

Table of Content

1. Introduction.....	1
2. Problem Area.....	1
2.1 First Generation of Experience Economy.....	1
2.1.1 Critique.....	2
2.2 Second Generation of Experience Economy; Co-Creation of Value.....	3
2.3 Change in Conditions Through Prosperity - A Danish Context.....	4
2.4 Lillebaelt Waters - Middelfart, Denmark.....	6
2.5 Delimitation.....	7
3. Research question.....	8
3.1 Sub questions.....	8
3.2 Clarification of concepts.....	9
3.2.1 Contemporary Tourist.....	9
3.2.2 Partners.....	10
3.3.3 Meaningful co-creational experiences.....	11
4. Operationalisation.....	12
4.1 Research design.....	12
4.2 Middelfart: City Profile.....	14
4.3 Philosophy of Science.....	18
4.3.1 Traditional Approaches.....	18
<u>4.3.1.1 Critique.....</u>	<u>18</u>
4.4 Empirical Data.....	21
4.4.1 Triangulation.....	21
4.4.2 Secondary Data.....	22
<u>4.4.2.1 Trend Study 2012 by Firstmove.....</u>	<u>22</u>
<u>4.4.2.2 Target Groups in Danish Tourism, Economic Key Figures (2010).....</u>	<u>22</u>

4.4.2.3 Tourism Travel Motives in 2011.....	23
4.4.2.3 The Great Bicycle Experience.....	23
4.4.3 Interview	24
4.4.3.1 Before the Interviews.....	24
4.4.3.2 Interview Situation.....	25
4.4.3.3 Interview Guide.....	25
4.4.3.4 Pilot Test.....	26
4.4.3.5 Theory Based Themes.....	27
5. Theory	29
5.1 Reading Guide.....	29
5.2 Introduction: Service-Dominant Logic - The Basis for Value Determination	29
5.2.1 A Holistic Conceptual Framework	30
5.3 Part 1: The Customer Process.....	33
5.3.1 Change in Societal Conditions	33
5.3.1.1 Segmentation to Fragmentation - A Post Modern Characteristic	33
5.3.1.2 Emotional Consumerism - A Hyper Modern Characteristic.....	35
5.3.1.3 Cultural Liberation.....	35
5.3.2 Meaningful Co-Creation	37
5.3.2.1 Meaningful experiences (Erfahrung).....	37
5.4 Part 2: The Encounter Process.....	39
5.4.1 The Tourism Network Approach	39
5.4.2 The Experience is The Brand	42
5.5 Part 3: The Supplier Process.....	44
5.5.1 Experiences Across Industry Borders	44
5.5.2 Storytelling	46
6. Analysis	48
6.1 Reading guide.....	48
6.2 Sub-question 1: What Are The Characteristics of The Contemporary Tourist?	49

6.2.1 Valuable Elements in The Travel Experiences.....	49
<u>6.2.1.1 The Bicycle Experience.....</u>	49
<u>6.2.1.2 Nearness As an Attraction.....</u>	52
6.2.2 Package Solution vs. Self Design.....	54
6.2.3 Post Materialistic Values - A Social Responsible Tourist.....	57
6.3 Subquestion 2: What Are The Communicational Possibilities in Order to Engage the Contemporary Tourist?.....	60
6.3.1 The Network Approach - Emphasising Individual Communication...	60
<u>6.3.1.1 The Importance of Technology.....</u>	62
<u>6.3.1.2 The Importance of The Staff.....</u>	65
6.4 Subquestion 3: What Are the Benefits of the Cooperation Between the Partners in Lillebaelt Waters in Order to Engage the Consumers?.....	67
6.4.1 Cooperation Across Industry Boarders.....	67
6.4.2 Lillebaelt Waters: A Common Authentic Story.....	69
<u>6.4.2.1 The Safety in the Story.....</u>	69
<u>6.4.2.2 Different Narratives.....</u>	71
7. Discussion.....	73
7.1 Hypothesis: All Experiences Are Co-Created.....	73
8. Reflections of Chosen Methods.....	76
9. Conclusion.....	78
10. References.....	82