influencing factor to make a consumption decision while being nearby or around the wagon.

## Branding of Copenhagen through street hotdog stands

After analyzing consumer's behavior towards street hotdogs, we came to know that the food experience of consumers in the destination determines how they remember about the destination that can heavily influence the branding of the destination. Such influence can be seen in either a positive or a negative way. Therefore, in this section we have analyzed the influence of consumer hotdogs consumption behavior on the reputation of Copenhagen.

## Creation of Copenhagen image through hotdogs

The image of the destination is a subjective perception and mental imagination generate by individuals which is the combination of different information, availability of food pictures on various sources and ideas regarding to destination which has an ability to influence consumer decision making (Rousta & Jamshidi, 2020). People tend to create a mental image in their mind for the destination when they get to know about an interesting topic through various sources. It is very natural human behavior. When we asked about our respondents, “What kind of image did they create before having hotdogs in Copenhagen?” They have expressed various perceptions of hotdogs in connection with Copenhagen which they had formulated in their mind.

*.... Copenhagen is famous for Danish hotdogs we must try it when we visit there (Katja)*

*.... Hotdog with open sky.... (Youku P. Pederson)*

*Old man with his wagon.... (Carolina)*

As explained by Rousta and Jamshidi (2020), the image of the destination depends on the information gathered by themselves through various sources and it varies one from another which is denoted from the above statements of our respondents. Every respondent had a different perception and different mental imagination towards the street hotdogs of Copenhagen based on the information they have gathered. One respondent expressed hotdog as a famous Copenhagen food while others remember it as an open sky which illustrates that both respondents have different versions of stories of hotdogs which leads to the different explanation for the same topic. Similarly, another respondent responded “Old man with his wagon” also explained that the source of information is different than other two respondents which is why his preconception of hotdog in relation to the destination is different.

In that sense, source can be either internet where people can easily visualize the concept or the family or friends who had already been to Copenhagen and had consumed hotdog in the street

of Denmark. In connection with this, two of our other respondents, Katja and Allan, the employee and owner of Danish hotdogs stands in Copenhagen expressed that they had encountered such customers in their work life. Their statements are mentioned below:

*...yeah, some of them haven't tried it before and just looking forward to it because they had heard about it.... (Katja)*

*.....a lot of customers come with pictures of a hot dog for instance USA if you go to Copenhagen try this one.....(Allan)*

Therefore, family, friends, and the internet play an important role in the food image creation for the destination as well as a source of information gathering. Such connection helps people create a mental image of Copenhagen in relation to the food. People who gather information from various sources feel that hotdog consumption is one of the key activities that should be done while in Copenhagen.

#### Consumer satisfaction level from hotdog

The satisfaction level of any individual in the destination depends on the positive food experience as for some tourists' food experiences are the main source of enjoyment in the travel destination (Morris et. al., 2021). From our research study, we found that almost everyone who had visited Copenhagen had experienced the street food in many places of Copenhagen and one of it is the street hotdogs. They had mentioned that they had experienced street hotdogs because they had heard it either from their friends and family who already had been here in Copenhagen or from their Danish friends which suggests that they were satisfied with the hotdog consumption experience in the street and produce positive food experience in the Copenhagen and recommend others to have it. Furthermore, the positive consumption of hotdogs is interconnected with the price, taste, vision, smell, quickness, easy access, environment friendly, history and traditional connection and of course the behavior of food providers. Therefore, all the above elements enhance the satisfaction level of hotdogs



consumption of consumers which reflect in their way of describing the past hotdogs memories which becomes a source of enjoyment as well.

*..... I love to enjoy on same wagon near round tower because the owner/employee I guess employee is very friendly and polite and it also has better taste..... (Tonni Jensen)*

*.....My friend back from my home country recommended me to eat hotdogs in Copenhagen. So, I tried in Kongens Nytorv nearby Magazine, and it's my first time but I loved it so much. It's totally different what I used to have in my home in Paris..... I would definitely recommend to other friends who will visit this place.... (Izabela Dzhurelova)*

*.....It was very nice experience while consuming hotdogs because the price was cheaper, and taste was very good. Whenever i came to Copenhagen i never miss Danish hotdogs.... (Carolina)*

*.... When I tried, I love it, so I recommend them to eat, when they are in Copenhagen because it is a unique and authentic food..... (Bianca Muresan)*

*.... The smells and vision all over the city motivated me to try hotdogs in Copenhagen, which I really enjoyed having it. My experience was pleasant, it is good and easy to eat. It's just a very Danish fast food. It's savory, sweet, sour, Quick and Easy...(Carolina).*

*..... i have tried many. It is a part of experience me to try Danish cultural food which we cannot miss. it is hard to miss a hotdog stand in the centre of Copenhagen....(Jasmine)*

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If the people are happy, excited, and enjoyed when thinking about their food consumption in the destination, the destination does not need further marketing source for the advertisement of the destination because their joy and feeling of satisfaction reflect on the way of their communication with others, their actions and their information sharing behavior. That means,

when the image created by collecting information from different sources correlates with the actual experience, their behavior changes and that has an impact on the destination as well.

### Hotdogs consumption behavior and reputation of Copenhagen

Tourists' behavior in the destination linked with the satisfaction level and the previous travel experience of the visited destination. It also impacts on their consumption behavior in the destination and the recommendation pattern for the place. Positive and good experience of food and drink consumption experience leads to the positive attitude towards destination and sharing of positive stories and recommendation (Rousta & Jamshidi, 2020) which strength the reputation of the destination (Henderson, 2009). The overall quality of travel experience of consumers depends on the many activities they have done in the destination but mostly food experiences play a significant role to evaluate the quality of experience and the level of satisfaction they acquired from the destination. Therefore, the level of acquired satisfaction from the destination through quality of food and drinks determines their behavior, views, and recommendations patterns for the place. When we asked about our participants, "How is your Danish hotdogs consumption experience and why do you try it at first place?" In response to this question, our respondent explained their views in this way.

*.... My friend back from my home country recommended me to eat hotdogs in Copenhagen. So, I tried in Kongens Nytorv nearby Magazine, and it's my first time but I loved it so much. It's totally different what I used to have in my home in Paris..... I would definitely recommend to other friends who will visit this place... (Izabela Dzhurelova).*

*.... It was a very nice experience while consuming hotdogs because the price was cheaper, and the taste was very good. Whenever i came to Copenhagen i never miss Danish hotdogs...(Carolina).*

*.... Since I grew up in Copenhagen, I'm very much used to seeing the hotdog stand everywhere. I love to have occasionally not in single place but love to taste from different locations.....(Jasmine).*

*.... when I tried, I love it, so I recommend them to eat, when they are in Copenhagen because it is a unique and authentic food..... (Bianca Muresan)*

From the above statement, we discovered that most of the consumers of hotdogs are quite happy and excited with the consumption of hotdogs in different parts of Copenhagen. The consumer can be both insider and outsider of the Copenhagen, but the common aspects of both consumers is that the same intention to recommend others to at least have a piece of hotdogs in any wagon in the Copenhagen. Such pattern of recommendation suggests that their positive hotdog consumption experience increases their satisfaction level of travel and positive attitude towards street hotdogs of Copenhagen. Similarly, the recommendation behavior of people helps in the branding of Copenhagen as their positive attitudes make others aware of the existence of street hotdogs in Copenhagen. And when people visit Copenhagen, then they recall the activities their friends had suggests while visiting Copenhagen and consume Danish traditional hotdogs in public street and if the new consumer satisfy with the taste or the quality of service, they get than again he/she recommends to their friends and families if they have a plan to visit Copenhagen. In this way, the recommendation pattern continues which is also beneficial for the reputation of Copenhagen.

Furthermore, local, and traditional food has lots to do with positive consumer behavior which connects insiders and outsiders by sharing their culture, tradition, and information of the destination (Ellis, et al., 2018). Not only does the food experience matter to enhance the positive consumer experience but also sharing of destination food culture, tradition and the relevant information also contribute on the positive consumer behavior towards the destination.

Here in our study, people had expressed that they had an intention of getting knowledge about the Danish food culture and their tradition therefore, they had tried street hotdogs in Copenhagen for the traditional touch of Copenhagen. Such action helps consumers to know about the worth of the Danish Street hotdogs as well as satisfy their travel intention. Moreover, the positive hotdogs consumption experience of consumers makes them recognize the traditional or cultural elements of Copenhagen which is beneficial for the branding of Copenhagen. The hotdog wagon being in the touristic places in Copenhagen works as a connector between insider and outsider where insider gets economic benefits whereas outsider gets an opportunity to learn about new things.

*.... whenever I travelled to foreign countries, I like to try the local cultural food to experience the food and culture of that country. So, for getting cultural experience I eat hotdogs at first... (Izabela Dzhurelova)*

*.....I feel like the hot dog stand are a part of Copenhagen now, since they have been here for years. I think many of the stands are placed so they are near tourist places.....I also think that is just a way of also being able to provide a very “Danish” experience to the tourists and showing out culture..... (Joakim)*

While our respondent Joakim as a Dane explained that gray and brown food of Denmark has a cultural value, but it is perceived as a boring. However, street hotdogs which also represents the gray and brown traditional culture of Denmark, is quite popular because it is delicious and tasty. Therefore, many people who want to try brown and gray food of Denmark also choose the hotdogs for the new food taste. In support to the statement of Joakim, Katja (employee of hotdog stands) also mentioned that people whenever they travel to a foreign country, they want to try very local and traditional food or a food which they have never tasted in their country. But the recommendation from consumers who already had the hotdogs in Copenhagen is necessary otherwise, people do not dare to try new food in new destination even though they are very excited for it. So, she gave us perfect example of France and Croissant by explaining that travelers who visit France have their first intention is to experiment Croissant as it is famous dish of France as well as it is locally and traditionally embedded and same goes to the street hotdogs of Copenhagen because they cannot get Danish hotdogs in other part of the world. Such example explained that street hotdogs are also branding Copenhagen as a traditional food of Denmark.

*.....I think that having something that is perceived as traditional Danish food at places with tourism makes a lot of sense since I imagine a lot of people who come to visit Denmark for tourism purposes want to experience the more traditional Danish food which is as i said earlier they're like kind of gray and brown and not very exciting food but the hot dogs stands especially since they're up their quality a little bit really feel a niche where you both get something delicious and interesting but also get something very traditional to Danish food....(Joakim)*

*.....The reason to choose hotdog by the tourist is because they like it or because they don't know it but have heard about it and want to try it maybe because they don't have it in their own country I know United States are making hotdogs but they are not at all similar with ours and French have hot dog but still not the same so they want to try here.....and they have croissant and we adopted that as well and very popular here also but still I would rather eat croissant in France than in Denmark if I could choose but I can't.....(Katja)*

People have a habit of repeating the same patterns while choosing the destination which means tourists prefer to select those destinations which have already gained popularity and established a favorable image for tourists (Lai et al., 2019). Most of the people tend to continue the same pattern in daily life which is also applicable for the destination. One of our respondents expressed that he loves to go to the same place for the hotdogs experience because it is more comfortable and provides better taste. Furthermore, other respondents reveal that every place or country has their own famous food which is popular locally or internationally. Danish street hotdogs also popular segment of food culture, therefore, who knows about it from some source would consume hotdog in street which is very normal behavior of consumers, but the repeated pattern of consumers depends on the food quality and service of the hotdog providers that defines the positive consumer behavior. Hence, branding of Copenhagen has a connection with the street hotdog as well.

*.... I love to enjoy on same wagon near round tower because the owner/employee I guess employee is very friendly and polite and it also has better taste.... (Tonni Jensen)*

*you can see, they are branding for us you can say it but it is a tradition so if you go to London you would typically eat fish and chips but you don't do it everywhere in the world but there you would and whereas Sushi maybe for another place and so on and so on and hotdogs or smørrebrød definitely in Copenhagen.....(Katja)*

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Furthermore, tourists prefer to personally involve and experiment with the existential authentic food consumption (Morris et al., 2021) which creates an identity to the destination in the mind of visitor for longer period (Rousta & Jamshidi, 2020). In connection with the consumer behavior and reputation of Copenhagen through hotdogs, one of the respondents explained in this way,

*..... Yes, tourists have very limited time and budget to travel. Sometimes they could not get the actual satisfaction from their trip. So, this type of operating in the street of the touristic area of Copenhagen provides unique and authentic experience to tourists.....(Trine)*

The above statements illustrate that sometimes, travelling to a foreign country and experiencing their cultural food or other traditional would be very costly, which not all tourists can afford. In another sense, most of the tourists travel with a tight budget and sometimes things do not work as we planned. Therefore, hotdogs operating in the street which can be easily accessible and is not expensive enough for those who wants to experience the Danish traditional food is a better opportunity to experience or to learn about Danish traditional street food culture. Moreover, it also impacts their overall travel experience, and many memories stay longer in their mind which also works as a branding of Copenhagen and strengths the reputation of Copenhagen.

#### Street hotdogs as a distinctive features of Copenhagen

Any kind of traditional or local food carries a history and culture of the destination which become a distinctive feature to the destination (Björk & Kauppinen-Räsänen, 2016). Such distinctive features are well enough for the destination branding and motivating people to explore. But it is very important to marketize that distinctiveness of destination through communication that helps to create or acknowledge the food identity of the place (Henderson, 2009). A proper understanding of people's perception or behavior towards local or traditional food and its contribution helps government and destination marketer to implement the favorable branding strategy which works in a favor to the destination (Rousta & Jamshidi, 2020). In connection with the Danish Street hotdogs, we can say that street hotdog stands are the distinctive features of Copenhagen area because most of the small street vendors had been

moved out to certain place and some of them had been changed into indoor food providers. Hotdogs stands are the only wagon which can be seen all year round in the streets of Copenhagen which itself has a distinctiveness. Furthermore, a small wagon has already celebrated 100years of establishment recently and continuously serving and portraying Danish food cultures to many domestic and international tourists which is a subject of curiosity to many tourists. One of our respondents who is Dane also believed that it is one of the street foods which relates to the history of Danish people.

*.....I have eaten since my childhood so i really don't remember who make me to do first try. Maybe it is not only the street food, but it is more connected with Danish people. My parents they used to have it in their days where lots of people come together and eat. We called it hygge..... (Youku P. Pederson)*

However, holding a century of Danish history and educating people to Danish culture and tradition through food, it is not recognized as a Danish food identity and not even advertised by Visit Denmark or Destination management Organization, which is a big loss for the destination, Copenhagen. While marketizing of street hotdogs from top level in connection to Copenhagen is ignored, individuals of Denmark and people who consumed hotdogs in Copenhagen have marketize it through word of mouth. Here in our study, one of our respondents always recommend about Danish hotdogs whoever ask to him about the traditional food of Denmark.

*..... yes, because they ask about the Danish traditional and local food, so I suggest them to eat smørrebrød and hotdogs in pølsevogn. people told me they just love it... (Anja Subin Larsen).*

From our findings, we found out that hotdog is not a primary motivational factor to take a travel decision to Copenhagen for many tourists or local tourists even though it is a distinctive feature of Copenhagen, but it holds a specific values or place in their heart and mind and act accordingly. Moreover, it is also found that it is an unmissable travel activity of many people who visit Copenhagen. Therefore, Destination Management and concerned authorities should analyze the domestic and international consumer behavior towards street hotdogs and should

marketize the Danish hotdogs because such distinctive feature of Copenhagen works in favor of the destination and should be recognized as a food identity of Copenhagen.

## Placemaking and Hotdogs in Copenhagen

### Hot dogs as a symbolization of destination

Placemaking is the process of creating public space which is appealing and fascinating to the public because they were enjoyable, improve urban life (Sofield et al., 2017) and transform destination local or regional identities (Dunn et al., 1995). The construction of any place is a continuous process which involves government or authorities planning and co-operation between different stakeholders (Su et al., 2021). The interest of stakeholders should be included in the creation of a place which is essential for the destination identity (Csurgo & Megyesi, 2016). The place creation includes imagination, identification and symbolization of the place which is essential for both locals and visitors to sense the place (Su et al., 2021). Top-down placemaking is important for the implementation of new geographical food where government handle all the planning and certification but to continue the legacy, bottom-up approach plays a significant role (James & Mannichhe, 2017). The Copenhagen municipality is a main authority who handles the waiting list of hotdog vendors and allows them to open street hotdogs stalls in the streets of different parts of the city. Allowing vendors to operate their small businesses which hold traditional values reflects the top-down approach for the public which provides them the opportunity to enjoy the traditional foods in the urban setting. The presence of street hotdogs vendors is a most appealing and fascinating service because it does not only make Danish public happy but also symbolize the place with unique culture and share a social life.

Furthermore, making a place which is beautiful and appropriate is not possible from the government only, because imposing some rules and regulations which do not concern the public interest might bring chaos in society. Therefore, it is very important for government to understand the public interest, their voices before implementing any planning in the urban areas. Moreover, hotdogs, as a part of the food tourism industry, should be co-partnership with different stakeholders to maintain the harmony in the society and for the continuous development of the destination through their business. In this segment, we analyzed the



symbolization of street hotdogs to Copenhagen, involvement of different stakeholders to make aware of the unique element of the destination and impacts of stakeholder collaboration to destination. One of our respondents remembered hotdog as like this.

*.... As per my remember, my father familiarizes me when i was child. All kids love to have hotdogs when they go out with their family. My father told me that it has very old history more than 100 years I think.....(Trine).*

The above statement reflects that hotdog has been strongly attached with the Danish people and their life. Danish Hotdogs are continuously operating in the street of Copenhagen since 1920s after its arrival from Germany after the World War I. Since its start, there is not any big differences in its outlet and continuously offering same food and services which become a tradition as well. Danish street hotdogs now identify itself as the local Danish identity because it had celebrated 100 years of its operation in the street. It is strongly attached with Danish Street history and the identity of Copenhagen as it started from normal street food to transforming it as a Danish Street culture and providing a space for enjoying social environment and engaging with different people. Furthermore, now it's symbolized the place because many Dane people recognize it as their own food instead of its Germany originality. One of our respondents described hotdogs as their proud symbol of the country because they hold the legacy of more than 100 years in the street.

Additionally, our other respondents remembered street hotdogs like this.

*..... All kids love to have hotdogs when they go out with their family.... (Katja)*

*.... I have eaten since my childhood so i really don't remember who make me to do first try. Maybe it is not only the street food, but it is more connected with Danish people. My parents they used to have it in their days where lots of people come together and eat. We called it hygge..... (Youku P. Pederson)*

The above statement illustrates that Danes people recognized street hotdogs as their family refreshment tradition and a feeling of community. People in their old age have recognized it as

their family culture which should be introduced to their children therefore from our respondents, there is no doubt that to continue the legacy of street hotdogs, Danes plays a significant role and symbolize it as a cultural thing. Furthermore, children also loved to have hotdogs in the streets of Copenhagen because they believed that it is a must to do activity when they go out with their family in their leisure time. Such food activities provided a pleasure and feeling of attachment to the place as it had established itself as a place where people could come out with their friends and family and hangout at an affordable price. Nowadays, Danes always compare the consumption of street hotdogs in Copenhagen with the hygge where people feel comfortable, cozy, and refreshed.

As a social activity, one of our respondents explained street hotdogs in Copenhagen like this.

*.....all sorts, rich and poor all sorts of people families' individuals you name it (he asked wife to told who came to try hotdog in Danish) oh she just told me the Princess of Denmark as well also visited in the hotdog stands.... I would say that every day all Danes from very little a small human being to grown-ups they know about the hot dog they know about the sausage they're all about the hot dog stand.... (Allan)*

From the above statement, we observe that, street hotdogs are not only about the social activities or refreshing family culture, but also unified all types of people that's means either rich or poor, tourists or dwellers, professionals or random person and kids or grown-ups. This suggests that the one quality of street hotdogs which connect all the people and provides feeling of their own is that there is no division in the customer segment. All the people from different backgrounds and ages are welcome and treated in the same manner, which makes it one of the pleasurable outdoor activities of Copenhagen. Furthermore, being as a princess of Denmark and visiting street hotdog and consume it is a demonstration of proud food activities of Danes people.

### Uniqueness and place attachment

The uniqueness of the destination is the key component to distinguish it from another destination which can be achievable through food (Henderson, 2009). Pleasant tourist

experience also derives from the genuine food experience which reflects the notion of community and the way of people living in the community (Du Rand & Heath, 2006). Many historical places combine non-food and food-related activities which promote the competitiveness of the destination and are favorable for all partners (Henderson, 2009). The food experience of the consumer enhances the destination image which increases the consumer loyalty therefore, tourism entities should invest in proper technology, education, training to employee to maintain consumer relation (Henderson, 2009). Many respondents recognized street hotdogs as a unique feature of Copenhagen because they have viewed Copenhagen Street hotdogs as like this.

*.... I think for me the concept of 'street food' was introduced in Copenhagen. In Romania we only have this at events, not on a daily basis so it was new for me to experience street vendors ... (Bianca Muresan).*

*..... Hotdogs in the street reflect uniqueness of the city and authentic experience even helps them feel and they become more attached to the city... (Izabela Dzhurelova).*

From the above statements, it demonstrates that hotdogs provide unique food experience to many tourists because it distinguished the place from other destinations with the way of providing food service in the street or public space. One of our Romanian respondents agreed that the street food concept is a new for her because they do not have any things like street hotdogs in their country or only have it in a special event only. Therefore, enjoying food which is attached to the destination's culture or traditions in a street where people do not have to plan for that specific activity or check one's pocket provides a sense of uniqueness of the destination. Besides, its unique features, it also educates destination's food culture to others which helps to make a connection between destination and their culture.

From our ethnographic field observations, we have noticed that many hotdog's wagons are situated in a famous, busy, and historical place of Copenhagen like City Hall Square, Round Tower, Infront of Church, nearby train station. This means that Copenhagen municipality allows hotdogs to operate in the famous place where there is a big flow of many nationals and

internationals. It is a placemaking strategy of municipality to make the place attractive for tourists and make them understand of old Danish Street food culture.



*Figure 13: Hotdogs stands and the church as Uniqueness in Copenhagen*



*Figure 14: Uniqueness in a sense of historical reflection*

From the employee's statement, we were aware that there is a connection between non-food and food-related activities that endorse the competences of the destination which is beneficial to all as stated by (Henderson, 2009). From the viewpoint of Katja, being in the historical place

of Copenhagen, many tour guides bring many international people to the destination to show the architecture of Denmark therefore, non-food activities like travel agencies also bring consumers on their wagon and introduce hotdogs as a traditional and historical Danish food. In this way, the tour guide also promotes street hotdogs as a unique food experience of Copenhagen. Hence, tourists can experience the street food culture that helps to create a destination image through food activities which become a bottom-up placemaking strategy for the destination.

*....they have a tourism that's a deal because we have a lot of it not when it's corona or war or crisis but normally we would have a lot and we used to have a tour guides who would bring maybe 30 or 35 tourists at the time and I would make them very fast you know so they all got to taste one and we had that agreement with the with some traveling companies who sent their guys with the with the tourists from my wagon. they are focusing on what can they what can they give their customers or tourist so...(Katja)*

### Authentic Vibes

Many people want to experiment or change the notion of daily activities while visiting a new destination and always try to find authenticity of the destination. The authenticity can be derived from the food offerings in the destination that has a close connection with geography, identity, taste, and culture of destination (Ellis et al., 2018). The feeling of authenticity is necessary for both locals and visitors, but it entirely depends on the characters of person, and the co-relation between a person's culture that resembles the food serving (Olszanka, 2022). The authenticity of the destination can be achieved through the preservation of culinary culture and heritage which can be maintained from the continuous support from government (Du Rand & Heath, 2006). Many of our respondents who were in Copenhagen had experienced hotdogs in the streets. According to them, they had found street hotdogs have a close connection with the culture of Copenhagen even in the urban setting.

*.... I have tried many. It is a part of experience me to try Danish cultural food which we cannot miss. it is hard to miss a hotdog stand in the center of Copenhagen.... (Jasmine).*

*.... I feel like I am not just eating hotdogs I am experiencing Danish culture because it is so attached with it.... (Izabela Dzhurelova)*

*.... Yes of course it reflects uniqueness because Copenhagen being so developed city still, they are allowing those vendors to stay in the busy street and those vendors thus provide authentic Danish cultural food in which tourists can experience.... (Youku P. Pederson).*

The above statements illustrate that authentic experience for many respondents means consuming hotdogs in a street with the old style without bringing new concept. That means hotdog operators still operating in the street provides authentic experience to them even though the city has been developed so far. Feeling of having same vibes as they did in their old days and still can experience in the destination defines them a sense of authenticity.

While we ask the questions about their attitudes about the Danish hotdogs, many of our respondents described their point of view using different words but it reflects same meaning which is authenticity and is the essential part of street hotdogs of Copenhagen.

The words like.

*“Danish local food, street food of Denmark, popular food in Denmark, Copenhagen’ unique features, no need to worry of hunger in Copenhagen, feeling of Coziness, Danishness, experiencing Danish traditional food, Remember of my childhood. I used to go with my father, Old Danish men with his wagon.” (Trine; Carolina; Youku P. Pedersen; Kaya; Tonni Jensen; Jasmine)*

There is an enormous change in the plan and policies to maintain the urban life within Copenhagen. A few years back, a new metro line (M3 & M4) arrived in the Rådhuspladsen, and various facilities were introduced to the public for their comfort including bike and car parking facilities, and a suitable atmosphere for social gatherings. Even though, government changed the scene of old Rådhuspladsen to new module completely, they still allow street hotdogs to operate in their old place which helps to the preservation of street food culture. Allowing them to operate in the same place even after remodeling the place helps to preserve the authentic features of street food culture. Furthermore, granting hotdogs vendor to the new atmosphere of the same place demonstrates that Danish government understand the attraction towards hotdogs and continuously provide the real and genuine street food experience to



Danish or non-Danish people which is also beneficial for the economic, social, and environmental development of the destination.

#### Hotdog as an outdoor food activity

Tourists have different choices and preferences while visiting places or making travel decisions (Ellis et al., 2020). Some people are more fond visiting popular restaurants, afraid to change food providers, tend to go same restaurants, and influenced by current food trends while other prefer to be more comfortable to go to local places where they can try different and new taste (Henderson, 2009). Consumer behavior and the placemaking strategies are interconnected with each other. Through the observation and the understanding of the consumer behavior, planning can be implemented which can be appropriate for the destination and might be helpful for the creation of attraction for people. From our research study findings, we have acknowledged that different people choice different kinds of food service providers depending on their preference, comfortability, and mindset. One of our respondents thought that street food like Hotdogs in Copenhagen is expensive and would not feel comfortable as well to eat food in outdoor. Rather he feels secure enjoying food in an indoor environment where she can relax and enjoy the meals just by herself, which cannot happen in the street where many people pass by, which suggests that street food activities are not everyone's choices.

*.... Street food of Copenhagen is expensive. It is better to have in restaurant which can be more comfortable for eating and resting during trip...(Adrian)*

However, one of our other respondents explained that when he gets hungry, he eats hotdogs from 7- eleven stores which can be found in every train or metro station. His frequent choice for hotdog consumption from 7-eleven is because he believes that he can get fresh hotdogs as it is an indoor food store. However, he had noticed difference in taste between the hotdogs from 7- eleven and real Danish hotdogs which he had consumed from the street wagon in Rådhuspladsen. This means, even though 7-eleven are selling hotdogs as an indoor food, people can differentiate taste between those two offerings which signifies that when the same food are offering indoor, and people create a mindset that indoor food are better than outdoor

and are more afraid to change their normal behavior for choosing food providers. But once they come out from their comfort zone and explore the real version of food then they can notice the difference.

*.... Yes, I have tried hotdog several times from 7 eleven because this item was freshly available and I was hungry too. But once I had tried on Rådhuspladsen. The taste was different.... (Carolina).*

Many of our respondents responded that they would like to explore the taste of Danish hotdogs from the street wagon because the real flavor, vibes, and tastes cannot be experience in another place. They felt comfortable exploring local food like hotdog in the open space where they can enjoy food as well as see people doing their stuff. Their main motive for trying local food is to experience the local culture and tradition. People who tried Danish hotdogs in the street feel that it is Danish fast food, authentic, quick, easy and have a good taste. Therefore, hotdogs in Copenhagen are often regarded as a quick outdoor food activity.

*..... The smells and vision all over the city motivated me to try hotdogs in Copenhagen which I really enjoyed having it. My experience was pleasant, it is good and easy to eat. It's just a very Danish fast food. It's savory, sweet, sour, Quick and Easy.....(Carolina)*

*..... I want to try each and every place because different wagon have their own flavour.....(Kaya)*

*.... Can you imagine a restaurant where you eat hotdogs, it's a food that you eat it very fast. So, it makes sense it's fast food because you wouldn't sit down with your fork and knife and enjoy a hotdog for an hour because of wine or something it's not the way it's supposed to be I think that's basically one of the things.... (Katja)*

From the above findings, some people have a mindset that street food should not be pricy and do not feel comfortable to eat in an open space. However, most of the people felt that being in the outdoor space makes street hotdog attractive features of the Copenhagen where one can enjoy traditional food as well as the outer environment as well. It is even more clear that, the



popularity of hotdogs as an outdoor activity is enormous and it is also fact that 7-eleven like international franchise are also offering hotdogs as an indoor food but could not compete with street hotdog vendors as they cannot offers the classic taste of hotdogs which most of the people would like to have. Moreover, hotdogs wagon operating as an outdoor food activity is a placemaking strategy implemented by independent small entrepreneurs which can be also called bottom-up placemaking which become an attraction for the Copenhagen. Therefore, from the viewpoints of placemaking, the outdoor concepts of street hotdogs gain popularity because they can be easily visible in the destination which makes people curious to know about it and experience it. In such a way, it attracts people to their wagon, generate income as well as continue the longest street food history which can be remark for the Copenhagen in the eye of foreigners. Hence, we can say that street hotdogs around Copenhagen is also a creative placemaking strategy of many small entrepreneurs by using the traditional and local foods which are helping people to create an image of Copenhagen.

#### Importance of food safety and hygiene regulation

The outdoor food-related activities have a high risk of food contamination and food safety and hygiene issues which can ruin the consumer eating experience in the destination. To avoid such threats, regular food inspection and hygiene & safety control must be implemented to food-related activities in the destination (Henderson, 2009). Food safety regulation does not only impact the consumer eating experience by ensuring crucial elements for those who wants to try new and traditional food in the location but also change attitude of people towards food offering in the destination (Niewczas-Dobrowolska, 2022). Such a changing attitude increases the standard of tourism products and offerings, strength the destination image and hence increases the flow of people (Henderson, 2009). To make a better food experience attitude, strict rules and regulation are crucial for outdoor food stations like hotdogs stalls in Copenhagen. Through the findings collected from our research study, we have realized that Copenhagen municipality is the responsible authority who implements a very strict food checking system to maintain the safety and hygiene of the outdoor food activities. Our respondent of the study, Katja had shared some of the hygiene check of her hotdog wagon like this.

*....no not quite but they have some rules about where you can stay ..... the health you know what's it called Hygiene check and control all of that. they have some criteria to be a standard how you should do it and how many degrees and how if it's clean enough and...(Katja)*

*.....still they are they are seeing very strict about food in Denmark so you can't just say you were somebody else sell something who's making a lot of people you without consequences and you have to be the one you say you are and you have to have some hygiene qualities and could document you did better so you have to do a right.....(Katja)*

Copenhagen municipality has strictly followed the safety and hygiene of food providers and it also implemented small food businesses like hotdogs. Such regular inspection of wagon, food quality, hygiene, and sanitation help hotdogs owners to pay attention to maintain their standards in terms of successfully run a business for a long term. Incapable of maintaining quality control leads to the penalty with a short time frame to maintain again. However, repeating failures in quality control leads to the risk of cancelling the permit of the business as well. Therefore, hotdogs owners are also serious about this matter and pay more attention which is crucial for the safety of the consumers as well. Such safety rules and regulations help to maintain the quality and sanitation of the wagon and food services which ensure the consumer consumption experience. Furthermore, it helps to create a positive attitude of the consumers towards street food by continuously passing such control. It can also work as an advertisement for the business as well as mitigate the risk of being sick and food contamination. Moreover, such regulations provide a sense of relief to customers which helps to create a positive image of the destination that is beneficial for the place.

#### **Are the regulatory frameworks hard enough for hotdog stands?**

The street food market needs a flexible and suitable regularity framework implemented by the government as well as enormous support from the public. Progressive and flexible municipal regulation and social qualities of urban space allow street vendors to move forward and become successful (Newman & Burnett, 2013). Proper quality inspection, sanitation awareness and better infrastructure are the essential part of the regulatory framework which should not be

ignored (Liu et al., 2014). The continuous inspection and supply of better infrastructure is not enough but simple regulation, low entry barrier, regulation for food types and facility of wagon from municipalities works as a favor for street food (Newman & Burnett, 2013). As we mentioned above, Copenhagen municipality is the main authority of Copenhagen for the management of street hotdogs around the Copenhagen area. They have very weird rules and regulations in terms of inheritance of the street business by family members and long waiting list as per our one of the respondents. Katja illustrated that one of the difficult and weird part of operating this business in the public space is that one must have a high patience level because the number of waiting list is very high and the granting number is very low which create a long waiting list for the location. Additionally, municipality will decide on which location to allocate to allow you to do the hotdog business and when it's totally dependable on them, which means they have fixed location to start their business, one cannot randomly choose the location and start the business in the street. Furthermore, she explained that after allowing the location and successfully established your business in the location if anything worse happens to you then your family member cannot inherit the business-like other business. Such rules could make a successful business totally shut down and remain in a questionable situation, whether it will open in the future or not. She believed that such rules implementation for street hotdogs has consequences which make very difficult and high entry barriers for people who wants to do such business.

*.....I don't think so because most of them I know they are back from the time so they already retired from their work or died due to their age .....I've never seen it opening again and not the central station has a very famous one but now he died also and I didn't heard of anyone or bringing again so maybe it's going more and more and more because it's also a Hard work physical hard work it's not the best work it's OK for five hours sometimes but if you have to do it every day your lungs and your body wouldn't survive very long for that that's for sure.....I don't think your children would be allowed to just take over I don't think so I think they would have to get in line so just starts over so you can inherit the wagon but you cannot inherit the spot. not to my knowledge.....(Katja)*

In connection with fixed space, one of our other respondents explained his view like this.

*....one wagon can open 14 days a month and have to give other wagon to open other 14 days, so they are acting like shared economy in the society which is idea of commune.... (Allan).*

Besides, the insecure future of business, which is the consequences of strict rules, Copenhagen municipality has another rule which is also surprisingly weird. Such rules do not allow hotdogs owner who are in the market to continuously operate 365days (about 12 months) in a year. One must share the space with other hotdog owners after every second week therefore they have a specific number plate on their wagon which is easily visible. According to him, three hotdog's owners should share the location and only two hotdog's owners are allowed to open their wagon at a same time which seems unrealistic and difficult to understand as per our position, but they feel they are okay with such rules. In the time of inspection, if a wrong person has operated their business in a wrong week, then it has a serious consequence to their business therefore, they follow all the rules which they need to do to stay longer in the market. It seems unrealistic for us as a unexpert person therefore we have cross-checked with another respondents Katja who is the employee of hotdogs in the City Hall Square and she had also supported the statement of Allan.

*.... My wagon name is Restaurant FodCold. And the other one is Radhusvogn and another one is Deli.... they are three hot dog stands the City Hall, but we are only allowed to be two at the time, so we are always two and one of that's changing and we are moving spots.... one week one place next week the next spot and then you go one week off...(Katja)*

Furthermore, during the corona time all the business got affected seriously and the government had come up with incentives systems to those businesses which are completely shut down for some period due to the corona. But in the case of street hotdogs, the owners were more affected during the corona period. They were allowed to open on their place, as Danish government allows take away system. Due to the pandemic, there were no tourists,

not domestic tourists, or normal people in the street on which the street hotdogs vendors were dependent on because the government had implemented social distancing rules. As they were open during that period, and they did not have a take-away system, which made their situation vulnerable as they had to pay the rent, staff salaries make them financially weak. In relation to that financial weakness of vendors during corona, Copenhagen municipality had not had any scheme that supported those self-employed vendors. Therefore, our respondent thought that corona is also another factor which hits the street hotdog business more as it makes situation worse. During this time, many hotdog vendors were also died, some of them were in worse financial position due to the lack of support from government which leads to the closing of their wagon from the location. Therefore, lack of support from government during corona, death of hotdog vendors and inflexible system are the reason to decrease the number of hotdog wagon in the street of Copenhagen during corona as well.

*.... I think it's 12,000 a month for place in the city hall square. It's very expensive to be there 3 hours a month and paid 12,000 a month and when it corona was coming you wouldn't allow you weren't allowed to move your wagon but there was no customer and you couldn't get some help because we had taken away but we haven't got any customers who would take it away so I don't know what's the meaning of that but it was very hard to survive...(Katja)*

From the above analyses it is evident that Copenhagen municipality is harsh towards the street hotdogs vendors. Some of the rules are good enough as they reduce the risk of spreading illness while on the other hand, their rules and regulations are hard enough for them. The inspection of hygiene and sanitation rules are essential for business-like street hotdogs and works in the favor of business as it increases the level of satisfaction through consumption. In one sense, sharing of the location with other hotdog vendors is a positive part of the regulation as it provides equal opportunity to all vendors who want to engage in this business but in other sense it is very inflexible rules which affect the vendor even though they come across the long waiting list and must share space with other vendors. Furthermore, it is also clear that municipalities

are harsh on the street vendors and do not treat them in the same manner as the other food tourism entities.

#### Tourists' consumption confidence

The consumer confidence can be improved by maintaining the safety and hygiene of food which can be obtained through the transparency of food preparation technique, source of foods, storage of foods and implementation of important features which is most concern for tourists (Rousta & Jamshidi, 2020). When it comes to the consumption of food in the destination many respondents have the same view. People are more concerned with their health and safety measures while traveling to any destination and be more specific while choosing the food because they are afraid of getting ill due to the unsafe and unhygienic food intake. The unsafe and unhygienic food consumption raises the risk of getting infected and can spoil people's travel experience as well as their daily activities. Therefore, most of the people are very attentive to sanitation, cleanliness, and the way of preparation of food.

*.....Health Safety is always a prime concern to me. So with regards to hygiene it should be important....(Jasmine)*

*.... It is very important that the street hotdog that I consume while travelling should be safe and hygienic because it could harm my body and I could suffer from food poisoning and diarrhoea.....(Youku P. Pederson)*

Many respondents believed that street hotdogs are not the healthier portion of snack if it consumes regularly but it does not affect much when consume occasionally. But they also explained that even if it is not the healthiest food, they viewed it as a hygienic and safest food.

*...I think they are not healthy as it increases cholesterol due to oily stuffs, but they are definitely hygienic than kebab because I can see live when they are making food. So, I choose hotdogs over Kebab or any other street foods.... (Izabela Dzhurelova)*

*...Compared to other local food I think hotdogs are healthy because it does not include anything that we cannot eat. All is the bread, sausage, and dressings.... (Tonni Jensen)*

While talking about the Danish hotdogs, as they were operated in the street, they have a transparency of food preparation to the customers which is an important element for many visitors (Rousta & Jamshidi, 2020). So, people can see whether it is hygienic or not through their eyes. One of our respondents wants to consume hotdogs rather than any other fast food because he can see the live preparation of hotdogs, sources of foods as well as their cleanliness while preparing food. They were aware that it can cause a problem to their body if they make a frequent hotdog in-take habit but the way of preparing hotdogs makes them feel safe. Hotdogs as in the street, they instantly prepare the food in front of consumers where they can see all the small details for the preparation of hotdogs. Moreover, there is no doubt that the outdoor setting of the hotdog wagons allows consumer to choose the ingredients they want to add on their hotdogs and the way of their working style which create a transparency between consumer food selection and the preparation and increase the consumption confidence. Such kind of transparency cannot be seen in an indoor setting like in McDonald's or Burger Kings where all the food preparation is carried out the off sight.

*.... I think they are healthy because they follow the rules and regulations of Copenhagen or Danish health standard. The perception of people is that they are in street, so they think it is unhygienic... (Youku P. Pederson)*

*.... It is very important that the food we consumed should be safe and hygienic. Since childhood I am having hotdogs, so I think Danish hotdogs are very hygienic.... (Carolina)*

*...Yes, I think it is healthy enough. If it was not good for health, then it was already disappeared from Copenhagen because the city is so strict on food and hygiene...(Trine).*

Additionally, the consumption confidence level has a connection with the safety and hygiene rules of Denmark. Most of the people are aware of the strict hygiene rules of Denmark therefore, they have already formulated a positive image in their mind that all the business must have followed the safety and hygiene regulation which allows them to have a quality of food.

Such regulation provides a sense of relief to the consumers that increases the consumer confidence level which is also an attractive feature of street hotdogs. Furthermore, consumers can easily sense the cleanliness and sanitation of the wagon on which employees and employers have also showed their concern the most, which is an indication of the level of hygiene they have maintained. Therefore, to make Copenhagen more appealing, fascinating, and attractive for the public, Copenhagen municipality has still allowed hotdogs vendors to operate in the street instead of managing it in a centralized location like Reffen or Torvehallerne.

### Stakeholder collaboration as a placemaking strategy of Hotdog owners

The co-operation between different stakeholders is an effective way to mitigate the tourism problem in the destination (Saito & Ruhanen, 2017). Different kinds of creative but slower forms of food and drinks activities collaborate with another partners or producers to promote their business which attracts domestics and international tourists (Duignan et al., 2018). However, one of the disadvantages of stakeholder collaboration is that most businesspeople who are already established in the market are approaching due to the close networking for short-time or long-term collaboration (Saito & Ruhanen, 2017). When we asked our respondents regarding collaboration with different stakeholders to operate their businesses, we got responses like this.

*.... it's a local business, well as you know my wife that we all have a Steff Houlberg and that's one distributor of sausages, breads and all the toppings and also that I've got all my groceries there .... Steff Houlberg it's my supplier.... my wagon (stands) we are selling Steff Houlberg and one of the reasons for having a Steff Houlberg wagon which I ran from them.... I had a tight collaboration with Steff Houlberg, and they suggested me all the time about improvement for hotdogs. (Allan)*

According to Allan, one of our responded and the owner of hotdogs wagon in Kongens Nytorv, they have a close collaboration with Steff Houlberg to operate the street hotdogs. The close collaboration with Steff Houlberg means the hotdog wagon representing the brand which has already established its name for its quality foods. Hotdogs as a tourist's business, possess different kind of problems and to minimize that problem, choosing quality food over the



quantity of food is necessary therefore he believes that the company like Steff Houlberg do not compromise with the quality and a tight collaboration is beneficial for the business. Furthermore, the collaboration with Steff Houlberg helps the business because hotdog wagon also represents the brand, and they are more concerned with their business to continue their brand name therefore get all the information which is essential for the improvement of the business as well. Moreover, the collaboration also plays as a promotional tool to advertise it in the market.

Additionally, he introduced that the tight collaboration helps him to save a spot in the festivals or any events. As a collaboration with Steff Houlberg, he has maintained a good relationship with the suppliers and such strong networking becomes an advantage for the street hotdogs owners like him to participate in the food festival where many national and international people participate and introduce his business to them. It's a kind of free advertising of the business along with the economic benefits. Such networks work as an advantage for owners like Allan's. However, it generates inequalities to those street hotdogs vendors who do not have close networks with the organizers and should have entirely depends on the normal business.

*.... I was asked because I had a tight collaboration with Steff Houlberg and they suggested me all the time, so I was asked, do you want to join us do you want to participate in this course and I said yes, why not? It will be free advertising... (Allan)*

With the collaboration with big suppliers, other respondents have different kinds of views on it. When we asked about with whom they have a collaboration for the supplier of food to make hotdogs, she had responded like this,

*..... not always because sometimes the supplier can be more expensive but many people is buying from the known you know so they don't they are depending on the name you know the brand so you would go to a hot dog stand and eat Steffs Houlberg that everybody knows Steffs Houlberg. So, they are the biggest provider... that's also good because running afterwards toward the brand and it's also kind of giving the power to them.... (Katja)*

From the above statement, we analyzed that any collaboration has its own cost. If it is beneficial for the free advertisement of the business through the close connection with big brand through festival or any events, then it possesses some disadvantages for the business as well. Collaboration does not always work in a favor to all the hotdogs in Copenhagen. When vendors collaborate with big companies and run after brand name, then there will be certain restrictions which need to be followed that might raise the cost of supplies and increase the price of hotdogs. Therefore, stakeholder collaboration is a bottom- up placemaking approach which defines the way they want to provide the hotdog services because, some people believe high cost means high quality of hotdogs and some people do believe price does not secure the quality of food products.

#### Hot dog as a competitive advantage of Copenhagen

Local and regional food cultural food is the competitive advantage of the destination (Du Rand & Heath, 2006) specifically, traditional street food helps in the marketing and development of destination as it portrays local traditional culture and provide an opportunity to public to experience it (Liu et al., 2014). Even though it is beneficial for economic and social development, the historical strict regulation for street food creates an entry barrier in many developed cities however, in some countries it is very challenging for the government to prohibit the operating of street food (Newman & Burnett, 2013). In our research study, according to our respondents many of the tourist come to their vendors by showing the pictures of Danish hotdogs which they find on internet, or they had heard from their friends. It illustrates that consumers really enjoyed their experience, so they told others about their experience which helps in the promotion of hotdogs as a local and traditional food. Those kind of attributes from consumers also help in the marketing and development of the social, culture and economic condition of Copenhagen.

*.....my wife said to a lot of customers come with pictures of a hot dog for instance USA if you go to Copenhagen try this one... maybe interms of economic because yeah whenever they see the hot dogs and they want to try it is attached to the economy, culturally, traditionally. it definitely does the branding of Copenhagen..... (Allan)*

*yeah, some of them haven't tried it before and just looking forward to it because they heard about it.... Copenhagen is famous for Danish hotdogs we must try it when we visit there.... it's particularly don't represent the particular place, but it's somehow influenced the image of the Denmark like whenever tourists come and eat hotdog.... (Katja)*

Copenhagen as a developed city with proper planning of urbanization, Copenhagen municipality still have allowed those vendors to operate in the street. Holding over a century of long history and able to run in the public itself all year round is itself a competitive advantage for Copenhagen because it does not only serve food to public but also reflect the city's culture and a way of attraction for people to the destination.

*.... Yes of course it reflects uniqueness because Copenhagen being so developed city still, they are allowing those vendors to stay in the busy street and those vendors thus provide authentic Danish cultural food in which tourists can experience.... (Youku P. Pederson).*

The street food practice has a positive impact in the urban economy of Cameroon which has created job opportunity, generate income, women empowerment, education, health and serve as an emergency food support to poor city (Acho-Chi, 2002). Comparing the statement of (Acho-Chi, 2002) in the context of Copenhagen, our respondents viewed that hotdogs are also beneficial for society. Local people were getting a chance to be self-employed, to generate income and manage their livelihood.

*.... hot dog workers usually are business owners that are having the hot dogs that that's their business and are usually older and are able to do their own finances and do their own taxes and stuff like that.... (Joakim)*

*.... Tourists most often want to experience the culture when they visit a place, and these business owners of hot dog stands have seized the opportunity to make a profit from these tourists.....(Joakim).*

As we found out that it helps in the community and people for creating job opportunities even though it produces in very less number. According to our respondent, it usually operates by one or two people i.e., the owner and the one who manages his all finances and everything which means creation of job opportunity by a wagon is for two people which is less in comparison to other food segments of the society. But still there are in the market and continue their legacy without changing the way they used to be 100 years ago which plays a significance role for the development and marketing of the destination. For example, if we compare the destination with the food facilities like McDonald's and Burger King as a fast-food restaurant, then nobody able to make a connection with the destination because for consumer they are just a brand through which they cannot make a connection with destination. However, street hotdogs as a unique feature of the Copenhagen, consumers can reflect the destination through their story telling as it was their unique experience which cannot be experience anywhere. Therefore, being a unique property of Copenhagen and having a historical background, street hotdogs are the competitive advantage for the Copenhagen.

*...I think other options have the same or even better job opportunities than hotdog stands. They are usually meant by one or maximum two people and for example if you're running something like and it's an unfair comparison but if you're running something like a McDonald's there's a lot more people have to work there in order to make that work so there's a lot more job opportunity in there and I think often the same thing is for the kebab stand or a another fast food restaurant for that for that matter that would be in in some of the fast food and they're also creating a lot of job opportunities....(Joakim)*

Hotdog being in a street until this modernization of developed country is one of the placemaking strategy of the Danish Government or Copenhagen municipality. As government authorities do the top-down placemaking strategy for the betterment of the society, Copenhagen municipality does have strict rules and restrictions for the street hotdog in terms of its operation, but such strict rules make consumer confidence enough to consume food in the street and

change their way of viewing street food market. Furthermore, street hotdogs symbolize the historical food culture where families bring their kids to feed them traditional hotdogs and spend quality time. Additionally, being in the street in the developed city gives a sense of uniqueness and continuing the business without changing their old style provides an authentic vibe. Such old style also becomes a competitive advantage for the place through which they can feel the contribution of street food to the society and the city marketing.

#### Impact of arriving new ethnic or traditional food on street hotdogs

In multiculturalism, a variety of ethnic or traditional foods get an opportunity to display or promote in the market and grab the attention of consumers. In this sense, both minority and dominant groups get equal chance to commodify their food in the market. Traditional and ethnic groups food are the source of promoting food diversity and challenges the Western food dominance (Gvion & Trostler, 2008). The rapid increase in the number of fast-food in the destination impacts on the ethnic or traditional food and homogenization of food offering which is the global food tourism problem (Henderson, 2009). According to our respondent Katja, the flow of immigration emerging to Denmark since 1980s or 90s which means different people around the world has an influence on the Danish society. The influences had been seen in terms of their own cultural and traditional food which slowly penetrated food market of Denmark and a trend of new food choices had been started in the market. Those new food includes China grill and pizza which became very popular, and their business flourished in the Copenhagen in a very short time. This suggests that at that time, both the dominant food segments like street hotdogs and new emerging ethnic or traditional food got the same platform that's means equal opportunity to establish themselves in the marketplace.

After 2000, more and more international food like Kebab, Sushi got introduced in Denmark which made the country, a multicultural food hub. The reason behind this must be that the food tourism industry has been changing rapidly in the world and the arrival of different ethnic groups of people require a job opportunity to survive in the new environment. To mitigate this problem, the Danish government had implemented proper planning of introducing different

ethnic food in the market which is suitable for everyone. However, such planning had a harsh impact on the street hotdog business which was successfully enjoying in the market. The Danes liked to have other ethnic groups' food which was new for them as well as they did not have to travel for it which means hotdog owners had to share their consumers that impacted their sales a lot.

*.....when I was a child in the 1978 or early 80s we started to have China grill and pizza so and then it exploded with pizza everybody loves pizza so and from there started multiculturalism and trend of new food started. ....The reason is because of all the other fast food so you have Burger King you have McDonald you have pizza you have shawarma you have China boxes you can pick up many different kinds today while comparing to 80s ....(Katja)*

Our respondents Joakim also responded that varieties of food including Asian, African, and American food had appeared in Copenhagen and the consumer like such kind of new concept which means they have wider selection of food choice in the market beside street hotdogs. In support to Joakim, our next respondent Allan acknowledged that the penetration of multicultural food like Kebab and Sushi are getting increasingly popular to Danish people and got successes to influence or attract the Danish audience as it is new taste for them. Furthermore, Danish population is not the solely Danes now, but the combination of different religious people including Muslim which do not consume pork and the main source of hotdogs are made from pork meat. The attraction of Danish people towards other cultural or traditional food and addition to that the emergence of Muslim people in the Danish society eventually had greater impact on the street hotdogs market.

*.....I have noticed that Copenhagen's become very multicultural in terms of its like street food and in terms of food in general. traditional Danish food has kind of been pushed to the side and a lot of other cultures have stepped into the Danish food scene. you see Asian cultures, American culture and African cultures having food stands with the specific types of food and really interesting new concepts ....(Joakim)*

*.... kebab and Sushi arise to Denmark, and it also has an impact on the hot dogs. And they are also succeeding to influence Danish people...(Allan)*

#### Hotdogs has no change in their food pattern on this era of Multiculturalism

Many destinations change their serving style, decoration, food menu to lure the attention of public as the modern era, there is increased competition between any business world. Moreover, it is much worse in the tourism industry, in food providing services because today's world is nothing the same as the old world. In old times, the world was ridiculously small and narrow but due to the technological advantage and interconnection between different countries people moved from one country to another in search of a job, education, shelter and many more. Some of them settle down in the new country and start their own tourism business in their own way that might be rooted in their own traditional values. To compete in such multi-dimensional environments, food operation must understand the consumers very carefully and adopt the way of their offering. Similarly, the already established businesses should also change their style to compete with the new business in the market. As per the author Givion and Trostler (2008), food operators should change their way of food offering to compete with other food operators in the multicultural market, but such concept does not applicable for all business. In the case of street hotdog stands, as a traditional street business in Copenhagen they are still following the same pattern of their business style and offering the same food as they did in their old times.

In connection with the arrival of multicultural food services in the destination, author, James and Mannichhe (2019) states that the introduction of new territorial or geographical food in the destination does not always see as a threat to the established food-related activities but can also optimize their business. Street hotdogs as a traditional food business, they did not see the arrival of diverse cultural food in the Copenhagen as a threat to their business because they already had established themselves in the market and had make an impression to Danish people therefore, they did not feel to change their food offering style. Regarding to the changing of food business's service style one of our respondents explained in this way.

*.... I think that there's two options right either you adapt and try to become something else or at least try to reinvent yourself so that the hot dog stands in Denmark would try to put on new menu items create different product which is attracted to people including healthy items....*  
(Joakim)

From the above statement, it explained that any business has two alternatives either completely influenced by the changing nature of world and try to adopt the new concept or stick to the previous version of style. From the consumer behavior perspective, street hotdogs got popular among Danes when people are not much interested or knowledgeable about their health and fitness. Furthermore, that was a time when people had no variety of food available in the market which meant consumers did not have the privilege of selecting food items in the market. But with the movement of time phase, consumers have adopted a healthy lifestyle, followed strict consumption pattern, and changed their behavior to adopt in the modern society. Additionally, they got varieties of good foods which are healthier enough and affordable too. In contrast, hotdog owners had never thought such a change would impact their business and carry out the same plan which has both negative and positive effects. On the positive side, sticking to the old style makes it unique and authentic which also helps to brand the destination whereas, losing the interest of many young people towards it because of its negative side effects to health.



## Conclusion

The changing consumer behavior towards street hotdogs depends on various factors like price, health, novelty food experience and quality of food and services. However, all these factors depend on the nature of a person, circumstances they have experienced, and the perception created by themselves through various sources of information. Social, situational, and personal factors were identified which affect the hotdog consumption behavior of the individuals. Price and health consciousness were analyzed in terms of personal consumer factors and willingness to pay prices for street hotdogs depends on the circumstances they have experienced.

With regards to social change, the consumption behavior of people has been shifted to other food options which decreases the frequency of hotdog eating. However, the existing consumer of street hotdogs shows that the continuity of eating hotdogs defines the proper quality of service provided by hotdog vendors. Furthermore, consumers believe street hotdogs has maintain a high level of hygiene, sanitation and employee behavior which encourages them to consume hotdogs in street even though they feel it is unhealthy food for daily consumption. Additionally, the sensory elements of street hotdog also influenced them to experiment with the hotdog even though they are very particular about their food selection in the destination.

While visiting to new destination, people are more curious about the new food that are generally not available in their place but to experiment such food, people need inspiration which can be obtained through their friends, family, social media, or internet. The source of information for the street hotdogs of Copenhagen are friends, family and online groups and depending on the information acquired, they have created a mental imagination of having hotdogs which is a “must do” activity in Copenhagen. People loved the taste of the hotdogs and their unique features which created a positive hotdog experience that defines the satisfaction level of customer. Street hotdogs represent the traditional food culture of Copenhagen and provide an opportunity to experiment at affordable prices which enhance the positive experience in the destination.

Such positive experiences of people increase the positive recommendation pattern and re-visit intention which means consumer are indirectly branding Copenhagen through their street hotdog consumption facilities, experience, memories, and positive attitude through the recommendation pattern for others. Consumers have recognized street hotdog as a unique or distinctive feature of Copenhagen and promoting it through their recommendation patterns, but official authorities do not marketize the street hotdogs. Furthermore, street hotdogs are not considered as a “unique activity” of Copenhagen by marketing authorities and do not include it in their marketing strategy of Copenhagen.

Even though it is not included in the marketing strategy of Copenhagen by destination marketers, Copenhagen municipality has a greater role on the existence of street hotdog. Copenhagen municipality has adopted street hotdog as a part of urban planning which helps in the preservation of historic street culture. The historic street culture reflects the traditional way of operating businesses due to which people can feel the authenticity of the destination. Along with that, travel and tourism stakeholders also introduce foreigners about street hotdogs that becomes a part of their key activities of their guide plan. People love the outdoor concept of the street hotdog wagon because it represents the hygge and social gathering culture of Denmark. Such reflection, preservation and promotion represent that the street hotdogs have a symbolic meaning of Danish identity.

There are various factors which play a significant role in the declining number of hotdogs stands around the Copenhagen area. One of the main reasons is the inflexible rules implemented by Danish government to street hotdogs which create high entry barrier for those who want to contribute to this business. First, the long waiting system for the location is the reason which limits the number of hotdogs stand and sharing of location with other vendors impact on the sustainability of business. Moreover, the inability of inheritance of business from family due to the rules also plays a significant role in the reduction of hotdog stands in Copenhagen.

The corona pandemic also makes a worse situation for this business because of lack of financial support from the government. This pandemic causes a death of many vendors leads to the

shutdown of wagon. Additionally, the emergence of new ethnic and cultural food in Copenhagen is also a cause of decreasing number of hotdogs stands in Copenhagen as people change their food selection behavior. To mitigate this problem, many hotdog vendors implemented stakeholders' collaboration as their surviving technique. Such collaboration provides an opportunity to participate in events which helps to attract many consumers through which they can generate income.

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## Appendix

### Appendix no. 1: Interview with Allan and his wife, the employee and owner of Allan's Pølser in Kongens Nytorv

Prajana: And they're all the recording will be deleted after our project, and we don't use in all the other project without your consent OK so let's start can you please describe yourself or introduce yourself.

Allan: my name is Alan I've been running a hotdog stand for more than 10 years before that I was employed by the IBM for 16 years and been in the IT business for 37 years so that's basically mine I was laid off because of the economic crisis in in in the world so instead of being unemployed I said to myself well I need to do something else and that's why I became self-employed without doubt.

Prajana: hmm so as you said you have a background of IT right and why do you think the hot dog is the best for the same self-employment?

Allan: Well, she (*his wife*) convinced me so and I've also had a small knowledge of the business, so I said, "Well, this is easy I know it why I don't join the business and that's what I did".

Prajana: so, the motivational factor is your wife?

Allan: no not my wife and me of course uh-huh yeah of course.

Prajana: OK so as you said you have started 10 years ago right, so can you describe the little bit about the nature of your business, The hotdog, when does it when do you open what kind of product do you sell like that?

Allan: OK we open at 11:00 o'clock and the well we have very sorts of of sausages and but the hot dog the Danish hot dog which is very famous is the most sold one so but then again it all depends on on the customer Japanese they want to to try the the Danish hot dog Germans

they're red hot dog are also and well the with the big big sausage also the frankfurter hotdog so that's basically more than the main the main thing that is sold in hotdogs stands.

Prajana: Ok that as you have experience of 10 years, right in this business so why do you think that people from like you say Japanese has another kind of taste and German has another kind of taste even with the hotdogs.

Allan: I don't know but yes, all the trimmings, the the toppings and so on that is very famous hmm everyone comes to Copenhagen for the first time they all come to the hot dog stand center I need to try this I've been told about this, so they are very happy.

Prajana: even the Danish people tried right so, in your experience the most common people I mean to say the origin of people like Germans or who are the most one who come to your shop?

Allan: all sorts, rich and poor all sorts of people families' individuals you name it (*he asked wife to told who came to try hotdog in dansih*) oh she just told me the Princess of Denmark as well also visited in the hotdog stands.

Prajana: yeah, so what was her experience and what was her gesture after consuming hot dog in your vendor?

Allan: (*He translated his wife Danish language to us*) He said that it is super delicious.

Prajana: Yeah, OK yes that's nice, interesting even the prince tries it in the street.

Allan: it's a very old tradition and (*his wife speaks in Danish, and he translate us*) she just told me that many years ago before us, she worked in another hotdog stand and the king king Frederick the nine yeah king Frederick the 9th I believe drove up to the hotdog stand the driver went out bought 2 red sausages for the king and went.

Prajana: that's nice and interesting we are shocked as well. and as you said you have opened the shop at 11 when you close it?

Allan: well in the winter we close at at 5:00 o'clock but from the next month we're open to 6:00 o'clock and in every weekend, we are open to 5:00 o'clock in the morning.

Prajana: 5:00 o'clock in the morning? so open Friday Friday and Saturday

Allan: Yes

Prajana: OK Saturday so basically the opening time and closing time is all depend on you not there is no restriction from the commune?

Allan: No but there is a restriction apparently for 1:00 o'clock in the in the in the night yeah that would be PM 1:00 PM but we open it until 5 so

Prajana: so, your hot dog stand is the temporary one or the permanent one I mean to say do you have a permit of keeping that vend at the same place or you have to drag it somewhere else?

Allan: No, we have permit for only one place and that's where we are in consider so we keep there in Kongens Nytorv only one place.

Prajana: because we have heard that many people who own the hot dog, they have to drag that vend they are not allowed to put on the public space where they are operating their business

Allan: No, no so you have to you have to remove it every day drive it home drive it out in the morning so that's that's the conditions

Prajana: oh, OK so you also do the same thing you have to do every day. So, what are the challenges why do you think you are not allowed to put keep their vend or stands in the same place.

Allan: I would not want to do thar you know graffiti and breakings and no no no Oh no.

Prajana: what's the reason you don't want to give the vend on that place?

Allan: the reason that just gave you that well when people are drunk there's a lot yeah this could take some nightclubs in the area. When they are drunk, they thought that it's funny to break it out and the destroy this one all graffiti all over it no no

Prajana: so, for the security reason you don't want to put. So, what are the general rules that you had followed to open the hot dog vendor 10 years ago and what are do you have any idea and the rules of opening right now?

Allan: well, everyone can apply for a certification of running a hotdog stands but there are some conditions you need to be well such some sort of economic understanding of selling and and profit and so on um that's about it and then you apply it to the commune and all depending on where you are placed. my my original idea was to also have ecological sausages they're very expensive. I didn't sell anything, so I dropped them. so that was one of the reasons because of the variety for people who wants ecologically just the normal ones so not many restrictions, but you still need to have some sort of understanding on how to run a business.

Prajana: OK because when we resource on the website of commune yeah, I found out that either you have to unemployed, or you have to be disabled to run the hotdog stands?

Allan: Yep more or less that's correct that was in the early days OK it all started back in well Denmark was also the in Denmark it started in 1918 the 17th of January, 1918 before that Sweden Finland Norway already had hotdog stands so in 1908 Charles Swenson stints applied the commune for opening hotdog stands and that was rejected so he reapplied in 1918 and in January 17th 1921 he was a allowed to open 600 stands which was a red sausage with mustard and danish special bread that's a Danish Bread ball or something you buy at the the bakery and it develops from there so for in in mid 50s I would say 600 hotdog stands in Copenhagen today they are only for 25.

Prajana: what do you think the the reason behind the decreasing number of hotdogs stands?

Allan: competition from kebabs pizzerias McDonald's yeah 711 also they also have sausages, but they are not very good at it.

Prajana: and even the price matters isn't it because when we went in the before doing this thesis project, I didn't know about the hot dog even though I stay here for five years I can see that stand but I never you know recognize it and when our teacher told us that there is the hot dogs who are operating in the street is that the thing they are connected with the tradition then when I was a little bit interested and we also tried it but it is expensive because for how much did we

pay? Umm well we pay for almost 45 or 48 kroner for one hotdog, it was tasty, but we have tried DPO.

Allan: yeah, right DPO

Prajana: OK and if we compare that the price we go if we go to the Burger King within 50 kroner, we will get burger and drink and French fry everything so what do you think about it due to that high price people start to consume less or?

Allan: well, when you upgrade this as big as as McDonald's you can buy more groceries right to another price when I buy some of my groceries, I can't buy the many that much, so I have to pay another price yeah, they don't, and they of course put the put the price down so that's that's main mainly the reason so

Prajana: Ok, as you're talking about the supply of ingredient to whom they do you collaborate I mean to say from whom do you get all the stuffs like sausages is it locally owned business or something?

Allan: no, it's a local business, well as you know my my my wife that we all have a **Steff Houlberg** and that's one distributor of sausages, breads and all the toppings and also that I've got all my groceries there yeah so and also some of the the other other shops for smaller things which is cheaper, **Steff Houlberg** it's it's my supplier.

Prajane: OK so basically you collaborate with the one dealer distributor because of the pricing yeah right so you can also deliver to the customer in a lower price as much as you can?

Allan: my wagon (stands) we are selling **Steff Houlberg** and one of the reasons for having a **Steff Houlberg** wagon which I ran from them, **Steff Houlberg** is to only have those they have their problems for truly that's it same thing and for **langeline** that's also the same thing they need to buy the product from **Langeline** and we need to buy **Steff Houlberg** products products so that's the difference. And if you don't do that, they will pull off the the advertising on the on the wagon and you would do whatever you would like

Khum: then use the collaboration with something local business like yeah, we can see that, right.

Allan: Yeah

Prajana: so, you vend is located in Kongens Nytorv right, have you chosen that location or municipality have given that location?

Allan: No not the Kobenhavn commune they are the one to allocate in a fixed place. they had opened the vacant applications for that particular place, so a lot of people apply applied, and so did I and I was the lucky one to get it. I believe at that time when when I apply for the the Kongens Nytorv place we were 32 application applications, they pick some of some of the the applications out and they invite them to a talk in the commune to see who they are. are they presentable.

Prajana: so, do you only sell Pølser (sausages) like hot dog or do you also have another foods and beverages?

Allan: No no sausages and and beef sandwiches yeah

Prajana: OK so why why don't you think that because whenever people go there and consumed the hot dogs there is the people who also thirsty and want to have some beer or some soft drinks

Allan: like we have soft drinks and beer yeah and chocolate milk chocolate milk like we have a very old tradition that the hot dog and chocolate milk

Khum: OK we have research that one and many of the vendors they had like a pølser also and they have a birksemd something other foods like Danish food, but you guys don't sell or like that only you sell hotdogs?

Allan: OK well there are some of the the station nearest once yeah, we'll also sell sausages and so on, they also sell other foods besides sausages and hot dogs and so on so but in any of the Danish hotdog sense it's only sausages. you don't have the place yeah you don't have space for for anything else

Prajana: and do you have any idea like if they combine all the foods beside the hot dog do they need different license to sell the other product as well like they need different permit if they want to sell other foods in the stands?

Allan: No..its Up to us.

Prajana: that's OK and what do you think about your business is different than your other competitors?

Allan: hmm interesting question

Prajana: because running a business for 10 years is not a joke, right?

Allan; well if you look at some of the hotdog stands in Copenhagen many of them as I told you before, **Steff Houlberg, Langeline and Tulip** whatever name on the on the wagon but some of these hot dog stands they are selling cheaper sausages they buy from another grocery so and that but they are not that's tasteful as the original ones we only have original sausages from **Steff Houlberg** and that's quality and many of our customers says best sausages they ever had because it is the original ones that's one of the main thing I think it's very important to have quality instead of quantity.

Prajana: quantity yeah OK that means authenticity.

Allan: yeah, yeah exactly

Prajana: so, do you have any influence of local community municipality to your business beside the permit yeah you have to collaborate I mean to say work with the municipality right so during the operation do they have any trouble that they put you the commune?

Allan: no no

Prajana: no OK so there are only restricted until the applications part.

Allan: Sure and of course the the space you are occupying hmm and that's only that space.



Prajana: and if you get the license for one time it's for the whole time that you want to run that business.

Allan: basically yes

Prajana: so, there is no time limit?

Allan: well, there are some some time limits I have been told some of the hot dog stands only have the permission for 3-4 years then they have to reply reapply. I'm not sure why that is so I could not give you definite answer on that.

Prajana: but that does not apply to your business?

Allan: no not to me

Prajana: Why do you think that it's not applicable for you.

Allan: I don't know

Prajana: that's fine and what are the problem or challenges have you facing while operating the business either in terms of the customers or the supplier for food, commune anything?

Allan: well, I had had some some discussion with the commune about being in the spot in Kongens Nytorv. they one of the, well the person I'm talking with wants to place us on the corner away from from the centre. that's not a good idea we know the the behavior of the customers they don't wanna go there they wanna go straight into the wagon and they want to have a sausage in there and that's that's it customers will well we have all sorts of customers mostly nice but some are rude some of them are rude and in some cases I've said sorry you come here can't have anything here hmm if they are very rude no

Prajana: OK so you also encounter some rude

Allan: Oh yes, but not maybe many most of the customers are nice and yeah

Prajana: what about the weather challenges because in winter season or in rainy seasons because it's outdoor business right you have people have to stay there and eat your hot dog so how does that impact to your business?

Allan: well, the three embarrassed months in a year that would be January February and March because of the winter because of the rain because of the windy conditions we have in in Denmark and from then on, it's a very good business.

Prajana: and I think so it's not a good term I don't know how to use another so within that three months how do you survive your business like if there are not many sales due to the weather then you know you do you understand?

Allan: Yeah, when we see yourself for less so and that's one of the conditions and you are of course, and we planned for this three month in a year the three bad months in a year and put something aside, so you have for expenses and rent and and so on.

Prajana: OK oh you have to pay the rent as well right well I forgot all about it so is it appropriate to ask you how much do you do you pay as a rent and to whom do you have to pay the rent?

Allan: well, I pay rent for the garage I'm I'm having my my wagon in in before 2017 we had to pay well if you do you have a pencil yeah let me explain this. if this is Copenhagen, right making this is split into sections this is the the main city that's Section 1 the ring out here is Section 2 the ring out here Section 3 and Section 4 and so on and so on, this was at that time before 2017, 2245 I'm not sure about this, but in 2016 all of my questions was asked why do we need to pay rent when all these small wagons running around in Copenhagen like coffee pancakes anything they don't pay anything so the commune said well from 2017 no sorry 2014 that was 2014 in 2017 new rules will be applied so in that time no one is to pay rent and that is still going. So, we are paying nothing.

Prajana: OK, that's nice this kind of support from the commune yeah municipality to the small business like that right, so as we have already talked about the rent can we talk about the tax system? If you feel appropriate, I mean to say in our case you know normal person would be 38 + 8 tax, right 38% and plus 8% as well depending on our income so we don't know about

the business like you So what are the rules about the tax you don't have to say particularly but general rules?

Allan: Well, it's it's an accounting question because you use all tricks of course you do if you could pay less tax, you would of course so do we.

Prajana: Ok, so you have encountered mostly nice customers in your wagon right so after consuming it because somebody's it's the first time somebody's they come repeatedly right what are their attitude towards the food?

Allan: well, both of them come because they already know or have heard as I said in the beginning, I've heard about the Danish hotdog which is quite famous, so they like it and most of them come again.

Prajana: so, they are happy and say it's delicious

Allan: my wife has had experienced some customers come again three times a day

Prajana: three times a day? Oh my God that's interesting

Allan: so, basically most people are nice, for the rude people, I would say ok.

Prajana: OK so you are the center of the touristic area many people come there for the shopping or just walking right So what do you think they, as you already answer it they come revisit your wagon particular to consume that things being in the central part of the touristic place, does that influence with random people as well because sometimes people think that walking by that place that smells also motivates to them to you know what's kind of food is it should I try because that smells is so appealing so does do you have same kind of experience?

Allan: yeah, that's true your rights as you said and also a lot of customers asking what kind of meat it is its pork meat everything is pork meat except for the beef sandwich yeah of course and with multicultural people you have a lot of Muslims yeah and they they don't like pork meat so they some of them take beef sandwich but no sausages.

Prajana: OK so it's also depending on the religion

Allan: yes, to some degree

Prajana: Religion, taste, and smells and the vision also right and the word of mouth also

Allan: and also, they are away from home let's try it anyway

Prajana: and as being in the touristic place how does your business is connected with the branding of destinations for the tourist I mean to say branding means does it, like people come to visit Copenhagen and they said hot dogs inside touristic places does that brand Copenhagen does that brand destination that people will assume that oh whenever they think about the Copenhagen or Kongens Nytorv oh there is a wagon we should go there do you think that it is also kind of marketing ?

Allan: definitely (*his wife speaks in Danish*) as my wife said to a lot of customers come with with pictures of a hot dog for instance USA if you go to Copenhagen try this one.

Khum: is that branding? it is branding we can say that word of mouth or something yes the people are motivating them to what do you think like if they have said that if people are saying or they are seeing in the website Copenhagen website or something that was sent that picture yeah that's anything that we have recommended by those people or those websites those communes website.

Prajana: and if they are influenced by the website facebook or whatever how does it impact the overall Copenhagen?

Allan: it's difficult to say that's a strong question.

Prajana: maybe in terms of economic because yeah whenever they see the hot dogs and they want to try it it is attached to the economy, culturally, traditionally, right?

Allan: yeah, I know I'm not sure I couldn't give you a straight answer but, but it definitely does the branding of Copenhagen and also the economics of course tourists they are using a lot of

money in Copenhagen not only in the hot dog stand but also in souvenirs and other shops and so on

Prajana: so, you are the only one who are running the business, or do you have any employee?

Allan: Well, we have one employee

Prajana: oh ok, so what's the background of your employee I mean to say is she or he is student or?

Allan: she has been in the business for so many years. She is 72 years.

Khum: then, she is well experienced, right?

Allan: oh, I would say so yes

Prajana: OK so basically you choose the employee who has the knowledge and can contribute some information to the customer as well yes so it's basically a link with the tradition of the hot dogs because some people are interested to know about the tradition of hotdogs right so if we have an employee who has the knowledge about it and the if the that's such kind of customer come and encounter what kind of this how does it evolve then she is the one who can you know represent the tradition of hotdogs and she will be impressed and that also brand the Copenhagen.

Allan: yeah, oh that's why I only want to hire experience employees because they know about this, they need to be able to explain to what it is what kind of sausage is is we have nine different sausages.

Prajana: Nine, oh my God, yeah for that knowledge is very important otherwise without having that knowledge you cannot say it and you cannot impress the customer as well.

Allan: That's true.

Prajana: So, danish hot dog is the Danish tradition as well, right? so can you please describe a little bit because we are unaware about it how does that tradition evolved or how does it connect with the Danish culture because we heard the hot dogs comes from the Germany before world war it is in German?

Allan: yeah its original from Germany and as I mentioned earlier Charles Swenson stevns had visited Germany at one point but also again that was we have some some years ago and the Norwegians and finlands and swedes already had those in smaller scale so I would say that every day all Danes from very very little a small small human being to to grown-ups they know about the hot dog they know about the sausage they're all about the hot dog stand. And my wife just said, the hotdog stands stated in in in in that 17 of January 1921 that was basically because there's been a war yeah people were poor they didn't have much money, it costs one sausage red sausage with a bread in 25 Ores that's the quarter of kroner, so all danes no matter who you talk to do you know hotdog stands they would say, Oh yes I love it. So, all danish people love it but as I said there were about 600, I believe 624 a hotdog stands in Copenhagen in mid 50s and from there it gradually dropped down so today in Copenhagen there are only 25

Khum: like yeah you talk about the degrading of the hot dogs and we encounter one guy who is from food and science study background and he talked about that multiculturalism, from the 1990s the new food came in Denmark and the degrading happening isn't that true or can you elaborate this one that is it true like Kebab came in 2000 and the people attracted to that food yeah is that the problem of degrading of hotdogs.

Allan: Oh yes, it is the reason hotdog had big competition.

Prajana: so, do you also involve in the festivals or fairs?

Allan: Oh yes

Prajana: what kind of festival fairs?

Allan: well last year when the hot dogs stand had 100-year birthday or jubilee, I was in the Copenhagen cooking festival and also in private parties so if anyone wants to to rent a sausage stands that's also something I do and first of all yes

Prajana: So, what are the process to be in that kind of festivals?

Allan: yeah, well in those cases for me I was asked because I had a tight collaboration with Steff Houlberg and they suggested me all the time so I was asked, do you want to join us do you want to participate in this course free advertising yeah you cannot pay for this.

Prajana: free advertisements and opportunity to earn more money right because you have that three months yeah where you struggle.

Allan: I believe I have some I have some pictures let me just check here. Copenhagen cooking is a returning event each year and they had some the hot dogs

Khum: where does it happen like in street food or food distortion?

Allan: Well, it's called Islands plads. they have a lot of tents and actually it's called tolholmen. sometimes we go out to wedding, birthday. one time one man has his 80<sup>th</sup> birthday and he say I only want Pølser vogn in night food.

Khum: oh, I want to ask you like my friend told me that people had a party, they eat 3 course menus in the party yes yeah and in the afternoon in the in the night 1:00 o'clock 2 o'clock they want hot dog why why this is the main food for the night? are they want to eat hotdog when they were drunk?

Allan: so, people love the sausage to have a nice party with food and drinks, basically this is one of the arrangements I had on a building site so and the the other one just checks if I should have some pictures here I have so many pictures. Actually, the arrangement was they had four different hot dogs that day the traditional one's classic for me and the ecological and also something vegetarian and Gourmets hot dog, so people had to to to apply and get all four sausages.

Khum: what is about Gourmets Hotdogs? Is it different from others?

Allan: Basically, it is the sausages with special toppings and so on. also, I was in there and the morning show “Good Morning Denmark” I was in that in television. I was in Tivoli that's also advertising being able that's me.

Khum: like you give interview for them?

Allan: Oh yes, 6:00 o'clock in the morning it's 100 years celebration of Pølsevogn in Denmark like. *(He showed us many pictures and explained one incident on Copenhagen cooking and describe about the sausages type they had in the fair. The green, sweet, handmade, and classic)*

Prajana: so, you have talked about the wedding and birthday party why do you think that they want you to be in their party what's their motive it's not only about the tasting sausages right?

Allan: well (his wife spoke on Danish) the people said that she is the sweet and nice.

Khum: That's true that she is so nice and sweet, when we meet, on that day we have approached many 10 people, five of them in Christiania and Frederiksberg station they said no English and some of them they are employed young employee and they don't know about the hot dogs and they don't know about their owner and last you were the one outside of the Nørreport she don't speak English much but she talk with us that's so nice for us that she communicate with us and at first we went there and there was a few people right yes so we thought no no it's not the right time yeah we again go back to walking street and came again and you were alone that time so we didn't want to disturb at the work because you have a customers and we had already tried some of them so we didn't try yours but next time we will try.

Allan: Well, the arrangement in these weddings and birthday and so on that has been the customers who have been visiting our wagon and they were so excited that they want us to in their party



Prajana: so, like you basically they don't want to test by themselves they also want to introduce such kind of food to their relatives to their friends yeah maybe they have a friend who are not Danish

Allan: you can be sure you can be sure of one thing if you have a party with three course menu and you have the night and you have a hot dog everyone wants to have at night too. They will say oh it's a hot dog yes. instead of soup or something other food.

Khum: then customer satisfaction is also happening here so you can say that.

Prajana: free marketing customer satisfactions, free advertising everything that's nice so. kabab and Sushi arise to Denmark, and it also has an impact on the hot dog right so what's the reason because they are also succussing to influence Danish people So what are the reason behind to be successful in the Danish market?

Allan: Quality, as I said before quality and instead of quantity, you can be sure that customers who visit a hot dog stand which only is based on quantity yeah, they won't come again, if they have an original sausage yeah it will come again it tastes different and most of them, they're not very good at it (making hotdogs) so

Prajana: and how do you feel that because your hot dog is a Danish tradition, and the kabab and Sushi are not the Danish food right? they are the international food and when that popularity when there is people like it it's because of the popularity right so how do you feel it why do Danish think to consume more kabab and sushi instead of hot dogs?

Allan: the reason is Cheap it's cheaper most of it most of its cheaper you can get a kebab for 25 kroners but I cannot sell my hotdogs on 25 kroners so it would be nothing left for me.

Khum: so, people who go to kabab was like they go for a quantity yeah and the people who tried the hot dogs like they are for the quality right?

Allan: yeah sure.

Prajana: As per the source Turkish also sells kebab in the street like hot dog right before we have heard about it but now, they have moved to the fixed building so, why do you think they disappear from the street and hot dog are still operating in the public space?

Allan: I couldn't give you an answer on that one that would be difficult to explain

Prajana: don't you think that commune thought it's a tradition and because it's also decreasing in the number the hotdogs one don't you think that they are supporting the hotdog owners because they hold the Danish tradition and being in the center part of the people where people come even normal people rich people tourist every people around the world or domestic people don't you think that they try to marketized hot dog so international people do know about tradition as well as about the branding of the Copenhagen?

Allan: should I answer that well there are some kebab wagons as well one in central station. there's one there's one but that's the only one I am aware of that is across the way from Tivoli at the main central station there's one and that's the only one I know of. the commune well they are not allowed to distinguish only at the hot dog stand that has to be to make sure there's a wide broad of a variety for people to have something to eat yeah but it may sound strange to say that but not everyone is very clean there are some very strict rules by the food hygiene, and they need to be very clean.

Khum: OK then the all the hot dogs are under the food control and hygiene everything is standard, and they have a regular checking something like that?

Allan: yeah, once a year have and if you can well let me show you one of these if I can find it you have a report from the food hygiene. each time they have been visiting you they give you emoji like smiley or sad and when you see some bad smileys you won't eat yeah there

Khum: that is also important for us, you just send us that one also

Allan: the last report I got was well you know you cannot understand it it's in Danish of course yeah, I'll send it to you so you, so you have it right but both the garage where you put your wagon and the wagon itself is undergoing the hygiene checks each year and it has to be visual to old people to see. Even this café where we are sitting have that paper at the door.

Prajana: Oh yeah that's the one yeah that's the one the yellow one

Allan: yes, that's the yellow one and you can reach how they manage yeah but there's a uh big smiley of course with a mouth down and the one up and the up one is good and the down it's not that good. We have little smiley, well that has been cancelled there's no small smiley anymore OK it's just smiley OK I mean, both in garage and the wagon but you were ordered to take it down by the year hygiene.

Prajana: So, what kind of pressures because many people are operating hot dogs in the public space and they have their own strategy to attract the customers right because the more main intention of all the hot dog employers is to earn money and to survive right because you have to pay the tax and you have to plan a future So what kind of significant pressure do you feel with other competitors?

Allan: it's good job competition that's why you need to be sure you have the quality yeah and people know that yeah oh that one is good that one no not today

Prajana: OK so in your view there should be a competitor without the competitors, we cannot survive?

Allan: Its healthy with competition. it is actually good one will only survive.

Khum: then we can say that in 70s we have 600 something like hot dogs but now they have 25 or 30 we can say that the survival of fittest like survival of the quality one or?

Allan: well yeah sort of sort of there are still some as I said earlier that are selling cheap hot dogs very cheap hot dogs and they know they don't know how to sell a hot dog the sausage is not probably prepared so that's a this is nothing customers would like to experience again it has to be warm it has to be good. *(His wife speaks in Danish)* my wife says that she only eats hot dogs or sausages at my wagon. I never go to another place never

Khum: like I have one question like your hot dog's name is Allan's Pølser and I have seen some Janeth Langeline right you we know that Langeline is different stakeholder, and you have

a Steff Houlberg, right? what about the DOP they have a 1 big company, and they have many owners, or the DOP is also the one only owner and they have only one hot dog?

Allan: yeah, they only have one hot dog. Yep that's what I said earlier that yeah I need in my way I only need to I I'm not allowed to sell anything else but Steff Houlberg and their products yeah if I do that they can say well we don't want you to because that's their name, their name yeah if I sell anything else that's Steff Houlberg is producing or presenting to people it's not that product yeah that's bad advertising.

Khum: then they're a brand Steff Houlberg is a brand, so you are selling the brand

Allan: so, there are different brand is different yeah that would be Steff Houlberg, Langeline or Tulip you name it DOP.

Khum: now we know that OK yeah, it's fine. Thank you for the time. This is very important for us for our thesis.

Allan: look at this picture it's another arrangement I would that's also in television with this one if you look down here (showing his phone) also as it stands, they have a number OK this one yeah also the small wagon said pancakes and yeah, the ice cream bicycles and so on everyone has the numbers like this yeah, 282 yeah

Prajana: So, what does it mean?

Allan: it means that you are allowed to be there and you have the license to be there, this is provided by the commune so if you if you don't have any number yeah this one is yellow the pancakes I believe is red or green and some are blue so if you don't have a number yeah like this you're not allowed to be there.

Prajana: and there is a Pølser vogn

Allan: And it's a Pølser we did not recognize. there is this yeah that's the wagon and we thought that oh there is the one wagon which is always a stay there but we don't know that they can only operate 1 week and rest for 1 week, so now we have to see if the wagon is belongs to the same person or the different person because all the way I can see they seems looks similar like if we don't look that in a detail.

Allan: All Steff Houlberg wagon are dark blue or light blue, the one in main central station is light blue. That called Steffs place. it's a special wagon because of the gourmet hot dogs and all the traditional ones are dark blue as mine.

Prajana: OK that's nice yeah thank you so much.

*one wagon can open 14 days a month and have to give other wagon to open other 14 days, so they are acting like shared economy in the society which is idea of commune.*

## **Appendix no. 2: Interview with Katja, the employee of FodCold Stands, City Hall Square, Rådhuspladsen**

Prajana: so first of all I will tell you about the motive of the project why do we want the interview so basically as I already said that it's all entirely based on the hot dog, like the number of hot dog stands were increasing many years ago during 1950s, 60s or 70s. there were like 600 hot dogs around whole Denmark right but we heard that now there is only 90 maybe.

Katja: Alright, in Copenhagen maybe but in Denmark in the 80s there was almost 10,000 so on every corner you will see a hotdog stand but now as you can tell they are just making history.

Prajana: So, we are interested that it's the traditional food culture which represent the tradition of Denmark to a domestic tourists or international tourists so why this number are diminishing why they are decreasing what are the reason?

Katja: The reason is because of all the other fast food so you have Burger King you have McDonald you have pizza you have almost shawarma you have China boxes you can pick up many different kinds today while comparing to 80s.

Prajana: yeah of course and that's the reason and those who are who have survived those who have survived what's their strategy to be able to be staying in the market right so that's the main motive of our project that's why we do the interview so let's start first of all can you please introduce yourself briefly

Katja: yeah, my name is Katja I'm 51 and I'm a pensionist and I do this as a side job just took it out and meet some people

Prajana: OK you are already retired so you are pensionist, now?

Katja: Yeah, When I was 37, I guess because of a chronicle illness yes.

Prajana: what did you do before this job?

Katja: I was in oh what's it called I don't know social system or social worker.

Prajana: so, when did you start this hotdog stand job?

Katja: Eight or nine years ago again I've done that before when I was younger.

Prajana: And you have a chronic disease or are you disabled?

Katja: Yeah, I am.

Prajana: We heard that and on the website that to open or run the hot dog stands or any other street vendors people could have either unemployed or the disabled either in terms of physicals or having some kind of chronic disease so yeah that's the reason you joined the hotdog?

Katja: no because before it was like you just like it but not today anyone can get a hotdog stand today, that's just waiting you have to get in line for the good places and if you want to survive you can't survive on Sundbyvesterplads because you don't want to sell anything you can provide yourself for so you have to be in a position where you even have a job next to it as a side of it or just get a real good spot and stay there.

Prajana: there's no more the requirement to be disabled or anything?

Katja: no but before that was true.

Prajana: when did they change such kind of rules?

Katja: I think maybe ten years ago I think so

Prajana: and why do you think that the motive of changing that kind of rules because they are already?

Katja: I think they may be wanting to make it equal for everyone to get the possibility of you know everything.

Prajana: OK do you think that's the reason those who survived in the market right now is that the reason behind the changing rules or changed rules?

Katja: I don't think so no not from the practice I don't think so because most of them I know they are back from the time, so they already got it because of this health so

Prajana: and how many days do you work?

Katja: like maybe three days one week maybe the next week and then I'm off one week totally because I'm getting tired.

Prajana: OK so due to your physical condition or I mean to say due to your tiredness you wish to not to work on the next week or there will be some reason.

Katja: There's a reason because they are three hot dog stands the City Hall, but we are only allowed to be two at the time, so we are always two and one of that's changing and we are moving spots.

Prajana: OK what are that three other hotdog stands name? Is it the same branch or I mean you are you guys' Tulip, Langeline or what's your stakeholders name like your hot dog's name?

Katja: My wagon name is Restaurant FodCold. And the other one is Radhusvogn and another one is Deli.

Prajana: so, all these three as you said only two are allowed to open at the same time and another one?

Katja: one week one place next week the next spot and then you go one week off.

Prajana: OK so how do you three guys decided that this week I will open?

Katja: I don't know for a fact how they did it

Prajana: Ok, so that's all depending on the owner not the working part. so, can you please describe a little bit about the nature of work you work like when they open the shop when they close? what are what the things you say?

Katja: yes, my hot dog stand, I don't know the other. yeah of course that's a little bit different but we open typical at 11 and it's supposed to be closing maybe 10 or 11 for Monday Tuesday Wednesday but in the weekend they are open from 11 to 6:00 o'clock in the morning and then they go and clean it up and four hours come back so we uh we are changing I don't have that many hours but I'm there in the daytime as you can see and I know a lot of people so we have regular customer come back some every day and eat the same every day so we make hot dogs we make sandwich we make just sausage different kinds and we are based on the traditional back it's time we are just selling that in my place but the other one is spicing it a little up and I'm not sure that's good or not but I keep my regular customers because of that so they don't want that change when they want the hot dog they want the regular hot dog yeah the classic one.

Prajana: You said that there are other employees, and you work only daytime?

Katja: yeah, there's four after six to till night and then in the weekend they shift around 10:00 o'clock to 6:00 o'clock in the morning so it's the same.

Prajana: 10 am to 18:00 in the daytime?



Katja: no in the nighttime. I am not doing night, but another employee is doing night.

Prajana: Ok but you don't know about the night?

Katja: yeah, I know about it, but I don't work it I have tried it when I was younger, but it wasn't not I don't like.

Prajana: so, you already try the day shift and the night shift what's the difference have you feel?

Katja: the people the customer so typically it's a drunk people or I don't like it I don't like to be out at night so it's not.

Prajana: what's the reason you don't want?

Katja: it can be violence it can be many kinds of stuffs, it's not nice and you feel very alone when you stand there you don't have.

Prajana: Ok even though it's a city area it's kind of unsafe?

Katja: when you go home you go alone so no, I don't like

Prajana: and whenever whatever happened in if anything happened bad in that situation then you have to handle by yourself that's what you don't want?

Katja: something that can happen in the daytime it can happen all hour, but you call the police or maybe you can calm the situation down sometimes I can do it but not always it depends on the opposite so what's the purpose.

Prajana: yeah of course that's

Katja: the situation is getting worse and could make and also sort of knives showing the people at the street and I don't like.

Prajana: so, as you have already worked for nine years in a hot dog stand do you have any idea how do they, the owner of the hotel get the location for their businesses?

Katja: yeah he was on waiting he started a place which wasn't very good and he didn't sell a lot so he waited so somebody would close their business and then you were like number 23 maybe and then you would move a little bit up a little bit up but he did it so long now so he would get this but there's been a spots in Copenhagen I know for sure but they are not going to give it up before they are retiring so maybe he will move at that point but I don't think so because all the buildings you know metro station and renovations for everything in Copenhagen so now it's almost done so the City Hall is going to be a very good place again but he waited many years for that so I think he would stay here.

Prajana: so basically, once you get the license to open the wagon on a particular location then there is no expiry date until you give up right?

Katja: yeah I think so I don't know any reason I haven't heard about anything else that if people choose to just quit or if they're ill or pass away maybe I didn't heard about any other ways I know about several who died I know that they also want the street we are sitting now there was one for many years I think last the year before he died and he was well known in the area so now there's no.

Prajana: there's no one to continue that business, then maybe the commune will give to someone.

Katja: yeah but I I've never seen it opening again and not the central station has a very famous one but now he died also and I didn't heard of anyone or bringing again so maybe it's going more and more and more because it's also a Hard work physical hard work it's not the best work it's OK for five hours sometimes but if you have to do it every day your lungs and your body wouldn't survive very long for that that's for sure.

Prajana: So, what I understand from this point is if a person who owned a business if he died and if he's children or he doesn't have anybody to continue that business then there is also the that's also the reason to disappear of hotdog stands?

Katja: but I don't think your children would be allowed to just take over I don't think so I think they would have to get in line so just starts over so you can inherit the wagon, but you cannot inherit the spot. not to my knowledge.

Prajana: then it's not same as on other business

Katja: no not quite

Prajana: OK so as you say that you have concentrate on the classic ones and on other people have changed little bit spices besides that how does your hotdog stand different from another competitors.

Katja: yeah it's a personal you can make it depends on how much effort you put into it what are your standard my standard is what I want to eat you get to eat so it's a very good standard because I don't serve anything I wouldn't eat for myself and also if you are talking to people socializing listening that's a good thing too because it's a different kind of eating and you will see if when you are behind the desk you will see shall I call it not high and low but every kinds of people so it's not the social standard everybody is meeting like this and everybody is equal so you can tell when they are talking it's a nice place to be like that.

Prajana: so, as you said there is 3 hot dog stands and two only run at the same time. so, these three hot dog stands have a same supply in terms of the raw material raw foods to make like bread, sausages?

Katja: no, they're buying different places to my knowledge they don't have the same supplier, no they are picking it out each

Prajana: OK so different what you call it different wagon have different supplier. OK so what's the business concept of your hot dog I mean to say what who are the supplier?

Katja: oh, they are very different so it's he's picking it out from the quality and the taste so

Prajana: so, there is no specific distributor from where they bought?

Katja: No, they used to be but not in my wagon and some are going with the big names you know but we are not, so we're just tasting all through it yeah.

Prajana: so, is it is it also pricing things? Quality is another thing, and the taste is another thing you have mentioned does the price also matter while choosing the supplier.

Katja: not always because sometimes the supplier can be more expensive but many people are buying from the known you know so they don't they are depending on the name you know the brand so you would go to a hot dog stand and eat stiff Houlberg that everybody knows Stiffs Houlberg. So, they are the biggest provider but we don't use it because it's not the best always it's just the name and you pay for the name so you can get a lot more quality if you just go and look and taste and find. it's another concept but that's the way he does it.

Prajana: that's also good because running afterwards toward the brand and it's also kind of giving the power to them.

Katja: yeah, but that's his main reason not to do it so I know but yeah.

Prajana: OK it's testing to another place and purchasing from the other brand also allows another people to do their business?

Katja: so, you have to do a free market for some competition not to let the prices just go and go and go so my hotdog stands is a little bit cheaper if you notice and still, we have the better quality for some of the some of the sausages maybe.

Prajana: Oh yes, we saw that. do you have any knowledge about the influence of municipality towards the hot dog stands? like what are the rules that municipality have towards the hot dog stands it instead of that the opening I'm into say waiting for the opening like you already run the business right so do they like commune you know what is the influence of coming to the hot dog stands? Did they pressurize the hotdog vendors to open and closing time?

Katja: not that much. no not quite but they have some rules about where you can stay and of course how long maybe I don't quite think so when you open your open but you but the health

you know what's it called Hygiene check and control all of that. they have some criteria to be a standard yeah how you should do it and how many degrees and how if it's clean enough and

Prajana: So, how often do they check such kind of things?

Katja: one time a year maybe one time maybe yeah maybe more if there's some fault but if you before you get this smiley you have seen in restaurants I think they move away from that now it's just have to be good and you don't want to show a face anymore I think so but we always had the biggest one so they don't come that often we haven't tried to have another face so I'm just doing the same and again the same you would eat you deliver yeah so you can see it when you stand in front of the wagon and look inside you can see if the pan is clean or if the wall or the ceiling up is cleaned or not. I think you have looked around yeah so, it's very different so the same as my kitchen

Prajana: That 'nice but you are very particular about it so do you have a not in your wagon or other stands do you have any idea like if the runner of hot dog owner has a bad quality regarding Hygiene, how much do they charge how much commune charge what are the consequences of it?

Katja: I think it's I think it's ticket you know money for maybe 5-10 fifteen thousand that's all of.

Prajana: what about they close for a short period of time after that they check, and they found not clean?

Katja: I think you would get some or you would get a limit to fix it and they would come back and check it and maybe you did it better but not good enough then you would extend that limit but not for long because we are we are much focus on that.

Prajana: if the same mistakes or same bad quality repeat again and again then?

Katja: the ticket would be rising yeah

Prajana: yeah, and along with that ticket they there is also the risk of being closed down. OK that's also one of the influences of commune. and as you already told that at the nighttime there is a problem of you know drunk people.

Katja: yeah, but not always but I just don't like it so it's running around, and all are happy, and they like it

Prajana: so that's good what are the challenges of operating in the daytime?

Katja: customers the weather it has a lot to say so

Prajana: why do you think customer?

Katja: customers because we don't have any customers when the weather's bad not the place that I am in because it's just empty when it's cold and raining or it's just not their favorite they would walk inside to McDonald or choose something different so it's an alternative to we didn't have when I was younger you would just eat in the rain and shipped it but not today you have many choices so why should they.

Prajana: So, customers are more focused with the facilities and yeah also so I think it's total yeah if you are in the mood for a hot dog so you can eat Shawarma but when are you not in the mood for a hot dog I can't in the rain maybe, but you know.

Prajana: So, besides that, the weather also influenced the consumer behavior right and they want to eat, or not so have you experienced any rude customer or polite?

Katja: Yeah, both most people are polite I would say but it again it's also a matter of who is I don't have that many problems with anyone and I think it's the way I approach people, so I think so

Prajana: if they are rude then what about that one maybe you know about the price about the quality like you know you remember?

Katja: but if they are violent or something to the other customer that's another thing but most of the time you can talk with people and kind of and otherwise you again have to call the police and get moved away but rarely.

Prajana: so, there is another hot dog stand on that Rådhuspladsen, right So what people say to you to you when they come to eat like do, they also express their feelings if they have been to another hot dog and they don't like it or like it does this say anything to you if yes what are the things do they tell?

Katja: they, it can be oh you have the right bread because they have a see some sesame on top of it they don't want that so back to the classic the safe yeah it could be or it could be where are the other wagon they have a very good bread you know so it depends on what people want and what they are coming from but they were usually happy when they eat.

Prajana: do they also say that in comparison to another hot dogs your hot dogs is tasty as well as cheaper.

Katja: yeah, but I get a lot of compliments. Yeah I do but it's easy because they come to me because they like my food so it's point I know what I remember a lot of the regular customers so I can remember what they are eating and that's also a point that they don't have to make their what's it called but they don't have to tell me I know what they want on top of it also I can remember.

Prajana: ok then they are loyal customer.

Katja: yeah, but I just remember.

Prajana: so, during your nine years' experience working on hotdog stands, what kind of people have you seen today not about the rude or polite, what nationality?

Katja: everybody almost. I don't I haven't made an Indiana but everybody else I think from all over the world, and they are coming back also the same people from New York or.

Prajana: if they say anything when they come like somebody recommend me or I want to try Danish hotdogs if they say anything?

Katja: yeah some of them haven't tried it before and just looking forward to it because they heard about it oh and then there's somebody who's saying oh there you are I hope you were here and then they are from Australia couples who's just you know been here three years ago and then they see me again it's very funny it's very nice it's good but you can still the people are from yeah when they order their hot dogs you can tell on the toppings where are you from I can tell most of the time I can't.

Prajana: so, is this the favorite place for the children as well?

Katja: yeah some children I don't know maybe in my childhood years for sure but now it depends because we have so many different cultures so McDonald I think is on top of that list today but not when I was a child it would be more Danish children and they are eating that but if you're Muslim you don't eat that so they all don't eat McDonald's as well but chicken maybe we don't we don't have that we tried it but no you have to have a different pan and you have to take a lot of pre yeah

Prajana: yeah, so basically most of the Muslim people do not eat pork I mean to say they don't eat pork, but hotdog is popular because of pork meat, right?

Katja: yeah, it's a Danish thing. they have always been made that way you can get in in beef and you can get in chicken, but it doesn't sell. I didn't sell much when we tried so not for that so you have to find another thing for that and that's why it's good there are so many different possibilities because you can always find something you know you like yeah.

Prajana: then before 2000 or something like that then there are more child customers in hot dogs but now there are all international people like Muslims, so they go to McDonald, so you have that?

Katja: they ask sometimes if I have a vegetarian or halal, but I don't so not anymore

Prajana: and multiculturalism is affecting a lot?



Katja: but in the Nørrebro and nearby station. have you been there? there's a there's a hot dog stand who is halal, so it exists, and I think it's OK it's located to an area who's dominated at some point yeah

Prajana: and that is the oldest one I heard that that's the oldest?

Katja: I think so I think I'm not sure, but I think so

Prajana: so, all over the world have come to your hotdog stands and tried it right so I'm more curious like because the taste smell also affect the choice of the customers right and whenever we bypass the hotdog stands we can see and we want to try it so hotdog are the random selection of the customer so as well you I mean to say do you understand?

Katja: I know what random is but what do you mean random?

Prajana: they don't have intention, or they don't know about the hotdog but when the passing by just want to have it.

Katja: yeah, inputs yeah there's a lot of that too not for the eyes I think I think mostly if they pass by, and they smell so they can get hungry and say yeah maybe but not mostly it would be people who knows so they know what they are smelling. I think so

Prajana: So, it very rare that the random people who don't know about the hot dog they don't come to taste the hotdog right?

Katja: yeah, the tourist does sometimes so I maybe it's mouth to mouth, so they heard about it of course but they haven't tried it and then they are coming yeah

Prajana: so, you have operated the hotdog stands at Rådhuspladsen it's somehow represent the Radhus to domestic tourists or international tourist right, in your view how does it reflect the how does your hotdog stands reflect the Radhus?

Katja: it doesn't I don't think so no not really.

Prajana: It isn't brand like we have a hot dog in Radhus and that's the good one and in Copenhagen we must try it when we revisit there, you don't think so?

Katja: Yeah, maybe you're right yeah maybe yeah but not in the City Hall maybe more indeed the big picture of Denmark yeah.

Prajana: So, it's particularly don't represent the particular place, but it's somehow influenced the image of the Denmark like whenever tourists come and eat hotdog.

Katja: But still it has something to do with the city because it's an it's a stand you know on The Walking street or on the City Hall square or central station or something it's if you go back in time and then we have a lot of that and musicians and jewels and Street markets and not so much anymore because of all the rules as rules for everything that's the rule for rule.

Prajana: that means that you have in the 50s like 80s you have 600 like 10,000 hotdog stands you know, it's due to the rules that they are degrading now they cannot compete with the rules, and they disappeared.

Katja: in the 80s yeah, there were a lot but there was the competition from other things who might or might not just healthier, so we have we have half a decade of healthiness in Denmark where were you tuned on that are you think about that

Prajana: when it was like a decade of healthiness?

Katja: 10 or 15 years ago it started.

Prajana: So, that time many of them like disappeared.

Katja: I think that's an issue too because it's not the healthiest food if you eat it rarely it's fine but it's everything you can eat candy as well but it's not good if you eat it every day or every week or your children does it's not it's not that's good but in Denmark we ate a lot of sausage I think back in the 20s and the 30s and I think so other past the time we got more vegetables and foreign food mixed and then some focus on who is getting ill and who is getting diabetes who and why and then you would not eat that so often so people are getting older today and there's

a reason why also so if you variate you your food for example you would live longer maybe than if you eat hot dog every day I wouldn't so.

Prajana: that's OK I already asked about the collaboration so do you have any idea like your owner they also collaborate with other organizations to do the events?

Katja: he doesn't he has his own contacts and build it up. yeah, some wagon he would rent out for they some everything else

Prajana: Oh, Hotdog also provide the services for the birthday and other.

Katja: yeah, he does he does but not all does that, but he had been there maybe for 20 years now he had built so it can be 50-year anniversary of some kind it can be a company who rents it for the food it can be many occasions where he would leave and then for that while we are working in just normal way beside that yeah

Prajana: but the celebration birthday celebration or anniversary everywhere, all the customers are Danish not the international business, right?

Katja: no, it can be different kinds but people who is here maybe on holiday oh work just live here so we are a lot of nationalities here beside Danish people so otherwise they're Danish maybe now yeah but still I know what you mean but it's totally different sometimes.

Prajana: my question is hot dog says, Danish Hotdogs it is traditional Danish Hotdogs, right? how does it connect with the Danish Tradition?

Katja: I think maybe in Germany they also do a lot of sausage, but you have to go to the beginning you would say they would buy handfults make sausage, so I guess one clever guy once put sausages on wagon and just try to sell them you know how old it is. 100 Or 102 years on the City Hall Oh yeah, I think the first one was about in the 20s, but you can look that up.

Prajana: Hotdog stands just celebrate 100 years of anniversary in Denmark, right?

Katja: so that time there wasn't a lot of machine or factories or something they would do it by hand

Prajana: and they are still doing it or?

Katja: yeah, some places but not so much I've been told that you know what's it called you know you put it inside Tårn (intestine). I don't know what it's called in English but I think they are sending the all of that when they take out from the pigs when they when they are taking it out of the stomach, oh that is intestine , they are sending it maybe to another country to clean them because we have one factory I think on Allerød or Sydhavn something who was cleaning it and I think it's closed so now it's cheaper to send it outside the country so it's a lot of money question to everything and the machines are taking over yeah you sell more and more and it has to be cheap and it has to do it fast and it's not the same anymore so.

Prajana: OK due to the demand of the more sausages, they also introduce the artificial intelligence to make the Pølser. but before it used to go outside of the country, and they clean it?

Katja: yeah, they do it now

Prajana: OK they do now otherwise that would be more expensive right? They send to eastern European countries like Romania or Bulgaria?

Katja: I think they send to China, but I don't I'm not sure, but I think so. I think you can look that up as well what happens to the factory, I'm referring to I think it closed because they needed some money, and it wasn't vanished after that. maybe there wasn't capable of getting grants. But yeah, Competition makes difficult for all.

Prajana: in your view being in the public space what are the benefits does the local community have from your hotdog stands?

Katja: yeah they have a tourism that's a deal because we have a lot of it not when it's corona or war or crisis but normally we would have a lot and we used to have a tour guides who would bring maybe 30 or 35 tourists at the time and I would make them very fast you know so they all got to taste one and we had that agreement with the with some traveling companies who sent their guys with the with the tourists from my wagon not for old but

Prajana: still, you have the agreement with the tourist guide now?

Katja: But I don't know now because of the corona everything close down and the agreement has to you know there was nobody who was traveling and

Prajana: so, before the corona you had an agreement?

Katja: and maybe they'll come back.

Prajana: what's the name of this agency that you had a collaboration oh you know you remember?

Katja: several travel company in Copenhagen.

Prajana: so, in that sense we can say that travel agency or tour guide also helps in branding Hotdogs?

Katja: they are focusing on what can they what can they give their customers or tourist so.

Prajana: it's kind of branding

Katja: yeah you can see yeah they are branding for us you can say it but it is a tradition so if you go to London you would typically eat fish and chips yeah you don't do it everywhere in the world but there you would sushi maybe for another place and so on and so on and hot dog or smørrebrød, you know Smørrebrød, do you like it?

Prajana: Not the dark bread but I have tried a lot like Fiske fillet, Hønse salat.

Katja: so, on white bread or without bread you like it.

Prajana: Maybe we were more used to with white bread from our childhood and the dark bread is more of Danish?

Katja: yes, I know its Danish. I don't think they have it any other place I don't think so but I know tourists are trying it because some of the we have Eater Davison and she's very famous to make that I think she is in steffensgade as expensive but yeah very delicious but we have also many nice places to do it who's not so famous about it I would say better but you would know if you just eat it.

Prajana: Food like Smørrebrød and hot dogs they are totally Danish like the young kids you know nowadays the Danish kids yeah, they still have it, or they used to have used to have kebab or sushi, what you think?

Katja: I think it's different, it depends on their friends, and I have a lot of kids who come back you know I have the same children and they're very sweet. I didn't like sushi when I was a child, I didn't like it my sister liked it she loved it she still does but I don't.

Prajana: so, in your view as you are the frontier front people who interact with the tourists or with your customer whoever it is either the child Danish or non-Danish in your view by analyzing all the things why do you what do you think they come to it?

Katja: why because they like it or because they don't know it but have heard about it and want to try it maybe because they don't have it in their own country I know United States are making hotdogs but they are not at all similar with ours and French have hot dog but still not the same yeah and yeah they have croissant and we adopted that as well and very popular here also but still I would rather eat croissant in France than in Denmark if I could choose but I can't.

Prajana: so, whatever they don't have in their own country they want it.

Katja: yeah, they want to try it

Prajana: For their experiences, right

Katja: I do the same when I'm travel. I want to visit some local I just want to see the real thing and takes the real food and I mean you can eat McDonald when you're home and, but it depends on the good about McDonald is everywhere and children are very safe many children don't like fish and yeah and that's a shame but

Prajana: and I'm interested to know that we have seen another Street vendors as well in around the Copenhagen, but they are very less in number we have seen one ice cream stand and pancake but very limited, but we have seen hot dog stands in every metro station and in front of the church, they have a hot dog. we have seen why that is like is that the only hotdogs.

Katja: I think the ice cream stand it's it speaks for itself it's only a short while it's you can eat ice cream and then might for very short period it's too cold yeah so you wouldn't choose that you would maybe take a cup of coffee but not and again we are not that many people if you look around the world the big cities there's very many people and we had more people here in Copenhagen than other places and they're like but still it's not the same it's not a basic for we have a lot of food restaurants and more and more and more are coming I don't know why but there's always some market for eating but not on the street I think I don't think.

Prajana: that's the reason that hotdogs are in more normal because even if in a chilly weather yeah people can have it yeah because it's a little bit it's not heavy kind of food.

Katja: I think if you go to a stand where they would serve smørrebrød it would be a little difficult to go and eat smørrebrød on the street you know that's a lot of things to it you have to be easy to consume and.

Prajana: we can say that hot dog is favorable for all seasons, so they are all over the city and pancakes is also in my opinion but still how many pancakes we haven't seen much maybe one on The Walking Street of Nørreport and one in other side of Kongens Nytorv.

Katja: The Walking Street used to have some with illum and some with the City Hall square sometimes, but I think summer is the and the holiday maybe for Christmas or something and they're so traditional for Christmas like yeah, I think so and also in front of Christian you have seen it once for many years.

Prajana: as you said one only two wagons allowed to run the business at the same time and another have to stop and when I walk by the Norreport where there is a in front of the flying tiger there is Peter Pølser, right? The place name is Kultorvet. There is peter's Pølser wagon and by my knowledge whenever I walk by, he's operating all day I haven't seen him closing the wagon.

Katja: so, it's only him maybe

Prajana: ok he doesn't have a rule for changing in a week.

Katja: I don't know

Prajana: OK so if a person who owned the business and operating by himself you don't have the another then they can do all day in a month?

Katja: Maybe he was registered before the rules came out. And it would be very hard to do everything on your own but there are some who do it and I have seen one who is opening 11:00 o'clock he's under walking street. I think a little longer and he is closing about 19.30 or 18:00 and every day so he isn't out at night or evening but it's only him so

Prajana: if nobody is under the same branch then he is allowed to work.

Katja: if it's his wagon and he can choose how to I think yeah.

Prajana: that's why I was wondering how is it possible for him to open all the days in a month and if you have any information about the because running the business in the public space we don't know about the taxes and rent, right? do you have any idea about the rent? Did they pay to commune or?

Katja: Rent, I have an idea. They pay rent to Copenhagen commune.

Prajana: how much do they pay?

Katja: I think it's 12,000 a month for place in the city hall square. It's very expensive to be there 3 hours a month and paid 12,000 a month and when it corona was coming you wouldn't allow you weren't allowed to move your wagon but there was no customer and you couldn't get some help because we had taken away but we haven't got any customers who would take it away so I don't know what's the meaning of that but it was very hard to survive that because there was a one officer at the City Hall and some birds and me, nothing else.



Prajana: No incentives during corona?

Katja: no people no flight no cars no so you just have to sit there and wait maybe.

Prajana: So, in that situation, Copenhagen municipality haven't provided any incentive, they didn't give the money like a corona money.

Katja: no because we could serve take away food we are allowed to open yeah, and you can sell out of the wagon so you wouldn't locate them a lot of people in a restaurant like here they weren't allowed to, but we could get open but what we did where's the customers in the street that's they were home so.

Prajana: And what we heard that the wagon should be moved out I have to say in the morning you drag it from your where wherever you park it, and you operate your business location and again you have to drag that wagon to your parking station you are not allowed to leave it in the station so you do also same thing?

Katja: everyday

Prajana: so, what's the reason behind that?

Katja: I think they are they are just cleaning the places and seeing that Copenhagen is a clean city and you only get what you are paying for, and you're not allowed to park anything anywhere for it would be another rent.

Prajana: so that if they have an allowed to park permanently then there is another rent added?

Katja: it would be different so it wouldn't be away again so you would have some other rules about so it would be registered like another business for permanently and you will get permission for permanently and so it starts over again the rules so it would be very different I think yeah and the price also very expensive.

Prajana: and maybe the security reason also the owner of the hot dog owner doesn't want to park on the station as well some drunk people will come?

Katja: and yeah, they would also yeah but it's not of course yeah.

Prajana: So, there is the emergence of multicultural food like Kebab and Sushi for hotdogs how does it influence impact the hot dog.

Katja: it's competition kind of but that's just the way it is I don't think they'll impact anything it's just there's more choices so maybe it attracts more people obviously because you can get whatever you like in there and maybe you would have a hot dog and I would have a burger it would it wouldn't be a problem because it's all so close so maybe I think it impact but it attracts also so the competition it is necessary, a competition you know it can be a good thing.

Prajana: so, it's all depended on the personal choice of person somebody like hot dog they want.

Katja: you can see 711 has started to sell sausage and making franks hot dog and hot dogs but this is a competition I don't think so it's not the same it don't change the same it's so I don't think so and maybe when we are close people are doing it if they are really hungry and things are closed or I don't know what the other reason you should buy a franks hot dog in 711 when I'm parked next to it I don't think so maybe if there's a concert on the line is too long maybe yeah but not otherwise no

Prajana: so, as the hot dog culture has already completed 100 years since then yeah and we heard that kebab arise in in like 1990s after the immigrant's flow in Denmark.

Katja: yeah, when I was a child in the 1978 or early 80s, we started to have China grill and pizza so and then it exploded with pizza everybody loves pizza so and from there started multiculturalism and trend of new food started.

Prajana: then new food coming in many numbers?

Katja: especially in some areas in the city maybe Nørrebro or they have been they have other cultures and their lot of mixing food, and you will go there if you want to try that maybe yeah, I would I was born there so I know there yeah

Prajana: OK so they arrive, and they also started from street vendors we heard about it they also operated in the public space but right now they already moved to the physical stores like they have several things yeah but even though hotdog stands completed 100 years, but they are still operating in public space what's the reason behind it?

Katja: Can you imagine a restaurant where you eat hot dog can you it's you eat it very fast. so, it makes sense it's fast food because you wouldn't sit down with your fork and knife and enjoy a hot dog for an hour because of wine or something it's not it's not the way it's supposed to be I think so I think that's basically one of the things you wouldn't need it like that

Prajana: OK So what you mean is the hot dog is not for the food when people want to enjoy with him?

Katja: yeah, and do it at home in the garden in the summer where you are grilling it's another thing, but I don't know many people who is eating it Saturday night when they have the guest coming over you know they would choose some other kind of food it's another thing I think

Prajana: the concept behind the hotdog is totally different than that's why they are still operating and the municipality like giving the permission. Ok then from the previous interview we came to know that every wagon has some numbers license number which is written on the yellow plate so what's the meaning behind it how do you get that number?

Katja: from the commune the special department who is making that and I think they make it so they can sell I know he has a license with a picture with the numbers well so you can you can document you are the person who is the owner and had this permit because otherwise his son or other could say I'm the one you know and just people you know they finding out a lot of things they are preventing a lot of things.

Prajana: to make it clear and who belongs to that wagon they make those systems?

Katja: still they are they are seeing very strict about food in Denmark so you can't just say you were somebody else sell something who's making a lot of people you without consequences and you have to be the one you say you are, and you have to have some hygiene qualities and could document you did better so you have to do a right

Prajana: yeah, that's great you have provided so much information which we can use on our thesis.

Katja: Is it enough?

Prajana: yeah, but I want to ask you do you have some pictures?

Katja: I can make for you when I am working and sent it to you.

*She was called by Frederiksberg commune to have interview and to teach their age care workers about making hotdogs for their patients. So, she is explaining about that.*

Prajana: You have called to teach like a social worker?

Katja: yeah foot those who care people they want to train them to do better for the for the people you know who were needed the help so they use me for three hours I talk and talk and talk yeah but it was funny also so you could see in five years you could see they were starting to changing some of the things that was nice yeah because it's been a building yeah they do it better now they're better listen now they have change something.

Katja: maybe my boss he has something that is relevant picture for you guys and on behind on my wagon yeah there's a lot of pictures from the beginning from the 1920.

Prajana: Thank you Katja for this interview.

### Appendix no. 3: Interview with Joakim Lindahl, student from Food and Nutrition in KU

Prajana: OK first of all we are going to introduce our topic so that you can know what we are doing and what's the purpose of our interview. so basically we are doing our thesis based on the hotdog stands in around the Copenhagen area because we can only see the hot dog vendors in the touristic place like Norreport, Rådhuspladsen and Kongens Nytorv wherever where people come and go the busy street right so we are wonder why they are only operating in that area why not another vendors like durum Kebab something like that so that's why that's the main topic and he, Khum as you know and myself Prajana so and are we allowed to record the interview.

Joakim: Of course

Prajana: Yeah, thank you and the all the information that you are giving we are only using for our thesis we won't use on for the external things like that and for that we need your consent and if you like to be the anonymous then it's also fine for us.

Joakim: oh, I don't mind stands with name that's right.

Prajana: Yeah, thank you so here's our first question so, can you please introduce yourself.

Joakim: Yes, my name is Joakim. I am currently studying food science, or it's called food and nutrition at the university of Copenhagen. I am 24 years old, and I have lived in Solrød which is a smaller city before I moved to Copenhagen about three or four years ago yeah

Prajana: So, basically you are Danish citizen.

Joakim: Yes. Born and raised here.

Prajana: so, while you roam around the Copenhagen city So what things that you feel weird in terms of food.

Joakim: When I feel weird? I don't think I feel anything weird, but I do I have noticed that Copenhagen's become very multicultural in terms of its like street food and in terms of food in general. traditional Danish food has kind of been pushed to the side and a lot of other cultures have stepped into the Danish food scene. you see Asian cultures, American culture and African cultures having food stands with the specific types of food and really interesting new concepts whereas a lot of the, I think more traditional Danish foods like we have Smørrebrød and the pølsevogn have been delegated to other areas of the city so like the more populated areas I feel like are it's a lot more normal to find a kebab or McDonald's better than it is to find Smørrebrød place for example.

Prajana: OK so as you said that's the traditional food can cannot compete with the arrival of another food like American cultural food.

Joakim: I think there are multiple factors I think also the price has a lot to do with it usually if you need a kebab you get a lot more food for your money because there's just more in a kebab than there is in the traditional hot dog or in a piece of fried bread with some toppings on it so that's one of the reasons I also think that the Danish food culture has evolved and Danes throughout the last 20 years have become more interested in food from other cultures you you've seen a movement where things like sushi today is one of the most popular take away foods in Denmark of a total and 20 years ago people would be thinking raw fish that's disgusting I would never eat raw fish I would always cook my fish why would they eat raw fish and that's just been a change in in the way we perceive things and the way we want to explore food Denmark has like a very a traditional like usually call it like Gray and brown food that's like traditional things combined of Gray or brown it's brown sauce with gray potatoes or it's Gray meat with gravy sauce or brown sauce and that's kind of what we made even the famous Smørrebrød is brown bread with something often Gray and maybe a little bit of color on it but it's very like Gray and brown and I think a lot of people in the newer generation, younger generation of people have started to notice that there's a lot of other food from around the world with the Internet being introduced and us being able to see all this new colorful exciting food and that's been a part of that along with multiculturalism coming to Denmark has meant that we were able to experience a lot of these with them and gotten to really like them so there are a lot more popular especially among the younger generation which I am also part of.

Prajana: so, as you say that the hot dogs are traditional food or Danish traditional food so can you please describe a little bit how does it link with the Danish tradition because we are a little bit confused how does it link?

Joakim: I think before we had a lot of kebab places and a lot of these like and McDonald's for that instance like a fast food that was cheap and accessible, the accessible cheap food was the hot dog stands there were quite a lot of them and they were placed around the more populated parts of the city it was very common and as you still see today there at like football games there were at cinemas movie theaters they were at malls everywhere that you were like having a large concentration of people that would always be a hot dog stand and the speakers that was like the fast food of choice for the Danes so you would go and get a hotter or a Casa which is just a piece of bread with some fried onions on it instead of that maybe getting a kebab I should would probably more likely today and I think what was happened is the multiculturalism and the food curiosity came to the younger generation and a lot of these places were unable to stay open for business and close down but some of the more prominent ones instead of like adapting and trying to change the food to be more exciting actually they are stated exact the same and were able to continue just in a smaller number by staying classic so for example you still see hot dog stands at these like very populated areas and especially in places like Frederiksberg where there is a lot of slightly older people live in Copenhagen and a lot of people with some more money so they maybe up the prices a little bit and invest it into a slightly more serious product so instead of selling like the red sausage that would be traditional not very good meat quality they've invested in as long as it's that is actually slightly better and do they wrap bacon around it and made it a little bit more delicious but still keeping it in like the old style and then people are really interested to buy that for a higher price and I think that by keeping or sticking to the traditional and upping the quality slightly they've been able to stay afloat through that.

Prajana: OK yeah interesting so in your view as a Denmark portray the formal economy, we cannot see much Street vendors in the public space right it's very rare case we can see so how do you feel about it to have hot dogs in the touristic place how does it affect to the destinations how does it affect to the tourist?

Joakim: I think that having something that is perceived as traditional Danish food at places with tourism makes a lot of sense since I imagine a lot of people who come to visit Denmark for tourism purposes want to experience the more traditional Danish food which is as i said

earlier they're like kind of gray and brown and not very exciting food but the hot dogs stands especially since they're up their quality a little bit really feel a niche where you both get something delicious and interesting but also get something very traditional to Danish food.

Prajana: so basically, it's a kind of a branding of the Danish food culture as well to the tourist to be in the touristic place, right?

Joakim: yeah exactly

Prajana: OK. So, as I mentioned earlier that we cannot see other kind of street food in the street in a larger number maybe there are some but in very small number right so is it the privilege for the hot dog owner to utilize the public space or is it just the placemaking strategy of the municipality because it's the municipality responsibility to manage their public space right So what do you think about it ?

Joakim: um I think could you please repeat the question sorry.

Prajana: that's OK what I'm saying is there is a lot of number of hot dogs in the busy street so is it the privilege for the hot dog owners to have to use the public space for the operation of cultural or traditional hot dogs or is it the municipality placemaking strategy to introduce a delicious Danish food to tourists and local people?

Joakim: like that's a great question I'm not sure but I think it's a very interesting questions there's definitely I think they're definitely benefiting from being what they are being able to. As the hotdog stands has the unique opportunity that they can kind of move around and they can sell them do some of them don't they have some really central places like in in the middle of the Norreport, there's always like a very prominent hot dog stand and at Frederiksberg station there's a prominent hot dog stand and they really have some opportunities to be in some places that regular businesses that would need a building with a kitchen that is more equipped to make food usually cannot do so. I definitely think they're benefiting from it but I'm not sure whether it's more of like the responsibility of the society to want to place these to a tourist can see them or if it's just a business strategy for these, but I don't think it works.



Prajana: OK so have you consumed hot dog. how often do you consume and what motivates you to go there and consume hot dog.

Joakim: Yes, I have. I think it's less than once a month for me it's very rarely because usually it's either when I'm I mean to me if I want to hot dog it either has to be like a very specific craving or it would have to be because I am drunk coming home from a party and I want something to eat before I get home so I don't have the worst hangover the of the year, the day after but usually when I am in the party and I didn't come home from the city I thought the hot dog stands are not very close by to where I am or it's just easier and better tasting together kebab so that's what I would usually do I sometimes very rarely get one at Frederiksberg coming home from school because it they have a hot dog at the station where I am where I'm going to school and but it's only rarely because I think they are slightly too pricey for me to like expect it to be a whole the slightly too small to be a whole lunch and the slightly too pricey for me to just think about a snack so it's kind of just like, I could do it but most of the time I would choose something else. and I also had a lot of hot dogs in my life, so I don't really feel like the need of the craving very often

Prajana: and when you consume about it whenever you what do you think the specialty about the hot dog.

Joakim: I think that usually the hot dog that I get is like just one with everything because I think it there's a lot of like really good toppings and you can get Pickles raw onions fried onions and to have like this kind of like mountain of like toppings on top of it something that I really enjoy and I think that that's the like that's the thing I like about it is that you can get all these sauces all these things and having something really delicious to eat

Prajana: OK so beside the taste of the hot dog what do you think the behavior of the hot dog's employer/employee on the customers as you are also one of the customers even it's very rare case that you are so yeah how does it effect?

Joakim: usually it kind of feels like I usually I've never had a bad experience with a hot dog employee they always really nice really sweet and seeing the passionate about making whatever it is that I'm ordering actually delicious. I've had like maybe once or twice which one was in kind of like just tired but people who are at work are usually just tired which would make sense,

but I definitely think that like the whole experience of being in a hot dog stand enhances the ability the whole experience of getting a hot dog.

Prajana: OK so being in the busy Street of Copenhagen is it really necessary or beneficial for the development of the Copenhagen or local community?

Joakim: no but it's nice I don't think it's necessary at all but.

Prajana: why don't you think that it's not necessary?

Joakim: because we have a lot of other options for fast food I don't think they are they are existing in a saturated market I believe there are so many new cultures so many and even today I'm still finding new culture food popping up so even though this is like a I believe a movement that's been going on for the past 10, 15 or 20 years we are still not at like the point where we have everything yet and as we keep getting more and more interesting food options offered to us at cheaper prices with better and better availability the hot dog stands would inevitably have to become fewer and fewer but I think there is like at that as long as they have a core market as long as there are some people which is not my generation is my analysis still feel more comfortable time hot dogs then fine Lebanese food for example hmm then I believe there will still be there but I think they are in a very saturated market and as we keep developing both in terms of food and in terms of city development I think there will have to become smaller.

Prajana: OK and as the competition is growing with the food market as well don't you think hot dog stand holds the Danishness?

Joakim: yes, I believe they do.

Prajana: and don't you think it's they have to survive, or they have to enlarge their numbers?

Joakim: I'd be happy if they survived hmm but I think that I mean even though there are a lot fewer than there were 5, 10 years ago hmm I still think I see them pretty often I don't know if it's just because I come from very populated areas but I still think that there's enough I don't go around Copenhagen for oh I could use another hotdog stand right there I think I also personally just because of my own tastes I feel much happier that Copenhagen became an even more

multiculturally saturated food space because I enjoy tasting new things and meeting interesting having interesting food experiences in and around Copenhagen and much rather that that would be the direction Copenhagen would be taken in terms of the food space then for example keeping alive and a hot dog stand but I don't believe that that they'll tie up completely.

Prajana: that's OK and umm in our research we found out that hot dog stands have celebrated 100 years and the number of hot dog stands has been declining right now they are like 136 or 39 around the Denmark not in the Copenhagen so and even and people like you, the younger generation they prefer to experience the new things new food like you mentioned earlier and the price of the hot dog is also higher right in comparison the other possibilities so what do you think about it how can we minimize this kind of problem like how can they operate and hold or bring the attraction like?

Joakim: I think that there's two options right hmm either you adapt and you try to become something else or at least try to reinvent yourself so that the hot dog stands in Denmark would try to put on new menu items create different products and I believe they are doing that just at a very slow pace but like something as simple as like making the kosher sausages and making beef sausages for people who do not eat pigs it's a part of like the direction that they have to take and you could also just look completely reinvent it and decide to do a lot of like different things but that would either have to become more expensive or stay at the same price point I think the other option is to try and stay traditional stay with the roots of what hot dogs than used to be embraced this like very Danish tradition and either that of course you could either try to market yourself through the older generation which helps a lot more money so you can stay at the higher price and just try to be in the places where this older generation and this this market is that you would be able to fit into or you would could try to lower your prices and try to get people from the younger generation interested in actually going there either for economic reasons or for social reasons to try something new with if they want to make a new product. They are also like kind of became a little muddy but there's like two options on the price of the stay high or go lower to try and capture a new audience or in terms of innovation either state traditional to stay with the old audience or try to reinvent to attract new audience and I do believe that these two audiences are the older and younger generations.

Prajana: yeah OK so same question as before like it's declining and what do you think about it, it is a good thing for the management of public spaces like if there if the number of hot dogs

stands are declining then we can see less and less in the public space right so is it good for the public space management or the disadvantage for the branding of Copenhagen?

Joakim: I don't think the hotdog stands is good for anything but I don't believe that it's like the worst thing that could ever happen I think it's just the price of doing business and it's the price of having a city where the multicultural Foods Market is becoming popular or this is growing and evolving and becoming something else done than it was especially earlier and that would that that means that we'd have to do some hot dog stands and that's just how price of doing business.

Prajana: OK like I will give you an example in our Nepal there is a one place called Bhaktapur and whenever people think about the Bhaktapur they think about the yogurt they special yogurt we can only find in that place we cannot find any other place right so it's kind of for branding of Bhaktapur or to local people or to other people either international or Nepalese right hopefully stay another city so do you think a hot dog has such kind of effect on Danes or other international people?

Joakim: Maybe, I'm not sure I think some people definitely do in Denmark and this is also I think like some people of the of it like older generation probably sees the hot dog stands like a proud symbol of Danish food culture and other people if both of the older and for the younger generation fantasies that the hot dogs that either in like a historical perspective or in in a in a newer perspective as like being not the best healthiest greatest food and having a much bigger interest in in in some of the more either more interesting needs in interesting tasting options or in the more healthy options so I definitely think that you're right for some people but I don't think things like all have like a collective thinking of like oh we have to keep alive the hotdog stands they are very important to for like just to feel whole at home in our own country and something or something like that I don't think that's the case.

Prajana: ok yeah as you mentioned that other people either go for the taste or either for the healthier option so and you say that some people think that hot dogs are not the healthier options so why do you think?

Joakim: From a nutritional perspective hot dog are not healthy it's white bread with sausage that is filled with a lot of fat, the sauces are not healthy it is ketchup and sennep is not that bad and remoulade which is either made from a lot of sugar and tomatoes or mayonnaise and even

more sugar hmm so from a purely like nutritional perspective hot dogs are not healthy. and I think that it's not that street food or are easily accessible food, don't have to be healthy but I think that even with we are having a health craze in Denmark and a lot of people want to be healthier and the fact that hot dogs are not healthy is definitely helping them to reach into that market.

Prajana: OK so running the hot dog business in a public area it's also create a job or a job opportunity right so some people can get the job in their what do you call it vendors. So, what do you think does it have the impact on economic perspective of people?

Joakim: I think other options have the same or even better job opportunities than hotdog stands. They are usually meant by one or maximum two people OK and for example if you're running something like and it's an unfair comparison but if you're running something like a McDonald's there's a lot more people have to work there in order to make that work so there's a lot more job opportunity in there and I think often the same thing is for the kebab stand or a another fast food restaurant for that for that matter that would be in in some of the fast food and they're also creating a lot of job opportunities I think it's also important to remember that most of these opportunities especially in and the other for the for the newer food it's mostly for young people so it's like youth workers and people who just like turned 18,19 or 20, something around that that usually worked there at night in my experience hot dog workers usually are business owners that are having the hot dogs that that's their business and are usually older and are able to do their own finances and do their own taxes and stuff like that so it's two different kind of job markets that you're creating by having a hotdog stand and by having another fast food restaurant but in terms of pure job opportunity I believe that the other the fast food market the newer fats food market is creating more jobs than hotdog stands.

Prajana: and when we are roaming around the Copenhagen city, we have found out that the hot dog owner has shared the same brand as I don't know how to pronounce it. It is like Allan's Pølser, Jeaneth Pølser so they have a different name and DOP yeah that is the different oikology one brand is same but the owner is different so which was very surprising for us because when we research, we found that to operate the hot dog on any mobile Street vendor you have to be either disabled either draw or unemployed and there is two category one you should run by yourself and one you should hire employee right so when we see that this here, the brand but the owner is different we are quite surprising surprised so do you have any idea about it?

Joakim: I did not know anything about like the whole requirements for running hotdog stands and I've never heard of that umm but I have definitely seen hot dog stands on the different names before and I think it's important both for the perception of the hot dog stand from a customer perspective but also from an owner perspective and employee perspective to have some kind of ownership in the hot dog stands it is as I said before credit like traditional thing to work at a hot dog stand and I think that some people take pride in it to be like part of the Danish culture and cooking food for people and helping people in need and as you're saying you would either have to be disabled or unemployed that sounds like a very like social and work environment that that you would have to be to be a part of so that even makes even more sense to me that you that this kind of feeling of ownership is important which is why I believe that they I don't know if it's run by like a couple of larger companies and then you have to rent them out or how it works but I imagine that the feeling of ownership for the individual employee is important when running a hotdog stands then and I think that's why it's like Hans hot dogs stands, and Anna's hot dogs stands then the Mette's hot dogs stands then instead of just being hot dogs and incorporated because that feels very cold and not very like personal.

Prajana: yeah, umm and do you have any idea about the challenge they are facing right now?

Joakim: I imagine that they are facing an economic crisis like the rest of us especially in the last couple of years but also before that because customers are leaving them for other food alternatives hmm and I completely understand why customers are leaving and I also think it's sad that the customers are going away.

Prajana: and do they have the permanent location to operate, or they have to move around do you have any idea?

Joakim: I don't know. I have no clue.

Prajana: that's fine and the existence hotdog vendors in the public space what do you think they have a message what kind of message do they portray even the number has been declined and they are still surviving right what kind of message do they send to Others?

Joakim: I think, the message of they think that it's very important to keep that traditional cuisine alive and they love the hot dogs and they love the work that they do and want to be respected for their craft and I totally get that and it's a very it's an it's a nice thing and it's an important thing that they are being like interested in in in keeping part of Danish folk food culture alive I think if you're willing enough to work in it and actually put in the hours then you are very passionate about it and I think that's a very nice thing but I also think that no matter how hard they work as long as we want to keep them at least I do keep the multicultural food market and in Copenhagen evolving I think they will have to lose more and more out on that share of total food vendors in Copenhagen.

Prajana: Thank you so much. it will be really helpful for our thesis you have given so much information about the hot dogs and basically your point of view is very important for us

#### Appendix No. 4: Pictures from Ethnographic Feildwork



Figure 15: Observation near Christianshavns



Figure 16: Katja while interviewing



Figure 17: Allan on his wagon near Kongens Nytorv



Figure 18: Observation near Rådhuspladsen

## Appendix No. 5: Questionnaire for Open-Ended survey

1. What types of street food are you most interested in trying when traveling to Copenhagen?
2. Have you ever tried hotdogs in Copenhagen Street? If so, where and why?
3. Who has familiarized you with the hotdogs in Copenhagen and how they illustrate to you?
4. Do you think street hotdogs are the healthier local street food? If so, why?
5. What motivates you to have hotdogs in the street and why? (e.g., taste, price, and cultural values)
6. How important is it to you that the street hotdogs you consume while traveling are clean and hygienic?
7. Would you be willing to pay a price for quality street hotdog while traveling to Copenhagen? Why or why not?
8. When consuming hotdog, do you prefer to go to the same hotdog vendors or prefer to taste from different vendors, why?



9. What kind of attitudes do you have towards hotdogs in the street?
10. Why do you think, Danish hotdogs are much popular street food and how does it reflect Danish tradition?
11. What kind of experience do you have while consuming hotdogs in the street? Briefly discuss.
12. Have you ever recommended others to consume hotdogs? If so, why and how?
13. Do you think operating in the street of the touristic area of Copenhagen provides unique and authentic experience to tourists, how?
14. While thinking about hotdogs, what kind of image do you formulate in your mind?

## Appendix no. 6: Overview of Online open-ended survey

1. Can you please introduce yourself including name, age, and nationality.
<p>1.Name: Trine Malou Rasmussen</p> <p>Age:48</p> <p>Nationality: Denmark</p>
<p>2.Name: Carolina</p> <p>Age: 28</p> <p>Nationality: The US</p>
<p>3.Name: Youku P. Pederson</p> <p>Age: 22</p> <p>Nationality: Danish.</p>

**1. Can you please introduce yourself including name, age, and nationality.**

4.Name: Jasmine Florence Bachmann

Age: 28

Nationality: Half Danish and half Philippines

5.Name: Izabela Dzhurelova

Age: 21 years old

Nationality: Greece.

6.Name: Katja

Age: 47

Nationality: Danish

7.Name: Tonni Jensen

Age: 31

Nationality: Denmark

8.Name: Anja Subin Larsen

Age: 20

Nationality: Danish

9.Name: Bianca Muresan

Age: 24

Nationality: Romania

**1. Can you please introduce yourself including name, age, and nationality.**

10.Name: Adrian

Age: 31

Nationality: France

**2. What types of street food are you most interested in trying when traveling to Copenhagen?**

1.I am not street food typo but when I am in Copenhagen, I would love to have Danish hotdogs in the streets because I love this since my childhood. They are attached with me so much. The smell is the one I like the most.

2.Yes, street vendors in Copenhagen resemble the ones in my home country. Although I think there are more street vendors in Copenhagen than in the capital city of my country. I have seen only pancake, hotdogs, and ice cream so when i am in very needy like feeling of hunger then I consume whatever I got in the street.

3.Thailand has similar street vendors like in Copenhagen but not the more food selection. I would try whatever looks delicious or whatever my friends recommend me to have. Last time I had tried chorizo which was so good.

**2. What types of street food are you most interested in trying when traveling to Copenhagen?**

4.I would definitely choose Kebab when i had to try in street because I like kebab so much.

5I feel the street food does not make my digestion good, so I rather ignore those.

6.I love street food in Refshaleøen where I can choose different varieties.

7.I was interested to try street burger while travelling to Copenhagen.

8.I think for me the concept of ‘street food’ was introduced in Copenhagen. In Romania we only have this at events, not on a daily basis so it was new for me to experience street vendors.

9.I am mostly interested with Asian meal among street food because this is my favorite but in Copenhagen it is very rare Asian food in the street

10.Street food of Copenhagen is expensive. It is better to have in restaurant which can be more comfortable for eating and resting during trip.

### 3. Have you ever tried hotdogs in Copenhagen Street? If so, where and why?

1. Yes, I had tried Hotdog in Copenhagen. I had tried the one near Round tour in Kultorvet, Nørrebro. I was so hungry, and those smells of hotdogs motivates me to eat.

2. Yes, I have tried hotdog several times from 7 eleven because this item was freshly available, and I was hungry too. But once I had tried on Rådhuspladsen. The taste was different.

3. Yes, I have tried at Nørrebro because I was hungry

4. Since I grew up in Copenhagen, I'm very much used to seeing the hotdog stand everywhere. I love to have occasionally not in single place but love to taste from different locations. I had tried from Nørrebro, Frederiksberg and Christianshavn.

### 3. Have you ever tried hotdogs in Copenhagen Street? If so, where and why?

5. My friend recommended me to eat hotdogs in Kongens Nytorv when i visit to Copenhagen, and it's my first time but I loved it so much. It's totally different what I used to have in my home in Paris.

6. Yes, i had tried on many places. one of them Rådhuspladsen og Strøget.

7. I used to have it a lot before Corona but since few years I think it is overpricing. So, I used to have it sometime nowadays when I feel crave.

8. I love hotdogs. The most I consumed is of Oresund. I am eating since long time ago. My whole family loves it.

9. Yes, I had tried. I am currently live in Copenhagen and I'm here because of university studies. So, I eat on the way to school. Hotdogs I think it is more of Danish because they have topping which I have not seen in my life before.

**4. Who has familiarized you with the hotdogs in Copenhagen and how they illustrate to you?**

1.As per my remember, my father familiarizes me when i was child. All kids love to have hotdogs when they go out with their family. My father told me that it has very old history more than 100 years, I think.

2.I have eat since my childhood so i really don't remember who make me to do first try. Maybe it is not only the street food, but it is more connected with Danish people. My parents they used to have it in their days where lots of people come together and eat. We called it hygge.

3.The smells and vision all over the city motivated me to try hotdogs in Copenhagen which I really enjoyed having it. My experience was pleasant, it is good and easy to eat. It's just a very Danish fast food. It's savory, sweet, sour, Quick and Easy.

**4. Who has familiarized you with the hotdogs in Copenhagen and how they illustrate to you?**

4. Yes i have tried many. It is a part of experience me to try Danish cultural food which we cannot miss. it is hard to miss a hotdog stand in the centre of Copenhagen.

5. My motivation of having hotdog is probably the accessibility. It's not hard to find a hotdog stand and the food is done in a minute. So far I've only had good experiences with the employee and food too

6. I knew it by myself because I had researched about the food from the internet. I think it is good to have it when we are so hungry. But if you have other option then definitely hotdog is not the good choice.

7. I have eaten hot dogs as a child. today I prefer not to eat meat.. But the smell of it is fantastic. If i were not vegetarian, then definitely I would love to have hotdogs in street.

8. I had danish friend of mine who love to eat hotdogs. He told me about Danish hotdogs which was very different than I had in USA.

9. By my self but I have heard that hotdog is one of the most famous foods of Denmark. I don't know it was a cultured thing. When i went to buy in Norreport the employee perceived me a foreigner maybe, so he describes me a lot about hotdogs and its attachment with Denmark.



**4. Who has familiarized you with the hotdogs in Copenhagen and how they illustrate to you?**

10. My Danish friend Rasmus told me about Danish hotdogs which is so traditional. They told me about the wired topping but I like it. They have so many toppings, I haven't tried that before.

**5. Do you think street hotdogs are the healthier local food? If so, why?**

1. Yes, I think it is healthy enough. If it was not good for health, then it was already disappeared from Copenhagen because the city is so strict on food and hygiene.

2. I think they are healthy because they follow the rules and regulations. The perception of people is that they are street food, so they think it is unhygienic.

3. I don't think they are healthy. It is a lot of fat and sugar. I think it is not good.

4. I think it's healthier because it contains a larger portion of protein due to pork and beef meat.

5. I think they are not healthy as it increases cholesterol due to oily stuffs, but they are definitely hygienic than kebab because I can see live when they are making food. So, I choose hotdogs over Kebab or any other street foods.

**5. Do you think street hotdogs are the healthier local food? If so, why?**

6.I think it's not healthy but while choosing street food nobody thinks about the health. They maybe attracted through smell, vision, or hunger

7.compared to other local food I think hotdogs are healthy because it does not include anything that we cannot eat. All is the bread, sausage, and dressings.

8.I don't think there are healthy or unhealthy foods - everything depends on context and amount - hotdogs can be a part of a healthy diet if they consume less

9.I am not sure that they are healthy but other food are also not healthy if we say hotdogs is not healthy.

10.Hotdogs are quick and easy to eat. But not 100% sure that they are healthy.

**6. What motivates you to have hotdogs in the street and why? (e.g. convenience, taste, price, cultural experience)**

1. Usually my primary motivation is taste, as it is very tasty. But at the same time the convenience of how quickly it gets ready is considerable

2. It is comparatively cheaper than other products and it tastes really good and contains protein and minerals.

3. I don't eat hotdogs every often- but I guess convenience.

4. Due to convenience, price as well as too

5. I have seen this since my childhood, so I don't get motivated through this attribute. I just love hotdogs.

6. whenever I travelled to foreign countries, I like to try the local cultural food to experience the food and culture of that country. So, for getting cultural experience I eat hotdogs at first.

7. When I am hungry, I always go to hotdogs wagon because they prepare so fast.

8. The price I guess it is not cheap, but it is also not that expensive.

**7. How important is it to you that the street hotdogs you consume while traveling are safe and hygienic?**

1.I am very much concern about safe and hygienic because it would make you sick whole vacation period due to improper digestion.

2.It is very important to be safe and healthy because it is obvious that no one want to have health issue while traveling which can ruin my trip.

3.It is very important that the street hotdog that I consume while travelling should be safe and hygienic because it could harm my body and I could suffer from food poisoning and diarrhoea.

4.Health Safety is always a prime concern to me. So with regards to hygiene it should me important

5. It should be safe and hygienic because nobody wants to be sick while travel.

6. It is very important that the food we consumed should be safe and hygienic. Since childhood I am having hotdogs, so I think Danish hotdogs are very hygienic.

7. Very much because health is not a joke. This s serious issue that food should be safe and hygienic.

8. when I always to city I always consume hotdogs, so I think hotdogs is safe and hygienic.

9. Yes, it is very important

**8. Would you be willing to pay a premium price for high-quality street hotdog while traveling to Copenhagen? Why or why not?**

1. Yes because they also give lots of effort to make the food and makes us happy

2. Yes, as long as it provides good taste and it's hygienic, I am ready to pay more

3. Yes, I would definitely pay a premium price for high quality food if I were satisfied with the taste and the quality of the food. Also I will consider the safety measures while preparing hotdogs.

4. No i don't want to pay the high price for hotdogs because it is too expensive in Copenhagen.

5. Yes if the food is tasty then I will be satisfied

6. Yes of course. Anybody want to pay if they are happy with the food.

7. Yes

**9. When consuming hotdog, do you prefer to go to the same hotdog vendors or prefer to taste from different vendors, why?**

1.I prefer to choose the same one usually due to taste, but sometimes I might have to go to new one due to convenience of location.

2.I would like to have from same vendor because I can have same taste.

3.I love to experiment different food so I prefer to taste from different vendors.

4.As I said - I don't often go to vendors, so I don't really know

5.I like to go to same vendors as long as it is accessible to me.

6. I want to try each and every place because different wagon has their own flavor.

7. I love to enjoy on same wagon because the owner/employee can know better taste of mine in which it makes easier for me to order my favorite

8. I am kind of person who want to experience different variety so I will go for different vendors

9. I am not a hotdog lover but as soon I see the pølsevogn I go directly to that whatever its name and quality

10. All hotdog stands are from long time so everyone I think have same flavor and quality, so I don't mind switching the stands, but I always try on radhus because it is near to my work.

## 10. What kind of attitudes do you have towards hotdogs in the street

1. Danish local food
  2. street food of Denmark
  3. popular food in Denmark
  4. struggle business because I think they do lots of hard work
  5. over expensive street food
  6. Copenhagen's unique features
  7. Hotdogs in street, no need to worry of hunger in Copenhagen
- 
8. I don't know - a kind one?
- 
9. Hotdogs are more easily and instantly available food in the street food stalls. It is cheaper and healthier than other oily food .
- 
10. Convenient food as well as fast and affordable food

**11. Why do you think, Danish hotdogs are much popular street food and how does it reflect Danish tradition?**

1.It's a cultural thing - a regular hotdog doesn't taste good, but people want them because they're always being there and tasted like that

2.I think main reason is the convenience for people, also they seem to be familiar with the taste, so they like it

3.I have no idea



**11. Why do you think, Danish hotdogs are much popular street food and how does it reflect Danish tradition?**

4. Danish hotdogs are popular street food, and it reflects Danish traditions because it is attractive and contains variety of sausages and sauce which gives more flavour to the consumers. It is simple and easy to prepare where people could grab it easily without any hassle.

5. It is popular because it is very old street food of Denmark, and it also reflects Danish culture and tradition.

6. Because they were everywhere in the city at any time even in the 2 am at night you can see pølsevogn and can try.

7. Danish people are in so much love with this food, so they never want to tire of it.

8. I think they are not so much in the street like before, so I guess they are not so popular now, but they are known to each and every Danish person from small to very old.

9. They are unique property of the city, Copenhagen. People imagine city along with hotdogs wagon.

10. It reflects Danish tradition because all things like sennep remoulade, fried onion, white onion. Such food is all real Danish, you cannot separate those things from Danish food, so it is very connected with Danish tradition, and it is so much popular and reflects authenticity to the tourists.

**12. What kind of experience do you have while consuming hotdogs in the street? Can you explain Briefly**

1. On the way home from a bar when I was younger- hungry and drunk- then a hotdog is perfect

2. It was very nice experience while consuming hotdogs because the price was cheaper, and taste was very good.

3. I am not sure but I was happy to eat tasty food.

4. Good one, as it was quick and tasty

5. While i was coming from the party i was so hungry so I buy it as a food for removing my hunger

6. best food to taste Danish food culture

7. In my childhood I always want my father to buy this for me while we go out in the city.

8. feeling of Coziness

9. I feel like I am not just eating hotdogs I am experiencing Danish culture because it is so attached with it.

10. I feel happy because whenever I eat this whether I am hungry, or I am craving of it.

**13. Have you ever recommended others to consume hotdogs? If so, why and how?**

1. Yes, because it tastes good, and we can have fun while eating with friends

2. Yes because it reflects Danish culture and tradition

3. Yes i will recommend as it is nice

**13. Have you ever recommended others to consume hotdogs? If so, why and how?**

4.No

5.I had recommended to my friends to consume hotdogs while we were roaming around in the market.

6. Yes i had recommend several international friends to try our tradition by taking them to street of Copenhagen

7. When we are field trip from school, I told my teacher to try hotdogs and even all the students we tried in Christianshavns which was so delicious.

8. yes, because they ask about the Danish traditional and local food, so I suggest them to eat smørrebrød and hotdogs in pølsevogn. People told me they just love it.

9. Yes because when I tried, I love it, so I recommend them to eat as food when you are hungry, and you don't have option for any other meal.

10.No need to recommend this food. People just follow smell and vision and try from those stands in the city when they are roaming around city

**14. Do you think operating in the street of the touristic area of Copenhagen provides unique and authentic experience to tourists, how?**

1. Yes, tourists have very limited time and budget to travel. Sometimes they could not get the actual satisfaction from their trip . So, this type of operating in the street of the touristic area of Copenhagen provides unique and authentic experience to tourists.

2. Yes, people when they come late night from party its easier and Tourist also find it as easy to carry meal while travelling

3. Yes absolutely because we have sightseeing while eating

4. Yes of course it reflects uniqueness because Copenhagen being so developed city still, they are allowing those vendors to stay in the busy street and those vendors thus provide authentic Danish cultural food in which tourists can experience.

5. Hotdogs in the street reflects uniqueness of the city and authentic experience even helps them feel and they become more attached to the city

**15. While thinking about hotdogs, what kind of image do you formulate in your mind?**

1. Tasty, easier to carry and less mess in comparison to wraps

2. Old Danish men with his wagon

3. Hotdog with wide sky

4. For me hotdogs are the best food option if I am in hurry because I could grab it easily in my hand and I can eat anywhere.

5. While I am eating I feel like I am experiencing Danish traditional food

6. Danishness

7. Remember of my childhood. I used to go with my father.

8. For me it is like night food in the party

9. Food for hunger

10. While I am thinking hotdogs, I feel craving of it

